

**“A STUDY ON THE IMPACT OF BRANDING ON
CUSTOMER BUYING BEHAVIOUR”**

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MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfilment of the requirement for the degree of

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(Affiliated to Mahatma Gandhi University)

Accredited by NAAC with “A+” Grade)

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BONAFIDE CERTIFICATE

This is to certify that this dissertation entitled “**A STUDY ON THE IMPACT OF BRANDING ON CUSTOMER BUYING BEHAVIOUR**”, has been prepared by **Alan P Shaji, Ruthwesh Kumar P K, Sudha Chandrika Anil** under my supervision and guidance in partial fulfilment of the requirement for the Degree of Bachelor of Commerce of Mahatma Gandhi University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

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CHAPTER - 1
INTRODUCTION

1.1 INTRODUCTION

Branding can be defined as the act of establishing a unique identity for a company in the minds of its potential customers. At its most fundamental level, branding consists of a company's logo, visual style, purpose, and tone of voice. For over a century, branding has been at the frontlines of commercialism and has evolved into one of the most essential aspects of a thriving corporate. According to Balmer and Gray (2003), corporate brands are marks denoting ownership, image-building devices symbols associated with key values, means of constructing individual identities, and a channel through which satisfying experiences can be consumed. Branding has evolved into the bedrock of a successful company. Italians are regarded as some of the pioneers in the use of brands as paper watermarks in the 1200s. However, in mass marketing, this notion dates to the 19th century, with the emergence of packaged products. Many household items, such as soap, were moved from local communities to centralized factories during the Industrial Revolution to be mass-produced manufactured, and sold to a larger market. When exporting their products, manufacturers branded their logo on the barrels used, extending the meaning of "brand" to trademark. This allowed packaged merchandise manufacturers to convey that their goods should be trusted just as much as those of local competitors. In short, a brand is a seller's vow to constantly offer distinctive identity, benefits, and facilities to customers.

Consumers give very importance to brands. They see brands from different perspectives and expect better quality from them. Different consumers behave differently when it comes to products and services. With the passing of time, if a brand satisfies the needs of customers then they will become loyal customers of the brand. For every organization, their main priority is customer satisfaction. Consumers are those persons who buy the products and consume those purchased products. So, the study of their behavior is an important task for producers and marketers. Consumer's Perception of a brand depends on its advertisement. Because advertisement makes an impression about a brand on the customer's mind and is a great marketing tool due to its positive or negative impact on consumer buying behavior. Consumer awareness grows when a brand is properly marketed. Thus all these things are related to each other.

The basic purpose of this analysis is to analyze the impact of brand image on consumers' buying behavior. In this, we take two different brands Nirapara and Kitchen Treasure to conduct a comparative analysis.

1.2 STATEMENT OF THE PROBLEM

Consumer behavior research demonstrates that we live in a consumer-driven world where the purpose of commercial goods and services is to make customers happy and maintain their devotion to the brand. Therefore, having a complete grasp of customer preferences is determining: 1. Consumer psychology and how people choose products and services based on demands and brand awareness. 2. How service or goods suppliers choose and implement the optimal branding strategy for their product or service (e.g. family, culture, media, signs). 3. What aspects influence consumer loyalty or repurchases of the brand?" is critical in achieving customer satisfaction and brand loyalty.

1.3 NEED AND SIGNIFICANCE OF THE STUDY

A person's perception of a brand may be based on a personal interaction they experienced as a customer. This judgment need not necessarily be reached through making a purchase. It may have been influenced by something that another person said about the brand, whether it was in print, online, or in an influencer review. A customer may decide to purchase a product for a variety of reasons, not all of which are related to the quality of the goods. Yes, it's critical, but frequently, it's the brand's reputation that will persuade them to stick around, make additional purchases, and recommend that business to their friends and relatives. It's crucial to keep in mind that how people perceive a brand depends on them. The necessity of maintaining a distinctive and outstanding brand of services and products that demands consumer satisfaction and loyalty is predetermined by the growing requirement to retain a competitive advantage and client loyalty in the industry sector. An effective branding strategy is important in a sector with fierce competition not just to draw customers but also to foster brand loyalty.

1.4 OBJECTIVES OF THE STUDY

- To study the concepts of branding.
- To understand the factors affecting customer buying behavior.
- To comprehend the impact of branding on customer buying behavior.
- To understand the reasons for consumer's preference for Nirapara products

1.5 SCOPE OF THE STUDY

The research goes into considerable detail about the influence of branding on customer purchasing decisions. The study examines the effect of brands on consumption patterns. The study provides a point of reference for data regarding consumer behavior and different branding tactics. This project assists in determining how Brand Image Affects Consumer Purchasing Preferences. The study focuses on several variables, including price, product packaging, customer happiness, quality, customer service, and brand reputation of the organization. To determine whether changes need to be made and the level of service provided. The scope of a brand can vary depending on the product or service being offered. Generally speaking, a brand's scope includes its logo, messaging, product offerings, customer service, marketing materials, and overall customer experience. It also includes the brand's perceived value, as well as the way it is presented to its target market.

1.6 METHODOLOGY OF THE STUDY

The methodology outlines how a researcher will conduct the study in order to produce accurate, legitimate data that meet their goals and objectives. It specifies what data will be collected and where it will be collected, as well as how it will be collected and evaluated.

1.6.1 DATA COLLECTION METHOD

Data collection is the procedure of obtaining data from all pertinent sources in order to solve a research topic.

➤ PRIMARY DATA

Primary data refers to the type of data that is gathered by researchers directly from primary sources using methods including tests, questionnaires, and interviews.

➤ SECONDARY DATA

Secondary data refers to research data that has already been collected and is available to researchers.

1.6.2 SAMPLE SIZE

For our study, we used a sample size of 60 respondents.

1.6.3 TOOLS USED FOR DATA ANALYSIS

In order to properly analyze the data, information was filtered and charts were prepared using ranking and percentage analysis graphs.

1) MEAN

Mean is the average of given numbers and is computed by dividing the sum of the given numbers by the total number of numbers.

2) PERCENTAGE ANALYSIS

Percentage analysis is used to assess the data gathered from questionnaires. The outcomes are displayed in percentages.

3) RANKING METHOD

Ranks are assigned to the results after ranking the data in accordance with the base percentage.

4) GRAPHS

The data obtained from percentage analysis is used to construct the graphics. Pie charts and bar charts are examples of graphs used.

1.7 LIMITATIONS OF THE STUDY

- Less time for Study.
- Response may not be accurate.
- Willingness of people to respond may differ according to their choices.
- Conclusions made will differ from person to person.

1.8 CHAPERTERISATION

CHAPTER 1

The initial chapter introduces the topic “a study on the impact of branding on customer buying behavior” a statement of the problem, objectives, scope of the study, research methodology, and limitations.

CHAPTER 2

The second chapter deals with the review of literature done by other researchers on the impact of branding on customer buying behavior.

CHAPTER 3

The third chapter discusses the theoretical framework, which deals with some general theories, functions, problems, etc. about the topic.

CHAPTER 4

The fourth chapter deals with the analysis and interpretation of the research.

CHAPTER 5

The fifth chapter explores the findings and suggestions.

CHAPTER - 2
REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

A literature review is a comprehensive evaluation of the existing knowledge and research on a particular topic. It serves as a valuable resource for researchers in a specific field, providing a strong basis for further investigation. Extensive knowledge of relevant literature is typically necessary for research papers, and a literature review helps demonstrate that understanding. Before commencing a new study, conducting a literature review can help researchers become familiar with the most recent findings and establish a foundation for their own work. We found several literature reviews that pertain to our subject matter.

1. Effect of branding on consumer buying behavior at Vijay Bharat motors pvt ltd, Bidar Bhadrappa Haralayya (2021)

Hod and Associate Professor, Dept of MBA, Lingaraj Appa Engineering College, Bidar The objective of this project is to investigate the impact of branding on consumer purchasing behavior regarding Ford cars. The study examined how consumers differentiated between various models and brands of Ford and its competitors. The primary aim was to understand the extent to which branding affects consumer buying behavior. The research was conducted to assess the influence of factors that determine brand image and commitment, explore the brand image and loyalty of Ford cars, and recommend strategies for enhancing the brand in the Bidar district of Karnataka state.

2. Effect of Brand Image on Consumer Buying Behavior (2021)

A Gupta, A Garg, Farhan Farhan, M Chandna, R Jain, S Kumar Branding comprises marketing and communication tactics that enable a company or its products to stand out from competitors and create a lasting impact on customers. By establishing its own brand, a business can significantly impact the competitive landscape in the market. This research aims to investigate the impact of brand image on customer purchasing decisions. It aims to enhance our comprehension of brand perception and the steps customers take in making a purchase. The study analyzed several prior studies on the impact of brand image on customer buying behavior, employing brand image theories. The study also outlines its limitations.

3. Kingston Business School, Kingston Hill Campus, Kingston Hill, Kingston Upon Thames, KT2 7LB, UK (2020)

Ceyda Paydas Turan Ingredient branding is a marketing tactic that has been extensively employed to generate additional value and enhance market competitiveness across various types of durable and non-durable products. This research contributes to the existing literature by employing script-based and field-based experiments to examine the effect of component branding on consumer purchasing behavior in a service-oriented environment. The script-based experiments highlight the mediating role of quality perception in determining willingness to pay, which increases by up to 9% for a food item that is ingredient-branded. The field-based trial's findings indicate that the actual sales of a product increase by 40% when it is ingredient-branded.

4. Developing a Research Instrument to Study the Impact of Consumer Brand Perception, Consumer Brand Relationship, and Consumer Buying Behavior on Online Apparel Shopping (2020)

Radhika Sharma, Vandana Ahuja & Shirin Alavi The e-commerce industry's growth has led to a proliferation of online shoppers and e-retailers, prompting research into online consumer behavior. This study aims to develop a tool that maps the three primary factors that influence online consumer purchasing decisions: consumer brand perception (CBP), consumer buying behavior (CBB), and consumer brand relationship (CBR). While numerous studies have examined various factors that impact online consumer behavior independently, the authors found a dearth of integrated approaches that map CBP, CBB, and CBR. Through a comprehensive literature review, the authors identified several criteria influencing these three constructs and designed a research instrument to investigate the effects of CBP, CBR, and CBB on online clothes shopping.

5. Impact of Advertising and Brand on Consumer Buying Behavior with Respect to White Goods (2020)

Ghanshyam Sharma & Dr. Avjeet Kaur This study aims to investigate the impact of advertisements and brand perception on consumers' purchasing decisions for electronic goods such as washing machines, inverters, and microwave ovens. Additionally, the research identifies the variables that influence customer purchasing behavior, which, in turn, are influenced by brand image and advertising. The increasing consumer preference for electronic devices motivated the decision to focus on these products. The findings of this study will enable policymakers and organizational advisors to devise effective strategies for promoting specific electronic goods and

brand establishment in a highly competitive environment by providing insights into consumer purchasing patterns for these products.

6. The effect of Brand on Consumer Purchase Decision: A Case Study of Zain Company of Telecommunications in Jordan (2020)

Ahmad A. I. Shajrawi The objective of this research was to examine the impact of brand name, brand image, and perceived quality on customer purchasing decisions. The researcher used a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to measure these factors. Structural equation modeling, confirmatory factor analysis, and descriptive statistics were utilized for data analysis. The findings suggest that perceived quality is a stronger predictor of consumer buying decisions than both brand name and brand image, indicating that Zain telecommunication firm customers place greater importance and weightage on perceived quality over brand name and brand image.

7. Facing a trend of brand logo simplicity: The impact of brand logo design on consumption (2019)

Vera Bossel, Kelly Geyskens, Caroline Goukens Despite previous research demonstrating that the experience of fluency influences consumer intentions to purchase food products, there is currently a lack of research on the effects of brand logos that convey fluency on actual food intake. This study aims to fill this gap by investigating the impact of exposure to simple versus complex brand logos on food consumption in two separate experiments. The findings of Study 1 suggest that consumers are more likely to purchase a product with a simple, uncomplicated logo compared to a complex, three-dimensional logo. Study 2 shows that the type of product plays a crucial role in this effect: while uncomplicated brand logos increase consumption for non-prestigious products, the opposite is true for prestigious food products. This research underscores the potential of brand logo design to impact actual food intake.

8. The Influence of Brand Image, Brand Trust, Product Quality, And Price on the Consumer's Buying Decision of MPV Cars (2018)

Amron The focus of this research is to analyze the factors that influence consumer decisions when selecting Multi-Purpose Vehicles (MPV) for their transportation needs. The study considers four independent variables - brand image, brand trust, product quality, and price - as well as the

dependent variable of buying decision. Results indicate that all four independent variables have a positive and significant impact on consumers' MPV purchase decisions. However, the study revealed an unexpected finding that the variable of price has the greatest influence on consumers' purchasing decisions when compared to other factors. The study concludes by recommending that businesses strive to offer high-quality products at reasonable prices, while also working to enhance brand image and consumer trust.

9. The Effect of Brand Image on Consumer Behavior: Case Study of Louiss Vuitton-Moet Hennessy (2016)

Gökhan TEKİN, Sercan Yiltay, AYAZ Esra The influence of psychological, social, and personal factors on consumers' perceptions of brands has led to branding becoming a crucial strategy for encouraging more customers to purchase specific products, particularly in the luxury industry. This study focuses on the impact of brand image on consumer behavior from the consumer's perspective, using a case study of LVMH to provide a practical approach. The study drew on various sources, including books, journals, articles, and online resources, to gather information and findings.

10. The Effect of Corporate Image in the Formation of Customer Loyalty (2016)

Tor Wallin Andreassen and Bodil Lindestad The aim of this article is to explore how company image influences the development of customer loyalty, drawing upon theories from consumer behavior, cognitive psychology, and social cognitive psychology. While research in the goods and services sector indicates that corporate image has a significant impact on customer loyalty, this relationship is indirect. Ultimately, the authors argue that both corporate image and customer dissatisfaction play a role in shaping customer loyalty.

11. The Impact of Brand Image on Consumer Behavior (2015)

Yi Zhang Since its introduction, the concept of "brand image" has gained significant attention from both academics and practitioners as it plays a crucial role in marketing efforts. Despite its acknowledged importance in brand assets and performance, there is limited research on the relationship between brand image and brand equity. This study critically reviewed previous research on the impact of brand image on consumers in the context of customer equity, based on brand image theories, and highlighted gaps in current research and future research directions.

12. Effect of Branding on Consumer Buying Behavior: A Study in Relation to Fashion Industry (2015)

Neyati Ahuja This study aims to investigate the impact of brands on customer purchasing decisions, as branded goods have become increasingly popular among consumers. To achieve this, a questionnaire-based consumer research methodology was adopted to explore the link between brand and consumer behavior. The results of the study indicate that both price and brand are the most significant factors influencing buyers' decisions, and 80% of respondents believe that fashion brands have transformed into status symbols. Furthermore, the degree of brand consciousness is found to decrease among higher age groups.

13. Influence of Brand Name on Consumer Choice & Decision (2014)

Umer Shehzad, Salman Ahmad, Kashif Iqbal, Muhammad Nawaz, Saqib Usman Improving brand identity or brand image can lead to improved performance for any company or organization. The objective of this study is to explore the impact of brand name on the purchasing behavior of university students in Gujranwala, Faisalabad, and Lahore. Non-probability convenience sampling was utilized to gather data via a questionnaire survey, resulting in 250 responses within a month. The findings indicate a significant positive correlation between brand name or image and customer purchasing behavior. The study suggests that students place a high value on brands and prefer branded products.

14. The Effects of Brand Image and Brand Identification on Brand Love and Purchase Decision Making: The Role of WOM (2014)

Methaq Ahmed Sallam This study explores the impact of brand love on purchasing decisions and its relationship with various factors such as brand image and brand identification, with word-of-mouth acting as a mediator. It aims to develop a conceptual framework that identifies brand image and brand identification as antecedents, brand love as the independent variable, word-of-mouth as the mediating variable, and purchase decision-making as the dependent variable. The study highlights the significance of brand loyalty in influencing important marketing aspects such as word-of-mouth and purchasing behavior.

15. Impact of Advertising on Consumers' Buying Behavior Through Persuasiveness, Brand Image, and Celebrity Endorsement (2013)

Shumaila Ahmed, Ayesha Ashfaq Brand image, persuasiveness, and celebrity endorsement in advertising are the main drivers that enhance consumers' inclination toward products and their purchasing behavior. Advertising-generated perception of the product has a significant impact on consumers' decision to purchase. The study suggests that well-crafted marketing, product quality, pricing, and celebrity endorsements to some extent also influence purchasing behavior. These elements positively affect consumers' purchasing behavior, indicating brand loyalty and converting consumer purchasing behavior into purchasing intentions.

CONCLUSION

This research imparted in-depth knowledge about the brand image and procedure which the customer goes through while making a purchase. This research examines a number of studies about the influence of brand image on customer buying behavior based on brand image theories. Brand image is a critical factor in consumer purchasing decisions, particularly in today's market where consumers favor branded goods. The influence of brand image on consumer behavior can be seen through various factors, such as brand trust, brand identification, brand love, and celebrity endorsements. Pricing is another essential factor that affects consumer behavior and can impact brand loyalty. Companies and firms can enhance their brand image and increase brand perception by focusing on delivering high-quality products at reasonable prices.

Furthermore, effective marketing campaigns that utilize creative and well-executed strategies can increase the persuasiveness of advertisements and boost consumer purchasing intentions. According to the study, teenagers exhibit a higher level of social consciousness and a preference for branded products, and advertisements are found to have a positive impact on their consumer purchasing behavior. Overall, understanding the role of brand image and other factors in consumer behavior can provide valuable insights for companies and firms looking to improve their marketing strategies and boost sales.

CHAPTER - 3
THEORETICAL FRAMEWORK

3.1 INTRODUCTION

Branding refers to the process of giving a certain commodity, service, or company a particular name, logo, or image. This is done to draw in clients. The ultimate goal of branding is to create a unique and compelling market presence that attracts and retains loyal customers. A brand can be a name, phrase, symbol, or any other attribute that distinguishes a company or product from its competitors in the eyes of consumers. All of its elements, including its logo, colors, shape, text, and images, act as psychological triggers that attract consumers and shape their perceptions of the company.

The word "brand" is derived from the Old Norse word "brand," which means "to burn," as manufacturers used to burn their mark or brand onto their products. Some of the earliest branded goods include Campbell's Soup, Coca-Cola, Juicy Fruit gum, Aunt Jemima, and Quaker Oats. Branding also facilitates the expansion of product lines and mix, and helps shape consumer perceptions of the values and personalities associated with the brand name.

3.2 CHARACTERISTICS OF BRANDING

3.3 MERITS OF BRANDING

1. Awareness

Branding helps businesses create broad awareness of their products or services among the public. It informs customers about the quality and features of the company's offerings and distinguishes it from competitors.

2. Customer Acquisition

A good brand can help companies attract new customers easily. Companies with strong brand images can acquire new customers more easily as customers have faith and confidence in reputable brands and become loyal to them.

3. Increased Profitability

Branding helps businesses generate higher revenue and sell products at higher margins. Customers are willing to pay more for goods from reputed brands due to the trust and faith they have in those brands.

4. Competitive Advantage

A good brand is important for businesses facing tough competition. Through branding, businesses create a distinct identity that helps them develop loyal customers who prefer their brand over others in the market.

5. Improved Productivity

Good brands can attract skilled and qualified employees who want to work for reputable companies, improving the workforce for various business activities. When a brand has a clear and well-defined identity, it can help employees understand the company's values and goals, and how their work contributes to them.

6. Crisis Management

Strong brands are better able to survive during a time of crisis as customers have confidence and trust in these brands. This confidence and trust are developed by delivering quality and superior products over the years.

3.4 DEMERITS OF BRANDING

1. Cost

The branding process involves high development costs, including advertising and publicity programs, which can increase the price of goods and services offered by the brand. Creating a visually appealing brand requires skilled designers who have a deep understanding of typography, color theory, and other design principles.

2. Confusion

Branding can create confusion in the minds of consumers when choosing products, as every company assures customers of the same quality and features.

3. Impersonal

Branding can sometimes feel impersonal because it's a strategy used to appeal to a large and diverse audience. In order to resonate with as many people as possible, brands often rely on generalizations and stereotypes to convey their message. This can lead to a lack of specificity and personalization in branding efforts, as brands try to appeal to a wide range of people rather than creating a message that truly speaks to individuals on a personal level.

4. Monopoly

Branding can lead to the creation of a brand monopoly in the market, creating a better image of products and their manufacturers in the minds of customers, putting small businesses that cannot afford branding expenses at a disadvantage.

5. Time-Consuming

Branding is a time-consuming process that requires significant effort and time to design a branding message and circulate it among the public to establish a better public image. Overall, branding requires ongoing attention and effort, which can make it a time-consuming process.

6. Limited Flexibility

Branding can reduce a company's flexibility in terms of product offerings, as customers tend to strongly associate the brand with a single offering, making it difficult to introduce new products from the same brand.

3.5 FACTORS AFFECTING DEMAND

1. Price of the Product

The price of a product has an inverse relationship with the quantity of the product that consumers are willing and able to purchase. This means that consumers tend to buy more of a product when the price is low and less of a product when the price is high.

2. The Consumer's Income

The impact of consumer income on the amount of a product that consumers are willing and able to buy varies depending on the type of product. For most products, an increase in income leads to an increase in demand, while a decrease in income leads to a decrease in demand.

3. Tastes and preferences

Consumer preferences and tastes directly affect the demand for consumer goods. These preferences can change for a variety of reasons, both internal and external to the market.

4. Availability of substitutes

The availability of substitutes can impact the demand for a product. Competitors can pose a threat to market share, and businesses need to be aware of this competition.

5. Number of consumers in the market

The number of consumers in the market affects demand. More consumers generally lead to increased demand, although the reason for the increase can vary, such as through population growth or changing demographics.

6. Consumer's Expectations

Anticipating demand can be challenging as businesses need to consider both consumer habits and expectations. Unfortunately, it's much harder to predict or understand these expectations. However, past data can be a useful tool for predicting future demand.

3.6 BRAND TO DEMAND MARKETING

Brand and demand feed off of each other, so it only makes sense to unite the two. By combining brand and demand marketing, marketers can create a synergistic effect that results in a more intentional and sophisticated approach. Instead of focusing on separate efforts, an integrated approach involves building, planning, designing, amplifying, and measuring as a continuous stream.

The primary goal of brand marketing is to establish a positive impression over time and build brand salience. On the other hand, demand marketing aims to identify prospects who are ready to buy and use tactics to convert their interest into sales.

Brand-to-demand marketing, a strategy that balances both long- and short-term growth plans to create brand trust and deliver leads, is achieved by connecting all the touchpoints along the audience's knowledge journey with relevant and timely content.

The philosophy behind brand-to-demand marketing is not a new concept but rather rooted in Binet and Field's 2013 study, "The Long and the Short of It." Their findings illustrate how the combination of sales activation and brand building leads to sustainable brand growth over time.

In summary, brand-to-demand marketing recognizes that there is a more effective way to engage modern audiences by combining brand building and sales activation strategies.

3.7 LATEST TRENDS IN BRANDING

The branding trends that are emerging in 2023 are a reflection of the current societal climate. With the turmoil of the past few years and the increasing disillusionment with the behavior (or lack thereof) of many brands, consumers are demanding authenticity, transparency, and honesty in their interactions with companies.

Brands are responding by focusing on providing experiences that align with people's values and needs, whether that means offering a sense of nostalgia, providing comfort and escape, or promoting human connection and humor. These trends demonstrate a genuine effort by brands to connect with consumers and offer them experiences that are meaningful and relevant to their lives.

1. Embracing an era

One of the branding trends gaining traction in 2023 is the incorporation of historical elements to create a brand that transports people to a different time period. This could range from a recent era, such as the 2000s, to a more distant one, like the glamorous 1920s. With the current social, economic, and political climate causing chaos and overwhelm, people are seeking an escape through a vision of a different time. This approach creates an immediate connection with consumers by leveraging elements from the past that they already know and love, such as a bold and curvy font from the '70s or a vibrant color palette from the '90s. Given the increasing divisions in society and the world, it's no surprise that people are finding comfort in the simplicity and familiarity of earlier eras.

2. Overstimulated branding

The trend of overstimulated branding relies on using striking visuals and vivid colors to capture people's attention and create a sensory experience. It commonly employs bright and intense hues, unconventional and exaggerated fonts, as well as eye-catching icons or logos. This branding approach often appears busy, utilizing patterns, scattered illustrations, and maximalist design elements to convey a sense of vibrancy and excitement. Besides standing out, overstimulated branding aims to evoke a feeling of joy and exuberance in the audience through its playful energy and vivid hues.

3. Doing more with less

The essence of the "doing more with less" trend is to achieve a greater impact by using fewer design elements. This approach doesn't rely on minimalist design that uses neutral colors and blank space. Rather, it emphasizes using the fewest necessary elements to convey a brand's expression and personality most effectively. These brands use clear and prominent fonts with one or two colors that are visually appealing. By communicating a message, tone, and personality with minimal resources, this branding trend resonates with people's desire for simplicity and moderation in a world that seems to have too much.

4. Substituting letters for icons

Incorporating icons or illustrations into a text-based logo or brand name can add personality and style, making it more visually interesting. This is the initial element that captures the essence of your brand, including its tone, style, appearance, and product. This unconventional approach to branding can create a distinctive association with your company and increase its visibility. In the current fast moving world where attention spans continue to decline, the faster a brand can captivate and communicate its message, the more effective it will be.

5. Mission-first branding

In today's world, simply stating that a brand supports social causes is not sufficient. Brands must now demonstrate their commitment by taking action to create an impact. This has led to a shift towards mission-first branding, where the mission and values of the brand are integrated into every aspect of its identity. Consumers no longer want to see brands jumping on the bandwagon of popular causes; instead, they expect these values to be ingrained in the brand's core. To achieve this, brands must take concrete steps to support their values, such as implementing recycling initiatives for an environmentally conscious brand. By weaving these actions into their brand story and identity, brands can deliver on these expectations and earn the loyalty of consumers.

6. Using humor and satire

In today's world, where tensions run high, a little humor can go a long way in cutting through the seriousness. Brands can be more relatable to audiences by using humor, and it might just make them more receptive. People want to feel a connection with brands, knowing that they are facing similar challenges such as climate change, public health crises, and societal issues. Humor and satire are effective ways of building this connection and helping us get through tough times.

After all, laughter is known to be the best medicine as it can make us feel good, relieve stress, and leave a lasting impression.

CHAPTER - 4
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

The proper completion of a study requires the analysis and interpretation of collected data to test the hypothesis and answer research questions. This chapter focuses on presenting the findings of the study, which involves the analysis and interpretation of data in a descriptive form. The data is analyzed in two parts: the first part involves a quantitative analysis of data collected from questionnaires, while the second part involves a qualitative interpretation of data collected from survey conducted. Both sets of data are systematically presented, analyzed, described, and interpreted.

In this chapter, an analysis was made to analyse " THE IMPACT OF BRANDING ON CUSTOMER BUYING BEHAVIOUR " using data collected from 60 respondents through questionnaires. Various statistical tools were utilized to analyze the primary data obtained. The information collected through the questionnaires was presented in the form of charts and tables.

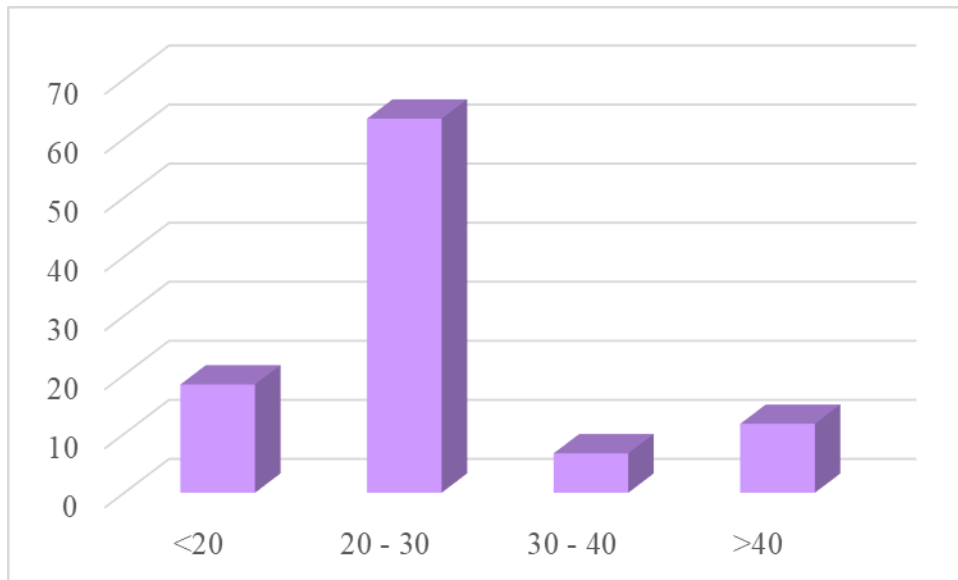
4.1 AGE-WISE CATEGORIZATION

TABLE 4.1

| AGE | FREQUENCY | PERCENTAGE |
|------------|------------------|-------------------|
| <20 | 11 | 18.33 |
| 20 - 30 | 38 | 63.33 |
| 30 - 40 | 4 | 6.67 |
| >40 | 7 | 11.67 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.1



INTERPRETATION:

This chart represents the age range of the respondents. A majority of 63.33% of respondents belong to the age group 20 – 30, 18.33% of the respondents are below the age of 20, 11.67% respondents belong to the age group 30 – 40, and 6.67% of the respondents are above the age of 40.

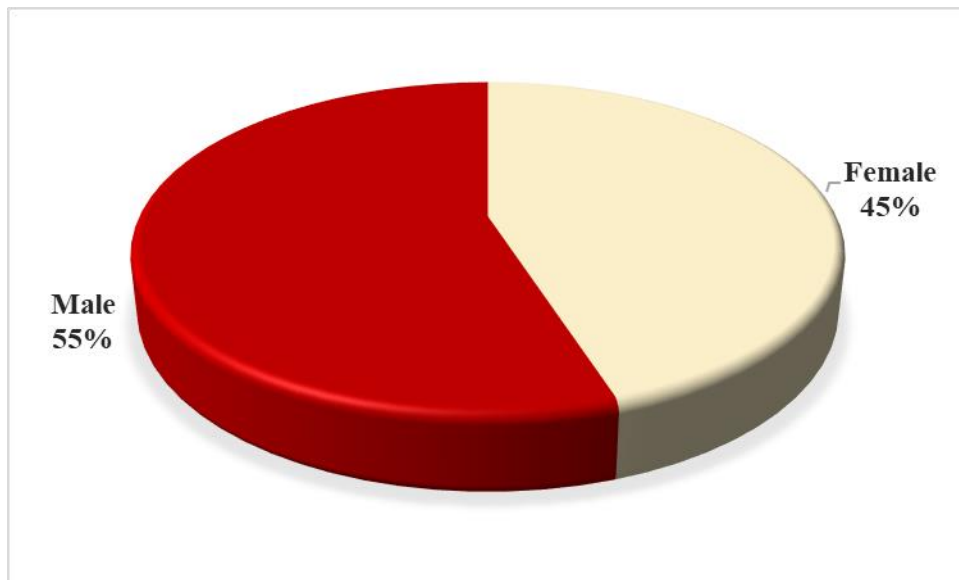
4.2 GENDER WISE CATEGORIZATION

TABLE 4.2

| GENDER | FREQUENCY | PERCENTAGE |
|---------------|------------------|-------------------|
| Female | 27 | 45 |
| Male | 33 | 55 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.2



INTERPRETATION:

This chart shows the gender of the respondents. According to the above table, 55% of the respondents are male, and the rest 45% of the respondents are female.

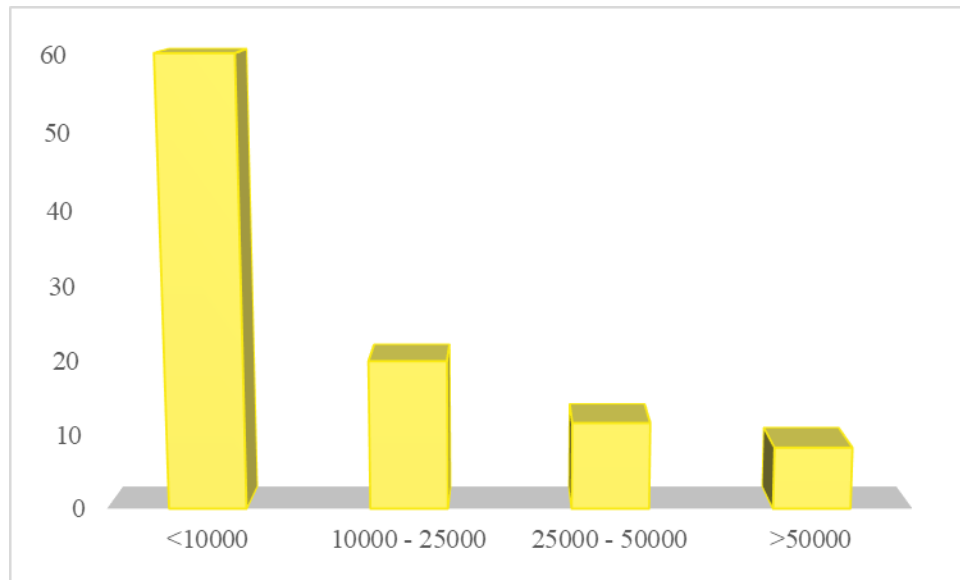
4.3 INCOME WISE CATEGORIZATION

TABLE 4.3

| INCOME | FREQUENCY | PERCENTAGE |
|---------------|------------------|-------------------|
| <10000 | 36 | 60 |
| 10000 - 25000 | 12 | 20 |
| 25000 - 50000 | 7 | 11.67 |
| >50000 | 5 | 8.33 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.3



INTERPRETATION:

This chart represents the income range of the respondents. A majority of 60% of respondents earn less than ₹10000 a month, 20% of the respondents earn between ₹10000 and ₹25000 a month, 11.67% of the respondents earn between ₹25000 and ₹50000 a month and only 8.33% of the respondents earn more than ₹50000 a month.

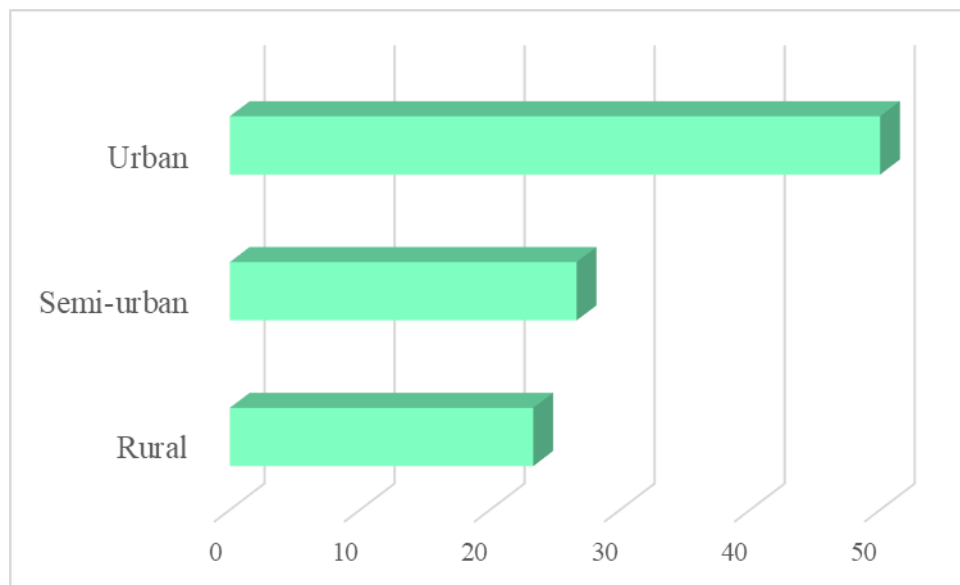
4.3 LOCATION WISE CATEGORIZATION

TABLE 4.4

| LOCATION | FREQUENCY | PERCENTAGE |
|-----------------|------------------|-------------------|
| Rural | 14 | 23.33 |
| Semi-urban | 16 | 26.67 |
| Urban | 30 | 50 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.4



INTERPRETATION:

This chart represents the location of the respondents. A majority of 50% of respondents reside in the urban locality, 26.67% of the respondents reside in semi-urban areas and 23.33% of respondents reside in rural localities.

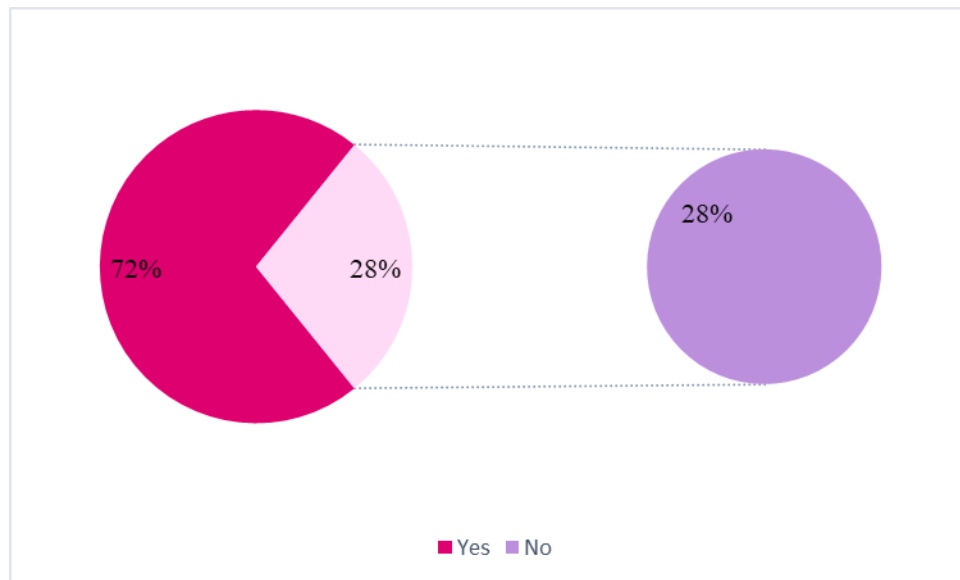
4.5 BRAND LOYAL CUSTOMER

TABLE 4.5

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Yes | 43 | 71.67 |
| No | 17 | 28.33 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.5



INTERPRETATION:

This chart shows the brand loyalty of the respondents. According to the above table, 72% of the respondents are brand loyal, and the rest 28% of the respondents are not brand loyal. This is because the majority of the customers tend to be brand loyal as they believe that brands provide better quality and service.

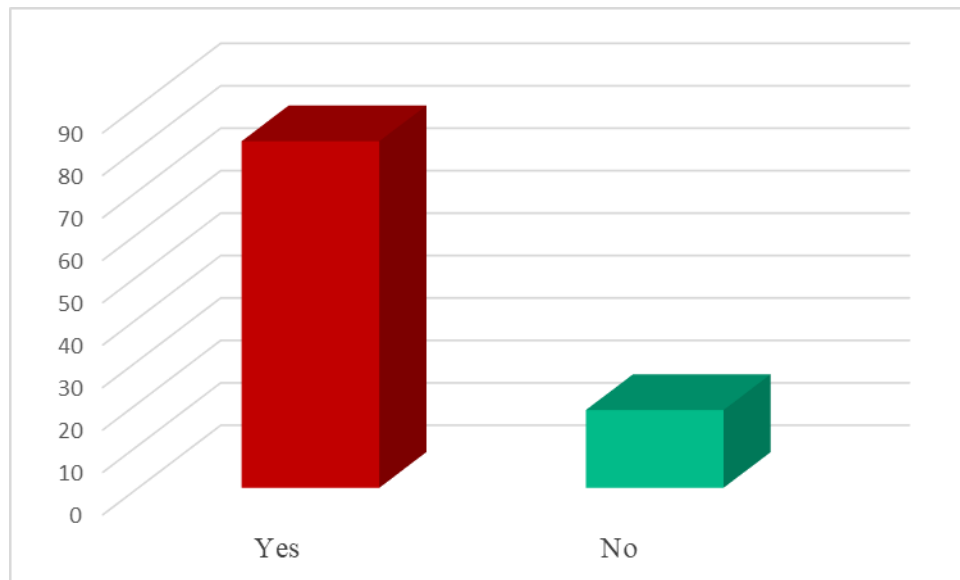
4.6 PREFERENCE FOR BRANDED PRODUCTS

TABLE 4.6

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Yes | 49 | 81.67 |
| No | 11 | 18.33 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.6



INTERPRETATION:

This chart shows the preference of the respondents for branded products to unbranded products. According to the above table, 81.67% of the respondents prefer branded products, and the rest 18.33% of the respondents do not believe that branded products are better than unbranded products.

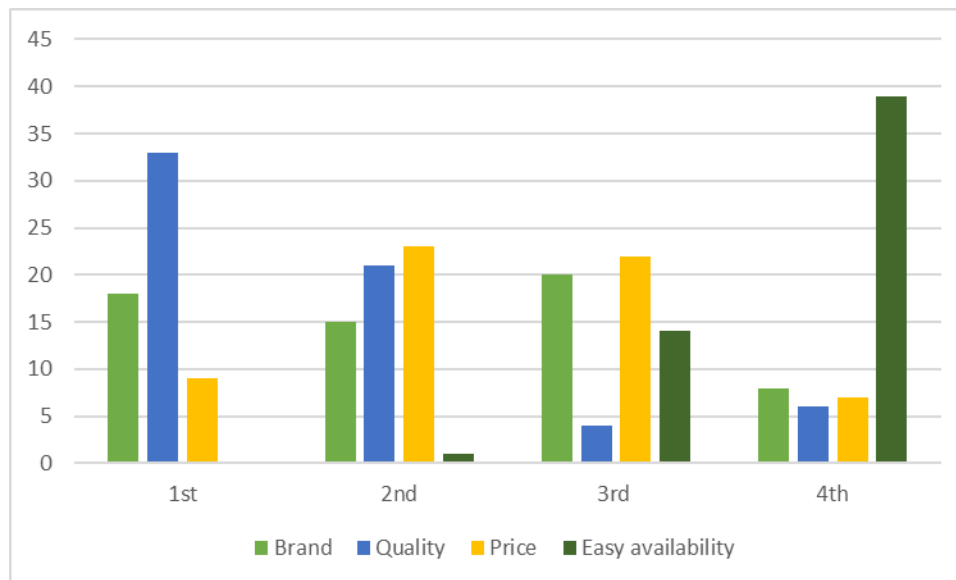
4.7 ATTRACTIVE ATTRIBUTES OF THE PRODUCT

TABLE 4.7

| OPTIONS | FREQUENCY | Ranks |
|-------------------|------------------|--------------|
| Brand | 64 | 2 |
| Quality | 61 | 1 |
| Price | 61 | 3 |
| Easy availability | 54 | 4 |
| Total | 240 | |

Source: Primary Data

FIGURE 4.10



INTERPRETATION:

The majority of the respondents feel that quality comes first when choosing a product followed by brand, price, and lastly easy availability of the product. Therefore, it is important for businesses to prioritize and maintain high levels of quality in their offerings in order to attract and retain customers.

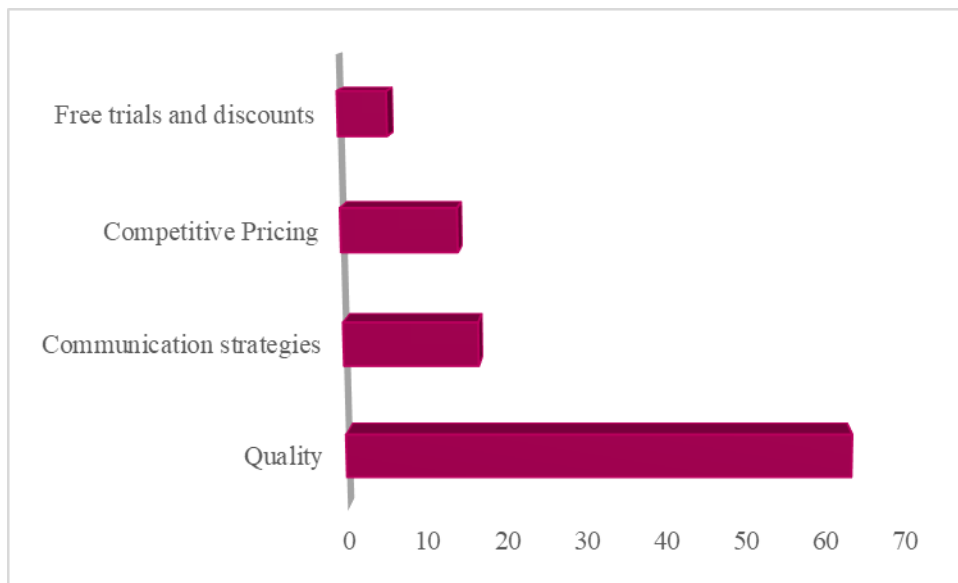
4.8 BRAND IMAGE CONTRIBUTION

TABLE 4.8

| OPTIONS | FREQUENCY | PERCENTAGE |
|---------------------------|------------------|-------------------|
| Quality | 53 | 63.10 |
| Communication strategies | 14 | 16.67 |
| Competitive Pricing | 12 | 14.29 |
| Free trials and discounts | 5 | 5.95 |
| Total | 84 | 100 |

Source: Primary Data

FIGURE 4.8



INTERPRETATION:

The above data depicts that around 63% of the respondents are of the opinion that quality contributes the most to the development of a positive brand image followed by communication strategies used at 16.67%, 14.3% of the respondents think that competitive price contributes the most to the development of a positive brand image and 6% of the respondents believe that free trials and discounts matters in the development of a positive brand image. The quality of a product is deemed important by most customers.

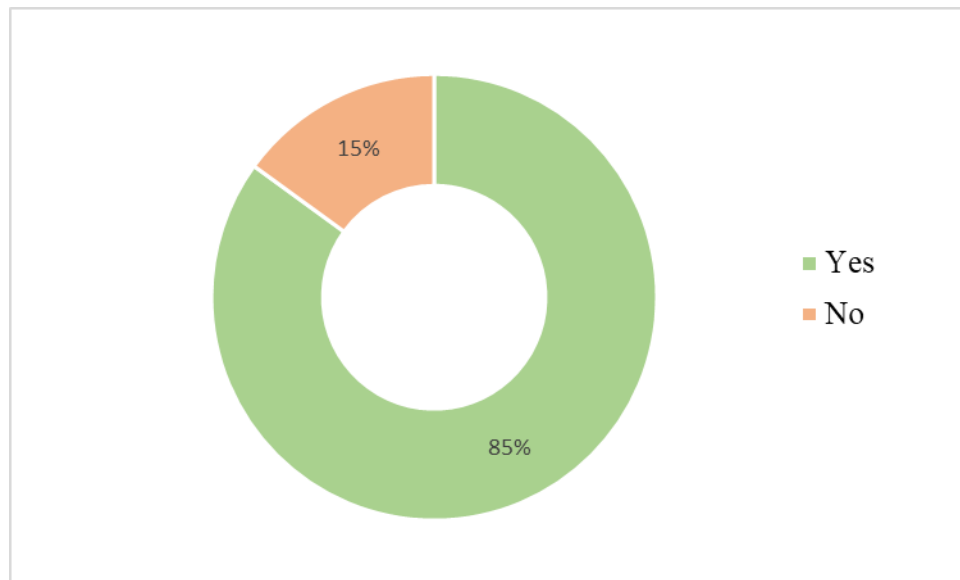
4.9 PRICE SENSITIVE CONSUMER

TABLE 4.9

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Yes | 51 | 85 |
| No | 9 | 15 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.9



INTERPRETATION:

The above data shows whether the respondents are price-sensitive consumers or not. According to the data collected 85% of the respondents say they are price-sensitive consumers whereas the other 15% of the respondents are not price-sensitive consumers. Most consumers prefer affordable prices while purchasing a product, while some associate low prices with low quality.

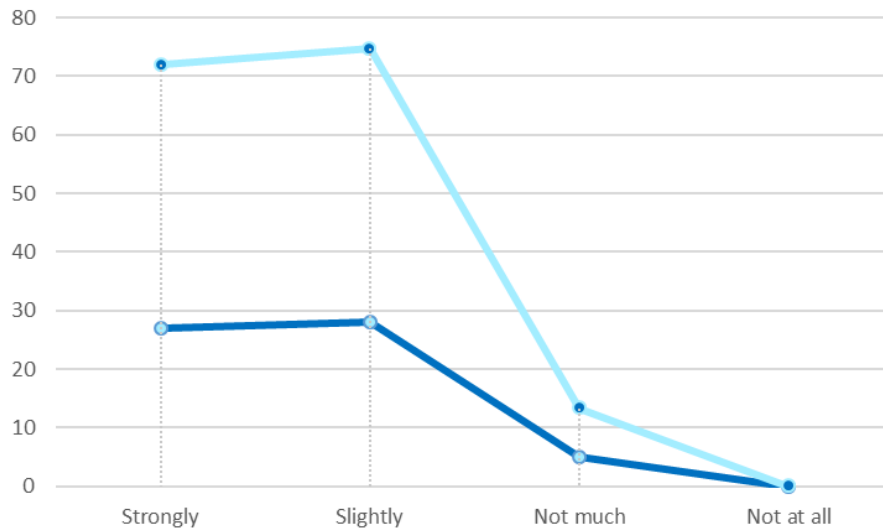
4.10 PREFERENCE FOR BRAND

TABLE 4.10

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Strongly | 27 | 45 |
| Slightly | 28 | 46.67 |
| Not much | 5 | 8.33 |
| Not at all | 0 | 0 |
| Total | 69 | 100 |

Source: Primary Data

FIGURE 4.10



INTERPRETATION:

The above data shows whether the respondents care about using brands or not. According to the data collected about 47% of the respondents care slightly about using branded products, 45% of the respondents feel strongly about using branded products and 8% of the respondents do not care much about the brands of products. This graph shows that all the consumers care about using brands at least a little.

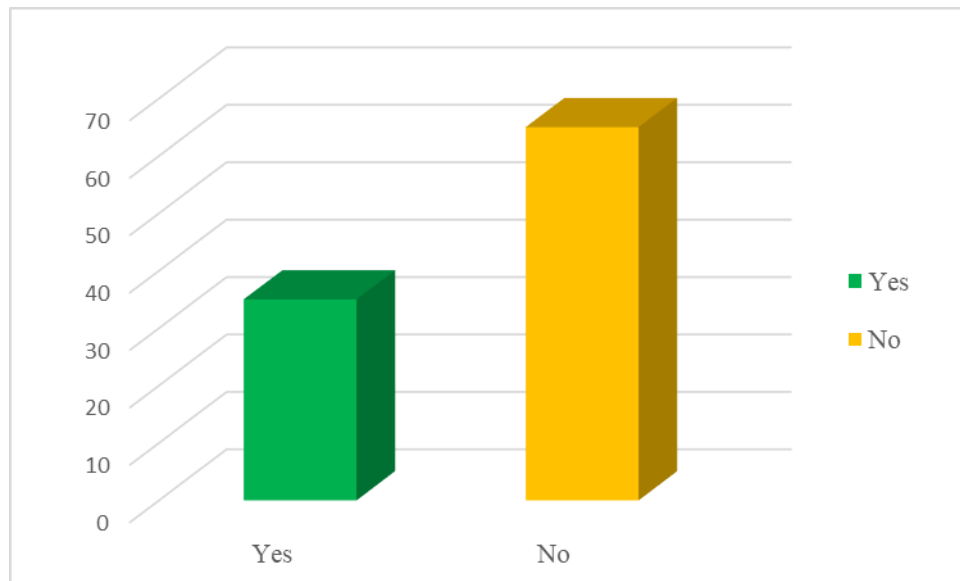
4.11 INFLUENCE OF BRAND AMBASSADOR ON BUYING DECISION

TABLE 4.11

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Yes | 21 | 35 |
| No | 39 | 65 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.11



INTERPRETATION:

The above chart shows that a majority of 65% of the respondents under our study are found to be not influenced by brand ambassadors while purchasing curry powders and 35% of the respondents feel that brand ambassadors do play a part in influencing their purchasing decision.

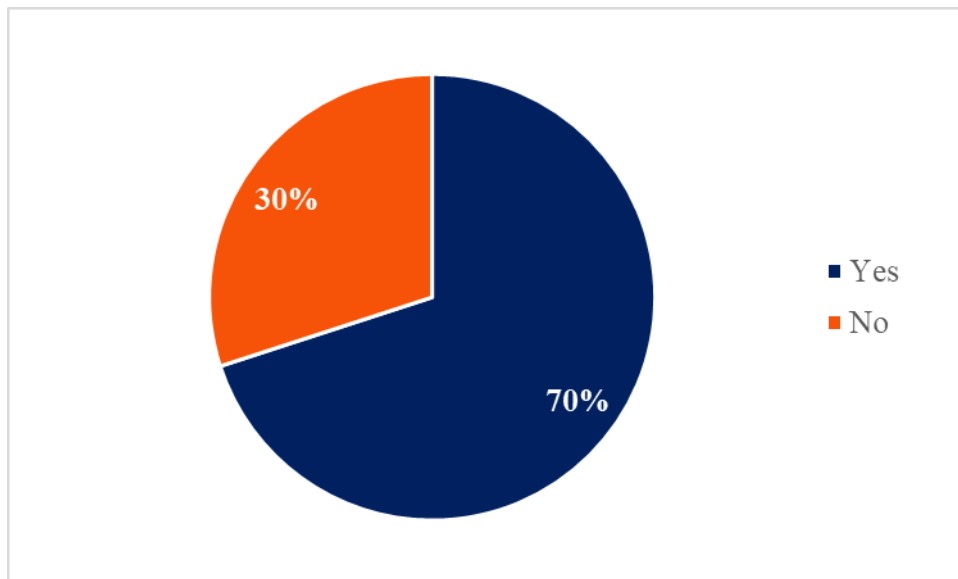
4.12 IMPACT OF COMPANY SPONSORSHIP ON BRAND IMAGE

TABLE 4.12

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Yes | 42 | 70 |
| No | 18 | 30 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.12



INTERPRETATION:

In the survey, 70% of respondents believed that company sponsorship contributes to building a strong brand image, while 30% did not share the same opinion. The association with a reputable company is considered to be an effective way of enhancing brand image in the minds of customers.

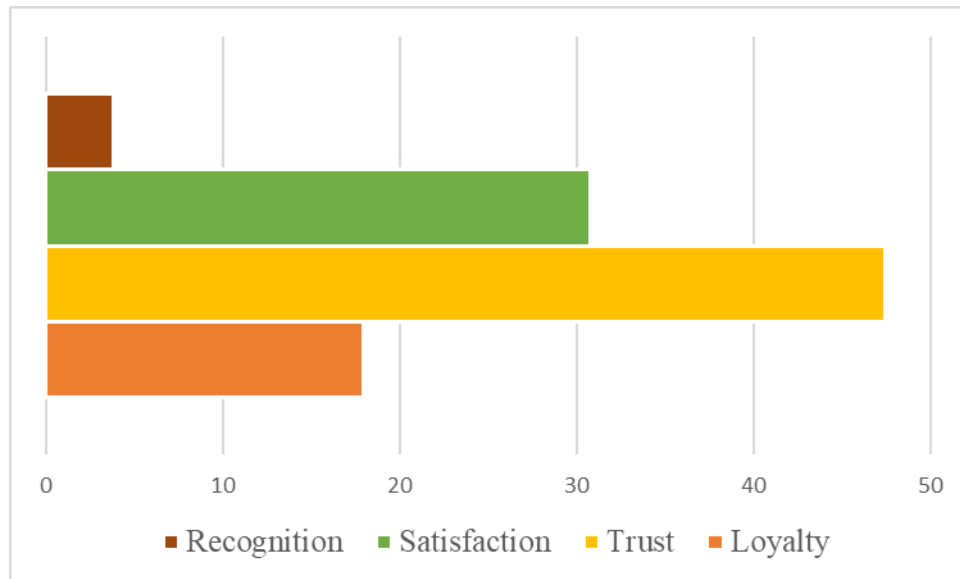
4.13 BRAND IMAGE ESTABLISHED BY POSITIVE EXPERIENCE

Table 4.13

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Loyalty | 14 | 17.95 |
| Trust | 37 | 47.43 |
| Satisfaction | 24 | 30.77 |
| Recognition | 3 | 3.85 |
| Total | 78 | 100 |

Source: Primary Data

FIGURE 4.13



INTERPRETATION:

The above chart shows that 47.43% of respondents believe that trust is established when they have a positive experience with the company. This is followed by satisfaction, loyalty, and brand recognition as other important factors associated with having a positive experience.

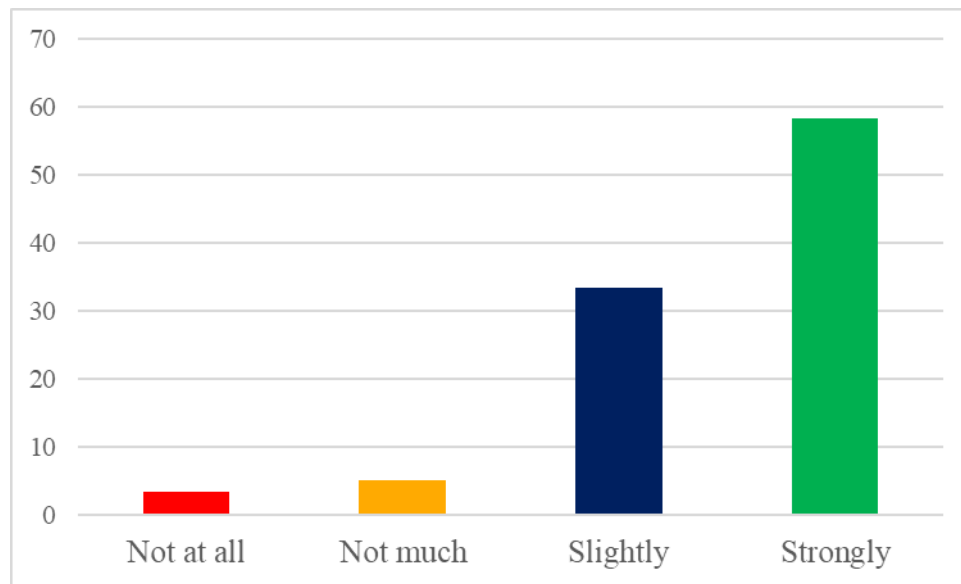
4.14 BRAND CONTRIBUTION IN PURCHASE DECISION

TABLE 4.14

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Not at all | 2 | 3.34 |
| Not much | 3 | 5 |
| Slightly | 20 | 33.33 |
| Strongly | 35 | 58.33 |
| Total | 60 | 100 |

Source: Primary Data

Figure 4.14



INTERPRETATION:

According to the data collected a majority of 58.3% of the respondents strongly care about the brand while purchasing curry powder followed by 33.3% who care slightly, 5% who do not care much and 3.4% of the respondents do not care at all. Customers strongly rely on brands due to various factors such as brand reputation, familiarity, marketing efforts, packaging, and pricing.

4.15 PREFERRED BRAND

TABLE 4.15

| OPTIONS | FREQUENCY | PERCENTAGE |
|-------------------|------------------|-------------------|
| Nirapara | 15 | 25 |
| Kitchen treasures | 16 | 26.66 |
| Eastern | 26 | 43.34 |
| Others | 3 | 5 |
| Total | 60 | 100 |

Source: Primary Data

TALBE 4.15.1

| OPTIONS | FREQUENCY | MEAN | RANK |
|-------------------|------------------|-------------|-------------|
| Nirapara | 15 | 0.25 | 3 |
| Kitchen treasures | 16 | 0.26 | 2 |
| Eastern | 26 | 0.43 | 1 |
| Others | 3 | 0.05 | 4 |
| Total | 60 | | |

INTERPRETATION:

On the other hand, a small percentage of respondents, 5%, preferred to make their own curry powder, indicating a preference for a more customized approach to their curry powder needs. Eastern curry powder is the most popular brand among the respondents, with almost half (43%) of the respondents choosing this brand. Kitchen Treasure and Nirapara also have a considerable market share with 26.66% of the respondents choosing Kitchen Treasure, 25% of the respondents choosing Nirapara and a few respondents prefer to make their own curry powder which suggest that they prefer to have more control over the ingredients and the flavor of the curry powder.

4.16 INFLUENCES ON PURCHASE DECISION

TABLE 4.16

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------------|------------------|-------------------|
| Advertisement | 22 | 36.66 |
| Shop display | 8 | 13.34 |
| Word of mouth | 27 | 45 |
| Attractive packaging | 0 | 0 |
| Others | 3 | 5 |
| Total | 60 | 100 |

Source: Primary Data

TABLE 4.16.1

| OPTIONS | FREQUENCY | MEAN | RANK |
|----------------------|------------------|-------------|-------------|
| Advertisement | 22 | 0.36 | 2 |
| Shop display | 8 | 0.13 | 3 |
| Word of mouth | 27 | 0.45 | 1 |
| Attractive packaging | 0 | 0 | 5 |
| Others | 3 | 0.05 | 4 |
| Total | 60 | | |

INTERPRETATION:

The above chart reveals that 45% of respondents are influenced by word of mouth, making it the most influential factor. Advertisements were the second most influential factor at 36.3%, followed by shop displays at 13.4%. Other factors such as availability, ingredients, and experience influenced 5% of the respondents. The findings suggest that word of mouth is the most influential factor in the purchasing decision. This highlights the power of personal recommendations. Companies should also consider the impact of advertising campaigns to influence the purchasing decision shop displays and other factors that may influence consumer behavior when developing their marketing strategies.

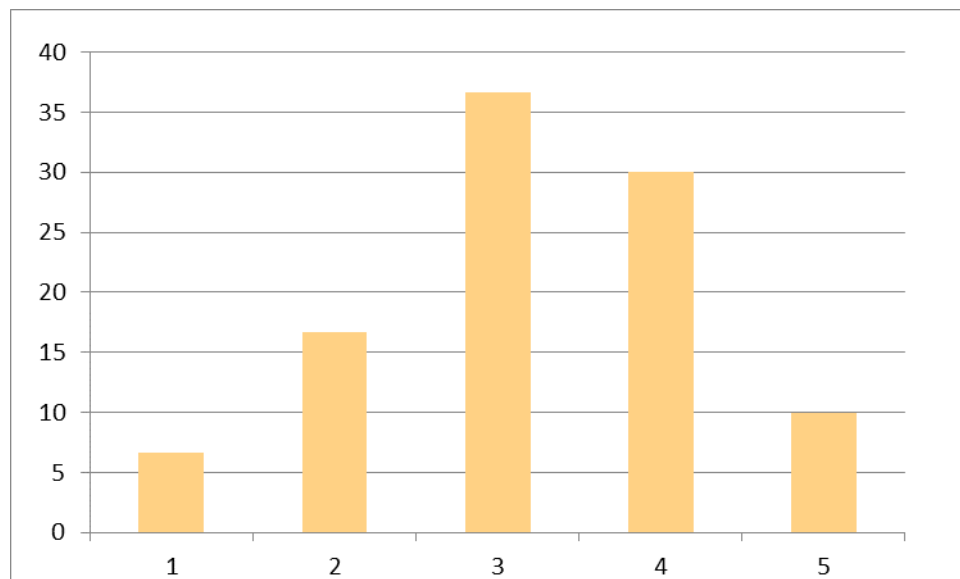
4.17 INFLUENCE OF BRAND NAME ON PURCHASE DECISION

TABLE 4.17

| RATINGS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| 1 | 4 | 6.7 |
| 2 | 10 | 16.6 |
| 3 | 22 | 36.7 |
| 4 | 18 | 30 |
| 5 | 6 | 10 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.17



INTERPRETATION:

The majority of respondents rated the influence of brand name at 3 on a scale of 1 to 5, indicating a moderate level of influence on their purchasing decision. This was followed by ratings of 4, 2, 5, and 1, respectively. While branding may not be the only factor in a consumer's purchasing decision, it can have a moderate to significant level of influence depending on the situation.

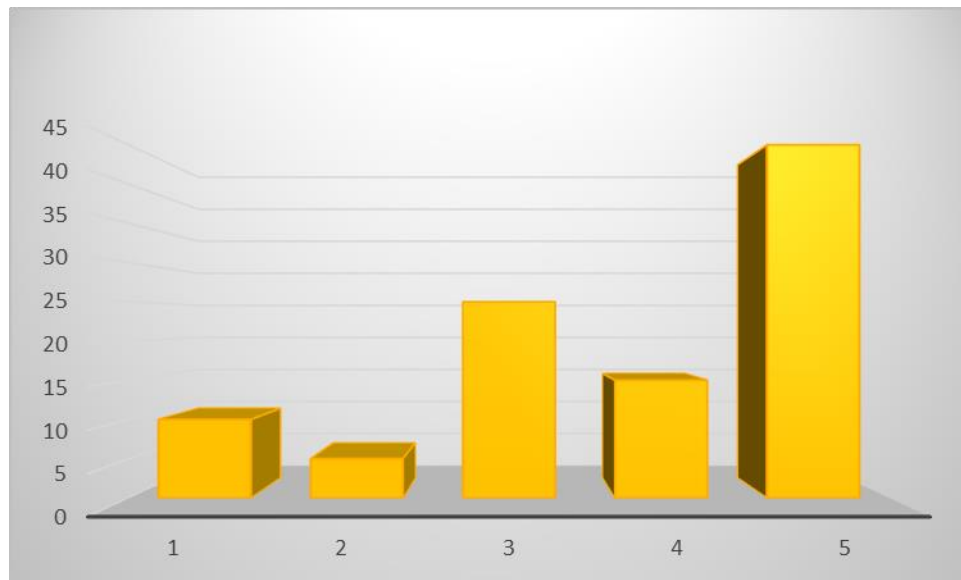
4.18 INFLUENCE OF QUALITY ON PURCHASE DECISION

TABLE 4.18

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| 1 | 6 | 10 |
| 2 | 3 | 5 |
| 3 | 15 | 25 |
| 4 | 9 | 15 |
| 5 | 27 | 45 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.18



INTERPRETATION:

The majority of respondents rated the influence of quality at 5 on a scale of 1 to 5, indicating a high level of influence on their purchasing decision. Consumers tend to be willing to pay more for products or services that they perceive as high quality, and they are more likely to make repeat purchases from brands that consistently deliver quality products or services.

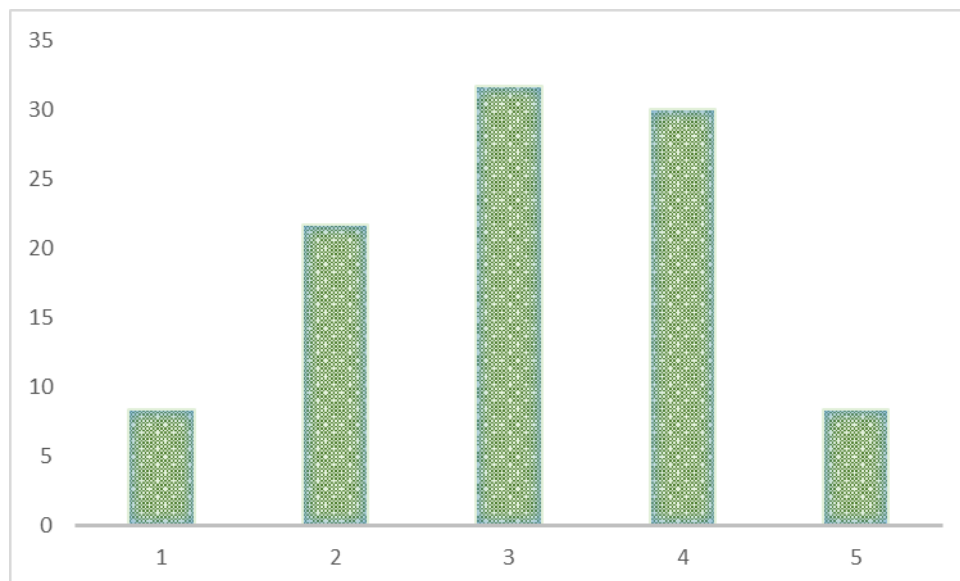
4.19 INFLUENCE OF ADVERTISING ON PURCHASE DECISION

TABLE 4.19

| RATINGS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| 1 | 5 | 8.34 |
| 2 | 13 | 21.66 |
| 3 | 19 | 31.66 |
| 4 | 18 | 30 |
| 5 | 5 | 8.34 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.19



INTERPRETATION:

The above data shows the influence of advertisement in purchasing a product. The majority of respondents rated the influence of brand name at 3 on a scale of 1 to 5, indicating a moderate level of influence on their purchasing decision. This was followed by ratings of 4, 2 and 5 and 1, respectively.

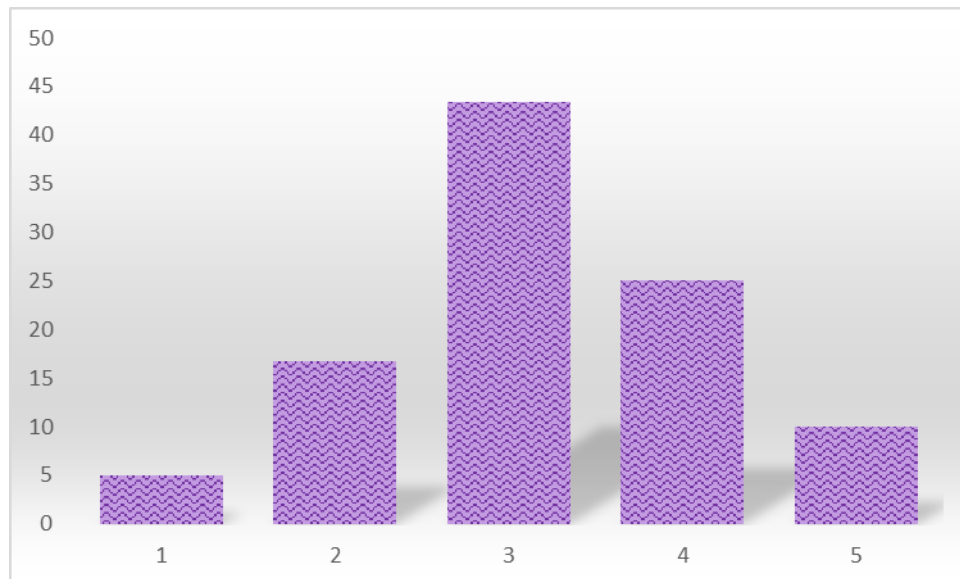
4.20 INFLUENCE OF FAMILY MEMBERS ON PRODUCT PURCHASE

TABLE 4.20

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| 1 | 3 | 5 |
| 2 | 10 | 16.67 |
| 3 | 26 | 43.33 |
| 4 | 15 | 25 |
| 5 | 6 | 10 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.20



INTERPRETATION:

The above chart shows the influence of family members in purchasing a product. The majority of respondents rated the influence of brand name at 3 on a scale of 1 to 5, indicating a moderate level of influence on their purchasing decision. This was followed by ratings of 4, 2 and 5 and 1, respectively.

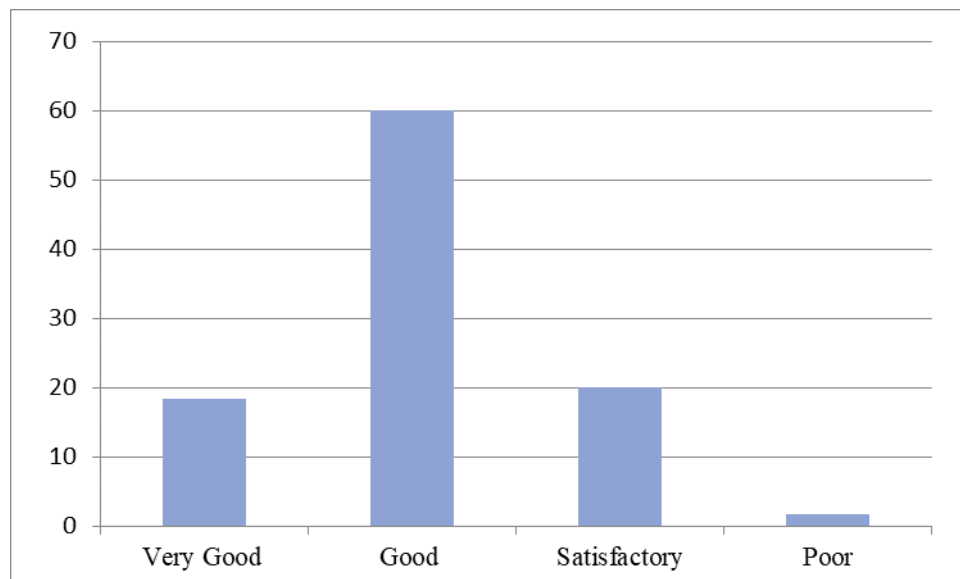
4.21 EXPERIENCE ON BUYING THE PRODUCT

TABLE 4.21

| OPTIONS | FREQUENCY | PERCENTGE |
|----------------|------------------|------------------|
| Very Good | 11 | 18.33 |
| Good | 36 | 60 |
| Satisfactory | 12 | 20 |
| Poor | 1 | 1.67 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.21



INTERPRETATION:

This chart shows the customer's experience on buying the product. 60% of the respondents rated the buying experience good, 20% voted satisfactory, 18.33% voted very good experience and only 1.67% rated poor. Overall, the majority of respondents had a positive buying experience, but there is still room for improvement to ensure that all customers are satisfied with their purchases.

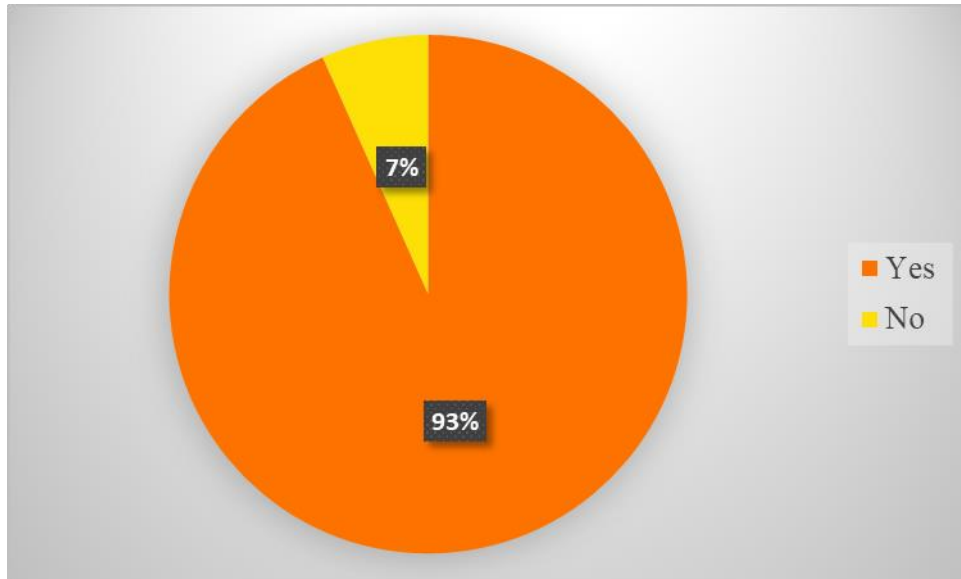
4.22 RECOMMENDATION OF PREFERRED PRODUCT

TABLE 4.22

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Yes | 56 | 93.33 |
| No | 4 | 6.67 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.22



INTERPRETATION:

According to the above data, a majority of 93.33% of the respondents indicated that they would recommend their preferred product to others. This suggests that the majority of respondents were satisfied with the product and felt that it was worth recommending to others. However, a small minority of 6.67% of the respondents indicated that they would not recommend the product. Overall, the majority of respondents would recommend the product, indicating that the product is generally well-regarded. However, it is important for companies to continue monitoring customer feedback and take necessary steps to improve their products and services.

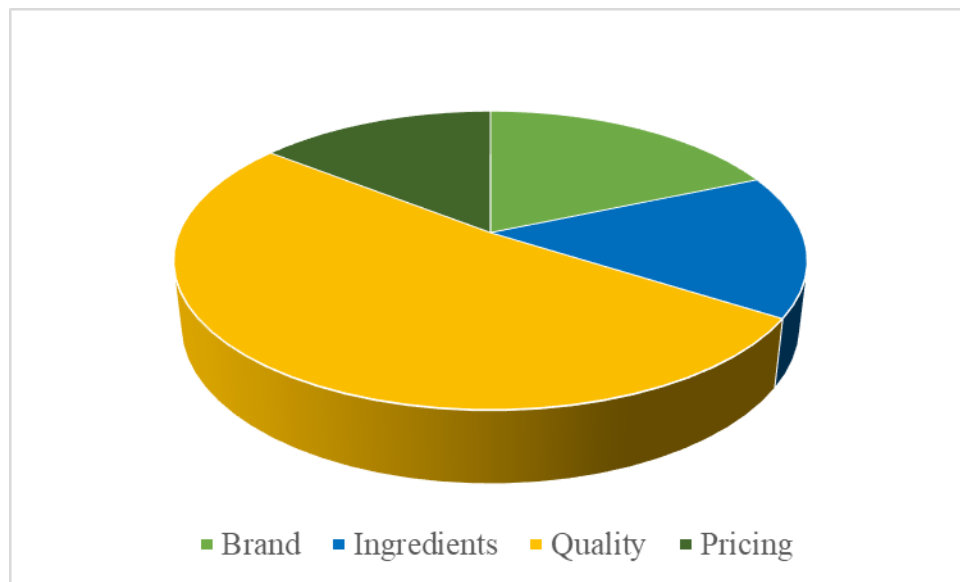
4.23 FACTORS DIFFERENTIATING PRODUCT FROM OTHERS

TABLE 4.23

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Brand | 18 | 18.5 |
| Ingredients | 15 | 15.5 |
| Quality | 50 | 51.5 |
| Pricing | 14 | 14.5 |
| Total | 97 | 100 |

Source: Primary Data

FIGURE 4.23



INTERPRETATION:

According to the data collected 18.5% of the respondents think brand differentiate their preferred product from that of the competitors, 15.5% opt ingredients, 51.5% vote quality and 14.5% vote for pricing. Most consumers prefer quality first while purchasing a product, followed by brand, ingredients and pricing.

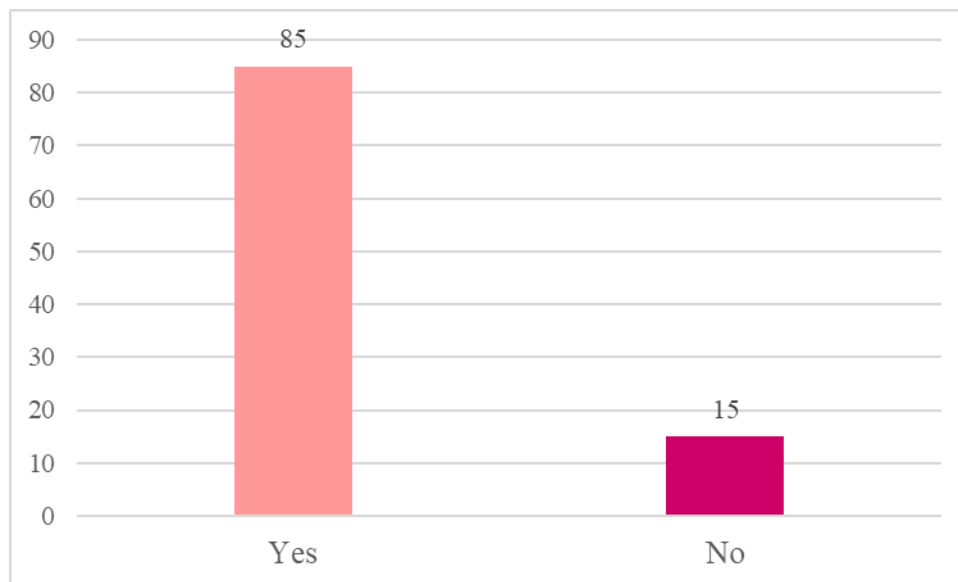
4.24 PRICE SATISFACTION

TABLE 4.24

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Yes | 51 | 85 |
| No | 9 | 15 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.24



INTERPRETATION:

This chart shows how many people are satisfied with the pricing of the product or not. According to the data collected 85% of the respondents say they are satisfied with the price whereas the other 15% of the respondents are not satisfied. This suggests that the majority of the respondents believe that the price is reasonable and fair.

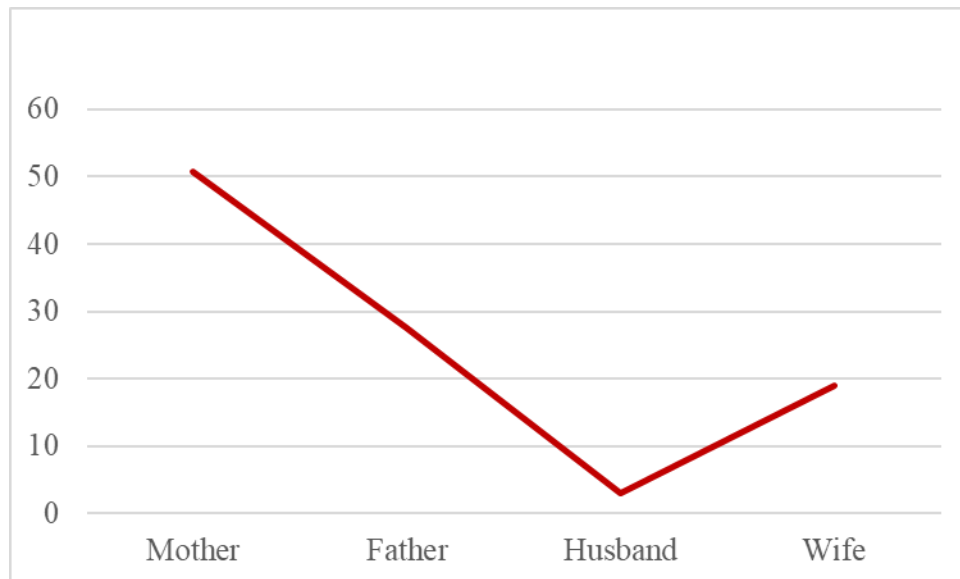
4.25 DECISION MAKER IN THE PRODUCT CATEGORY

TABLE 4.25

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Mother | 35 | 50.7 |
| Father | 19 | 27.5 |
| Husband | 2 | 2.9 |
| Wife | 13 | 18.9 |
| Total | 69 | 100 |

Source: Primary Data

FIGURE 4.25



INTERPRETATION:

The above data shows the main decision maker in each household for the product category. According to the data mentioned in the chart 50.7% of the respondents says mothers make the decision, 27.5% says father, husbands is only 2.9% and 18.9% says wife. This suggests that in many households, mothers have a significant influence on the choice of spices used in cooking.

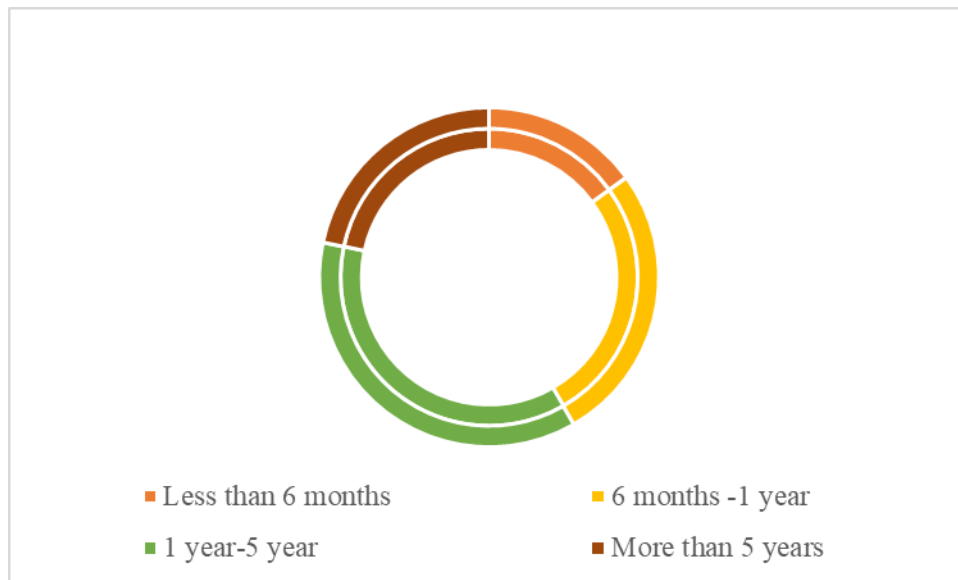
4.26 PRODUCT USAGE PERIOD

TABLE 4.26

| OPTIONS | FREQUENCY | PERCENTAGE |
|--------------------|------------------|-------------------|
| Less than 6 months | 9 | 15 |
| 6 months -1 year | 16 | 26.7 |
| 1 year-5 year | 22 | 36.6 |
| More than 5 years | 13 | 21.7 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.26



INTERPRETATION:

According to the data mentioned in the chart, 36.6% of the respondents have used the product from 1 year to 5 years, 26.7% voted 6 months to 1 year, 21.7% have used it for more than 5 years and 15% of the respondents have used the product for less than 6 months. This suggests that the product may be of good quality, have a long lifespan, and meet the needs and expectations of the users, leading to long-term use and satisfaction.

4.27 FREQUENCY OF USAGE

TABLE 4.27

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Frequently | 25 | 41.7 |
| Often | 28 | 46.7 |
| Not much | 6 | 10 |
| Never | 1 | 1.6 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.27



INTERPRETATION:

This chart shows how frequently the respondents use the product. According to which, 46.7% of the respondents often uses the product, 41.7% of the respondents use it frequently, 10% not much and 1.6% never. This shows that majority of the respondents often use the product, which indicates that they are satisfied with it.

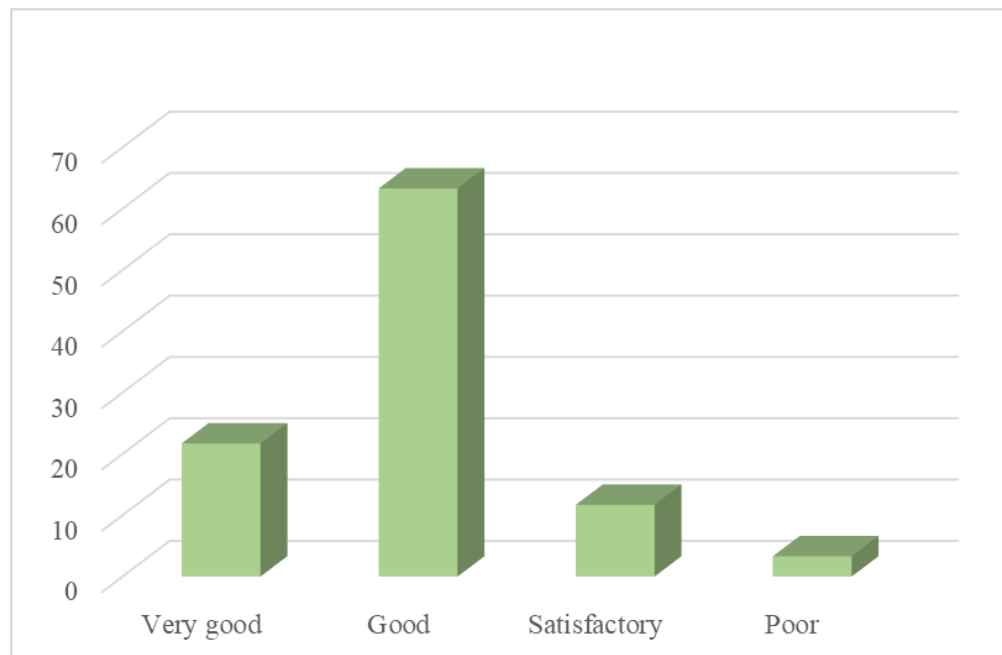
4.28 INFLUENCE OF EXPERIENCE ON PURCHASE

TABLE 4.28

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Very good | 13 | 21.7 |
| Good | 38 | 63.3 |
| Satisfactory | 7 | 11.7 |
| Poor | 2 | 3.3 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.28



INTERPRETATION:

The above data depicts that 63.3% of the respondents had good experience that influenced them to buy the product, 21.7% had very good experience, 11.7% had a satisfactory experience and only 3.3% had poor experience. Experience is an important factor that influences a customer to buy a product, if they had a good experience they tend to buy more of the product.

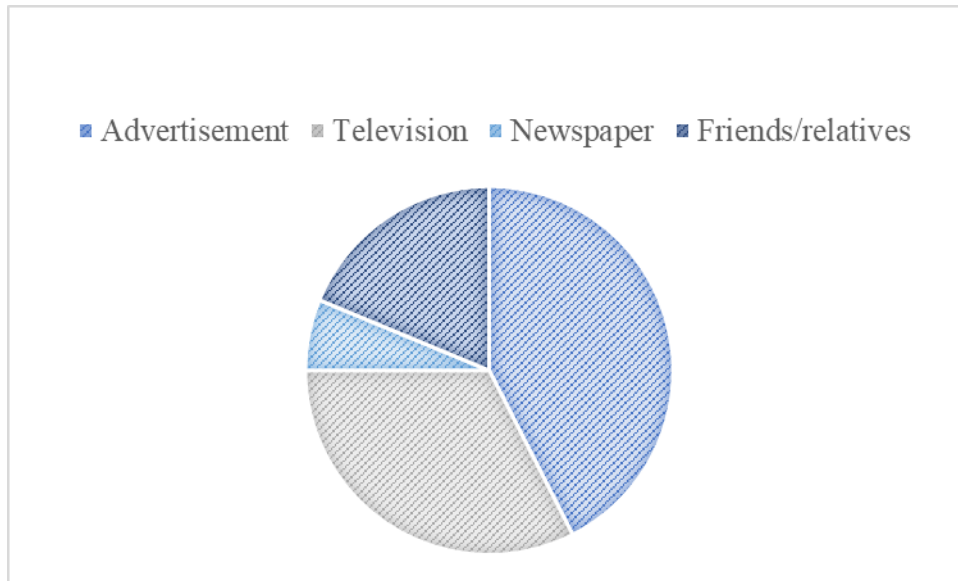
4.29 WAY OF KNOWLEDGE ABOUT THE PRODUCT

TABLE 4.29

| OPTIONS | FREQUENCY | PERCENTAGE |
|-------------------|------------------|-------------------|
| Advertisement | 34 | 42.5 |
| Television | 26 | 32.5 |
| Newspaper | 5 | 6.25 |
| Friends/relatives | 15 | 18.75 |
| Total | 80 | 100 |

Source: Primary Data

FIGURE 4.29



INTERPRETATION:

The above data shows 42.5% of the respondents were informed about the product through advertisement, 32.5% television, 18.75% were informed by friends/relatives and 6.25% through newspapers. This could suggest that advertising is an effective way of reaching potential customers and creating brand awareness. Overall, these results may provide insights into the most effective media channels to use for promoting the product and reaching the target audience.

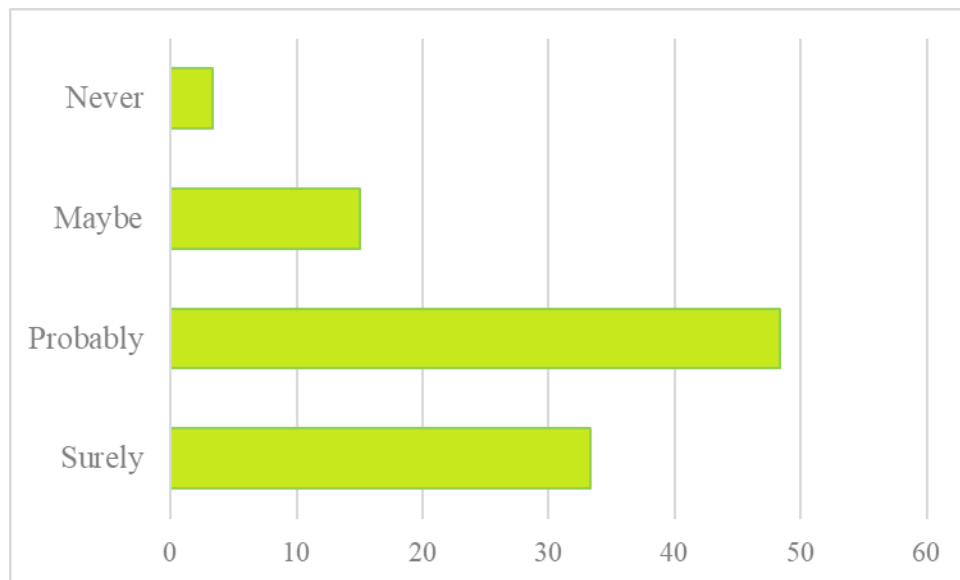
4.30 USAGE OF PRODUCT IN THE FUTURE

TABLE 4.30

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Surely | 20 | 33.3 |
| Probably | 29 | 48.4 |
| Maybe | 9 | 15 |
| Never | 2 | 3.3 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.30



INTERPRETATION:

Out of all the respondents, it was found that 48.4% indicated a likelihood of using the product, while 33.3% expressed definite interest in using it at a later time, while 15% expressed uncertainty about whether they will use it or not and only 3.3% of the respondents stated that they will not use the product in the future. They might be dissatisfied with the product.

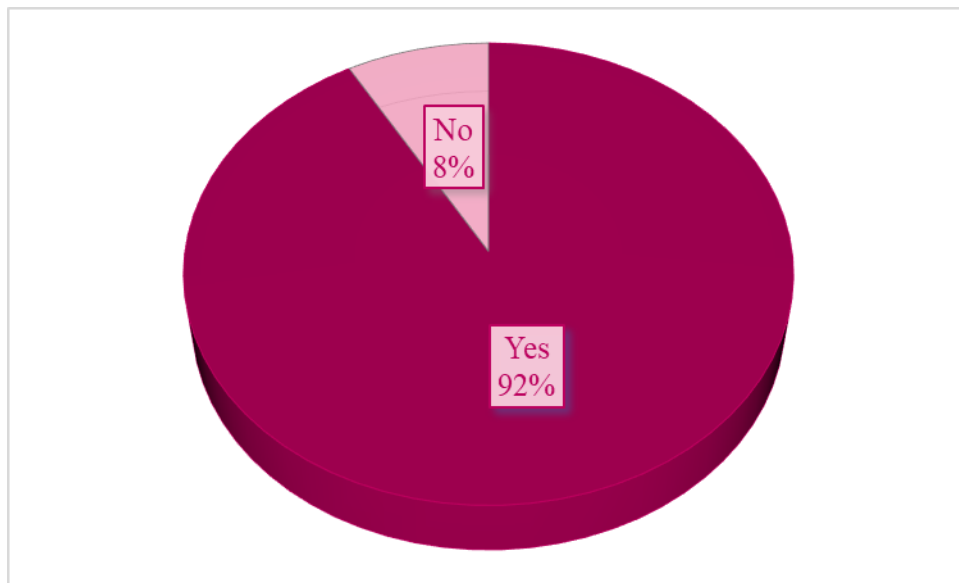
4.31 SEEN THE ADVERTISEMENT OF THE PREFERRED PRODUCT

TABLE 4.31

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Yes | 55 | 91.7 |
| No | 5 | 8.3 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.31



INTERPRETATION:

According to the above chart 91.7% of the respondents have seen the advertisement of their preferred product, this indicates that the products' advertising campaign is effective in reaching its target audience. However, 8.3% had not seen the advertisements, which could be attributed to reasons such as lack of attention or active avoidance.

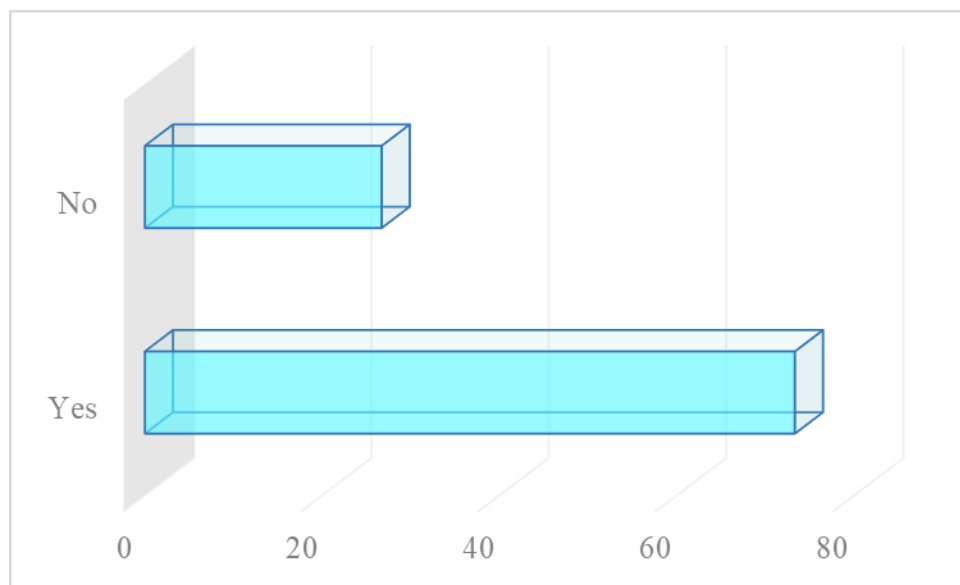
4.32 PURCHASE OF PRODUCT BASED ON ITS ADVERTISEMENT

TABLE 4.32

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Yes | 44 | 73.3 |
| No | 16 | 26.7 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.32



INTERPRETATION:

The above data shows that 73.3% of the respondents says that they will buy their preferred product based on its advertisement, the rest 26.7% says they will not. The high percentage of respondents who said they would buy their preferred product after seeing its advertisement indicate that the product's advertising campaign is persuasive and resonates well with its target audience. However, it also indicates that advertising may not be the sole factor that determines whether a consumer decides to buy a product or not.

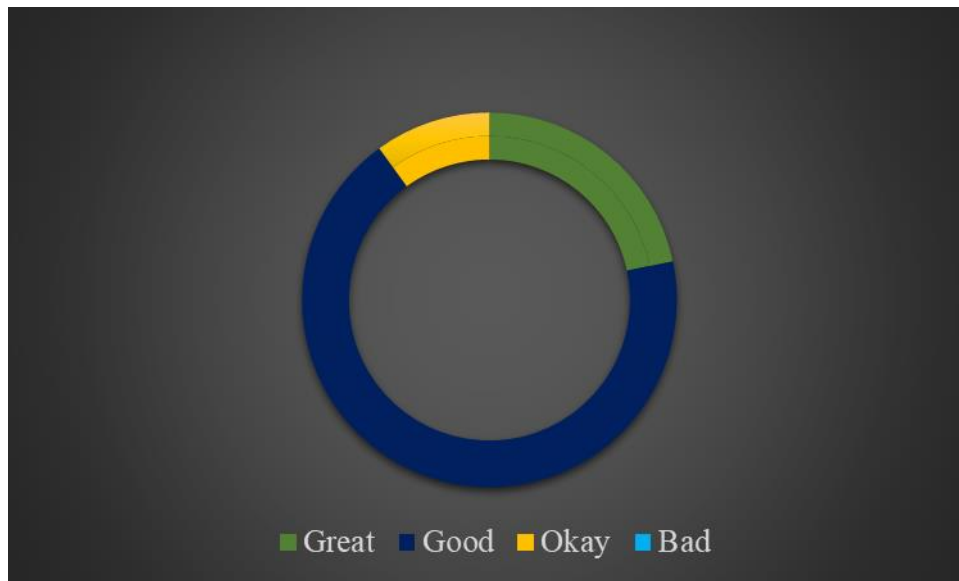
4.33 BRAND EXPERIENCE OF THEIR PREFERRED PRODUCT

TABLE 4.33

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Great | 13 | 21.7 |
| Good | 41 | 68.3 |
| Okay | 6 | 10 |
| Bad | 0 | 0 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.33



INTERPRETATION:

According to the above chart, the majority of respondents, 68.3%, had a good experience with their preferred brand's curry powder, possibly due to factors such as taste, ease of use, and quality. 21.7% reported having a great brand experience, indicating a higher level of satisfaction and potential brand loyalty. However, 10% reported having an okay experience, suggesting that the brand may not stand out compared to others or have both positive and negative aspects.

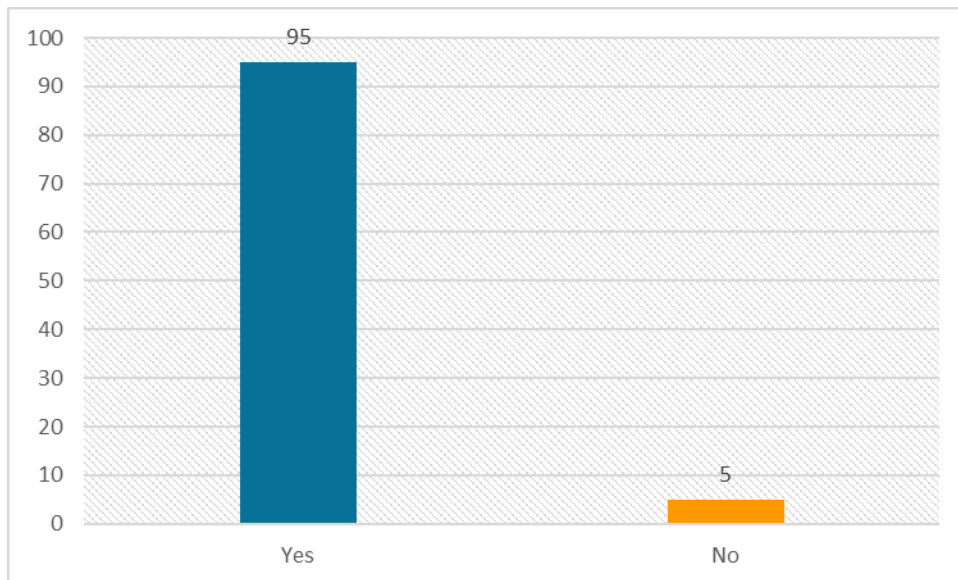
4.34 PRODUCT BENEFIT

TABLE 4.34

| OPTIONS | FREQUENCY | PERCENTAGE |
|----------------|------------------|-------------------|
| Yes | 57 | 95 |
| No | 3 | 5 |
| Total | 60 | 100 |

Source: Primary Data

FIGURE 4.34



INTERPRETATION:

As the above chart shows, 95% of the respondents say buying their preferred product benefits them, this might be due to various reasons such as the product meets their needs, offers good value for money, improves their quality of life in some way. As for the 5% who do not find the product beneficial, the reasons for their dissatisfaction could also vary.

CHAPTER - 5
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

1. A majority of 63.33% respondents belong to the age group 20–30, 18.33% of the respondents are below the age of 20, 11.67% respondents belong to the age group 30 – 40 and 6.67% of the respondents are above the age of 40.
2. 55% of the respondents under our study are male, and the rest 45% of the respondents are female.
3. Our findings depict that a majority of 60% respondents earn less than ₹10000 a month, 20% of the respondents earn between ₹10000 and ₹25000 a month, 11.67% of the respondents earn between ₹25000 and ₹50000 a month and only 8.33% of the respondents earn more than ₹50000 a month.
4. A majority of 50% respondents reside in urban locality, 26.67% of the respondents reside in semi–urban area, 23.33% respondents reside in rural locality.
5. We can say that the majority with 72% of the respondents are brand loyal, and the rest 28% of the respondents are not brand loyal. This is because majority of the customers tend to believe that brands provide better quality and service.
6. 81.67% of the respondents prefer branded products, and the rest 18.33% of the respondents do not believe that branded products are better than unbranded products. This suggests that the majority of the respondents place importance on branding when making purchasing decisions.
7. Most respondents feel that quality comes first while choosing a product followed by brand, price and lastly easy availability of the product. This is because customer considers quality of the product to be the priority over brand, price or easy accessibility.
8. Quality was considered the most significant factor in building a positive brand image by 63% of respondents, followed by communication strategies at 16.67%, competitive pricing at 14.3%, and free trials/discounts at 6%.
9. According to the data collected 85% of the respondents say they are price sensitive consumer whereas the other 15% of the respondents are not price sensitive consumers. Most consumers prefer affordable prices while purchasing a product, while some associate low price with low quality.
10. The survey found that 45% of respondents strongly care about using branded products, 47% care slightly, and only 8% do not care much about brands. In summary, all respondents expressed at least some level of concern about using branded products.

11. We found the importance of considering the target audience and the most effective marketing strategies for the specific product or service being sold. While brand ambassadors may be effective for other products or services, they may not be the best strategy for promoting curry powders.
12. 70% of the respondents are of the opinion that company sponsorship helps build strong brand image whereas 30% of the respondents do not feel so. Associating with a reputed company helps to build a stronger image in the minds of the customers.
13. 47.43% of the respondents is of the opinion that trust is build when they have a positive experience with the company followed by satisfaction, loyalty and recognition for the brand. Brands should focus on providing exceptional customer experiences, building strong relationships, and creating a strong brand identity to establish trust and foster long-term loyalty.
14. The majority of 58.3% of the respondents strongly care about the brand while purchasing curry powder followed by 33.3% who care slightly, 5% who do not care much and 3.4% of the respondents do not care at all. This suggests that for most respondents, the brand is an important factor in their decision-making process when it comes to purchasing curry powder.
15. Eastern curry powder is the most popular brand among the respondents, with almost half of the respondents choosing this brand. Kitchen Treasure and Nirapara also have a considerable market share and a few respondents prefer to make their own curry powder which suggest that they prefer to have more control over the ingredients and the flavor of the curry powder.
16. The findings suggest that word of mouth is the most influential factor in the purchasing decision. This highlights the power of personal recommendations. Companies should also consider the impact of advertising campaigns to influence the purchasing decision shop displays and other factors that may influence consumer behavior when developing their marketing strategies.
17. Brand name has moderate influence on the purchasing decision because brand recognition creates trust and familiarity. When faced with multiple choices, consumers may be more likely to choose a brand they recognize and perceive as reliable.
18. The quality of a product is a critical factor that highly influences the purchasing decision. Consumers want products that meet their needs and expectations, provide value for their money, and offer a high level of performance, durability, reliability, and safety.

19. Advertising has moderate influence on the purchasing decision. Advertising can be an effective tool for influencing a consumer's purchasing decision by creating awareness, establishing brand identity, highlighting product features and benefits
20. On a scale of 1 to 5, majority of the respondents rated the influence of family members at 3. Family members' opinion has moderate influence on the purchasing decision. When a family member is considering a purchasing decision, it is likely that they will seek input and opinions from other family members before making a final decision.
21. The majority of respondents had a positive buying experience, but there is still room for improvement to ensure that all customers are satisfied with their purchases. It may be useful for the company to investigate the reasons behind the negative ratings and take steps to address any issues that arise to improve their customer satisfaction in the future.
22. Majority of respondents would recommend the product, indicating that the product is generally well-regarded. However, it is important for companies to continue monitoring customer feedback and take necessary steps to improve their products and services.
23. According to the data collected 18.5% of the respondents think brand differentiate their preferred product from that of the competitors ,15.5% opt ingredients, 51.5% vote quality and 14.5% vote for pricing. Most consumers prefer quality first while purchasing a product, followed by brand, ingredients and pricing.
24. According to the data collected 85% of the respondents say they are satisfied with the price whereas the other 15% of the respondents are not satisfied. This suggests that the majority of the respondents believe that the price is reasonable and fair.
25. 50.7% of the respondents responded that mothers are the main decision maker, 27.5% father, 18.9% wife and husbands 2.9% when it comes to deciding curry powder. This suggests that in many households, mothers have a significant influence on the choice of spices used in cooking.
26. 36.6% of the respondents have used the product from 1 year to 5 years, 26.7% voted 6 months to 1 year, 21.7% have used it for more than 5 years and 15% of the respondents have used the product for less than 6 months.
27. 46.7% of the respondents often uses the product, 41.7% of the respondents use it frequently, 10% not much and 1.6% never. This shows that majority of the respondents often use the product, which indicates that they are satisfied with it.

28. The above data depicts that 63.3% of the respondents had good experience that influenced them to buy the product, 21.7% had very good experience, 11.7% had a satisfactory experience and only 3.3% had poor experience. Experience is an important factor that influences a customer to buy a product, if they had a good experience they tend to buy more of the product.
29. 42.5% of the respondents were informed about the product through advertisement, 32.5% says television is their way of knowledge, 18.75% of the respondents were informed by friends/relatives and 6.25% through newspapers.
30. Out of all the respondents, it was found that 48.4% indicated a likelihood of using the product, while 33.3% expressed definite interest in using it at a later time, while 15% expressed uncertainty about whether they will use it or not and only 3.3% of the respondents stated that they will not use the product in the future.
31. The products' advertising campaign is effective in reaching its target audience, as 91.7% of respondents reported seeing the advertisements. However, 8.3% had not seen the advertisements, which could be attributed to reasons such as lack of attention or active avoidance.
32. The high percentage of respondents who said they would buy their preferred product after seeing its advertisement indicate that the product's advertising campaign is persuasive and resonates well with its target audience. However, it also indicates that advertising may not be the sole factor that determines whether a consumer decides to buy a product or not.
33. The majority of respondents, 68.3%, had a good experience with their preferred brand's curry powder, possibly due to factors such as taste, ease of use, and quality. 21.7% reported having a great brand experience, indicating a higher level of satisfaction and potential brand loyalty. However, 10% reported having an okay experience, suggesting that the brand may not stand out compared to others or have both positive and negative aspects.
34. 95% of the respondents say buying their preferred product benefits them, this might be due to various reasons such as the product meets their needs, offers good value for money, improves their quality of life in some way. As for the 5% who do not find the product beneficial, the reasons for their dissatisfaction could also vary.

5.2 SUGGESTIONS

- Develop a strong brand identity so that it helps customers recognize and remember the brand. Make it visually appealing and consistent across all marketing channels.
- Identify what makes the brand unique and highlight it in the marketing messages.
- Use social proof as customers are more likely to trust a brand if they see others using and recommending it. Use customer reviews, testimonials, and social media influencers to showcase your brand's positive impact.
- Focus on customer experience and provide a positive and seamless experience for the customers. This includes everything from website usability to shipping and returns.
- Offer incentives to encourage repeat business and positive word-of-mouth. Customers are often motivated by discounts, promotions, and loyalty programs
- Customers are increasingly concerned about the environmental impact of the brands they support. Consider implementing sustainable practices and promoting them in your marketing messages.
- Create a customer loyalty program: Implementing a customer loyalty program can encourage customers to buy from your brand more often. This will help build customer loyalty and create positive buying behavior.
- Offer personalized experiences and services to customers to make them feel valued. Personalization can help build trust and loyalty among customers.
- Collect customer feedback to better understand how customers feel about the brand. This helps to make improvements and foster better customer buying behavior.
- Offer helpful customer service as it is the key to building customer loyalty. Respond quickly to customer inquiries and make sure that any issues are addressed in a timely manner.
- Establish trust to provide customers with a sense of security by being transparent about the product, services, and policies.
- Customers love contests and promotions. Brands should use these to engage with customers and encourage them to buy. Contests are also a great way to generate buzz and build brand awareness.

5.3 CONCLUSION

An understanding of consumer behavior is an important part of comprehending the allocation of resources. Consumption decisions are made based on a logical process valuing utility, price, and income alternatives. Firms seek to understand this process to better serve consumers. Firms employ brand managers to allocate resources to effectively serve consumers on a product or service. These decisions might involve redesigning products or better-targeting consumer markets with information. Consumer behavior is influenced by a variety of factors interacting in complex ways. With a better understanding of customers' perceptions; companies can determine the actions required to meet the customer's needs. Suitable forms of marketing activities as a whole can create a positive brand association and start a purchase action of positively seen brands. A brand represents a certain value in the mind of the consumer. Without the psychological linkage, it would be a product or a service indistinguishable from each other.

The findings show that there is a significant effect on the buying behavior of customers based on the brand image. As shown in the result, the brand image takes a moderating role in the decision-making of customers, encouraging shoppers towards buying more trustworthy products. The primary purpose of this research was to identify the impact of brand image on customers' buying behavior. In the literature review, essential terms and processes were defined and analyzed to help the researcher understand the importance of brand image that motivates customers for shopping. We took different brands of curry powder for the research. Afterward, we conducted a survey and were able to reach out to 60 participants successfully. The questionnaire consisted of several questions concerning, for instance, the product pricing satisfaction of the preferred brand, as well as the influence of different attributes of the product on purchase. Moreover, we tried to identify how great the impact of a brand on buying behavior is. Participated survey respondents stated that quality is the key factor in their decision-making process of purchasing a brand. From the research, we can conclude that the majority of the consumers preferred buying branded products rather than unbranded products.

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WEBSITE

- <https://openlibrary.org/>
- <https://www.researchgate.net/>
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ANNEXURE

QUESTIONNAIRE

Dear Madam/Sir,

We, the student of Bharata Mata College, Thrikkakara is engaged in during a dissertation on “**A STUDY ON THE IMPACT OF BRANDING ON CUSTOMER BUYING BEHAVIOUR**”.

We request your kind response in this regard by filling up this questionnaire. We assure you that the data collected will be kept confidential and only for academic purpose.

1. Name:

2. Age

- <20
- 20 - 30
- 30 - 40
- >40

3. Gender

- Male
- Female
- Others

4. Monthly Income *

- Less than 10000
- 10000-25000
- 25000-50000
- Above 50000

5. Location

- Rural
- Semi urban
- Urban

6. Are you a brand loyal customer?

- Yes
- No

7. Do you think branded products are better than unbranded products?

- Yes
- No

8. What attributes attract you to purchase a product? Rank these characteristics in order of their significance to you.

- Brand
- Price
- Quality
- Easy Availability
- Other

9. Which among the following, in your opinion, contribute to the development of a positive brand image?

- Quality
- Communication Strategies
- Competitive Pricing
- Discounts and free trials
- Others

10. Are you a price sensitive consumer?

- Yes
- No

11. How much do you care about using brands?

- Slightly
- Strongly
- Not much

- Never

12. Does a brand ambassadors influence your buying decisions?

- Yes
- No

13. Do you think company sponsorship help them build a stronger brand?

- Yes
- No

14. What type of brand image is created when customers have positive experience with a company?

- Loyalty
- Trust
- Satisfaction
- Recognition

15. How much do you care about brands while buying curry powder?

- Not at all
- Sometimes
- Some what
- Strongly

16. What is your preferred brand?

- Nirapara
- Kitchen treasure
- Eastern
- Other

17. What influenced you to buy these products?

- Advertisments

- Shop display
- Word of mouth
- Attractive packaging
- Others

18. Influence of brand name on the purchase of the product. Rate on a scale from 1 to 5
(1 being of least influence)

19. Influence of quality on the purchase of the product. Rate on a scale from 1 to 5
(1 being of least influence)

20. Influence of advertising on the purchase of the product. Rate on a scale from 1 to 5
(1 being of least influence)

21. Influence of family members on the purchase of the product. Rate on a scale from 1 to 5
(1 being of least influence)

22. How do you rate your experience about buying these products?

- Very good
- Good
- Satisfactory
- Poor

23. Would you recommend your preferred product to anybody?

- Yes
- No

24. Which of the following things makes your preferred products different from other brands?

- Packaging
- Ingredients

- Quality
- Pricing
- Others

25. Are you satisfied with the pricing of the product?

- Yes
- No

26. Who is the main decision maker in your house for this product/product category?

- Husband
- Wife
- Mother
- Father

27. How long have you used this product?

- 6 months
- 1 year
- More than 1 year
- More than 5 year

28. How often do you use the products?

- Very often
- Often
- Not much
- Never

29. Rate your experience that influenced your decision to purchase this brand?

- Very good
- Good
- Satisfactory
- Poor

30. How do you know about the products of the company?

- Advertisement
- Television
- Through friends/relatives
- Newspaper

31. Would you use our products in the future?

- Surely
- Probably
- May be
- Surely not

32. Have you seen the advertisements of your preferred products?

- Yes
- No

33. Based on the advertisements of your preferred would you buy it?

- Surely
- Probably
- May be
- Surely not

34. How would you describe your brand experience with your preferred products?

- Great
- Good
- Okay
- Poor

35. Does buying the product benefit you?

- Yes
- No