The Study on Impact of Branding On Consumer Buying Behaviour

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I.   INTRODUCTION

According to Gajjar products are made for consumers and consumers are those who buy different product according to their needs. They consume those products in order to satisfy their needs and wants. Consumer buying decision is a process that involves different steps like the recognition of need, search for the information, evaluation of alternatives, selection and in the last post purchase behaviour. There are lots of factors which affect the consumer behaviour and those factors lead him towards purchasing. IN this research paper we will see the impact of branding on consumer behaviour means the factors of consumer behavior which helps him to choose a particular brand according to his need and choice. Globalization leads the entire world to become one market. Whole world led to Becoming single Universal community to serve different cultures. With the increase in global competition, the company's focus to serve local markets has find themselves at a disadvantage and loosing competitive edge that they so much strived to achieve. This all led to decline the importance in National borders and more emphasis on what the consumers actually demand. From consumer's point of view, the reaction toward global brands seems differently among different people. On one hand consumers appraise global brands as their status symbol and on other hand globally known brands are criticized to threatening national customs by imposing their culture that's led to loss of cultural identity.

II.   STATEMENT OF THE PROBLEM

Branding and brading strategies are powerful means for creating and sustaining competitive advantage. That is why this study intends to focus on understanding the impact of branding on consumer buying behaviour.

III.   LITERATURE OF REVIEW

The factor which drive the consumer behaviour vary according to the type of brand, the consumer decides to buy. Brand loyalty is very important for the success of every type of brand. Consumers can be loyal to a specific brand according to the dimensions of consumer behaviour. Loyal consumers help in gaining a high market share. To make new customer loyal, it needs to invest five times more cost than to retain the current and existing consumers. Loyal consumers can provide the competitive edge against competitors which is a significance factor for success.

The word loyalty usually refers to the association and recognition. When a consumer is loyal to brand, he will always prefer that brand upon other brands and he is purchasing that product from many years. Whenever he will need to buy a particular product, the same brand will come to his mind which he always buys due to his attachment and satisfaction which he expects from that brand. With the growing pace of globalization, competition is increasing and to compete with other brands, innovation is needed.

IV.   OBJECTIVES OF THE STUDY

•   Understanding the concept of branding and consumer behaviour.
•   To study the effect of brands on consumer buying behaviour.
•   To analyse the branding strategies adopted by companies.

V. RESEARCH METHODOLOGY

Table I
RELIABILITY STATISTICS OF FACTORS

Cronbach's Alpha	N of Items
0.896	42

According to the analysis of Table I, the reliability of my research is .896 or 89.6% and the numbers of items which are evaluated are 42. The reliability value is high and it shows that the research is valid to 89.6% out of 100%.

TABLE II.

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	44	56.4	57.1	57.1
	female	33	42.3	42.9	100.0
	Total	77	98.7	100.0	
Missing	System	1	1.3		
Total		78	100.0		

The research methodology used for analysis is survey by using the questionnaires. Questionnaire was distributed among 80 people. On basis of analysis of Table II, the total number of responses of questionnaires were 78, from which 44 were male and 33 were females. The validity percentage is near to 100. In the SPSS, the label given to male was 1 and for the female it was 2.

TABLE III
AGE GROUPS INCLUDED IN THE RESAERCH

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 30	76	97.4	98.7	98.7
60+	1	1.3	1.3	100.0
Total	77	98.7	100.0	
Missing System	1	1.3		
Total	78	100.0		

The research is conducted among the two age groups, less than thirty and 60+. The Table III shows that the total replies were 78. The number of individuals who are in age group less than 30 gave 76 responses. On the other hand, only one person in old age group (60+) gave response. The validity &

cumulative percentage according to the above table III percentage is near to 100%.

TABLE IV
EDUCATION GROUPS OF RESPONDENTS OF QUESTIONNAIRE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	undergraduate graduate	13	16.7	16.9	16.9
	post graduate PHD	26	33.3	33.8	50.6
	Total System	37	47.4	48.1	98.7
		1	1.3	1.3	100.0
		77	98.7	100.0	
Missing		1	1.3		
TOTAL		78	100.0		

The education level of consumers is divided among the four groups; undergraduate, graduate, post graduate and PHD. The frequency is different for every group as it is mentioned in the table; frequency of undergraduates is 13, for graduates it is 26, for post graduates it is 37 and for PHD it is 1.

According to the analysis of Table IV, the total responses are 78 and cumulative percentage is near to 100%. The scale 1-5 is used in questionnaire.

TABLE V
INCOME GROUPS OF RESPONDENTS OF QUESTIONNAIRE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 15000 15000_25000	40	51.3	51.9 19.5	51.9
	25000-35000 35000_45000	15	19.2	14.3 5.2	71.4
	above 55000 Total	11	14.1	9.1 100.0	85.7
	System	4	5.1		90.9
		7	9.0		100.0
		77	98.7		
Missing		1	1.3		
Total		78	100.0		

According to the above table V, there were five income groups. Each has its own frequency according to the number of Reponses and the cumulative percentage is 100 %. The scale used is 1-5.

TABLE VI
STATUS GROUPS OF RESPONDENTS OF QUESTIONNAIRE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student employed	41	52.6	53.2	53.2
	businessman unemployed	25	32.1	32.5	85.7
	housewife Total	2	2.6	2.6	88.3
	System Total	6	7.7	7.8	96.1
		3	3.8	3.9	100.0
		77	98.7	100.0	
Missing		1	1.3		
		78	100.0		

The analysis of Table VI shows that the status of individuals are also grouped into five categories which are; student employees, businessman, unemployed and housewife. The frequency differs for every group according to the number of responses. The scale used id 1-5 and the cumulative percentage is 100%.

TABLE VI
MODEL SUMMARY (FIGURE 1)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.740[a]	0.548	0.509	0.37106

a.   Predictors: (Constant), gender, value, age, knowledge, reference, exploitation

Figure 1 basically shows the result of survey and it interprets the relation of dependent and independent variables. It is the summary of the model. In our research model, branding is independent variable which includes the following factors; gender, personal and cultural values, age, brand knowledge, reference groups and emotional exploitation. On the other hand, the consumer buying behavior is dependent variable which includes the following factors; social status, status conspicuousness, brand loyalty, brand perception, quality and social factors.

Here we have to define the relationship between dependent and independent variables according to the results of above model. The R in the Table VII represents the correlation which is .740 and it represents that there is a moderate degree of correlation between dependent and independent variables.The next is R square which indicates that the variability of dependent variable according to the independent variable.

Here the analysis of Table VII shows the value of R square is .548, it means the variability level of independent variable is 54.8% which is nears to 55% and is moderate value, and it is not very high but not very low too. So it is found that branding affects the consumer behavior at the variability level of 55%.

TABLE VIII

ANOVA[b]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression Residual Total	11.669	6	1.945	14.125	0.000[a]
	9.638	70	0.138		
	21.307	76			

Table VIII is known as Anova table. Anova table basically represents the mean values. Here in Table VIII, the mean is 1.945 and the significant value is 0.000 which is statistically significant and smaller than 0.05. So the p=0.000. It shows that all the dependent variables fluctuate according to the independent variable.

Every variable has its own significant level according to the survey results which will be interpreted in the coefficient table.

TABLE IX.

COEFFICIENTS[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.074	0.241		0.308	.759
knowledge	0.272	0.075	0.310	3.636	0.001
reference age	0.267 0.308	0.070 0.072	0.356 -0.352	3.839 -4.314	0.000 0.000
exploitatio n	0.144	0.073	0.186	1.979	0.052
value	-0.140	0.068	-0.182	-2.066	0.043
gender	0.086	0.061	0.126	1.408	0.163

a. Dependent Variable: consumer behavior.

The scale used in the questionnaire for questionnaires is given below in Table X;

TABLE X

SCALE USED IN QUESTIONNAIRE

1	2	3	4	5
StronglyAgree	Agree	Neutral	Disagree	StronglyDisagree

VI. DISCUSSIONS AND CONCLUSIONS

The independent variables are reference groups, brand knowledge, age, gender, emotional exploitation and personal values. On the other hand, the dependent variables are branding loyalty, Status consumption, status conspicuousness, social factor and quality. All the variables are discussed in detail with different references. Comparing and contrasting is done at every step in order to discuss the views of different authors about different variables in literature review.

According to the research results, coefficient values of all the dependent variables are statistically significant and are different from 0 except only one variable which is gender. According to the results, gender is not so much important and it does not affect the consumer behavior to that extent at which other variables do. So it is proved that branding is very important now days in effecting consumer behavior.

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