A Study on the Effectiveness of Branding Customer Purchase Decision

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ABSTRACT
This study examines about the Effectiveness of Branding on customers purchase.This study emphasis various stages of customer Purchase like decision making and buying.The primary method of data collection used for t his study with 700 people.Correlation analysis method is taken to find out the inter connection between the variables.Regression analysis method is taken to find out impact between the variable.Frequency analysis is used to find out the respondents be3haviour.The main objective of the study is to understand the customer expectations and remarkable touchpoints of the customers.Through this study we are able to gain a better understanding of how customers complete different activities and how they influence and perceive each stage .this study helps the company in different ways when it comes to improving and optimizing the customer experience.

I. INTRODUCTION

The best brands are the ones who help in forming and sustaining strong long term "Parent Brand-People" relationships. These brands form the potential for the growth and future expansion. They help the organization conquer peaks at the time of booms and stay afloat and swim at times of depression. We come cross a number of brands in our daily lives. Customers all over the world now prefer branded products. But why is the question. Is it the quality that attracts customers towards brand or some other related factor? This study is aimed at analyzing the effect of brand on consumer buying behavior. Along with finding the effect of brand on consumer buying behavior the purpose of the study is to have an in depth knowledge of what actually is branding and consumer behavior. All the study has been conducted with reference to fashion industry in India. Firms in fashion industry are competing to increase their profit share in the market and among these firms; branded clothing & accessories has shifted the conventional style & interest of people. A brand which is sold at a high price and the other which is sold at low price while both have same quality and attributes, why is that? Brand studies always have remained the key attention of the marketer's because of its importance and direct relationship with consumers. Marketers use brands as to get the competitive advantage on other competitors playing an imperative role in the success of companies. Brand holds a great importance in consumer's life. Consumer's choose brands and trust them the way they trust their friends and family members to avoid uncertainty and quality related issues.

OBJECTIVES OF THE STUDY
- To study the effect of brands on consumer buying behaviour.
- To analyze the importance of branding in advertising
- To study consumer's perception towards branding
- To study the brand loyalty

II. REVIEW OF LITERATURE

Brand Personality to Predict Brand Trust, Brand Attachment and Purchase Intention: Study on Cosmetic Products in JakartaImpact of Branding on Consumer Buying Behavior: An Evidence of Footwear Industry of Punjab, Pakistan Muhammad Ashraf Lecturer, Department of Management Sciences, University of Gujrat, Sub-campus Narowal, Pakistan Email: ashraf.iub@gmail.com Madiha Naeem Department of Management Sciences, University of Gujrat, Sub-campus Narowal, Pakistan Email: madiha.naeem003@gmail.com Mehwish Shahzadi Department of Management Sciences, University of Gujrat, Sub-campus Narowal,

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Department of business administration Istanbul Commerce University, Istanbul, Turkey THE EFFECT OF BRAND NAME ON CONSUMER BUYING BEHAVIOR: EMPIRICAL STUDY ON SOMALI STUDENTS IN ISTANBUL FUAD ALI BULLE Master Student, Faculty social science

Influence of Brand Name on Consumer Choice & Decision 1Umer Shehzad, 2 Salman Ahmad, 3Kashif Iqbal, 4Muhammad Nawaz, 5 Saqib Usman (M.Phil Scholar) (M.Phil Scholar) (M.Phil Scholar) (M.Phil Scholar) (M.Phil Scholar) University of the Punjab, Lahore Pakistan, Superior University, Lahore Pakistan

Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision Sinoka Ansari*1, Ghishwa Ansari2 , Muhammad Umar Ghori3 , Abdul Ghafoor Kazi4 1,2,3,4Department of Management Sciences, Shaheed Zulfiqar Ali Bhutto Institure of Science and Technology (SZABIST), Hyderabad, Pakistan. * Corresponding author: sinokaansari@hotmail.co

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III. RESEARCHMETHODOLOGY

Sampling Method:
Stratified random sampling is a method of sampling that involves the division of a population into smaller sub-groups known as strata. In stratified random sampling, or stratification, the strata are formed based on members' shared attributes or characteristics such as income or educational attainment.

Model

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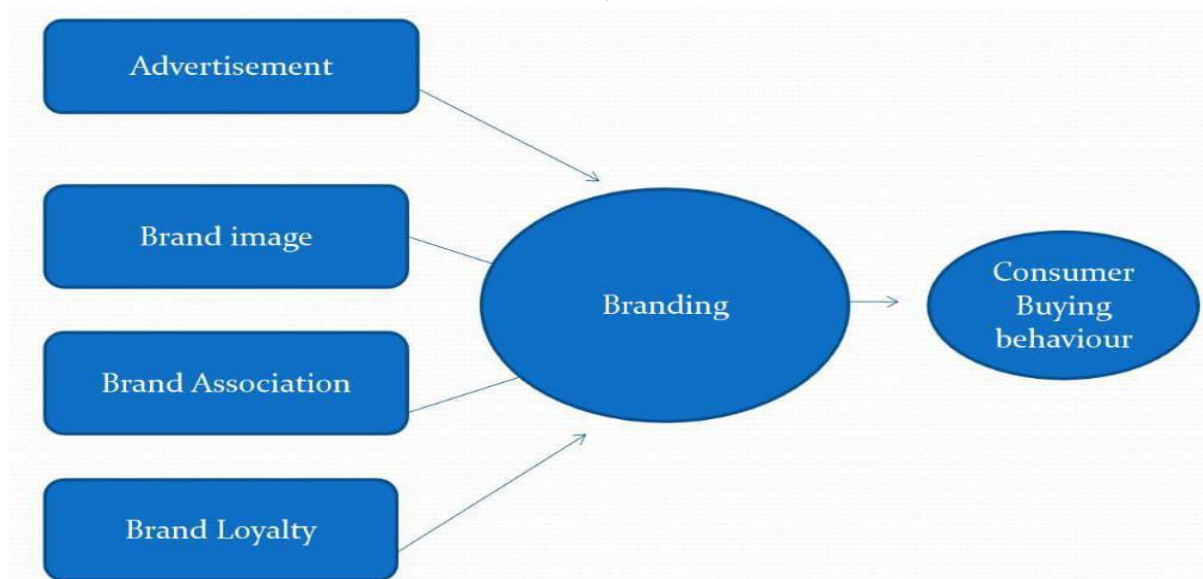
ANALYSIS AND INTERPRETATION
Table for brand image and brand awareness

HO-There is no relation between the brand image and brand awareness

H1- There is a relation between the brand image and brand awareness

ANOVA

Brandimage

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	347.922	4	86.981	1772.145	.000
Within Groups	34.112	695	.049		
Total	382.034	699			

From the above table the calculated table sum value is .000 which was the level of 0.05%.Hence the OH is truly fit and it is acceptable

Correlation

Table for social media and brand trust

HO – There is no inter connection between social media and brand trust

H1- There is inter connection between social media and brand trust

Correlations

		socialmedia	Brandtrust
socialmedia	Pearson Correlation	1	.686**
	Sig. (2-tailed)		.000
	N	700	700
Brandtrust	Pearson Correlation	.686**	1
	Sig. (2-tailed)	.000	
	N	700	700

**. Correlation is significant at the 0.01 level (2-tailed).

From the above table the calculated table sum value is .000 which was the level of 0.05%.Hence the HO is truly fit and it is acceptable .

Table for social factor and positive effect

HO - There is no impact between social factor and positive effect

H1- There is impact between social factor and positive effect

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.246	1	.246	.464	.496[b]
	Residual	369.039	698	.529		
	Total	369.284	699			

a. Dependent Variable: Social Factor

b. Predictors: (Constant), positive effect

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.690	.145		25.388	.000
	positive effect	.025	.037	.026	.682	.496

a. Dependent Variable: Social Factor

From the above table the calculated signification value is.000which was below the signification of 0.005 .Hence impact of HO is truly fit and it is accetable

IV.   SUGGESTIONS

1. Cross andupselling the product introduction new product to shoppers with automated sugestions and adding them in to ecommerce sites

2. Reach new languages broaden your audience by adding new languages to your marketing starts by making sure your website 's translate well to any desired languages

V.   CONCLUSION

This study concludes that there is effect of branding on consumer buying behaviour.

Brand knowledge is a very important factor. As the consumer is more aware of the brand and he has all the knowledge about the price, quality etc. the more he will be attracted towards the brand. Quality is the key factor to buy branded products. The standard quality of the product makes them to buy repeatedly, and they become loyal customers of the brand. Brand preference and Brand loyalty have related each other. Advertisement plays a major role in buying decision. It influences the customer to buy the product. There is strong influence of advertisement in branding, effective advertisement builds a stronger brand. In the end, it is concluded that the branding impacts the consumer behaviour and it depends upon the person(consumer) and its varied from one person to another.

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