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Branding and its impact on buying behaviour: A critical study with regard to consumer durable products in Kolhapur city

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Abstract:

This research paper deals with impact of branding on buying behaviour of the customers about consumer durable products. Today, the consumer has been changed in terms of different demographical factors like education, income, occupation, and reference group and media habits. Customer satisfaction is important factor for the success of an organisation. This research paper highlights that branding plays an important role in customer satisfaction and their loyalty. It is believed by the researcher that brand is a mirror of organisation where the customers are loyal to the products and services. To achieve the high customer happiness, companies must know when and how their customers are satisfied about the products and services. A brand is significantly correlated and having positive and negative impact on customers psychological perspectives and with the potential buying behaviour of the customers. Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. There is a shift in consumer brand preference for durables products for the past decade with the arrival of modern technology.

This research paper deals with the number of customer's opinion (incidence) with their responses to different questions from the well-structured questionnaire which is related to the different variables and parameters of correlation of branding and buying behaviour. The researcher used the frequency, percentages, mean and standard deviation and C.V. for analysing the scores of branding and buying behaviour and its variables measured for samples in Kolhapur city. Correlation was computed to understand the relationship between branding and buying behaviour and its different variables. The researcher drawn conclusions and suggestions based on fair and constructive findings from the data collected through respondents.

Keywords: Consumer, Loyalty, Psychological Perspectives, Brand

Introduction:

Brand and Buying Behaviour:

The consumer buying preferences are rapidly changing and moving towards consumer durable products high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for consumer durable products and high-end

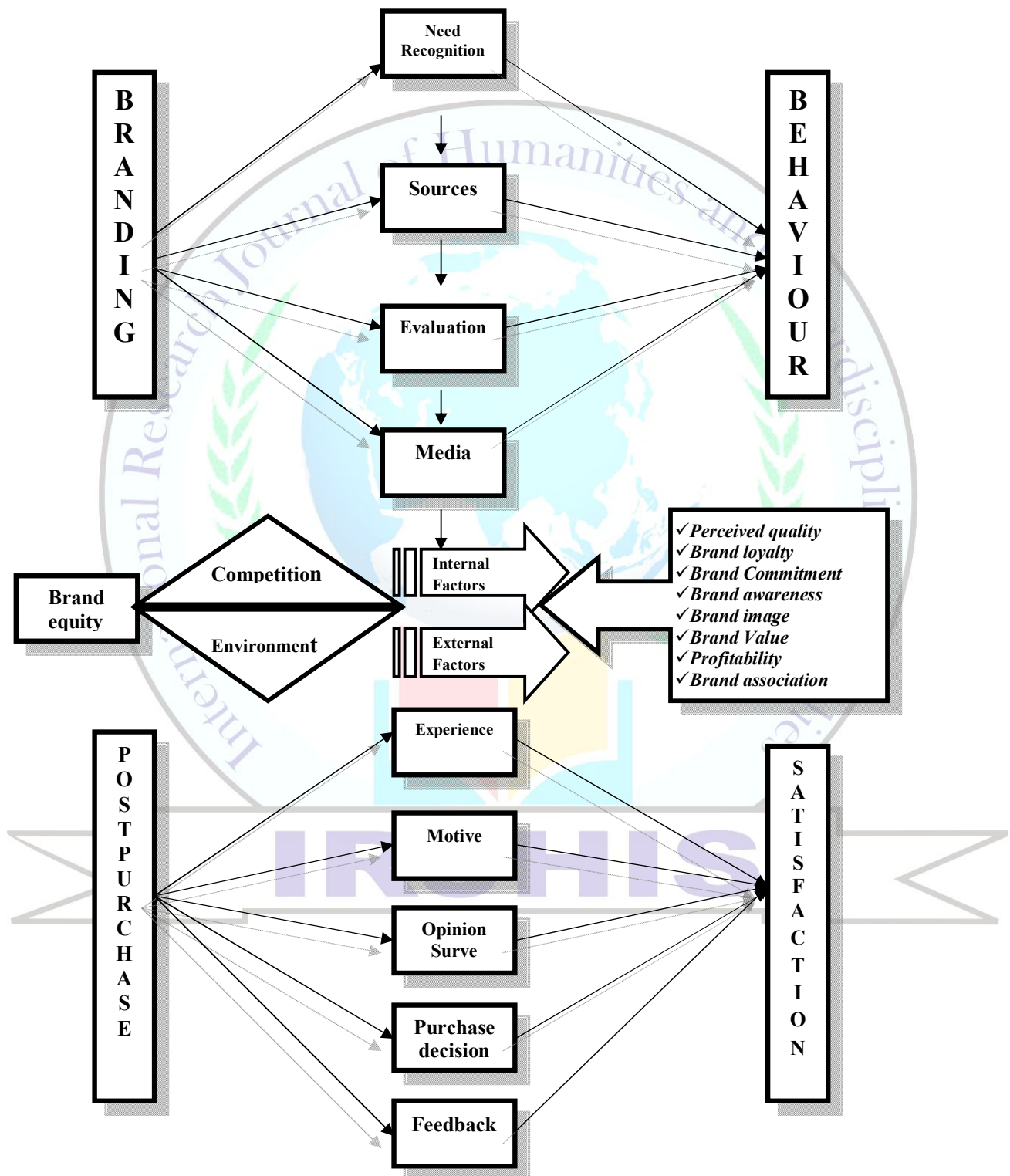
products such as television, washing machine, refrigerator, and air conditioners has increased considerably. All the activities are customer oriented. And it gets possible only through rising role of marketing in business organizations day-by-day. And now in today's scenario marketing is known as the foremost target of every organization as due to branding and customer satisfaction long run and successful survival of their organization is possible. Today, in 21st century Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this media like Face book create a loyal connection between product and individual which leads to large advertising opportunities. This leads to awareness of the brands in potential customers.

The present research study of buying behavior and brand management is of utmost importance in today's marketing context. Branding can influence consumers' behaviour and the economic health of a company. It is the ultimate reality that consumers have their preferences and their own choice based on their prior experiences in purchasing consumer durable products. Therefore, consumers' decisions can provide a clue for an industry's survival, which companies to succeed, and also which products to excel. The present research framework is applicable and very useful in understanding the reasons for consumers to buy the products and their buying habits, the firms can make use of such information to devise corresponding marketing strategies in response to the consumers' needs. In this research paper, the researcher has focused the purchasing process which is divided into three stages, namely pre-purchase, purchase and post-purchase. Each stage is equally important and one stage can alter the consumers' buying decision. Once consumers make a purchasing decision, they may need to recognize their personal needs, read product information, decide which to buy and where to buy, determine whether to buy again from the same retailer, choose the buying modes, show satisfaction to the services or product quality and finally be loyal to the brand.

Conceptual framework:

The present research framework basically focused on buyer's perspectives about the branding. The researcher is interested not only in the product but also the behaviour of the consumers due to different brands. The present research framework covers brand equity which is generally grouped in to five categories namely, perceived quality, brand loyalty, brand awareness, brand association and brand image which provides the scope of increasing brand value and profitability. Among these five brand equity dimensions, the first four represent customers' evaluations and reactions to the brand that can be readily understood by consumers so they have been widely adapted to measure customer-based brand equity in many studies. There are few researches have been done in western Maharashtra on the impact of branding on consumer buying behaviour on consumer durable products. Hence, the researcher selects this area to cover the research gap from the previous

studies. The researcher wants to highlight that the new age marketers and markets must realize that the long-term success of all future marketing programmes for a brand is greatly affected by the knowledge about the brand in memory that has been established by the firm's short term marketing efforts. As such, branding has become one of the most dominant indicators in the industry performance which is significantly related with the profit of the organisation.



Scope of the study:

For the present study the researcher limits its scope to selected consumer durable products in Kolhapur city. The present study was mainly confined to analyze and to study the impact of branding on consumer behaviour and different dimensions of brand awareness like brand image, brand equity, brand association, perceived quality and brand loyalty of the consumer durable products in Kolhapur city. The present study does not cover other brand equity property assets such as trade mark, patent, logo, symbols. For this study the researcher has undertaken a survey of the consumers from Kolhapur city.

To achieve the high customer happiness, companies must know when and how their customers are satisfied about the products and services. Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. There is a shift in consumer brand preference for durables products for the past decade with the arrival of modern technology. Therefore, consumers' decisions can provide a clue for an industry's survival, which companies to succeed, and also which products to excel. The present research framework is applicable and very useful in understanding the reasons for consumers to buy the products and their buying habits, the firms can make use of such information to devise corresponding marketing strategies in response to the consumers' needs.

Objectives of the study:

1. To analyze and to critically examine the impact of branding on buying behavior of consumers about consumer durable products in Kolhapur city.
2. To study the demographic factors of buyers which are related to brands and which influence purchase decisions regarding consumer durable products in Kolhapur City.

Hypothesis:

1. The behavior of consumers is significantly influenced due to branding.
2. The demographical factors are significantly correlated with the purchase decisions of potential consumers.

Research Methodology:

Research methodology is a way to systematically solve the research problem. It is understood as a science of studying how research is done scientifically. For the present research work, the researcher has chosen descriptive type of the research as it is suitable and includes scientific and inductive thinking. The present study is restricted to Kolhapur city only. Under the Convenient and simple random sampling method the researcher has selected 350 respondents as a sample for the

study. Only Urban area has taken for the study and for the selection of samples. Convenient sampling method is adopted for the selection of samples because it allows the researcher to select the sample as per the convenience and importance of the research. The selected respondents are both the genders and from various income groups and having different demographical profile.

For the present research work the researcher has prepared a well structured questionnaire to analyse and to study the different opinions of sample respondents. The researcher adopted interview and survey (observation) method to collect the data. The researcher conducted a pilot study to investigate and to confirm about the accuracy of data for the fulfilment of objectives. The pre-test of questionnaire was conducted with 50 sample respondents to identify whether the questionnaire is able to capture the requisite data information as expected by the research objectives and for the statistical experiments. The pilot study gives the reliability and validity of questionnaire. The researcher assessed the value of Cronbach's Alpha which was reliable. A correlation exists between the different items of the questionnaire on the same test. All the respondents extended their full cooperation in data collection.

Then the researcher collected primary data. The primary data have been collected through interviews of respondents. A questionnaire was prepared for the purpose of collecting data. The secondary data in the form of theoretical or conceptual knowledge of the study and collected from published sources such as textbook, previous reports, company manual, websites etc.

In order to understand the demographical characteristics of consumers while purchasing of durable goods, the percentage analysis and frequency distribution are worked out. In order to study the difference between dimensions of consumer-based brand awareness on durable goods, various tables have been prepared. In order to study the difference among the purchase value of durable goods, consumers' buying behaviour of durable goods, brand awareness, brand image, perceived quality, brand association and brand loyalty the analysis of various tables has been employed. The researcher used the frequency, percentages, mean and standard deviation and C.V. for analysing the scores of brandings and buying behaviour and its variables measured for samples in Kolhapur city. Correlation was computed to understand the relationship between branding and buying behaviour and its different variables. The researcher drawn conclusions and suggestions based on fair and constructive findings from the data collected through respondents.

Data Analysis and Interpretation:**Table 8.1 Gender of the sample respondents**

Gender	Frequencies	Percentage
Male	245	70
Female	105	30
Total	350	100

(Source: Primary data from questionnaire)

The table 8.1. indicates that 70% sample respondents are male while 30% sample respondents are female. From the above analysis it is found that male respondents playing key role in purchasing the consumer durable products because they are the ultimate consumers who are having income capacity. It is also noticed that women as buyers are also having their own buying decisions regarding consumer durable products.

Table 8.2 Age group of respondents

Age group of respondents	Frequencies	Percentage
21 years to 30 years	71	20
31 years to 40 years	191	54
41 years to 50 years	48	14
50 years and above	40	12
Total	350	100

(Source: Primary data from questionnaire)

The table 8.2.shows that 54% respondents are from the age group of 31 to 40 years. While 20% respondents are from the age group of 21 to 30 years. Apart from that,14% of the respondents are in the age group of 41 to 50 years and 12% of the respondents are from the age group of 50 years and above. It is observed that the age group between 31 years to 40 years are interested in purchasing consumer durable products and they are brand conscious because they are married and employed customers.

Table 8.3 Occupation of the Buyers

Occupation of the respondents	Frequencies	Percentage
Student	18	6
Salaried	211	59
Business	121	35
Total	350	100

(Source: Primary data from questionnaire)

The table 8.3. indicates that salaried customers (59 %) are involved in purchasing of the consumer durable products because of their stable income and easy availability of financial assistance from the various sources. It is also noticed that they are brand conscious. The respondents from business category (35%) give preference to local brand because of their network in the market as they have to maintain relationship.

Table 8.4 Buyer's Knowledge about the brand and its substitutes

Buyer's Knowledge about the Brand and its substitutes	Frequencies	Percentage
Little	21	6
Moderate	144	41
Advanced	120	34
Expert	65	19
Total	350	100

(Source: Primary data from questionnaire)

It is observed from above table that 34% respondents are having advanced knowledge about the different brands of consumer durable products. While, 41% respondents are having moderate knowledge about the different brands of consumer durable products. 19% respondents are having expert knowledge about the different brands of consumer durable products. It is noticed that majority of the respondents know about different brands of consumer durable products. The main reason is that they are following the market daily. Television channels like Z Business, CNBC, NDTV and AAJ TAK, TEJ are helping the buyers by guiding them.

Table 8.5 Impact of branding on satisfaction and buying behaviour of the consumers

Sr. No.	Impact of Branding		Unsatisfi ed	Unsatisfi ed	Undecid ed	satisfi ed	Highly satisfi ed	Total
1	Familiarity of brand	Frequency	0	0	0	309	41	350
		Percent	0	0	0	88	11	100
2	Packaging and labelling	Frequency	11	7	0	254	78	350
		Percent	3	2	0	73	23	100
3	Market share of the brand	Frequency	11	45	0	235	59	350
		Percent	3	13	0	67	17	100
4	Distribution of brand	Frequency	3	21	0	159	167	350

		Percent	1	6	0	43	48	100
5	Promotion of the brand	Frequency	0	71	14	206	59	350
		Percent	0	20	4	59	17	100
6	Unique Characteristics of brand	Frequency	0	0	0	34	316	350
		Percent	0	0	0	10	90	100
7	Symbol/ Logo of brand	Frequency	0	0	0	26	323	349
		Percent	0	0	0	8	92	100
8	Online Domain of the brand	Frequency	21	54	0	235	40	350
		Percent	6	16	0	67	12	100
9	Appreciation of brand	Frequency	0	54	32	207	57	350
		Percent	0	16	9	59	16	100
10	Fair price of brand	Frequency	6	5	0	250	89	350
		Percent	1	1	0	72	26	100
11	Brand features	Frequency	0	6	32	245	67	350
		Percent	0	1	9	70	19	100
12	Segmentation	Frequency	3	11	0	267	69	350
		Percent	1	3	0	76	20	100
13	Branding Strategy	Frequency	2	7	0	335	6	350
		Percent	1	2	0	96	1	100
14	Easy availability	Frequency	7	12	0	267	64	350
		Percent	2	4	0	76	18	100
15	Key services of brand	Frequency	34	51	0	223	42	350
		Percent	10	15	0	64	12	100
16	Trust on brand	Frequency	17	45	0	245	43	350
		Percent	5	13	0	70	12	100
17	Quality products	Frequency	7	12	0	189	142	350
		Percent	2	4	0	54	40	100
18	Product line	Frequency	8	16	0	200	126	350
		Percent	2	5	0	57	36	100
19	Consumer's expectations	Frequency	32	43	0	266	9	350
		Percent	9	12	0	76	3	100
20	Stage of PLC	Frequency	23	34	0	237	56	350
		Percent	7	10	0	68	15	100
21	Technology	Frequency	11	4	0	312	23	350

		Percent	3	1	0	89	7	100
22	Likeness of brand	Frequency	0	0	0	345	5	350
		Percent	0	0	0	98	2	100
23	Warranty/Guarantee	Frequency	13	112	0	180	45	350
		Percent	4	32	0	51	14	100
24	Respect and Admiration	Frequency	3	5	0	301	41	350
		Percent	1	2	0	86	11	100

(Source: Primary data from questionnaire)

The above table shows that majority of the respondents are satisfied about the different brands of consumer durable products and branding has a considerable impact on buyer's behaviour due to familiarity, packaging and labelling, market share, distribution, promotion, unique characteristics, symbol/logo, online domain, appreciation, fair price of brand, brand features, segmentation, branding strategy, easy availability, key services, trust, product line, consumer's expectations, technology, respect and admiration etc which leads to consumer's decision making while purchasing the product. It is observed that consumer's have their own psychological theories about the brand. Their demographical and psycho graphical perspectives influence the buying process.

Conclusion:

The present research work explores the importance of branding about consumer durable products in Kolhapur city. The empirical results from this study contribute to understanding of brand awareness and buying behaviour and its effects on consumer's psychological and sociological perspectives. It is also concluded that the demographical factors like age, educational qualification, monthly income, marital status and family size are significantly correlated and influencing the consumer's purchase decisions. Hence, the present research work is very useful in gaining an understanding about consumer behaviour and brand equity on purchase of consumer durable products.

Table 9.1 Implication of variables and objectives

Objectives	Independent Variable	Dependent Variable	Instruments for data collection	Remark
To analyze and to critically examine the impact of branding on buying behavior of consumers about consumer durable products in Kolhapur city.	Brand and its various attributes	Consumer Behaviour	Field Work, Interviews and Questionnaires	Objective fulfilled

To study the demographic factors of buyers which are related to brands and which influence purchase decisions regarding consumer durable products Kolhapur City.	Demographical factors	Consumer's decision making	Field Work, Interviews and Questionnaires	Objective fulfilled
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Table 9.2 Summary of hypotheses testing

Hypotheses	Independent Variable	Dependent Variable	Table No.	Statistical Analysis	Remark
The behavior of consumers is significantly influenced due to branding.	Branding	Consumer Behaviour	8.4., 8.5.	Frequencies, Mean, S.E., S.D. C.V. Correlation, t test	Accepted
The demographical factors of buyers are significantly correlated with the purchase decisions of potential consumers.	Demographical factors	Consumer's decision making	8.1., 8.2., 8.3.	Frequencies, Mean, S.E., S.D. C.V. Two sample t test	Accepted

Suggestions:

It is recommended that the integrated marketing communication strategies should be formulated and implemented effectively in order to build brand value and easy availability of the consumer durable products. It is also suggested that episode sponsorships, publicity across different media, and non-price promotion are potentially effective marketing strategies to build a strong brand image and brand loyalty among the customers. It is suggested that proper supply and distribution channel is required. It is suggested that there should be low pricing strategies in providing different consumer durable products for the consumers.

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