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## BRANDING: IMPACT ON CONSUMER BUYING BEHAVIOR

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### ABSTRACT:

*One of the most important factors influencing consumer preference in the current world is branding. It's intriguing to realize that there are still many undefined ways in which branding might influence behavior, including purchase decisions. Even if a product might be produced in an industrial setting, the brand identity design is thought out. The process of branding is the result of the combined efforts of brilliant marketing minds. Because it has a greater influence on the consumer's purchasing decision, successful companies have developed their brand image. In terms of market rivalry, branding functions as a corporate strategy. The person never recognizes a product as being the one he likes when he sees it without the wrapper or logo. He trusts being from a particular brand? Most likely not. Branding affects how people perceive familiarity and appeal, as well as how they decide whether to buy a product. The goal of this research paper is to examine how different branding characteristics affect consumers' purchasing behavior.*

**Keywords:** consumer, Branding, strategy, effect, influences

### I. INTRODUCTION:

Branding plays a significant role in the consumer's decision to buy a product. It also aids in the improvement of new products by enabling the expansion of the product line or product mix and by fostering favorable consumer perception of the ideals and personalities embodied by the brand name. In the minds of the consumers, brands that are successful leave a lasting image. If features are developed and managed properly over time, brand can provide hints about what those features are. The brand informs the consumer of both positive and negative information about the product, as well as information about the business or service, which is a direct outcome of prior advertising, product promotion, and reputation.

### II. OBJECTIVES:

1. To know the concept of branding.
2. To study the Role of Branding throughout the Consumer Buying Process.
3. To know the impact of branding on consumer buying behavior.

### III. METHODOLOGY:

The information is gathered from secondary sources including books, papers, and online resources.

### IV. REVIEW OF LITERATURE:

ARITRA RAWAT in her article titled "IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOR IN THE CLOTHING INDUSTRY: AN INDIAN PERSPECTIVE" She looked examined a number of variables that affect how consumers make purchase decisions when buying clothing, including the relationship between various branding aspects and consumer behavior and the decision to buy branded clothing. She gathered the data using both primary and secondary sources, the primary data coming from surveys given to 250 customers. In the end, she came to the conclusion that among all the branding aspects that might affect a consumer's decision to buy clothes, brand awareness, loyalty, image pricing, and advertising have the greatest influence.

PREETI KHADWAL in her article titled "CONSUMER BEHAVIOUR: EFFECT OF BRANDING AND PACKAGING" She discussed how branding and packaging have a significant impact on consumers' attention and recall over time. People choose branded products over locally produced ones in an effort to demonstrate their status, wealth, and power. Because of their dedication and the trust they place in particular brands, consumers are devoted to those brands.

### V. BRANDING:

The American Marketing Association (AMA) defines a brand as "a name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers".

#### Branding concepts:

1. Brand name - Brand names are a sort of trademark, and brand owners can register their trademarks to protect them.
2. Brand Identity - It is essential to consumer recognition and represents how the brand differs from its rivals. It is a manifestation of the brand on the outside; it could be a name, a look, or an appearance.
3. Brand personality - brand personality may include creativity. A brand's personality can develop through long-term marketing efforts, packaging, visuals, etc.
4. Promise of the Brand - This promise, made by the brand owner to the consumer, expresses what the consumer should expect from every engagement with the brand.
5. Brand Equity/Value - Customer loyalty is entirely dependent on brand value, particularly for consumer goods. In the case of consumer products, particularly, brand value may result from consumer loyalty; therefore, maintaining brand value over an extended period of time is crucial for the business.

6. Brand Awareness - In this case, brand awareness simply refers to how much the general public or the target market is aware of the brand or the business.

## **VI. ROLE OF BRANDING THROUGHOUT THE CONSUMER BUYING PROCESS:**

### **1. Understanding of the Need:**

The buying process begins at this point with need recognition, which occurs when a person or organization recognizes that they have a need that needs to be met. For instance, there are two ways to complete the process of purchasing a cell phone.

A. If the person is satisfied, he may purchase the identical phone.

B. He might choose an alternative from the market.

Therefore, the company's brand image is crucial here. A strong brand image helps a consumer while he is considering the various possibilities on the market.

### **2. Information Seeking:**

A brand's online presence will be the most helpful to a prospect at this point in the buying process when they look to online possibilities. The brand will stand out thanks to consistent branding across all digital platforms and attention-grabbing tailored communications created exclusively for your target demographic. The customer would rather have a sensation about the product than the actual product. As a result, the brand message choice should reflect the viewpoint of the consumer.

### **3. Options Evaluation:**

A customer will have numerous options at this point of the purchasing process that are better suited to him.

The following are typical criteria that customers use to evaluate products:

- Is the company a reliable one?
- Is the item within my price range?
- Is the product quality acceptable?
- Is the post-purchase support dependable?

The consumer will therefore choose the company with the strongest brand equity if he wishes to replace all of these with just one. A company's brand equity can be increased through a successful brand identity design.

### **4. Choosing to Make a Purchase:**

The buyer has selected the product at this point in the purchasing process, and he is seeking for the simplest way to make the transaction. The customer's choice should be emphasized, and a solid branding plan should further reassure him with constant marketing.

### **5. Post-Purchase Assessment:**

The consumer will review the product purchase choice at this step of the purchasing process, which means the customer will evaluate using the following criteria:

- Did the company keep its promise?
- Is the product quality acceptable?
- A review of the post-purchase experience
- Is the product pricey enough?

If the customer is happy, he will repurchase the goods, serve as a brand ambassador, and provide free product promotion. A message incorporated into the brand identity design aids in customer relationship building and long-term client retention.

**VII. IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOR:**

1. The first step is for marketers to develop the brand's image in order to influence consumers' purchasing decisions. It all comes down to a product's physical appeal, catchy slogans, reputation, and other factors.
2. The brand reputation plays a significant role in establishing customer and marketer trust. The brand will come to dominate the decision-making process due to its allure and intrigue.
3. The brand influences the customer's decision to buy the product by generating interest in the product in the customer's mind.
4. The brand will give the customer a positive vibe that will influence his purchase decision.
5. The consumer will favor products with strong brand perception in the market, so the marketer must build and sustain strong brand perception for the product.
6. Every part of the brand is crucial since its perfection will enable the marketer to make the product stick in the thoughts of consumers.

**TOP 10 MOST VALUABLE GLOBAL BRANDS 2023**

Rank	Brand	Country of Origin	Brand Value 2023 (\$Mil.)	Brand Value 2022 (\$Mil.)
1	Apple	US	880,455	947,062
2	Google	US	577,683	819,573
3	Microsoft	US	501,856	611,460
4	Amazon	US	468,737	705,646
5	McDonald's	US	191,109	196,526
6	Visa	US	169,092	191,032
7	Tencent	China	141,020	214,023
8	Louis Vuitton	France	124,822	124,273
9	MasterCard	US	110,631	117,253
10	Coca-Cola	US	106,109	97,883

Source: As per Kantar



The above table shows top 10 global brands and its ranking, in the year 2022 and the 2023 the apple holds the first position followed by the Google, Microsoft, Amazon, McDonald's etc.

### **What is Apple brand strategy?**

According to Tor Myhren, VP of Marketing Communication at Apple "simplicity, creativity, humanity are their three lenses and if a product is not made up of these things it is not apple.

So he said that the product should be simple, it should be creative that attract the customers to buy and it must have humanity.

### **VII. ANALYSIS ON BRANDING:**

The branding of product is very important to retain the business in the market, as in recent years the single product is having different brands, competition is high in the market as every brand wants to capture the market. So in this scenario the company has to maintain its brand image by fulfilling the needs of the customers and the society. Consideration of some important factors for maintain long term brand image. They are

- a. Brand authenticity
- b. Trust for the brand
- c. Recognition of the brand based on colour.
- d. First impression towards the brand
- e. Maintaining brand consistency.
- f. Transparency in brand
- g. Brand should protect social environment.
- h. Customer service plays important towards success of brand.
- i. Brand should be easier in buying decision.
- j. Features about the brand passing to society.

### **VIII. CONCLUSION:**

Customers' purchasing decisions are heavily influenced by a product's branding; therefore, a product with a strong brand image will draw customers and encourage them to make frequent purchases. Because brand tactics have a significant impact on consumers' purchasing decisions, marketers are constantly working to improve the product's branding.

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