



Impact of Corporate & Brand Image on Consumer Behaviour

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ABSTRACT:

The brand image forms the basis for making better strategic marketing decisions about targeting specific market segments and positioning a product. However, the phrase, brand image has been defined and applied in various ways by different researchers. Customer commitment and loyalty have been linked to corporate brand image. The study is to investigate the impact of corporate and brand image on consumer behaviour.

According to our study, businesses create a favourable image of themselves when they seek to generate a positive image of their brands in the eyes of consumers. Consumers make purchasing decisions based on a product's brand image. According to the University of British Columbia experts, a strong brand image delivers superior brand messages for a particular brand over its competitors. Increased brand awareness and recognition can boost customer satisfaction and loyalty.

Consumer behaviour is defined as the act of buying and using goods or services. The seven processes in the consumer buying decision are "need detection, search for information, pre-purchase, assessment, purchase, and consuming." Brand image can have some effect on the behaviour of the customer as it alters their buying perspective in a good or bad way. Firms as a result have to focus on their brand image to build loyalty and gain a higher market share.

As per the study, brand image has little effect on customer behaviour but can influence customer loyalty. The results have implied that there are other factors influencing the customers' behaviours such as price and quality.

Keywords: Brand Image, Consumer behaviour, Customer Loyalty.

Introduction-

Brand competition is becoming more intense. Branding is becoming increasingly important to businesses. The image is an emotional and communicative view of the company's products and services that contributes to its success. One of the most essential tasks of the firm in order to function financially is to present its activities, the provided goods and services to as many people as possible, and thus to test their favour and reputation. According to Ereka (2004), advertising, when used to represent a company, a product, or a service, may work wonders. Often, a strong favourable image is the only way to compete in a crowded market and gain awareness for a product or service. Brand image may be interpreted as emotion, which is a company's intangible asset. In today's ever-increasing competitive environment, businesses must compete not only in terms of goods, services, specifications, and quality, but also in terms of corporate image, brand, and reputation. When we look at the notion of image, we see that it encompasses a wide range of disciplines such as marketing, public relations, the environment, and management. The term 'image' comes from the word 'icon,' which refers to the mental reproduction of a perceived face of any given entity. It refers to mental impressions of a person, company, product, or scenario that are produced to aid in remembering and recognising the entity. Individuals' buying habits are guided by image, which may be characterised on a larger scale using adjectives such as positive, negative, and average. In everyday life, image refers to favourable or negative judgments about individuals, businesses, cities, or nations that are formed consciously or subconsciously (Akdu, 2017:67).

Corporate image relates to the characteristics of produced products or services, whereas image refers to stakeholder views based on short-term impressions of a company. It comprises accomplishments and results.

Literature Review

Companies may establish a strong competitive position by focusing on their brands and developing them by consumer wants and needs. Furthermore, when businesses strive to establish a positive picture of their brands in the minds of consumers, they are creating a positive image of themselves. Brand value is increased, and consumers are assisted in their decision-making process. Manufacturers, for their part, must be vigilant. If their businesses are to stay competitive, they must be imaginative and creative in order to allow clients to choose their own things. in the marketplace. One strategy that supermarkets, for example, may use is to brand their products. to attract customers to their products and ensure that these products are picked and re-picked When brand equity is mediating, this study attempts to investigate how independent variables, such as brand image and corporate branding, affect the dependent variable, consumer choice, and these difficulties are explained in detail to assuage concerns. (Muhammad Ashraf, 2017)

Keller (1993) described the brand image as "a brand that is brought to the consumer's consciousness through the brand association." Roy and Banerjee (2007) describe brand image as "consumer's thoughts and sentiments about the brand." A brand image is a set of associations that are meaningful to customers. (Keller, 2013)

Brand image is directly tied to the distinctiveness of a certain product classification argument. A strong brand image creates superior brand messages for a particular brand above its competitors. As a result, brand image will influence and determine customer behaviour. Consumers use the brand image of a product to make decisions. Consumers may see a product with a stronger brand image as being of higher quality and worth. Furthermore, we experimented and discovered that brand image had a considerable impact on consumers' perceptions of quality and value. (Keller, 2013)

Consumer behaviour, according to (Riaz, 2015), refers to how people make decisions based on their available resources, such as money, effort, and time. They take a holistic approach to consumer behaviour. Consumer behaviour, according to them, refers to the processes and behaviours through which individuals or groups select and consume products, experiences, ideas, and services. Consumer behaviour can have an impact on a country's economy. Marketing strategies are developed by businesses in order to meet the needs of their customers. Consumer behaviour is a combination of purchasing and using items or services. "Need recognition, search for information, pre-purchase, evaluation, purchase, consumption" are the seven steps in the consumer buying decision. (Firoozeh Fouladvanda, 2013)

The link between brand image and consumer pleasure has been well investigated. However, the majority of these studies took place in the service industry, such as hotels, supermarkets, and banks, among other places. Whether the findings from the service industry may be applied to other industries (e.g., manufacturing). The finance business, real estate industry, and so on) are still being investigated. Furthermore, despite the fact that brand image has a beneficial impact on customer happiness and loyalty, Although different researches have been corroborated, there are still slight differences between them. Some studies, in particular, demonstrate that brand image not only has a direct impact on consumer loyalty but also has an indirect impact through other mediating factors. However, other research findings show that brand image has no direct impact on customer behaviour. However, it can have an impact on client loyalty. (J. Lucy Lee, 2014)

The building and maintenance of the brand image, according to Yi Zhang (2015), is a prerequisite to brand management. All products and services may theoretically be demonstrated by functional, symbolic, or experimental features, which would build a brand image. Scholars haven't been able to agree on a definition of the brand image up until now. Researchers have defined brand image in the past primarily from four perspectives: broad definitions, meanings and messages, personification, and cognitive or psychological components. (Zhang, 2015)

(Yu-TeTu, 2013) says that, anything can be a brand, including a corporation, corporate, or name. Brand image (Yasmin, 2017), is a consumer's memory of a brand. Corporate brands are difficult to mimic intangible assets for businesses, and they differ from product brands in that they emphasize the importance of brand values (Yu-TeTu, 2013). When customers buy things from a corporation, they are not simply buying products but also receiving a set of values. Corporate brands are a collection of values that characterize the company (Yu-TeTu, 2013), and a favourable corporate brand image not only helps companies compete, but it also encourages customers to buy again.

Brand is one of the most important factors a customer looks at while making a buying decision. It consists of the image, logo or symbol (Riaz, 2015). Brand includes the components of marketing such as packaging, promotion, product differentiation, advertisement and product features (Yu-TeTu, 2013). Brand Equity is a set of attributes associated with a symbol or logo which provide a beneficial effect for the products.

The usage of company branding is becoming a key challenge that multinationals must solve as the global business grows. For example, the rise in worldwide corporate mergers and other global alliances, as well as corporations' drive to stay competitive (Nizar Souiden, 2006). The mergers and joint ventures have resulted in names that are both sophisticated and awkward (example, Sony Ericsson Mobile). Price water house Coopers, Daimler Chrysler Benz, and PricewaterhouseCoopers). This occurrence. It makes it difficult for customers to recall company names. In addition, it causes ambiguity about the identities of firms and erodes brand equity. Co-branding and mergers, on the other hand, can improve sales and spread a positive message. Partnerships between partner brands and a newly formed co-brand, and as a result increase the value of the brand This is especially true when both parties in the negotiation are on the same page. Companies that merge are well-known. (Nizar Souiden, 2006)

Different aspects of brand knowledge are likely to interact with one another. For specific types of ideas, feelings, or attitudes to occur, considerable brand knowledge and familiarity may be required. Source

credibility, affect transfer, cognitive consistency, categorization models, and other theories and procedures have been presented to explain how brand leveraging effects may materialize. How the many concepts and procedures provided in one domain might be applicable and provide insight into other areas is one potentially interesting research direction. (KELLER, 2003)

Customers' pleasure and loyalty can be improved by increasing brand awareness and recognition. In order to maintain the required sales volume, a brand with weak brand equity may need to spend more on marketing. The two factors of business image and corporate reputation are inextricably linked. However, determining these two factors is a difficult task. The intricacy of measurement is reflected in this work. The functional and emotional aspects of a company's image are separated. (Tarihi, 2016)

The generation and display of brand knowledge are two essential areas of consumer research in branding. In both of these domains, the difficulty and potential for consumer research are properly comprehending the enormous scope and complexity involved. That is, the central argument of this paper is that the multidimensional nature of consumer brand knowledge (in terms of different types of information in consumer memory) and leveraging (in terms of multiple sources of secondary meaning from a linked entity) must be understood and accounted for in order to provide the proper context and backdrop for consumer branding research. (KELLER, 2003)

Hypothesis-

H0- There has a no significant relationship between consumer perception towards Brand image and Their purchase intent.

H1- There has a significant relationship between consumer perception towards Brand image and their purchase intent.

Research Methodology –

The present study utilizes the exploratory research methodology to explore the extent of the impact and establish a relationship between consumers' attitude towards green products.

Sampling method-

The entire sample size of 69 respondents was selected using a random sampling approach, including 42 males and 27 females. The respondents' primary data was collected using a pre-tested structured closed- ended questionnaire with a 5-point Likert scale from 1 to 5, ranging from strongly agree to strongly disagree.

Analysis-

From given below the questions consumer's perception towards brand image was analyzed with the help of multiple regression tool. A pre-structured questionnaire was formed consisting 8 questions.

Regression Analysis

OVERALL FIT							
Multiple R	0.56241		AIC	10.8948105			
R Square	0.316305		AICc	11.84719145			
Adjusted R Square	0.28475		SBC	19.83123652			
Standard Error	1.052151						
Observations	69						
ANOVA				Alpha	0.05		
	df	SS	MS	F	p-value	sig	
Regression	3	33.28998	11.0966634	10.02389029	1.62118E-05	yes	
Residual	65	71.95639	1.107021428				
Total	68	105.2464					
	Coeff	std err	t stat	p-value	Lower	Upper	Vif
Intercept	2.233563	0.475079	4.701460578	1.38907E-05	1.284765834	3.182361	
Non- branded products are good competitors to Branded products	0.128462	0.109265	1.175686581	0.244008516	-.089756232	0.34668	1.41452
Celebrity endorsement influences your purchase decision.	- 0.11822	0.099969	- 1.18259576	0.241277221	-.317874241	0.081429	1.250783
Does change in price, leads you to change brand?	0.498617	0.110746	4.502351939	2.8549E-05	0.277441917	0.719791	1.269101

The table is showing the output in the regression tool that was applied. Where attitude is the independent variable denoted by 'X' and purchase intent is the dependent variable denoted by 'Y'. Regression coefficient denoted as Multiple R whose values is 0.56241 or 56.24 % means there is no strong relationship between two variables. The coefficient of determination R Square whose value is 0.31630 or 31.63% indicates that 31.63 % of variables fall on the regression line.

As shown in the above stepwise regression output table, it is clear that among all the three factors only "Does change in price, leads you to change brand?" has a significant relationship because the p-value is less than 0.005. The rest others have no significant relationship because the p-value is more than 0.005.

Conclusion

Glancing through getting through explores, the most completely utilized characteristics of buyer's lead objective are client steadiness and client dedication. Buyer dedication suggests clients' overall examination of the general shopping experience of some particular thing or association. As per Oliver (1980), clients' show express doubt and assumption disconfirmation are the central signs of buyer immovability. In particular, when what execution beats assumption, client immovability increments; when doubt outflanks the thing execution, customer unwaveringness diminishes. Since thing execution is a basic piece of brand picture, affiliations could decipher the possible impact of brand picture on buyer dedication by perceiving the perceptual distinction toward a brand between the current clients and non-clients of the brand. Brand picture fundamentally impacts purchaser commitment particularly across the E-banking, landline, cell, bank and store associations. Chang et al. (2005) saw store framework, accommodation, store association and game plans rehearses as the four bits of store picture, and they all impact customer immovability obviously. Chitty et al. (2007) also definitively showed the normal control of brand picture in foreseeing buyer dependability in the cordiality business. Besides, the arrangement between the brand picture and clients' mental self portrayal would refresh buyer steadfastness and clients' propensity for the brand. Client unfaltering quality should have been visible as the improvement of buyer dedication. Prior appraisals depict client unwaveringness as continued buying ways to deal with acting as per a tight perspective. All around, client perseverance starts from clients' guaranteeing of a brand, which prompts their firmly buying conduct of the brand and as such makes benefits for the affiliation. In the brand picture creating, brand picture is considered to be an enormous basic role of client constancy. For the corner shop industry, ideal store picture is exceptionally useful to foster client steadfast quality. Unmistakably, even in the virtual setting, the effect of brand picture on client dedication stays fundamental

The research concludes by demonstrating that, of all the elements that influence procurement decision toward a high-innovation item, 'good brand image' represents more than some other variables (close to one-fourth towards positive impact). Customers rely toward friends and master audits in papers as their most trusted sources of information regarding such things, but brands with a solid brand image have a good chance of succeeding. As a result, a corporation should use notifications to stoke the passions of its employees. Significant buyers in this arena are dynamic data seekers and objective leaders; there isn't much of a choice in terms of motive. However, there is still a small segment of the market that makes passionate purchase decisions, and they, too, are active data seekers. This clearly illustrates that a business that provides less clarity on what it plans to offer in this market has a very little chance of surviving, while the converse is true for firms who provide clients with reliable data sources. Because most buyers are 'item investigators' (dynamic data searcher and reasonable leader), and they have more opportunities to test than other types of consumers, brand enhancement is overwhelmingly guaranteed.

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