



How Branding Affects Consumer Purchasing Power

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ABSTRACT

Branding plays significant role in influencing consumer purchasing power. When consumers make buying decision, they are often drawn to brands that have established a strong reputation image, and presence in the market. A well-developed brand creates a sense of trust, reliability, and quality in the mind of consumer influencing their perception of the product or service. Moreover branding helps differentiate products in a crowded market place. Strong brands have the power to command higher prices compared to generic or unbranded product. Additionally, branding impacts consumer behavior by shaping their preference and loyalty. A positive brand experience can create a loyal customer base that continue to choose the same brand over competitors through effective branding strategies companies can influence consumer preparation, attitude C ultimately their purchasing decision, thereby affecting their purchasing decision, thereby affecting their purchasing power in the market.

Keywords: Brand knowledge, brand image, consumer behavior, emotional, exploitation brand loyalty, brand shift.

Introduction

Branding is the process of creating the brand identity of a company. In today's continuously shifting and dynamic business environment, it has become important to understand the customer perception and brand equity. The logo is made with the trust and

enjoyment of the customers which is why smart and expired customers buying easily makes it very familiar. Customer consume those products in order to satisfy their need and wants.

Branding is something which every company practices but it can get quite confusing to think about what the impact of branding is. The expiriences, attitude and sentiments consumes have with a product or service are added upto form brand perception. What makes a difference for brand is favorable brand perception among their targets.

In this research paper we will see how branding affects the consumer purchasing power, means the factor of consumer behavior which helps him to choose a particular brand according to his need and choice. The impact of branding on consumer behavior is a fascinating area of study that delves into how brand image, reputation, and messaging can away individuals towards specific products or services. When a brand is well known and trusted, it can influence consumers to choose that brand over others, even if it comes at a higher price.

There are lots of factors which affects the consumer behavior and those factors lead him towards purchasing. In this research paper we will see the impact of branding on consumer behavior means factors of consumer's behavior which helps him to choose 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 at a disadvantages and loosing competitive edge that they so much strived to achieve. Therefore, we say that as the brands reputation or customer base grows, and eventually its base and customer revenue grow. Thus the reason for the observation is the recognition of the influence of the brand inthebuyerspurchaschoic

Literature Review

Branding plays a crucial role in influencing consumer behaviour and their purchasing decisions . Over the years , scholars and marketers have explored how brand perception impacts consumer choices and purchasing power . This review summarizes key

findings from existing literature to understand the relationships between branding and consumer purchasing power , focusing on brand equity , consumer trust , emotional connection , and the psychological impact of branding .One key aspect is the concept of brand equity , which refers to the value a brand adds to a product . According to Aaker (1991) ,

brand equity consists of brand awareness , brand loyalty , perceived quality can lead to increased consumer trust and a willingness to pay a premium for branded products . This is supported by studies showing the consumers branded alternatives , influencing their purchasing power .

Following are the key highlights in which branding impacts consumer purchasing power :-

Brand Equity : Strong brand equity , built through recognition

, loyalty , and perceived quality , increases consumer willingness to buy . Consumers are often willing to pay premium prices for brands with high equity due to trust in quality and value (Aaker , 1991; Keller,2003).

Consumer Trust & Loyalty : Brands that foster trust through consistent quality and transparency build consumer loyalty , reducing price sensitivity . Loyal consumers often make repeat purchases , enhancing brand sales and consumer spending power(Delgado-Ballaster C Munuera-Aleman , 2001).

Emotional Connection : Emotional branding creates a deep connection with consumers , motivating them to purchase based on feelings rather than just product features . Brands that align with consumers values or aspiration often inspire higher spending (Thomsan et al.,2006 ; Roberts , 2004).

Psychological Influence : Branding can signal status or identity , leading consumers to pay more for branded products . Familiar brands reduce perceived risks , making consumers more willing to spend (Solomon , 2017; Hoyer C Brown , 1990).

In Conclusion , the literature indicates that branding significantly impacts consumer purchasing power through mechanisms such as brand equity , emotional connections , and social status . These factors collectively shape consumer preferences and willingness to pay , illustrating the powerful role of branding in the marketplace.

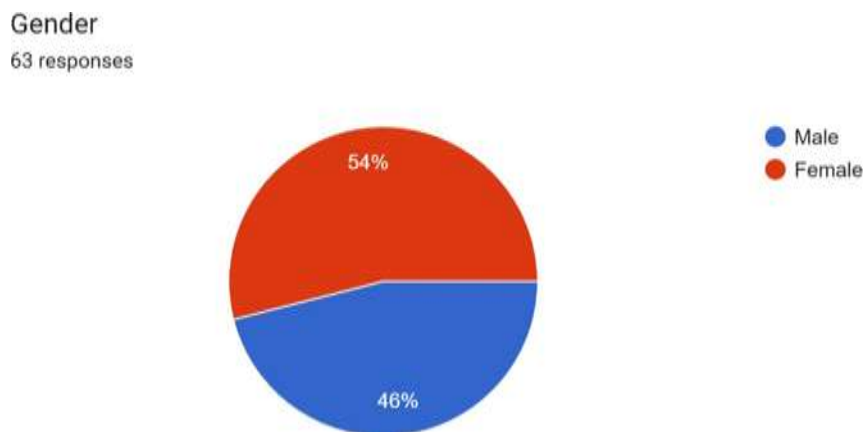
Objective of the study

- To get an understanding of the concept of branding and its effects on consumer purchase intention.
- To take a look at brand equity affecting consumer buying behavior.
- To investigate a mental connection a customer makes between a brand and his conceptual knowledge about it.

Research Methodology

- Customer survey through questionnaire to know effect of brands on customer buying intentions.
- Sample size 63 respondents.
- Convenience sampling.

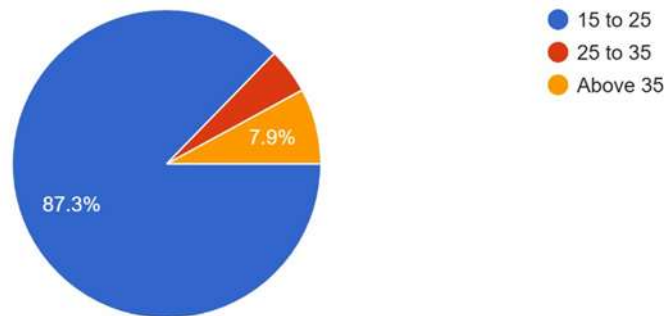
Graphical Representation



By seeing the graph it shows that 54% of females are most often users of online shopping. It shows that more than males, females are attracted towards online shopping.

Age

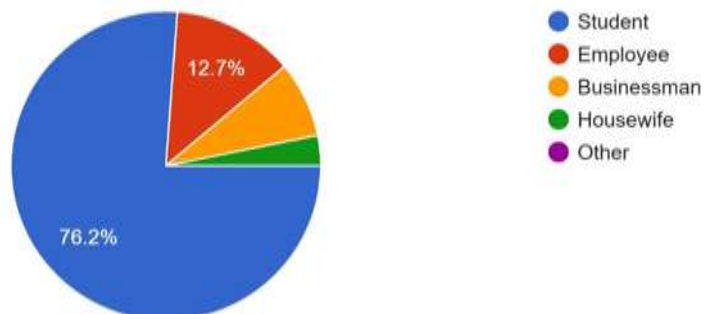
63 responses



87.3% respondents from 15 to 25 yrs old are most attracted to online shopping. 15 to 25 yrs old people come in the category from teenagers to youngsters.

Current Profession

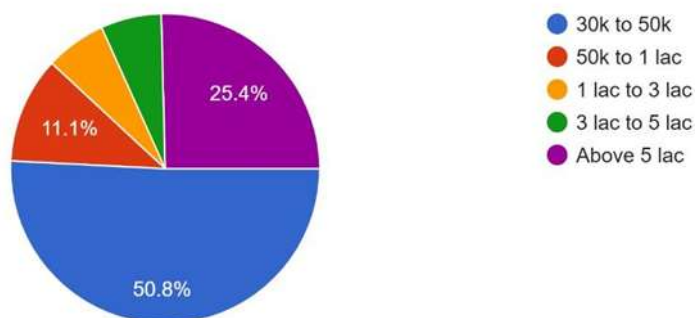
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The uses of online shopping is more seeing in students because they are upcoming generation of the youth. They have creative mindset and more interested in exploring things.

Income per year

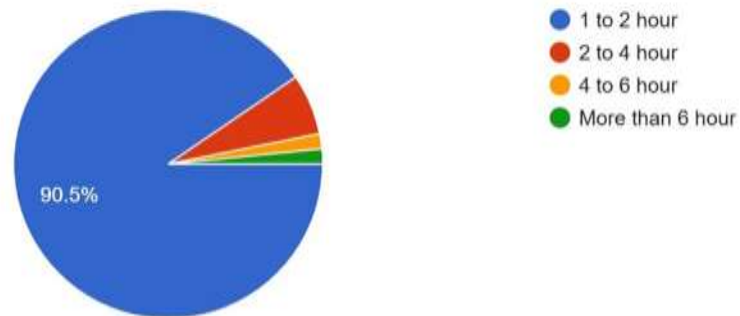
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50.8% people have income of 30k to 50k it means they have limited money for buying things so that's the reason they explore and buy things online in affordable price.

How much time do you spend on online shopping

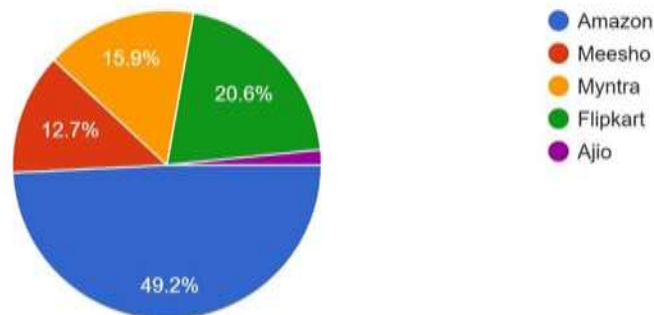
63 responses



In online shopping there are categories which is made for different things, by searching name it will show direct the thing which we want so it will not take much more time. After seeing graph it shows the correct time period because 1 to 2 hours are maximum time for online shopping.

Which brand do you prefer most

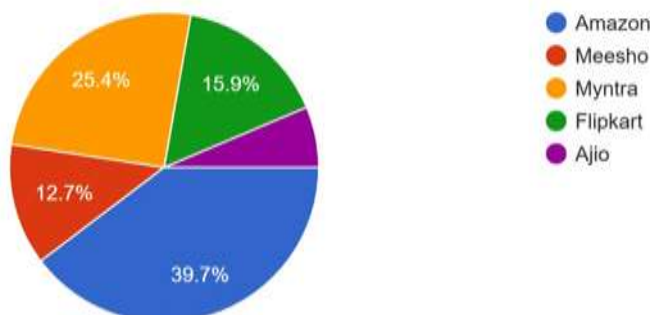
63 responses



49.2% people prefer amazon for online shopping because amazon provides a lot of facilities and it is more trusted brand in compare to another brands.

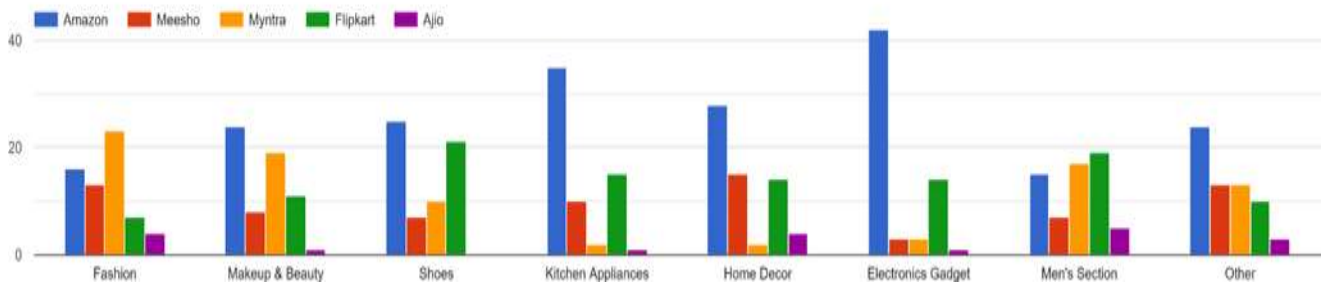
Advertisement which brand attracts you most

63 responses



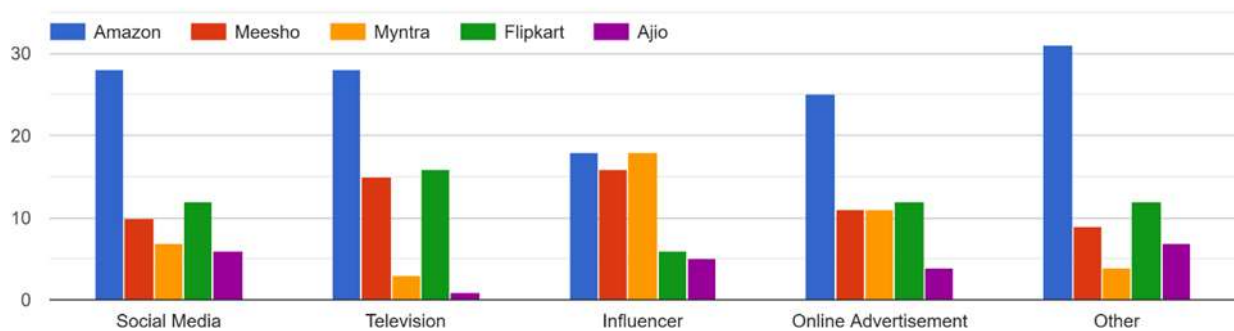
There are many different types of advertisement of amazon and the best deals offer which attract peoples as fast as.

Which categories of products do you usually purchase



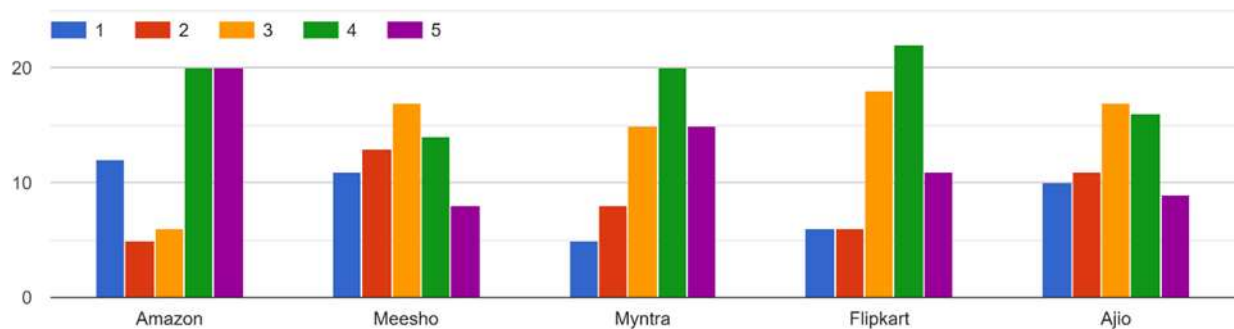
Looking at the graph, it seems that the demand for electronic gadgets is very high and that too through amazon app. It may be possible because amazon is a more trustful app and more guaranteed items are available there.

How did you hear about following brands



This shows that amazon is a brand that reaches people in every way and whatever other apps are there, it reaches most of the people through online advertisement.

Rank the following brand from poor to excellent on your preference (1 - poor, 2 - bad, 3 - good, 4 - very good, 5 - Excellent)



This rank chart shows that all apps are very good and amazon are more excellent. The less rank is of Ajo maybe because many people don't know about that app.

- Do you have any additional comment or feedback for us

Many of the people believe that online shopping is affordable, it has good prices and it is guaranteed, and also there are new trendcollectios, designed and it can be done while sitting at one place.

Findings

The consumers are noted for the high degree of value orientation. Even, luxury brands have to design a unique pricing strategy in order to get a foothold in the online market. Consumers are also associated with values of nurturing, care and affection. Product which communicate feelings and emotions gel with the consumers. Consumers undertake complex buying behavior when they are highly involved in a purchase and

perceive significant differences among brands. Consumers are highly discussed when the product is expensive, risky, purchased infrequently, and highly self expressive. Thus buyer will have to pass through a learning process, first developing beliefs about the product, then attitudes, and then making a thoughtful purchase choice.

Marketers of high-involvement products must understand the

information-gathering and evaluation behavior of high-involvement consumers. They need to help buyers learn about product-class attributes and their relative importance, and about what the company's brand offers on the important attributes. By doing survey we get to know that

Amazon is the brand who is more trusted and valuable brand for purchasing all types of goods and their services are also better than other brand.

Conclusion

The study objective and questions are reached and are replied. Research observations put forth the apparel industry has to construct strong brand equity to maintain customer base. The objective of this study was to determine the relationship between brand equity and customers buying intention, findings revealed

positive relationship between brand equity and buying behavior.

This means if consumers are well aware of the brand then there are higher chances of making a purchase decision. The objective of the study was to take a look at brand elements affecting consumer buying behavior the results reveal that brand elements have

significant relationship with consumer purchase decision. Investigation revealed that there is a positive relation between mental connection a customer makes between a brand and his conceptual knowledge as it has a substantial impact on its buying behavior in clothing company.

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Sample survey

Q.1 Gender

- Male
- Female

Q.2 Age

- 15 to 25
- 25 to 35
- Above 35

Q.3 Current Profession

- Student
- Employee
- Businessman
- Housewife
- Other

Q.4 Income per year

- 30k to 50k
- 50k to 1lac

- 1lac to 5lac
- 3lac to 5lac
- Above 5lac

Q.5 How much time do you spend on online shopping

- 1 to 2 hour
- 2 to 4 hour
- 4 to 6 hour
- More than 6 hour

Q.6 Which brand do you prefer most

- Amazon
- Meesho
- Myntra
- Flipkart
- Ajjo

Q.7 Advertisement of which brand do you prefer most

- Amazon
- Meesho
- Myntra
- Flipkart
- Ajjo

Q.8 Which categories of products do you usually purchase

Amazon Meesho Myntra Flipkart Ajjo

Fashion

Makeup & Beauty Shoes

Kitchen Appliances

Home Decor Electronic Gadgets

Men's Section Other

Q.9 How did you hear about following brands

Amazon Meesho Myntra Flipkart Ajjo

Social Media Television Influencer

Online Advertisement Other

Q.9 Rank the following brand from poor to excellent on your preference (1-poor, 2-bad, 3-good, 4-very good, 5- excellent)

| | | | | |
|--------|--------|--------|----------|------|
| 1 | 2 | 3 | 4 | 5 |
| Amazon | Meesho | Myntra | Flipkart | Ajjo |

Do you have any additional comment or feedback for us