Factors Affecting of Brand Image on Consumer Shopping Behavior in India

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ABSTRACT:

 The target of this study is to figure out the co-elements of brand picture that assume a positive or negative part in impacting purchaser's buying choices. For this we have chosen three elements of brand picture for example Trait, Product Quality and Post Shopping Services. The arbitrary testing strategy was utilized to gather information for research and to characterize brand picture by circulating polls to buyers and possible purchasers of the brand Lakme corrective things. Then, at that point, from the respondents' reactions, the information were handled utilizing SPSS 23.0. The outcomes presumed that a purchaser's buying choice is more impacted by factors other than brand picture. By and large, brand picture impacts just 41% of buying choices.

Keyword: Brand Image, Consumers, Purchasing behavior.

1. Introduction:

Brand is the principal factor impacting showcasing action on the grounds that any shopper should be aware or accumulate data about the brand of the item to be bought prior to making a buy. The nature of the item can likewise be characterized as a brand. Item can be handily recognized by the buyer based on the item brand.

According to Kapferer (2004), Abrand name can truly give the value, character and importance to the product.Brand picture can address the personality of a person in this manner it is critical for configuration clothing (Keok,Kvveng Tam,2007).A brand is a lot of mental affiliations and these affiliations should be first class, alluring and strong. It is crucial to observe that how a client sees about brand? Consequently saw quality can be also apportioned into organization quality and thing quality. Organization quality is chosen by its Empathy, Responsiveness, capacity, steadfastness and Tangibility. While thing quality is seen by its seven viewpoints; Features, Performance, Durability, Reliability, Conformance earnestly and Serviceability (Aaker 1991). The word brand is gotten from the Old Norse word brand, and that implies "To Burn" (Keller Et Al., 2008).It truly gives a mean of modifications to clients thing decision(Keller, Aperia& Georgeson,2008).The importance of brand as introduced in the general of promoting boss by educator Peter Doyle of Warwick University: "A name, design, symbol, or some mix which can recognizes the consequence of aparticular relationship as partaking in a critical isolated benefits" (O'MALLEY, 1991)

Brand esteem is the point of convergence of the two scholastics and subject matter experts; in any case, there is no perspective among the brand esteem concentrates. Most examinations measure brand esteem as indicated by perspective of customer or from the genuine association. On one hand, a couple of experts believe that purchasers' personal knowledge (e.g., disposition, examination, satisfaction, etc) of the brand is the method for checking esteem. Though the usage decision will be impacted by brand features and properties, not permanently set up by customers' insight about the brand picture from a more significant viewpoint. Despite the distinction in clients' lifestyle and the strategy for information taking care of, brand picture remains the prevalent impact variable of usage decisions. Of course, a couple of researchers acknowledge that brand esteem should be surveyed to the extent that slice of the pie, market worth and cash stream.

Likewise, getting through assessments take money related execution and non-financial execution as the presence of brand esteem. Money related execution can be portrayed as brand premium and slice of the pie; non-financial execution suggests the brand care, brand reputation, brand dependability and brand alliance. Following the brand esteem assessment in the perspective of customer and perspective of non-money related execution, this study researches the association between brand picture and brand esteem by dissecting clients' mindset and purchase objective.

2. Review of Literature

Marking is the demonstration of supplementing the items and related administrations with the force of the brand. (Kotler and Keller, 2015). Brand is a component that separates any item from another which might be a word, a plan or an image. At the end of the day, a brand is a mix of words, plans and images, and so forth, expected to distinguish an individual or gathering of items or administrations that are unique in relation to their rivals. (America Marketing Association, 2009).

As per (Kotler 2001), brand picture is characterized as a bunch of convictions, thoughts and discernments an individual holds comparable to an item. Made sense of by Tjiptono (2005) expressed that "Brand picture is the portrayal of shopper's commitment and confidence in a specific brand."

As indicated by Wijaya (2013), the elements of Brand Image is fundamentally separated five section for example Brand Identity, Brand Personality, Brand Association, Brand Behavior and Behavior and Brand Competence and Benefit. This understanding is portrayed as follows:

a)   Brand personality alludes to the actual character related with the item that separates the specific brand of items from others for shoppers in view of its logo, variety, sound, smell, bundling, area, corporate character and motto.

b)   Personality is second component of the brand. Brand character can likewise be perceived as the particular person of a brand that leads to specific characters, so customers can undoubtedly separate it from different brands in a similar class.

c)   Brand affiliation is the third aspect in this grouping. Brand affiliations incorporate all particular things that are related with a specific brand, or that might result from an extraordinary contribution of an item. For instance, repeating and predictable exercises with regards to social obligation exercises are issues that are unequivocally attached to a brand.

d)   Brand conduct and conduct is its final aspect. Brand conduct and conduct is a type of correspondence with customers about the advantages and values to be advertised.

e)   Brand potential and benefit is the fifth aspect. Values, benefits, and explicit capabilities used to tackle buyer issues as brand potential and advantages, and which empower customers to get benefits.

Research Design and Research Hypothesis

The significance and effect of brand picture on the shopping choices of clients has been explored by certain analysts in the past also. Setyadi (2017) who dissected the nature of administration and consumer loyalty in building brand picture on the brand picture of the goliath Citra Raya Tangerang, showing that nature of administration and consumer loyalty altogether affect brand picture.

Objective

1.   Effect of attribute, product quality and post shopping services on product brand image.

2.   Impact of brand image on shopping behavior of consumers.

Hypothesis

H1 There is no effect of attribute on shopping behavior.

H2 There is no effect of Quality of Products on shopping behavior. H3 There is no effect of post shopping services on shopping behavior. H4 There is no effect of Brand image on shopping behavior.

In order to find out the factors influencing the brand image which influence the shopping decisions of Lakme products by the consumers, it can be described in the following framework:
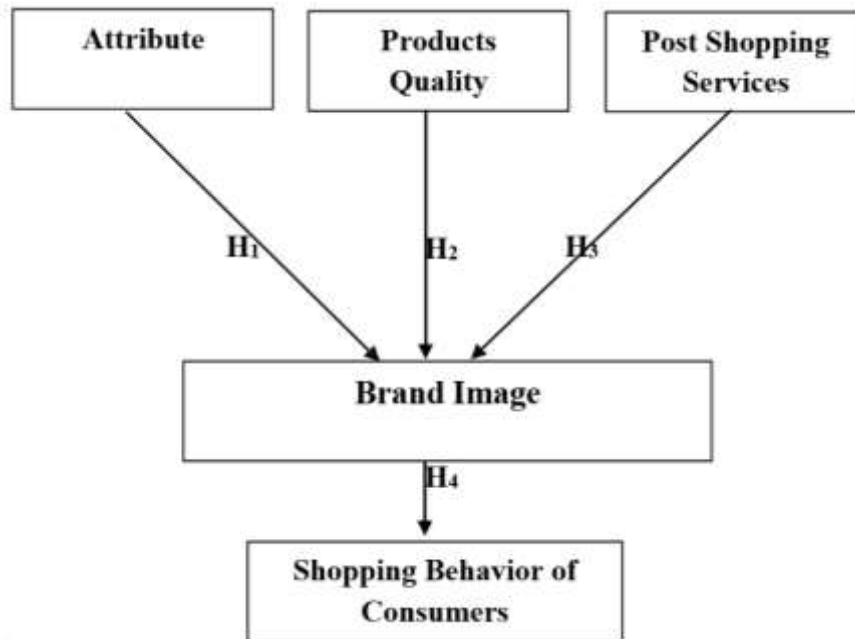
2.1 Research Methods

Types of Research

Quantitative research methods have been used by the researcher in this study using the type of descriptive research.

Population and Sample Selection

All consumers residing in Gwalior city who use Lakme products are the population of this study. Out of which the number of samples used in the study is 105.

Sampling Techniques

A random sampling technique is a sampling technique based on a number of respondents that researchers encounter by chance at a research site. If the researchers think they are suitable as their data source, they are used as samples.

Data Analysis

     a) Descriptive Analysis

     b) Simple linear regression

     c) Hypothesis test

     d) T-test

     e) F-test

Result Analysis

Total 105 responses from respondents were collected for this study.

Table No. 01 Charactrictics of Respondents

Item	Category	Percentage (%)
Gender	Male	46.70%
	Female	53.30%
	Below 20 years	30.50%

Age	21 - 30 years	38.10%
	Above 30 years	31.40%
Income	Private Joab	36.20%
	Govt. Job	39.00%
	Business	24.80%

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.419a	.176	.151	.92114486

a. Predictors: (Constant), Post Shopping Services, Product Quality, Attribute

ANOVA a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.301	3	6.100	7.189	.000b
	Residual	85.699	101	.849		
	Total	104.000	104			

  a. Dependent Variable: Shopping Decision

  b. Predictors: (Constant), Post Shopping Services, Product Quality, Attribute

Coefficients a

		B	Std. Error	Standardized Coefficients Beta		
1	(Constant)	1.776	.090		.000	1.000
	Attribute	.120	.090	.120	1.326	.188
	Product Quality	.391	.090	.391	4.328	.000
	Post Shopping Services	.094	.090	.094	1.038	.302

  a. Dependent Variable: Shopping Decision

An independent variable and a dependent variable were included in this test. In which three sub- independent variables (attribute, product quality and post shopping services) were included, which together made up an independent variable brand image. The purpose of this test was to find out how brand image influences a customer's shopping behavior.

The ANOVA test in the table above shows that the F count is 7.189 with a significant number of 0,000 < 0:05, so H0 rejected and Ha accepted. Hence, it is clearly shown that the brand image has a positive impact on the shopping behavior of the customers.

Output Result

As per coefficient table above, it is described the regression equation:

$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3$

$Y = 1.776 + .120X_1 + .391X_2 + .094X_3$

Where

Y = Shopping Behavior of Consumers X1 = Attribute

X2 = Product Quality

X3 = Post Purchasing Services

Based on the above explanation, the significant effect is only of the "Product Quality" variable, this is because the alpha value of this char is smaller than 0.05 while Attribute and Post Shopping Services have no significant effect.

Hypothesis Testing

Based on above tables, the results of hypothesis testing are as follow:

Hypothesis 01:

H0 : p = 0 *There is no impact positively of attribute on shopping behavior of consumers.*

Ha : p ≠ 0 : *There is impact positively of attribute on shopping behavior of consumers.*

Significance level α = 0.05

   a)   Acceptance criteria : Ho rejected if α < 0.05

   b)   α value which obtained from regression is 0.188

This result shows that H0 is accepted and Ha not accepted, at the significance level α = 0.05. This means that the attributes has no positive impact on shopping behavior of consumers.

Hypothesis 02:

H0 : p = 0 : *There is no impact positively of Products Quality on shopping behavior of consumers.*

Ha : p ≠ 0 : *There is impact positively of Products Quality on shopping behavior of consumers.*

Significance level α = 0.05

   a)   Acceptance criteria : H0 rejected if α < 0.05

   b)   α value which obtained from regression is 0.000

This result shows that H0 is not accepted and Ha accepted, at the significance level α = 0.05. This means that the product quality has impact positively on shopping behavior of consumers.

Hypothesis 03:

H0 : p = 0 *There is no impact positively of post shopping services on shopping behavior of consumers.*

Ha : p ≠ 0 : *There is impact positively of post shopping services on shopping behavior of consumers.*

Significance level α = 0.05

   a)   Acceptance criteria : H0 rejected if α < 0.05

   b)   α value which obtained from regression is 0.302

This result shows that H0 is accepted and Ha not accepted, at the significance level α = 0.05. This means that the post shopping services has not impact positively on shopping behavior of consumers.

Hypothesis 04:

H0 : p = 0 *There is no positive impact of Brand image on shopping behavior of consumers.*

Ha : p ≠ 0 : *There is positive impact of Brand image on shopping behavior of consumers.*

Significance level α = 0.05

   a)   Acceptance criteria : H0 rejected if α < 0.05

   b)   α value which obtained from regression is 0.000

This result shows that H0 is not accepted and Ha accepted, at the significance level α = 0.05. This means that the brand image of product has positive impact on shopping behavior of consumers.

After the result of hypothesis 4 regarding to positive impact of brand image on shopping behavior of Lakme Product users, it is prove that the brand image of the cosmetic product of Lakme impact positively on shopping behavior of consumers.

Conclusion and Suggestion

Based on the research outcome, it is concluded that the *Attributes* has no positive impact on shopping behavior of Lakme products consumers. The *Product Quality* has positive impact on shopping behavior of Lakme products consumers. The *Post Shopping Services* has not impact positively on shopping behavior of consumers. *The Brand Image* of the cosmetic product of Lakme impact positively on shopping behavior of consumers.

Suggestion

Based on the results obtained from this research, it is known to us that attribute and post shopping services are the two factors that should be a matter of concern to the manufacturers and they will also need to improve on this subject.

From the above research outcomes show that the contribution of brand image on the purchase behavior of the consumers which is only 41.9%, which is below normal, therefore indicates that there are variables other than brand image which have a greater impact on the shopping behavior of the consumers. Hence, it is recommended for other researchers to examine related variables other than brand image that may influence the purchasing behavior of customers.

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