Project Dissertation Report on

"Effect of Branding on Consumer Buying Behavior"

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CERTIFICATE

This is to certify that that the Project Report titled **"Effect of Branding on Consumer Buying Behavior"** is an original and bonafide work carried out by **Mr. Kaustav Das** bearing Roll. No. **2K17/MBA/037** of MBA 2017-19 batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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DECLARATION

I, **Kaustav Das**, student of MBA 2017-19 of Delhi School of Management, Delhi Technological University, hereby declare that Project Dissertation report on **"Effect of Branding on Consumer Buying Behavior"** submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

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Place: Delhi

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ACKNOWLEDGEMENT

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Executive Summary

Brand is a Guarantee, an assurance for a defined standard of quality for the first time and for every time but not the vice versa. Brand is name or logo that plays the role in the mind of the customer. Brands do not compete in the product area but compete for the mind space of the customer. A brand once established in the mind of the customer becomes indelible when customer identifies itself with that particular Brand.

Branding is an effective marketing strategy tool that has been used with frequent success in the past. Branding can be an effective and powerful tool for all types of business organizations. If brand owners use their product correctly, the payoffs can be substantial. However, if brands are mismanaged, the results can be damaging.

The buying decision by consumer on certain branded product is an important issue that previous researchers have studied so far and it is still continuing till present day. Growing recognition of different brands and brands becoming a status symbol plays a vast role in influences the Consumer buying behavior. Brand image is an implied tool which can positively change people's buying behaviors and the purpose of this study is to examine the impact of brand image. The social media and the digital marketing of brands also plays a vital role. The ways by which the consumer perceives the quality and the extents to which he/she considers its importance is very influential and it can be perceived that the quality of branded products is rather good than most of the non-branded products. The most important factor of all is purchasing power of customer survey that was used to collect the data by using non probability convenient sampling technique. A sample of 50 questions were used in which 116 responses were collected within the period of three months. The scope of this study is will focus on respondents of both male and female with a wide variety of age range as well as Salary.

The relevance of this study will eventually provide information about the important factors which directly impact on the consumer themselves and their buying behavior for branded products over non branded products. As these factors will influence their purchase decision process.

Introduction

2.1 Introduction

Brands are most alike to humans. They follow the same trend of birth, feeding and getting nurtured, make them strong and responsible so that they can be loyal to the customers, form mutually beneficial and satisfying relationships with them and become their companion for life. Such a brand, make their parent organization proud of them. The best brands are the ones who help in forming and sustaining strong long-term parent brand with customer relationships. These brands form the potential for present growth and future expansion. They help the organization to conquer peaks at the time of booms and stay afloat and swim at times of depression.

A product is something that is made in a factory, a brand is something that is bought by a customer. A product can be copied by a competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless (Quiston, 2004, p 345). This statement induces researchers to determine the impact of brand, especially brand name on purchase decision.

The brand history tells us how the people have used the brand as a mark of identification. In earlier times the brand mark was used to differentiate the goods of one producer with others. Now a day's brand is not only used for differentiation but also used to justify the purchase decision. This project tried to identify the influence of brand name on purchase decision. Brand is a combination of name, symbol and design. Brands represent the customers perceptions and opinion about performance of the product. The powerful brand is the one which resides in the mind of the consumer. Brands differ in the amount of power and worth they have in the market place. Some brands are usually unknown to the customers in the marketplace while on the other hand some brands show very high degree of awareness. The brands with high awareness have a high level of acceptability and customers do not refuse to buy such brands as they enjoy the brand performance. Some brands commend high level of brand loyalty. Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction. Usually people do not buy certain brands just for design and requirement, but also in an attempt to enhance their self-esteem in the society (Leslie and Malcolm, 1992).

Brand names contains many things about a product and can give variety of information about it to the customers and also tells the customer or potential buyer what the product means to them. Furthermore, it represents the customers convenient summary like their feelings, knowledge and

experiences with the brand. More over customer do not spend much time to do find out about Brand names that contains many things about a product and provided variety of information about it to the customers and also tells the customer or potential buyer what the product means to them. When customer considers about the purchase, they evaluate the product immediately by reconstructed product from memory and cued by the brand name (Hansen and Christensen, 2003). A brand has a value; this depends on the quality of its products in the market and the satisfaction or content of the customer in its products and services. This provides the trust of the customers in the brand. If customers trust a brand quality it makes a positive connection to the brand and customers will have a reason to become a loyal to the brand. Loyalty and trust of the customers is very important for a company because it reduces the chance of attack from competitors (Aaker, 1996).

Brands play a very important role in the consumer decision making processes. It is really important for companies to find out customers decision making process and identify the conditions, which customers apply while making decision (Cravens and Piercy, 2003). Marketers are highly concerned to know how brand names influence the customer purchase decision. Why customers purchase a particular brand also implies how customers decide what to buy. Customers follow the sequence of steps in decision process to purchase a specific product. They start realizing a requirement of product, get information, identify & evaluate alternative products and finally decide to purchase a product from a specific brand. When customers purchase particular brand frequently, he or she uses his or her past experience about that brand product regarding performance, quality and aesthetic appeal (Keller, 2008).

Today nearly all the companies are focusing more and more on building strong brands. The concept of brand equity and its management has come to the fore like never before. More and more companies are refocusing on select strong brands.

This project is thus a timely stuffy of the importance of brands, what it takes to build them, what benefits do they give to different stakeholders (organization, distributors and customers), how can they be leveraged, what is the impact of modern technology on branding, branding on the web, branding in mergers and acquisitions etc. examples have been given and cases discussed at every suitable point to bring out an application oriented understanding of ―building and managing brands.

2.2 Objective of the Project

Importance of understanding branding and its impact on modern day markets is vital to the health and growth of most industries. The aim of this report is to put into perspective the functional values of branding as well as assess its role in the consumer purchase decision-making process.

- Understanding the concepts of branding and consumer behavior.
- To study the effect of brands on consumer buying behavior in relation Branded Products.
- To analyze the branding strategies adopted by some of the companies with respect to the consumers into buying their products.
- To do a comparative study of the branding strategies adopted by the companies.
- The aim of this research is to try to analyze the main reasons behind why Indian youth prefer branded over non branded products.
- Another aim can be here to see which of the variables actually have some bearing on the preferences of youth of India and to what degree.
- One prime aim of the project is to check the existence of relationship between the independent variables and the dependent variable along with the direction of the relationship.

2.3 Limitations of the Project

- This project is limited due to time constraint as it involves a lot of complex variables which require a detailed study over a period of time.
- The project did not cover the effect of branding on a very large scale. Only a small population was studied, which may not be enough to show correct picture.
- The consumers were very reluctant to answer the question and the response may be biased.

Literature Review

3.1 Understanding Branding

The word ─Brand owes its origin to the Norwegian word ─brand which means to burn. Farmers used to put some identification mark on the body of the livestock to distinguish their possession. Products are what companies make, but customers buy brands. Therefore, marketers resorted to branding in order to distinguish their offerings from similar products and services provided by their competitors. Additionally, it carries an inherent assurance to the customers that the quality of a purchase will be similar to earlier purchases of the same brand.

A brand is a name, term, sign, symbol or design or a combination of one seller or a group of sellers and to differentiate them from those of competitors.

Branding is a process, a tool, a strategy and an orientation. Branding is the process by which a marketer tries to build long term relationship with the customers by learning their needs and wants so that the offering (brand) could satisfy their mutual aspirations. Branding can be used as a differentiation strategy when the product cannot be easily distinguished in terms of tangible features (which invariably happens in case of many services, durables etc.) or in products which are perceived as a commodity. Brand building is a conscious customer satisfaction orientation process. The brand owner tries to retain customers to its fold over their competitors by a mix of hardware software because when a customer feels satisfied, he / she develop a kind of loyalty for the same.

Kotler (1999) expands on the concept of identity by stating that a brand is capable of conveying up to six different levels of meaning to a targeted audience. This is known as the Six Dimensions of The Brand.

Attributes: A brand will communicate specific attributes, such as prestige

Benefits: A brand strengthens a product's attributes by communicating a set of benefits that makes it more attractive

Values: A brand represents a company's core values and belief system

Culture: A brand is representative or target a target audiences' socio-cultural characteristics

Personality: A Brand can project behavioral personality patterns of targeted consumers

User: The brand, in some cases, can emulate the end user

From the consumer's perspective, brand names are as fundamental as the product itself in the sense that they simplify the purchasing process, guarantee quality and at times, form as a basis of self-expression. Hence, should a company market a brand name as nothing more than just a name; it would be missing the entire purpose of product branding. The challenge lies in developing a deep set of meanings for the brand. Once a target market segment can visualize all six dimensions of the brand, it will have established a strong rapport within the consumer's purchase decision-making process.

3.2 History of Branding

Brands in the field of marketing, originated in the 19th century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. These factories, generating mass-produced goods, needed to sell their products in a wider market, to a customer base familiar only with local goods. It quickly became apparent that a generic package of soap had difficulty competing with familiar, local products. The packaged goods manufacturers needed to convince the market that the public could place just as much trust in the non-local product.

Many brands of that era, such as Uncle Ben's rice and Kellogg's breakfast cereal furnish illustrations of the problem. The manufacturers wanted their products to appear and feel as familiar as the local farmers' produce. From there, with the help of advertising, manufacturers quickly learned to associate other kinds of brand values, such as youthfulness, fun or luxury, with their products. This kick started the practice we now know as "branding".

We tend to think of branding as a modern-day phenomenon. Certainly, during the late 1990s and the early 2000s, branding emerged as a significant area of emphasis not only for companies and their products, but also for municipalities, universities, other non-profit organizations and even individuals. Branding became ubiquitous. Many of us also know that Proctor & Gamble and other consumer product companies began branding their products in earnest in the mid-to-late 1800s. But more interesting to me is how far back in time branding goes. For instance, companies that sold patented medicines and tobacco began branding their products as early as the early 1800s. Around the same time, some fraternities and sororities branded their pledges during initiation rites as a form of identification and bonding, a practice that has long since been identified as hazing and therefore abandoned.

But that is still recent history -relatively.

Between the 1600s and 1800s, criminals were branded (again literally) as a form of punishment and identification. For instance, in England, they branded an S on a person's cheek, while in France; they branded a fleur de Lis on the shoulder. As repugnant as it may be to us today, slaves were also branded roughly during the same time period to connote ownership. In the 1200s, England required bread makers, goldsmiths and silversmiths to put their marks on goods, primarily to insure honesty in measurement. In the Medieval times, printers also used marks as did paper makers (watermarks) and various other craft guilds.

But branding goes back even further. As far back as 1300 BC, potter's marks were used on pottery and porcelain in China, Greece, Rome and India. Branding of cattle and livestock go back as far as 2000 BC. And archaeologists have found evidence of advertising among Babylonians dating back to 3000 BC. So, how far back does branding go? At least 5000 years.

What is more interesting to me are underlying needs from which branding originated: to ensure honesty, provide quality assurance, identify source or ownership, hold producers responsible, differentiate, as a form of identification and to create emotional bonding. Interestingly, people value brands for many other same reasons today. Clearly, history provides some insight and perspective on modern day branding.

3.3 Branding in Today's Market

A central function of branding is the facilitation of the consumer choice process. Due to the complexity of having to select a product amongst thousands of similar offerings, consumers will instinctively attempt to simplify their choice process by selecting brands that have satisfied them in the past. Thus, one can conclude that pleasant past experiences is highly conducive to consumers associating benefits to a brand. One can conclude that a central function of branding is its ability to negate the need for a consumer to seek out information when a need or a want has been recognized, but rather, lead him to a brand that has been satisfying in the past.

One must acknowledge however, that frequent purchasing of a brand cannot always be linked to previous experiences, but can alternatively be formed by embedded perceptions. A consumer might strongly favor a brand with no prior purchasing experience. This type of consumer behavior is based on stimulus provided by direct exposure to advertising campaigns, a company's PR efforts or even a high concentration of local distribution in an area that is in close proximity to a consumer.

In terms of company's views on branding, it can induce the natural differentiation of their offerings, which ultimately, will produce a state of competitive advantage. Differentiation can only allow for competitive advantage if the cost of differentiating is significantly lower than the revenue earned by the sales. Differential advantage allows companies to showcase their offer in respects to other competitors in the same marketplace.

3.4 Brand Equity

Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and or to that firm's customers. For assets or liabilities to underlie brand equity they must be linked to the name and or symbol of the brand. If the brands name or symbol should change, some or all of the assets or liabilities could be affected and even lost, although some might be shifted to a new name and symbol. The assets and liabilities on which brand equity is based will differ from context to context. However, they can be usefully grouped into five categories‖ (Aaker, 1991, p 15).

- Brand Loyalty

- Name awareness

- Perceived quality

- Brand association

- Propriety brand assets

Customer purchase behavior towards branding is always an important research area to be focused and many research scholars have explained the concept of customer behavior in different aspects. Customer behavior can be broadly categorized in to two different types like cognitive and experience oriented. Cognitive behavior of the customers always leads the customers to choose a particular product in terms of rationalism and logic and they don't have any particular relation to any product. Experienced behavior of the customers always has an emotional attitude to a particular product and always chooses

the product irrespective of the new arrivals. Most of the customers come under the category of emotional behavior attitude and they always have an emotional bond to an age-old product and never try to choose any other good quality or better product. Their preferences are fixed towards a particular product and always purchase the same product until unless the quality of the product is degraded. Rational behavior of the customers makes them to choose a product based on the requirements and always think what the market actually offers for a particular product.

(Sharma & Pathan 2011) finds that the age & gender does not make much difference in the opinion of a consumer while choosing a brand. The purchase decision of the consumers mainly depends on the value of the brand in monetary terms as well as the position it enjoys in the minds of the people. (Zeb et al 2011) indicates that the female consumer shows positive attitudes towards brands and high level of involvement in fashion clothing. Along with that self-concept was also the most important element as consumers use brand related product that matches with their own personality. (Sankar 2006) study the effect of local brand v/s global brand at the time purchase of car and concludes that the customers prefer local brands compare to global brands for effective services. (Baumgartner 2003) A brand's constant is usually interpreted as representing the influences on consumer's brand choice decisions that are not reflected by other predictors, such as brand awareness or consumer perceptions of brand quality.

Once they get the enough knowledge on the market and the product, the actual choice to purchase or not is made across them. Learned behaviors of the customers make them to choose a product as a habit and test them and fix to a particular product and this type of attitude can be observed with the customers while choosing a newspaper. Social behavior of the customers makes them to choose a particular product based on the social environment they are living and always depends on the opinion of other people while choosing a product. In most of the cases, the purchasing behavior of the customers depends on the cultural environment from which they are brought up and even there are many other factors that influence the attitude of the customers to choose a particular product always and few of them are as listed below.

- *Cultural factors* refer to the actual culture of the customers from which they are originated and their regular habits

- *Social factors* refer to the social group a particular customer belong to and choice of the product made by that particular group always

- *Personal factors* like age and personal interest of the customers towards a particular product. Personal attributes of the customers like profession, lifestyle and status of the customer are the driving factors towards this attitude.

- *Psychological factors* like beliefs, motivation and perception make the customers to choose a particular product.

Thus, there are different driving factors that make the customers to develop their attitude towards choosing a particular brand always across their purchase. According to, the decision process in choosing a brand for a product by a customer has different steps like recognizing the need, search for the required information, evaluating the results, decision towards a particular product and post purchase behavior. All these steps are really common in most of the customers and the market search plays a vital role in decision of a particular brand for a particular product.

Involvement of the customer during the purchase period also plays a vital in deciding the brand and in most of the cases, the level of involvement shown by the customers when buying a big product is not shown in case of smaller ones. Customers can be categorized based on their choice when buying a new product for the first time and few customers always like to take an experiments and rest of the customers follow the decision of the first category customers.

Estimating the buying behavior of the customers of a particular country is really tedious job and cross culture issues also play a vital role in deciding the internal buying behavior of the customers. Thus, there are different factors that decide the buying behavior of the customers and the impact of branding on the purchasing behavior of the customers. Both these two terms are interrelated and many theories are proposed towards this concept. (branding-on-consumer-purchasing-behavior)

In terms of the branding benefits to intermediaries such as retailers and wholesalers, a strong Brand with high brand recognition and brand awareness speeds up the stock turnover rate, Lowers the selling cost, and leads to higher sales. Consumers will also be more inclined to repurchase in their stores and spread word of mouth to others. These in turn facilitate the instore activities related to the selling of the products with the brand. On the other hand, a Strong brand also implies that the manufacturer supplying the products will be more Committed to the in-store promotions (Webster, 2000). For manufacturers, a strong brand is a Valuable asset to the company. A well-recognized

brand serves as a signal, and it increases the likelihood for consumers to place the product in their consideration or choice set (Swait and Erdem, 2004).

3.5 Corporate Brands

Brands in their various guises are integral to our everyday existence. All efforts are now being made to ensure that decisions inside of a corporation are created synergistically and represent a clear message to customers and prospects. In an era when the emphasis is moving from product branding to corporate branding (Balmer, 1995; Mitchell, 1997), there is a need to better appreciate the management approach for corporate branding as this need managing differently from product branding. Corporate branding draws on the traditions of product branding, in that it shares the same objective of creating differentiation and preference. Distinction between product and corporate brands by highlighting three core, distinguishing attributes (Ind, 1998): Intangibility, Complexity and Reasonability.

Intangibility – whilst a product or service is tangible, an organization is intangible to all audiences except employees. An individual's perception of an organization is therefore based upon his/her experiences of its communications, symbolism and behavior.

Complexity – with a product or service brand, continuity of experience is achievable. For a corporate brand this is made harder by the variety of audiences and points of contact, or interfaces.

*Responsibility-*A corporate brand has a broader social responsibility or 'ethical imperative

These characteristics make the corporate brand more difficult to model and manage. The researchers assert that a strong and favorable corporate brand offers an organization a number of distinct benefits (Balmer, 1995). As well as being an important discriminator in increasingly competitive markets, it creates consistency in consumer demand; offers added value to products and services: contributes to a company's financial margins; affords protection from competitors; attracts high quality personnel to the organization. This view claims that corporate brands offer managers the potential to reduce costs, give customers a sense of security, provide a corporate seal of approval for products and create common ground inside organizations. Balmer cites research by (Worcester, 1986), which showed a strong correlation between company's familiarity and favorability.

Customer Centric Branding

Brand values must be calculated on an individual customer basis, and segment-specific brands need to be developed. Brand experience is finally the aggregate of consumer perceptions that come from interacting with a brand. A successful brand experience is the process of exposing consumers to the various attributes associated with a particular brand and creates an environment in which the consumer will be surrounded by the positive elements attached to the brand. A brand means much more even than its product and service features. Brands are built from nothing less than the sum of a customer's experiences with a product, service or company. Customers total brand experience determines whether a customer buys anything more from the company and, just as importantly, whether the customer spreads awesome or awful word of mouth to friends and family. The balance between expectation and experience is a promise and the customer experience are the fulfillment of that promise.

The difference between a brand promise and the actual customer experience is the ―experience gap‖, and that erodes organizational brand equity faster than anything else, as no consumer likes to be promised one thing and delivered another. Any company that wants to establish a customer experience strategy must do it with a full and realistic evaluation of what their brand stands for and what their brand promise is. To create excellent customer experiences, its essential to gain deep insight into the customer's needs and wants. If a consumer is not aware of a brand, they will never consider it. Customers develop relationships with brands that change over time as their needs and expectations evolve.

The three most essential marketing objectives that reveal how well an organization is meeting brand experience objectives:

Customer Acquisition: with a goal of acquiring the right customers in a cost-effective way. Three critical customer experiences in the acquisition process are awareness, learning and persuasion.

Customer Experience: Marketers must focus on product wow in delivering a -wow customer experience that exceeds expectations. Three critical customer experiences required for product -wow are great first-time usage, usability and benefit delivery.

Customer Retention: Marketers must focus on customer retention—retaining and nurturing loyal customers, and turning them into advocates. Three critical customer experience elements in the retention process are long-term usage and satisfaction, the purchase of more products and services, and positive word-of-mouth.

Brands are so much more than a name, logo or image. They represent nothing less than a customer's complete experience with an organizational product, service or company. The power of a brand lies in the minds of consumers and what they have experienced and learned about the brand over time. Within previous years academic and business interests in brand identity have increased significantly. Strong identity can help them align with the marketplace, attract investment, motivate employees and serve as a means to better differentiate and position their products and services in the minds of the consumers. Brand identity is based on a thorough understanding of the firm's customers, competitors and business environment. Consumer-brand knowledge can be defined in terms of the personal meaning about a brand stored in consumer memory. Brands do have to maintain a modern look, and the visual identity needs to change over time. But the key to successfully effecting a new look is evolution, not revolution. Building a Customer Centric brand is the result of continuous innovation and an uncompromising drive for excellence.

A strong culture is essential for a strong brand. A brand may be an emotional and intangible asset for many but it is one of the biggest assets a company has. Increased competition reduces brand loyalty. A strong culture is essential for a strong brand; how a company cares for its own people, how engaged and committed they are, and how well they reflect the strategy and live the company values in everything they do; a combination of passion and belonging. These things are vital for customers to see a clear and compelling brand. Above all, building a leading brand comes from the company genuinely caring for its customers, not just because they are a source of business, but in recognition that a company cannot survive and thrive without the customers it serves and the business partners it works with.

3.6 Brand Dimensions

Brand equity

Brand equity is a multidimensional construct, which consists of brand loyalty, customer-based brand awareness, perceived quality and brand associations. Brand awareness influences consumer decision making by affecting the strength of the brand associations in their mind, (Keller, 1993). It is also pointed out that there are several dimensions of brand awareness with brand associations (Pitta and Katsanis, 1995). Further researches indicated that brand associations of the product can be stored in consumer's minds after brand awareness of the product is already in their memory. Customer-based brand equity occurs when customers are familiar with the brand and hold

favorable, strong and unique brand associations in memory (Keller, 1993). (Aaker,1996) has stated that brand equity is a set of assets and liabilities. Five brand equity assets – brand loyalty, brand awareness, perceived quality, brand association and other proprietary brand assets – are fundamentals of value creation. (Aaker, 1996) has stated that brand equity is a set of assets and liabilities. Five brand equity assets – brand loyalty, brand awareness, perceived quality, brand association and other proprietary brand assets – are fundamentals of value creation. Perceived quality can increase customer satisfaction, provided the customer has had some previous experience with the product or service (Aaker, 1996). Hence, perceived quality is generally associated with brand equity (Motameni and Shahrokhi, 1998), and the better the perceived quality, the greater the brand equity (Yoo et al., 2000).

Brand Association

Brand association is anything that is linked in memory to a brand (Aaker, 1991). The association reflects the fact that products are used to express lifestyles whereas other associations reflect social positions, and professional roles. The image that a good or a service has in the mind of the consumer-how it is positioned is probably more important to its ultimate success than are its actual characteristics. According to (Aaker, 1991) there are at least nine brand associations. The most powerful brand associations are those that deal with the intangible or abstract traits of a product. Brand association can assist with spontaneous information recall (Van Osselaer and Janiszewski, 2001) and this information can become the basis of differentiation and extension (Aaker, 1996). Strong association can help strengthen brand and equity. Similar to perceived quality, brand association can also increase customer satisfaction with the customer experience (Aaker, 1991).

Brand awareness and brand associations were found to be correlated (Atilgan et al, 2005 and Pappu, 2005). Moreover, high levels of brand awareness positively affect the formation of the product's brand image (association) (Ramos and Franco, 2005). It was also found that brand awareness affects brand image (association) (Esch et al, 2006).

Brand Identity

A Brand identity comprises a unique set of functional and mental associations the brand aspires to create or maintain. These associations represent what the brand should ideally stand. A corporate brand tries to establish a coherent perception of the company for its different

stakeholders and reflects a good corporate reputation in the eyes of the general public (Hatchand Schultz, 2003).

When brand faces aggressive competition in the marketplace, brand personality and reputation of the brand help it distinguish from competing offerings. This can result in gaining customer loyalty and achieve growth. A strong brand identity that is well understood and experienced by the customer helps in developing trust which, in turn, results in differentiating the brand from competition. A company needs to establish a clear and consistent brand identity by linking brand attributes with the way they are communicated which can be easily understood by the customers. The brand can be viewed as a product, personality, a set of values, and a position it occupies in people's mind- Brand Identity is everything the company wants the brand to be seen as.

Intense competition requires certain actions to be taken in brand management and includes the establishment of brand identity, defining its attributes, uniqueness and equity. The concepts such as brand vision, aim and identity are the new ones. The conception of brand identity includes everything that makes the brand meaningful and unique. Brand includes characteristics of a good as well as a set of other elements, entailing brand identity (Melin, 1997). Identity includes moral image, aim and values that together constitute the essence of individuality while differentiating the brand (de Chernatony, 2002). The identity of the strongest brands covers emotional benefit, which provides strength to the brand. However, rendering the equity to the consumer the good has to provide a functional benefit as well. Additional value is rendered if the good provides the benefit of self-expression that, in turn, reflects the image of the consumer (Aaker, 1996). Various researches in the past state that brand identity is the most important stage of the identification of a good from the quality on which the further existence of the good depends. The main principled provision of brand identity is a way, which becomes a possibility to reach the consumer. A brand has to communicate with consumers to grow in the market.

Brand identity is a set of brand associations which need to be developed and retained for a brand strategy (Aaker, 2003). Identity should help in the development of the relationship between a brand and a consumer, providing a particular benefit. The main principles of brand identity are:

- Communication becomes not only an important supply of information but a daily struggle to remain heard and visible, which constitutes the prerequisite of durability

- Brand should adequately react to changes which makes up the prerequisite of understanding

- Brand should reflect consumer's benefit and expectations, remaining harmonious, which is regarded as the prerequisite of consistency (Grundey, 2002).

Analyzing the concept of identity, the problem of consistency and continuity arises as well. The conception of brand identity deals with the influence of time on the uniqueness and consistency of brand. Brand identity is a new concept; however, the majority of researchers have already analyzed the identity of enterprises (Schwebig, 1988; Moingoen, 2003). The identity of the enterprise is constituted by a feeling that helps the company to understand that it really exists and its existence is unique, with its history and place, distinguishing the company from others (Kapferer, 2003). These different definitions of identity emphasize the idea that identity signifies the understanding of being oneself, seeking ones aim, being distinguished form others and being able to resist and withstand time alterations. According to J. Kapferer, brand identity could be defined by answering the following questions.

• What is the aim and individual vision of a brand?

• What makes a brand distinguished?

• How can satisfaction be achieved?

• What is brand equity?

• What is brand competence, validity and legitimacy?

• What are the features of its recognition?

This conception has appeared in brand management and is well known while positioning brands and building their image. According to de Chernatony (2001), the conception of brand identity offers a possibility to position a brand better and encourages strategic approach while managing it. A well-managed system of identity provides a competitive advantage when seeking to protect oneself form competitors. Currently the society is closely connected with communication. In summary, it could be claimed that the conception of brand identity includes the uniqueness,

meaning, aim, values, and personality of a brand and provides a possibility to position the brand better, and, thus, achieve significant competitive advantage.

Colors mean much more than the subject of advertising. Colors not only determine appearance but make up an external brand with its ideology, value set and brand culture. Colors do not play the role only to distinguish the producer. Marketing culture of a company is extremely significant as it is a constitutive part of company's culture, manifested through the relationship of consumers and the company. Brand is a customer reflection. Consumers can easily define what goods of a particular brand are produced for a particular type of consumers.

Great attention is focused on brand image which is studied from two: companies and consumer's perspectives. The approach of a company is directed towards the improvement of marketing activity, connected with strategies of positioning and retaining of a positive brand image. Consumer's approach is based on consumer's attitude towards the interpretation of brand image and brand equity. The importance of brand in the market is influenced by company's ability to evaluate the fact how consumers interpret the image of brands and company's ability to manage the strategy of brand positioning, adequately revealing brand's equity to a consumer (Kotler, 2001). Brand associations consist of brand image, brand knowledge and brand awareness (Keller, 1998). He further says that brand associations include perceptions of brand quality and attitude towards the brand.

(Keller, 1993) defined brand image as ―perceptions about a brand as reflected by the brand association held in consumer memory‖. These associations refer to any brand aspect within the consumer's memory (Aaker, 1996). Basically, brand image describes the consumer's thoughts and feelings towards the brand (Roy and Banerjee, 2007). When consumers have a favorable brand image, the brand's messages have a stronger influence in comparison to competitor brand messages (Hsieh and Li, 2008). Therefore, brand image is an important determinant of a buyer's behavior (Burmann et al., 2008).

Brand image, is the totality of consumer perceptions about the brand, or how they see it, which may not coincide with the brand identity. Brand identity is ―the strategically planned and operationally applied internal and external self-presentation and behaviour of the company‖ (Van Reil, 1995 and Blomback, 2005). A brand tries to establish a coherent perception of the company for its different stakeholders and reflects a good corporate reputation in the eyes of the general

public (Hatch and Schultz, 2003). Nevertheless, the single most important public of a brand is its end consumers, who are drowning in the overwhelming abundance of brands and brand communication. A favorable brand image would have a positive influence on consumer behavior towards the brand in terms of increasing loyalty, commanding a price premium and generating positive word-of- mouth (Martenson, 2007). the more positive the brand image, the more consumers are willing to pay and thus the greater the brand equity. A brand image can be an association set and is usually organized in some meaningful way (Aaker, 1991). (Keller, 1993) A positive brand image is created by marketing programs that link powerful and unique associations to a consumer's memory of the brand (Keller, 1998). A family brand name is used for all products. By building customer trust and loyalty to the family brand name, all products that use the brand can benefit. Good examples include brands in the food industry, including Kellogg's, Heinz and Del Monte.

An individual brand name does not identify a brand with a particular company. For example, take the case of Heinz. Heinz is a leading global food manufacturer with a very strong family brand marketing has had two roles in companies. The first is to influence customer demand using the marketing mix toolkit. The second is to take a leadership role in helping companies develop a stronger focus on customers – to create a customer orientation. Out of several brand aspects, the brand-customer relationship (Aaker, 1995) dimension has been the focal point of this research study a great brand effectively retains customers while simultaneously attracting new ones. Branding is the process by which companies distinguish their product offerings from competition. Hence it is vital for organizations to establish a healthy and purposeful consumer-brand relationship. This can be achieved by building strong customer centric brands.

Better brand positioning and appropriate use of technological tools enables shrinking the budgets for marketing resource allocation. The challenges and complexities of the modern marketplace make efficient and effective marketing an imperative. The concept of brand equity has been put forth as a means to focus marketing efforts. The businesses that win in the twenty-first century will be those that have marketers who successfully build, measure, and manage their brands.

Theoretical Framework

4.1 Framework

Fig 1: Framework of Customer Purchase Behavior

4.2 Hypothesis

In this portion of the report we need to find the correlation between the dependent variable i.e. Customer Purchase Behavior, which is purchasing behavior of customers of India and different independent variables which include, branding, perceived quality, purchasing power, marketing, customer loyalty. We have used SPSS software for finding correlations.
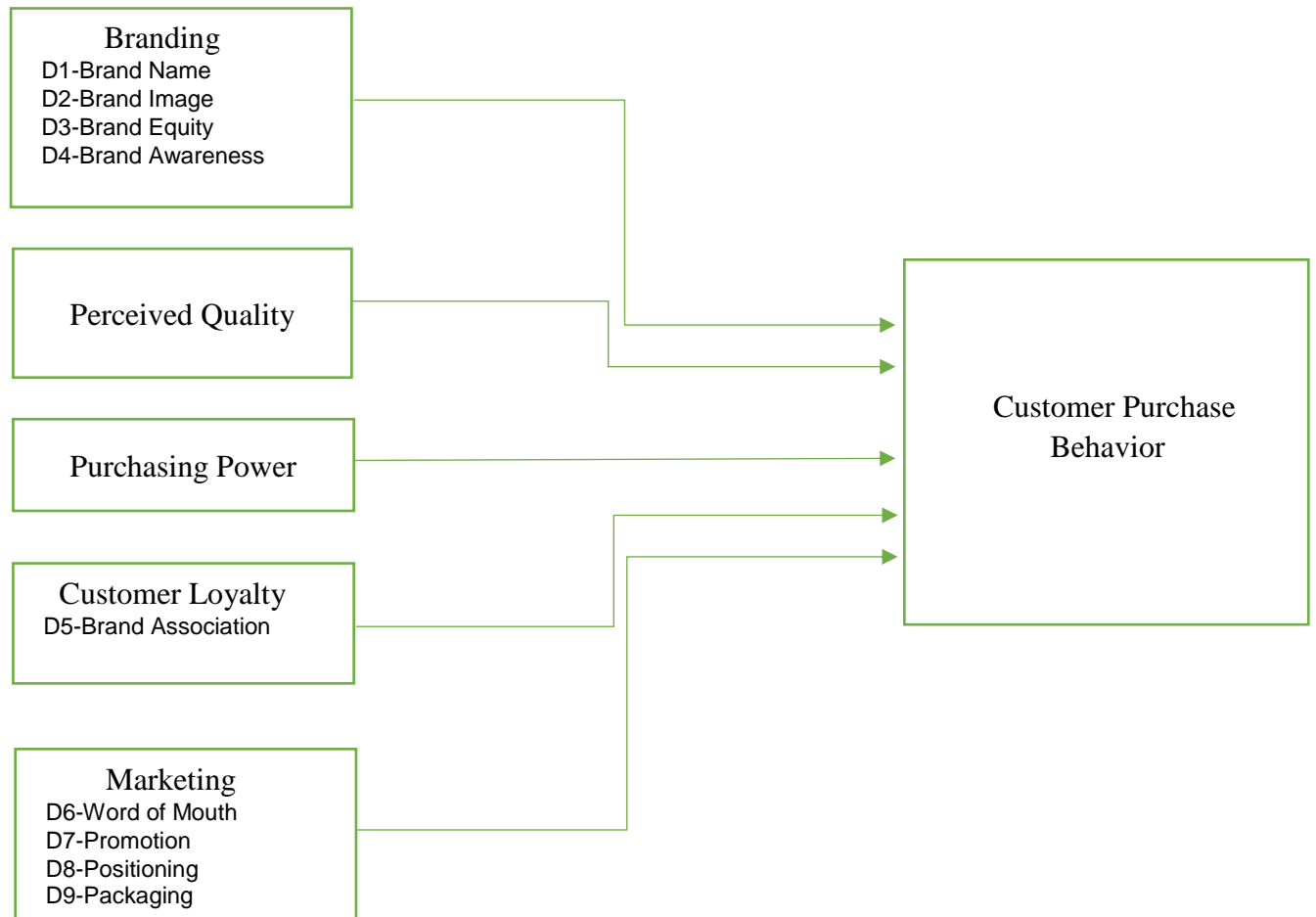
4.3 Operationalization

Fig 2: Operationalization Framework

Research Methodology

5.1 Introduction

In order to understand the methodology used to compile this Project, this chapter is included in order to clarify how an effective methodological philosophy can to contribute the successful production of a un-bias and critically Project, as well as comprehend the process underwent to reach the pertinent conclusion outlined in chapter 8.

This chapter also serves the purpose of justifying and authenticating the research procedures employed in order meet the set objectives and answers the main research question of this Project.

5.2 Research Approach

5.2.1 Secondary Research

Secondary data collected from sources like Research Papers and Journals from various internet sources and various articles related to the topic from Magazines and Newspapers.

5.2.2 Primary Research

Sources of information collected from various people or customers belonging to different age groups and income level through questionnaire and survey-based approach.

5.3 Research Methodology

Questionnaire and surveys are the various methodologies that has been used in the research.

5.4 Research Type

The research work carried out is completely based on **hypothesis testing** as we have stated the problem statement initially and then have broken down the statement into research questions and then eventually forming hypotheses from them. We selected the sample size of 112 out of 116 responses (4 responses were incomplete) and questionnaire, collected the data and analyzed it using **IBM SPSS** a statistical research analysis software package and qualitative methods to draw conclusions.

5.5 Study Setting

The research work carried out is completely **Non-contrived** as there is no focus on any control or focus group. We have conducted the research for an existing group i.e. Social Economic Classes (lower, middle and elite class).

5.6 Level of interference

As the research is **Non-contrived** as such there is no focus on any control or focus group so the level of interference is minimum.

5.7 Sampling Technique

The sampling is the selection of right elements from the population on which you can conduct your research. The research is conducted to find out the variable or factors that can affect youth preferences of branded products over non branded products in India. So, the target population are various customers of branded and non-branded products with various age distribution and income level.

NON PROBABILTY SAMPLING TECHNIQUE was used to identify the sample from the population. Convenience sampling was used, because we have to study the buying behavior of our target group i.e. customers of various branded and non-branded products to extract the required information. As such a close study on the needs and purchases of these customers are carried out.

Data Analysis

6.1 Reliability Analysis

Scale: All Variables

		N	%
	Valid	15	28.3
Cases	Excluded	38	71.7
	Total	53	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.863	39

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
140.40	231.543	15.217	39

The value of the Cronbach alpha is 0.863 so the scale is reliable according to the reliability test performed on the data which shows the reliability of our data collected.

6.2 P-Plot Tests

6.2.1 Branding
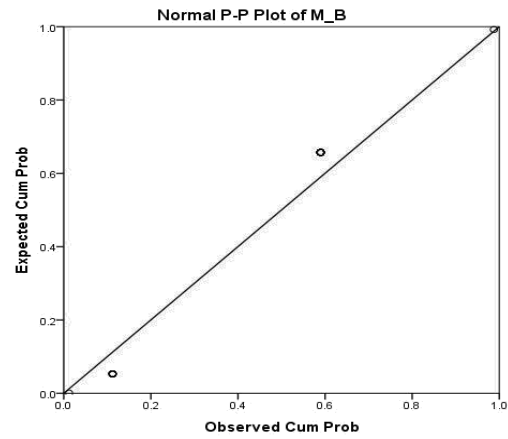

Fig 3: Normal P Plot of Branding
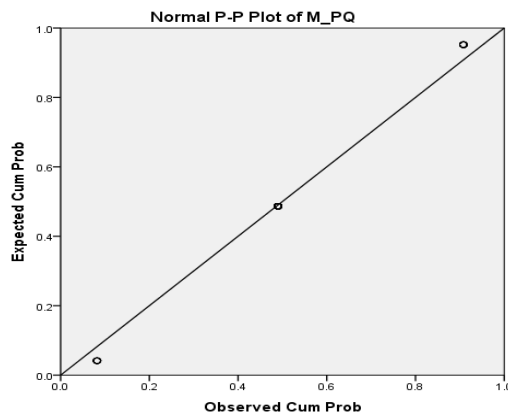
6.2.2 Perceived Quality

Fig 4: Normal P-Plot of Perceived Quality
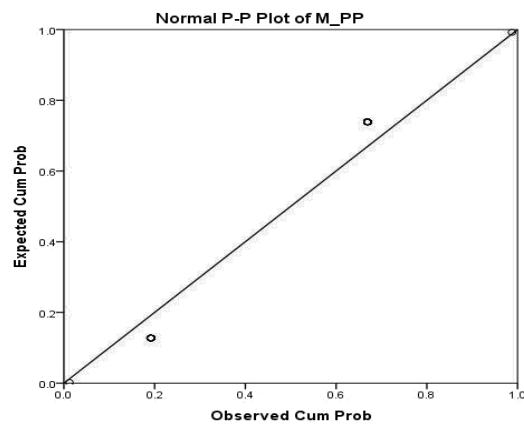
6.2.3 Purchasing Power

Fig 5: Normal P-Plot of Purchasing Power
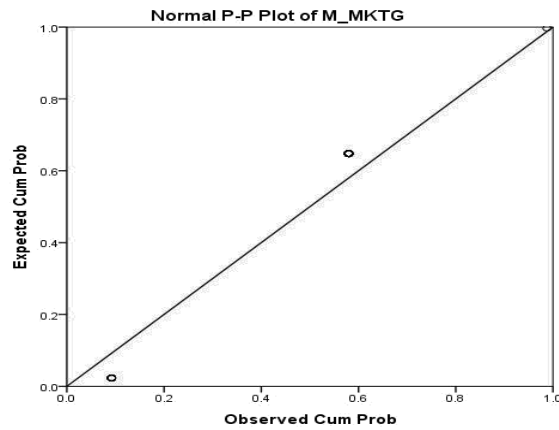
6.2.4 Marketing

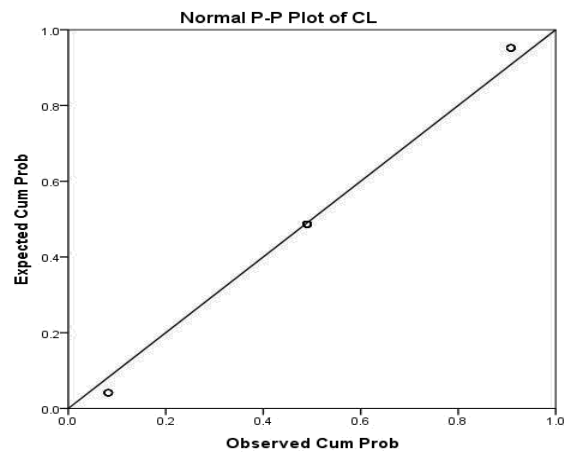Fig 6: Normal P- Plot of Marketing

6.2.5 Customer Loyalty

Fig 7: Normal P-Plot of Customer Loyalty
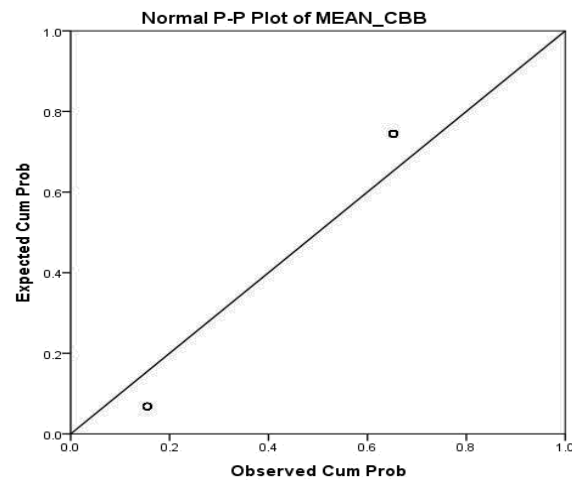
6.2.6 Customer Buying Behavior

Fig 8: Normal P-Plot of Customer Buying Behavior

6.3 Correlation Tests

Method of Correlation and coefficient of correlation

As the data was normally distributed, so we have used **Spearman Correlation** coefficients range in value from –1 (a perfect negative relationship) and +1 (a perfect positive relationship) A value of 0 indicates no linear relationship.

Test of Significance:
If the relationship is known in advance, we can use one tailed but here we don't know the relation in advance so we will use two tailed tests.

Flag significant correlations:

The value of significance for the correlation coefficient is taken as 0.05 throughout the analysis. In the following section we have correlated our dependent variable with all the independent variables and interpreted our results.

Alpha (α) = 0.05

- Mean_BRAND = mean of effect of branding on on customer purchasing
- Mean_MRKT = mean effect of marketing on customer purchasing behavior
- Mean _ PQ = mean of effect of perceived quality on customer purchasing behavior
- Mean_CL = mean of effect of Customer loyalty on on customer purchasing behavior
- Mean_PP= mean of effect of perceived quality on on customer purchasing
- Mean_CBB= mean of customer buying behavior

Correlations

			MEAN_CBB	M_B	M_PQ	M_PP	M_CL	M_MKTG
Spearman's rho	MEAN_CBB	Correlation Coefficient	1.000	.153	-.128	.112	-.052	-.036
		Sig. (2-tailed)	.	.294	.380	.444	.723	.807
		N	49	49	49	49	49	49
	M_B	Correlation Coefficient	.153	1.000	.085	.713**	.085	.042
		Sig. (2-tailed)	.294	.	.559	.000	.559	.771
		N	49	50	50	50	50	50
	M_PQ	Correlation Coefficient	-.128	.085	1.000	.604**	.518**	.088
		Sig. (2-tailed)	.380	.559	.	.000	.000	.546
		N	49	50	50	50	50	50
	M_PP	Correlation Coefficient	.112	.713**	.604**	1.000	.604**	-.092
		Sig. (2-tailed)	.444	.000	.000	.	.000	.527
		N	49	50	50	50	50	50
	M_CL	Correlation Coefficient	-.052	.085	.518**	.604**	1.000	-.591**
		Sig. (2-tailed)	.723	.559	.000	.000	.	.000
		N	49	50	50	50	50	50
	M_MKTG	Correlation Coefficient	-.036	.042	.088	-.092	-.591**	1.000
		Sig. (2-tailed)	.807	.771	.546	.527	.000	.
		N	49	50	50	50	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

6

6.3.1 Correlation between consumer purchasing behavior & Branding

Correlations

		MEAN_CBB	M_B
MEAN_CBB	Pearson Correlation	1	.174
	Sig. (2 tailed)		.232
	N	49	49
M_B	Pearson Correlation	.174	1
	Sig. (2-tailed)	.232	
	N	49	50

Fig 9: Correlation between Branding and CPP.

H_0 (Null Hypothesis): There is no relationship between consumer buying behavior (CBB) & branding.

H_1 (Alternative Hypothesis): There is a relationship between consumer buying behavior (CBB) & branding.

Interpretation:

Magnitude: The correlation coefficient between consumer buying behavior (CBB) & branding is 0.174.

Direction: The sign with coefficient of correlation is positive which shows there is a direct relation between them which shows as branding increases the consumer buys more products.

Significance: The significance level we defined was 0.05 and table shows the significance level of 0.232 which is greater than 0.05, i.e., $p > \alpha$ so we will accept our null hypothesis and therefore, alternative hypothesis is rejected thus it means there is an insignificant relationship between branding & consumer buying behavior.

6.3.2 Correlation between consumer buying behavior & Perceived Quality

Correlations

		MEAN_CBB	M_PQ
MEAN_CBB	Pearson Correlation	1	-.127
	Sig. (2-tailed)		.383
	N	49	49
M_PQ	Pearson Correlation	-.127	1
	Sig. (2-tailed)	.383	
	N	49	50

Fig 10: Correlation between Perceived Quality and CPP

H_0 (Null Hypothesis): There is no relationship between consumer buying behavior & perceived quality.

H_1 (Alternative Hypothesis): There is a relationship between consumer buying behavior & perceived quality.

Interpretation:

Magnitude: The correlation coefficient between consumer buying behavior (CBB) & perceived quality (PQ) is -0.127

Direction: The sign with coefficient of correlation is negative which shows there is an indirect relation between them.

Significance: The significance level we defined was 0.05 and table shows the significance level of .383 which is greater than 0.05, i.e., $p > \alpha$ so we will accept our null hypothesis and therefore alternative hypothesis is rejected thus it means there is no significant relationship between consumer buying behavior & perceived quality.

6.3.3 Correlation between Consumer Buying Behavior & Purchasing Power

Correlations

		MEAN_CBB	M_PP
MEAN_CBB	Pearson Correlation	1	.118
	Sig. (2-tailed)		.420
	N	49	49
M_PP	Pearson Correlation	.118	1
	Sig. (2-tailed)	.420	
	N	49	50

Fig 11: Correlation between Purchasing Power and CPP

H_0 (Null Hypothesis): There is no relationship between consumer buying behavior & purchasing power.

H_1 (Alternative Hypothesis): There is a relationship between consumer buying behavior (CBB) & purchasing power (PP).

Interpretation:

Magnitude: The correlation coefficient between consumer buying behavior & purchasing power is .118.

Direction: The sign with coefficient of correlation is positive which shows there is a direct relation between them which shows as the purchasing power increases consumer buys more branded products.

Significance: The significance level we defined was 0.05 and table shows the significance level of 0.420 which is greater than 0.05, i.e., $p > \alpha$ so we will accept our null hypothesis and therefore, alternative hypothesis is rejected thus it means there is an insignificant relationship between consumer buying behavior & purchasing power.

6.3.4 Correlation between Consumer Buying Behavior & Marketing

Correlations

		MEAN_CBB	M_MKTG
MEAN_CBB	Pearson Correlation	1	-.047
	Sig. (2-tailed)		.747
	N	49	49
M_MKTG	Pearson Correlation	-.047	1
	Sig. (2-tailed)	.747	
	N	49	50

Fig 12: Correlation between Marketing and CPP

H_0 (Null Hypothesis): There is no relationship between consumer buying behavior & marketing.

H_1 (Alternative Hypothesis): There is a relationship between consumer buying behavior (CBB) & marketing (MKTG).

Interpretation:

Magnitude: The correlation coefficient between consumer buying behavior & marketing is-.047.

Direction: The sign with coefficient of correlation is negative which shows there is an indirect relation between them.

Significance: The significance level we defined was 0.05 and table shows the significance level of 0.747 which is greater than 0.05, i.e., $p > \alpha$ so we will accept our null hypothesis and therefore alternative hypothesis is rejected thus it means there is no significant relationship between consumer buying behavior & marketing.

6.3.5 Correlation between Consumers Buying Behavior & Customer Loyalty

Correlations

		MEAN_CBB	M_CL
MEAN_CBB	Pearson Correlation	1	-.052
	Sig. (2-tailed)		.722
	N	49	49
M_CL	Pearson Correlation	-.052	1
	Sig. (2-tailed)	.722	
	N	49	50

Fig 13: Correlation between Customer Loyalty and CPP

H_0 (Null Hypothesis): There is no relationship between consumer buying behavior & customer loyalty.

H_1 (Alternative Hypothesis): There is a relationship between consumer buying behavior & customer loyalty (CL).

Interpretation:

Magnitude: The correlation coefficient between consumer buying behavior & customer loyalty is -0.052.

Direction: The sign with coefficient of correlation is negative which shows there is an indirect relation between them.

Significance: The significance level we defined was 0.05 and table shows the significance level of .722 which is greater than 0.05, i.e., $p > \alpha$ so we will accept our null hypothesis and therefore alternative hypothesis is rejected thus it means there is no significant relationship between consumer buying behavior & customer loyalty.

6.4 Regression Analysis

6.4.1 Branding

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.174a	.030	.010	.463

a. Predictors: (Constant), M_B

Fig 14: Coefficient of determination of Branding

Interpretation:

Co-efficient of Determination: (R^2)

The value of our R^2 is 0.03 which means that 3.00 percent of the total variance in Consumer Buying Behavior has been explained by Branding. Not very impressive, as the value is very small.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.078	.513		6.301	.000	2.047	4.110
	M_B	.162	.134	.174	1.210	.232	-.107	.432

a. Dependent Variable: MEAN_CBB

Fig 15: Simple Linear Regression Coefficients.

Simple Linear Regression Co-efficient:

It can be seen that Branding contribute significantly to the model because its p-value of 0.232 is greater than 0.05. The value of beta is 0.162 for Branding, which means that each additional brand raises Consumer Buying Behavior by an average of 16.2% every year.

6.4.2 Perceived Quality

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.127^a	.016	-.005	.467

a. Predictors: (Constant), M_PQ

Fig 16: Coefficient of Determination of Perceived Quality

Interpretation:

Co-efficient of Determination:

The value of R2 is 0.016 which means that 1.6 percent of the total variance in Consumer Buying Behavior has been explained by Perceived Quality of the Product.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.095	.460		8.897	.000	3.169	5.021
	M_PQ	-.100	.113	-.127	-.881	.383	-.328	.128

a. Dependent Variable: MEAN_CBB

Fig 17: Simple Linear Regression Coefficient

Simple Linear Regression Co-efficient:

It can be seen that Perceived quality contribute significantly to the model because its p-value of 0.383 is greater than 0.05. The value of beta is -0.1 for perceived quality, which means that for each new brand's perceived quality, the Consumer Buying Behavior decreases by an average of 10% every year.

6.4.3 Purchasing Power

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.118a	.014	-.007	.467

a. Predictors: (Constant), M_PP

Fig 17: Coefficient of Determination of Purchasing Power

Interpretation:

Co-efficient of Determination:

The value of R^2 is 0.014 which means that 1.4 percent of the total variance in Consumer Buying Behavior has been explained by Purchasing Power of the Consumer.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.342	.438		7.633	.000	2.461	4.223
	M_PP	.097	.119	.118	.813	.420	-.143	.336

a. Dependent Variable: MEAN_CBB

Fig 18: Simple Linear Regression Coefficient

Simple Linear Regression Co-efficient:

It can be seen that purchasing power of consumer contribute significantly to the model because its p-value of 0.420 is greater than 0.05. The value of beta is 0.097 for perceived quality, which means that for each additional increment in the income of consumer (Purchasing Power), The consumer buying behavior increases by 9.7% every year.

6.4.4 Marketing

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.047^a	.002	-.019	.470

a. Predictors: (Constant), M_MKTG

Fig 19: Coefficient of Determination of Marketing

Interpretation:

Co-efficient of Determination:

The value of R^2 is 0.002 which means that 0.2 percent of the total variance in Consumer Buying Behavior has been explained by Marketing of the Product.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.892	.615		6.325	.000	2.654	5.130
	M_MKTG	-.052	.159	-.047	-.324	.747	-.372	.269

a. Dependent Variable: MEAN_CBB

Fig 20: Simple Linear Regression Coefficient

Simple Linear Regression Co-efficient:

It can be seen that Marketing of a product contribute significantly to the model because its p-value of 0.747 is greater than 0.05. The value of beta is -0.052 for marketing of the product, which means that for each new marketing campaign for a product, the consumer buying behavior decreases by 5.2% every year.

6.4.5 Customer Loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.052a	.003	-.018	.470

a. Predictors: (Constant), M_CL

Fig 21: Coefficient of determination of Customer Loyalty

Interpretation:

Co-efficient of Determination:

The value of R^2 is 0.003 which means that 0.3 percent of the total variance in Consumer Buying Behavior has been explained by Customer Loyalty.

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	95.0% Confidence Interval for B Upper Bound
1	(Constant)	3.858	.463		8.326	.000	2.926	4.790
	M_CL	-.041	.114	-.052	-.353	.722	-.270	.139

a. Dependent Variable: MEAN_CEB

Fig 22: Simple Linear Regression Coefficient

Simple Linear Regression Co-efficient:

It can be seen that customer loyalty contribute significantly to the model because its p-value of 0.722 is greater than 0.05. The value of beta is -0.041 for customer loyalty, which means that for each additional year the customer loyalty increases, the consumer buying behavior decreases by 4.1 % every year.

6.5 Research Findings
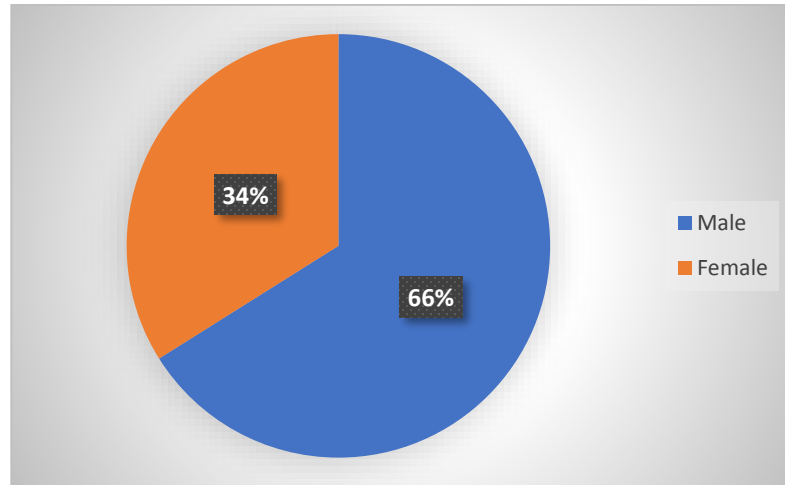
6.5.1 Gender Diversity

Fig 23: Gender diversity of the Respondents.

Out of 112 valid respondents 66% of total i.e. 74 are found to be males and rest 34% i.e. 38 are found to be females who actively participated as a respondent of questionnaire.
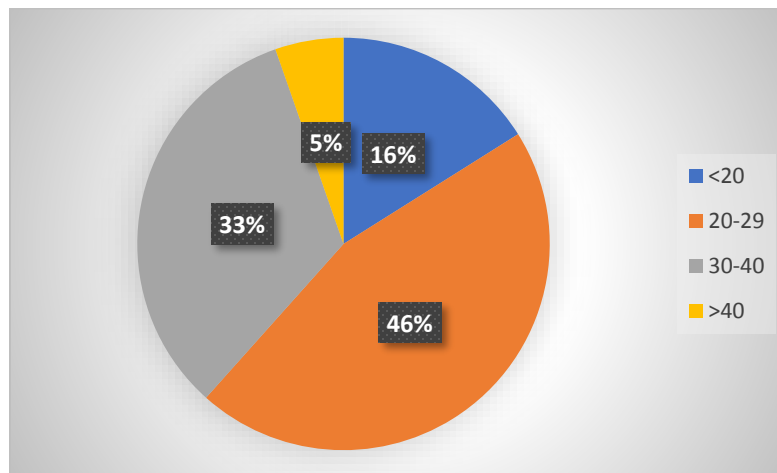
6.5.2 Age Diversity

Fig 24: Age Diversity of the Respondents.

Out of 112 valid respondents 18 respondents were less than 20 years of age, 51 were between 20-29, 37 were between 30-40 and 6 were more than 40.
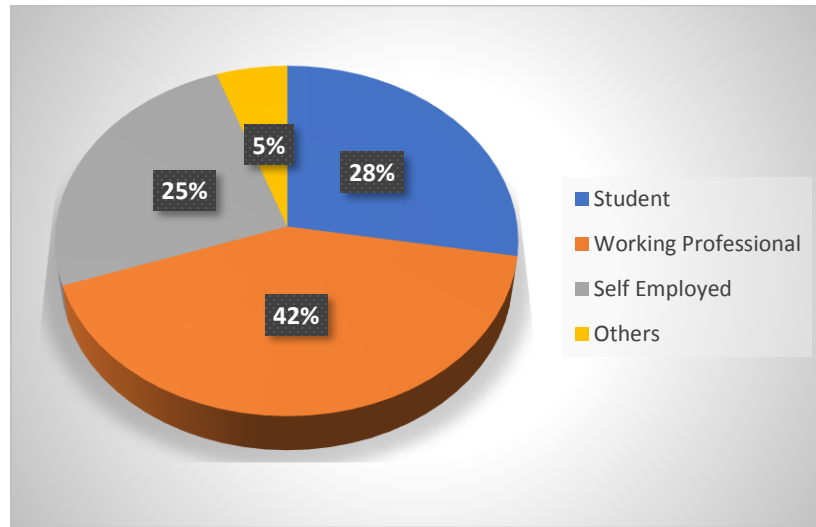
6.5.3 Occupation Diversity

Fig 25: Occupation Diversity of Respondents

Out of 112 valid respondents 31 were found to be students, 47 were working professionals working in various industry, 28 were self-employed and 6 were unknown out of which 2 were house-wives.
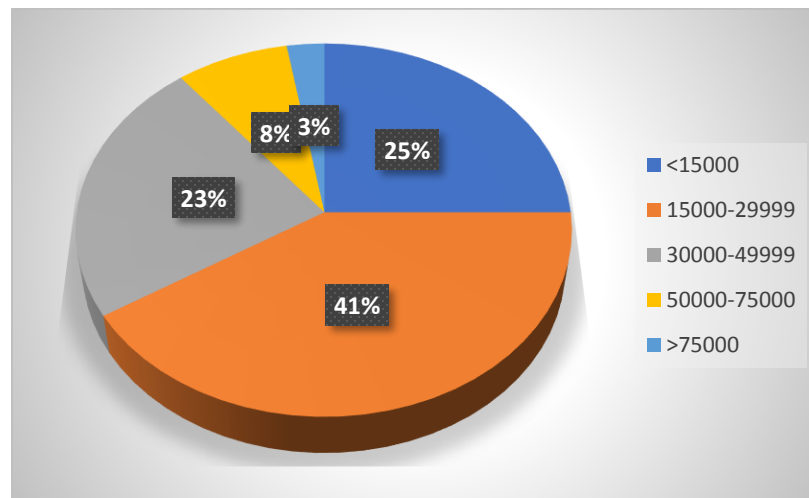
6.5.4 Income Diversity

Fig 26: Income Diversity of the Respondents

Out of 112 valid respondents 28 were earning less than Rs 15000, 46 were earning between Rs 15000-29999, 26 were earning between Rs 30000-49999, 9 were earning between Rs 50000-75000 and rest 3 were earning more than Rs 75000.

Conclusion and Recommendation

7.1 Conclusion

With the deep study of secondary sources and result of primary research the conclusion that has been identified so far is along various dimensions as such some of key conclusions that has been generated as an outcome of this project are as follows:

- We should not only buy products because they are branded sometimes good products which are less costly and of good quality are available so a person should not be brand conscious.

- Creativity and innovation lie in non-branded product as well.

- Marketers have to develop organizational structure style and functioning, which enable them to act fast and bring in innovations in their marketing programs if non- branded products so that people become aware of them.

- Non branded products can adapt direct marketing strategies.

- More samples should be analyzed through questionnaires as long as time and money are not constraints.

- Other sampling groups, for instance working class, could also be investigated since they may provide entirely different results as what have been obtained from samples.

- The most common reason for failure is that the marketers launch products, which are, simply clones of brands already in the market.

- A number of reasons can be attributed to the success of a brand. However, the same cannot be said for the failure of a brand in the market place. Often, the reason may could be as simple & mundane as: unattractive packaging, improper naming of the brand, bad product quality and marketers not being able to understand the core needs of the consumer properly.

- Another important factor that plays a major role here is how much will a customer pay for the convenience. If the convenience-price ratio is not right, the new product has little chance to succeed.

- Success of a new brand depends to a large extent on initial price setting. The popular saying that one must get value for one's money, because when the consumer has inclination to buy new offering, there should be a clear benefit.

7.2 Recommendation

1. Rural market. Knowing the huge size of rural population of India, it is natural that the rural market is attractive to marketers. Company should study purchasing power, life styles, buying habits, optimal usage level. Brooke Bond for instance could capture the crux of the challenge when they started marketing Re 1 tea packets.

2. Understanding role of children. Marketers should study the role of children in buying decision – as influencers and decision makers. However, the challenge remain how does one communicate with children? Advertising recalls being more in the case of children-one way is clear but with every one trying to apply the same technique, marketers will be gradually disillusioned with the method. Possible ways of circumventing this problem may be to market the product through schools or to use the imitative tendencies of children by influencing their peers.

3. Distribution. Distribution cost are an increasing component of marketing cost marketers will have to find ways through which one can achieve efficient as well as economic distribution. One solution is joint distribution or by adopting direct marketing.

4. Packaging. With self-shopping gaining grounds and self-space getting limited, packaging becomes an important factor that marketers have to be concern about. Companies should identify the requirements and pack commodities according to demand.

5. Customer service challenge. In an increasingly competitive market, retention of a customer is possible only through better service. Marketers will require to devote to more efforts to understand the customer view of quality and convenience. Marketers should do regular research to find this fact.

6. Adaptation to newer environment. As government withdraw entry barriers and relax restriction on merger or takeover many companies should install superior technology and resort to merger – acquisition route to make their unit more efficient.

7. Creativity and innovation in overall marketing programs. Marketers have to develop organizational structure style and functioning, which enable them to act fast and bring in innovations in their marketing program.

By taking the above recommendations, researchers could be able to get more representative and deeper findings from different perspectives, exploring the research to a higher level as far as brand development is concerned.

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Annexure

Questionnaire

The buying decision by consumers on certain branded product is an important issue that previous researchers have studied years ago and it is still continuing until present days. Growing recognition of different brands and brands becoming a status symbol plays a vast role in influencing the youth buying.

I request you to fill this questionnaire and ensure that the data will be used only for study purpose and it will be kept confidential. Your participation in this study is voluntary. There are no foreseeable risks associated with this research. However, if you feel uncomfortable answering any question you may withdraw from the survey at any point in time.

What is your Gender?
- Male
- Female
- Others

What is your age?
1. Less than 20 years
2. 20 to 30 years
3. 31 to 40 years
4. Above 40 years

What is your Occupation?
1. Student
2. Working Professional
3. Self Employed
4. Others

What is your Monthly Income?
1. <15,000
2. 15,000-29,999
3. 30,000-49,999
4. 50,000-75000
5. >75,000

How often you buy branded products
1. Once a week
2. Once every 2 to 3 weeks
3. Once a month
4. Once Every 2 to 3 months
5. Never

Strongly Agree 1	Agree 2	Neutral 3	Disagree 5	Strongly Disagree 5

Branding (1-10)

1.I think I am brand loyal customer.					
2. I think brand name influence purchasing decision.					
3. I think brand family members influence purchasing decision					
4. I think branded products are better than unbranded products					
5. I think wait for innovative product causes me to delay a purchase decision and actual purchase					
6.I think brand is indicator of personality					
7. I think logos and symbols are easy way to recognize a brand					
8. I think innovative slogans are effective brand memorizer.					
9.I think now I am more brand conscious than 5 years ago					
10.I think branded product shows a positive image of me in society					

Perceived Quality (11-14)

11. I think product features influence purchasing decision.					
12.I think branded products are more reliable and long lasting					
13.I prefer branded products because their quality is unmatched with unbranded product					
14.I prefer branded products because of their high perceived status					

Purchasing Power (15-17)

15.I think price influence purchasing decision					
16.I am inclined to spend more on a branded product rather than savings					
17.I prefer foreign brands more than local products					

Marketing (18-29)

18.I think brand packaging influence purchasing decision					
19.I think peer group influence purchasing decision					
20.I prefer brand switching if I get some promotional scheme					
21.I think celebrity endorsement motivates me to purchase brand					
22. I think visual ads are effective promotional tool.					
23. I think billboards are effective promotional tool.					
24.I think rural and urban areas have different brand loyalty					
25.I prefer purchasing from a nearby official outlet of brand					
26.I prefer imported products just because there is no comparative product is available in local market					
27.I prefer imported products just because there is no substitute product is available in local market					
28.I buy branded products because the guidelines given are more informative than information given on unbranded product					

29. I think word of mouth marketing influence me					

Customer Loyalty (30)

30.I think branded products give me satisfaction					

Customer Purchase Behavior (31-35)

31.I will buy branded products only if they are halal verified					
32.I prefer to buy from most outlet which offers more discount					
33.I prefer to buy products with better advertisement					
34. I prefer purchase products with warranty instead of without warranty					
35. I prefer environment friendly products					