Major Research Project

Consumer Behavior and Brand Power: A Study on Brand Influence in Purchase Choices

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CERTIFICATE

This is to certify that Akash Shukla, roll number 2K23/DMBA/009, has successfully completed the project titled **"Consumer Behavior and Brand Power: A Study on Brand Influence in Purchase Choices"** under the guidance of Dr. Ritu Agarwal as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2023-25.

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DECLARATION

I hereby proclaim that the project dissertation report titled **" Consumer Behavior and Brand Power: A Study on Brand Influence in Purchase Choices ",** submitted to Delhi School of Management, DTU is based on my original work under esteemed guidance of my mentor Mrs. Ritu Aggarwal, Assistant Professor, Delhi School of Management, DTU, and submitted in partial fulfilment for the requirement of the award of the degree in Masters in Business Administration.

I further certify that the work contained in the report has never been circulated to any underlying concerned institution for achievement of award of any degree.

Akash Shukla

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I want to show my acknowledgement towards the guidance and mentorship provided to me during the research. I would like to express my profound appreciation to my faculty advisor, Mrs. Ritu Aggarwal, who coached and assisted me during the whole journey of researching on the topic " **Consumer Behavior and Brand Power: A Study on Brand Influence in Purchase Choices** " providing the right direction in completing the project mannerly. Studying and researching on this project helped me gain unsurmountable knowledge in the area of marketing and exploring the human psychology.

I would also like to thank the faculty at Delhi School of Management, Delhi Technological University, for giving me this opportunity and aiding me with their knowledge on this project. It has been an amazing experience for me to interact with them during this research, and it will surely help my professional development.

It has been my ongoing desire to guarantee that the project is finished in the best possible way and without errors.

Thanking You,

Akash Shukla

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EXECUTIVE SUMMARY

brand is a sign of respect and uniqueness that influences the customer's purchasing decisions. It is a name or logo that represents a certain degree of quality and, once established in the client's mind, is indelible. Branding is a powerful marketing approach that has shown to be effective in the past and may benefit a wide range of organizations when used appropriately. A brand is what makes it stand out in the bevy of competitors and cheap rip-offs, a brand is what lures people to act towards a certain product or service. However, brand mismanagement may be devastating. The goal of this study is to investigate the impact of branding on consumer behaviour, specifically how much customers are willing to pay for branded things and how much importance they place on price, brand, and other factors when making purchase decisions. The study will include a comprehensive literature examination.

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CHAPTER 1

INTRODUCTION

Branding has transitioned from being a potentially powerful modern marketing strategy to one of the most powerful marketing strategies. The idea of branding has changed from marketing ideas dealing with logos, slogans, or visual elements based on sensory data (the company or product as a whole, merchandise the whole, food, soft drink, ect.) to the idea of branding being the emotional experience a company provides. Due to the abundance of choices and increased product parity for consumers to select from, consumers are using a brand's identity, values, and perceived proportions of quality nearly universally to differentiate products when that functional difference becomes less relevant. It is important for branding to attract new customers, and to establish an emotional connection to you; and to value your trust. Branding is more important now than it has ever been in the age of digital connectivity. Companies are looking for customer relationship experiences where there are cues about their brand on their website, their mobile app, and command greater customer engagement via social media. As markets have succumbed to saturation and prevalence of offerings become less differentiated, companies are focusing on the brand with a story, and consistent experiences across each customer touchpoint. Branding must change from a visual/verbal identity to a focus on brand as a strategy to deliver business value and influence consumer behaviour.

Branding clearly influences consumer behaviour at every step of the process, from recognition and evaluation through to purchase and post-purchase loyalty. Consumers usually attach certain emotional or mental traits to brands, adopting them, in their minds as higher-quality, more credible, and possessing greater social value. Embedding these emotional or mental traits within their evaluation will often steer their preference towards one brand over another, even if the products or services offered are similar in product performance characteristics. In short, customers may buy a more expensive product simply based on trust or emotional association with the brand.

Global consumers are also changing rapidly. They are more informed, socially aware, and emotionally connected to brands that reflect their identity. This means it now critically important for marketers understand how branding constructs - including brand image, brand awareness, brand loyalty, and brand trust have an effect on consumer behaviour. The shift in brand preference based on ethical behaviours, sustainability, and brand transparency also indicates how branding now plays a role in consumer decisions and not only in advertising and packaging. Therefore, studying the effect of branding on consumer behaviour is not just academically relevant, but also practically significant. It offers insights into how brands can position themselves effectively in consumers' minds and influence their behaviour in a way that results in long-term business success.

Branding is not a new notion, but it is now more vital than ever. Brands, like individuals, are created, fostered, and fed until they are strong and responsible enough to be humankind's trusted partner, building mutual relationships and pleasant connections with them. Such brands make their parents proud, whether they are an organisation or a company. The finest brands are those that assist in the formation and maintenance of long-term "parent-brand-people" connections. Such brands showcase the signs of growth during present times and the near-future, assisting organisations in conquering peaks during booms and staying afloat during hard times.

We interact with countless products in our everyday functioning. We begin our day with toothpaste like Sensodyne, Oral-B, Body cleaning bars like Park Avenue and Dermisoap, hair conditioners like Tresemme. We wear H&M and Gap's clothing, and eat English Oven morning bread with butter or jam. We eat dinner and lunch with Aashirwaad flour and fresh mart veggies. We consume beverages from brands such as Black gram coffee in the morning and evening. We travel in automobiles such as the koenigsegg regera, Automotivo SPX, communicate on cell phones made by Redmi, Apple, oneplus and watch televisions in the evenings made by TCL.

But have you ever pondered what a corporation does to leave a favourable impression on customers' thoughts and compete for shelf space in the market? Today, practically all businesses are emphasising the importance of developing powerful brand. The concept of brand ownership and its management has gained significance like never before. More and more businesses are focused on a few key brands.

This project offers a timely analysis of the importance of brands, the processes involved in building them, the advantages they offer to different stakeholders— including companies, distributors, and consumers- how to best utilize them, and the effects of contemporary technology on branding, including web branding and branding in mergers and acquisitions.

Companies that wish to build a successful brand need to invest in building a strong brand identity. A brand identity encompasses designing a logo, selecting brand colors, and coming up with a catchy catchphrase. Again, the brand identity is different for different communities because it is unique, reflect values and/or mission, and recognize this unique for their community.

Fig.1
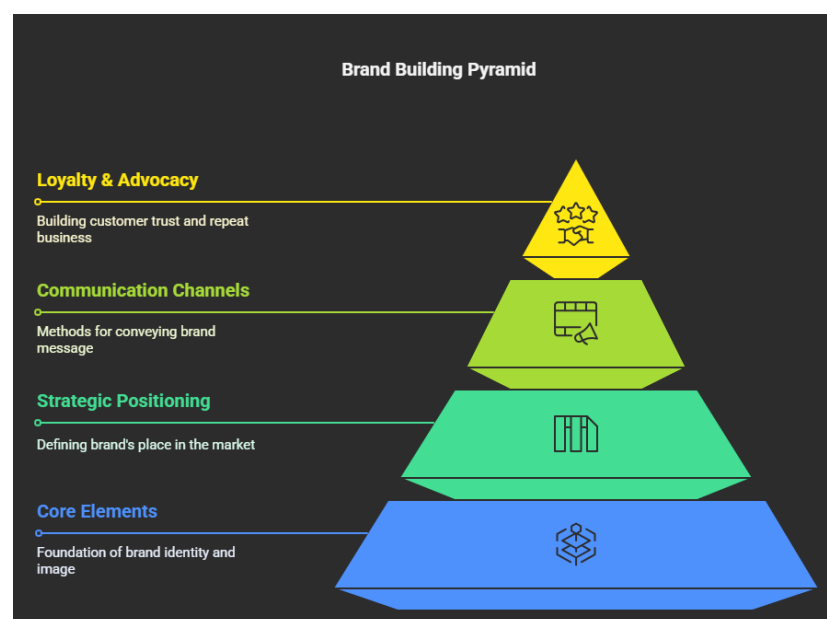
Source: Napkin AI

Another key component to building a successful brand is to know your target customer.

Companies must learn who their customers are, what their needs and wants are, and how they can best provide for them.

By learning about their target audience, companies can tailor their messages and products.

Branding is a marketing practice that consists of creating a name, symbol, design, or several other features that identifies and differentiates a product or service from others. Branding provides customers with a "seal" for the product or service, differentiating it from competition by creating a distinct brand for the product or service. Branding establishes a link between product or service and the customer; this link is used to build customer loyalty which results in customer retention and increased sales.

Branding is more than just a name and logo; it is about building a personality, tone, and message to which customers relate. A brand is what people say it is (not what the company says it is). Brand is the emotional connection the customer has to the product or service.

Branding has changed over the years. Branding originally began as a way to mark who owned which stock of animals and crops. The conceptual was important in order to identify owners. Coca-Cola was the first company to use branding commercially in the late 1800s. Coca-Cola developed a distinct look, type, and color for their bottles that were different from competitors, which encouraged people to buy Coke rather than an other drink. Branding is now an essential marketing aspect that exists in all businesses across almost all industries.

At the core of branding is value. Value in the brand provided a way for consumers to easily differentiate and recognize a product or service. In fact, if the brand was particularly strong, it could charge a premium with an implied level of quality and trustworthiness. Branding also aids consumer loyalty and advocacy which can assist in driving sales.

There are several different components included within branding. This includes brand strategy, brand identity, brand positioning, and brand management. Brand strategy develops the brand's purpose and values, identifies the target market, and develops a brand promise that meets the target market's needs and aspirations. Brand strategy also

provides a roadmap for branding activities, and a guide to provide togetherness in and consistency across touchpoints.
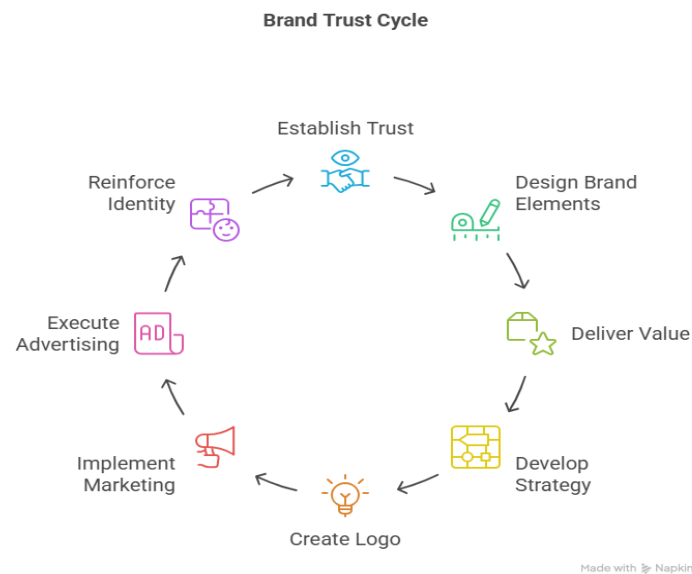
Source: Napkin

Brand identity is the visual and sensory elements that represent the brand including logo, colours, fonts, packaging and product design. The brand identity should be unique and memorable and reflect the brand's personality and values.

Brand positioning is how a brand is perceived in the market in relation to its competition. Brand positioning is the process of defining the brand's unique value proposition and successfully communicating it to the intended market.

Brand management is the ongoing maintenance and development of the brand. It encompasses monitoring brand performance, managing brand extensions and brand architecture, and protection of the brand through trademark registrations (and litigation if necessary).

Another important concept in branding is brand equity. Brand equity is the value a brand adds to a product or service. Brand equity is the cumulative sum of all customer perceptions, experiences and associations with the brand. Strong brand equity can provide you a competitive advantage and can increase your bottom line.

There are several branding strategies that brands may use to create a strong brand. The most popular branding strategy is brand extension, which means using the brand name to advertise additional products or services. Brand extension can help utilize brand equity and reduce the costs to market a new product or service.

Co-branding is another branding strategy that involves partnering with another brand to create a new product or service. Co-branding can help achieve greater familiarity for the brand while creating an impression of quality and trustworthiness.

Redesigning is another branding technique that involves changing the brand name, logo or other visuals. Redesigning can help a brand to get a fresh start and fix its position in the marketplace.

In conclusion, branding is an important part of marketing because, through branding, companies can create differentiation, recognition and loyalty for their products or services. A good brand can mean you can charge a higher price, develop loyalty among consumers and develop a competitive advantage. Branding includes multiple responsibilities such as brand strategy, identity and positioning.

Fig 3

Branding Strategies and Outcomes

1.1 BACKGROUND

Branding can be traced back many centuries to early civilizations that used marks or symbols to indicate ownership, or quality of some commodity. For example, pottery found in ancient Egypt used hieroglyphs to identify the maker and the place of manufacture. In ancient Greece, potters signed their work, and goods in Rome would often contain a mark of some kind identifying the creator.

All through medieval times, artisans created guilds that could verify the quality of work done and to protect their interests within their guild. Guilds used symbols or insignia to identify membership, and their mark could also verify the quality of their work. Over time and with industrial and urban development they transformed into trademarks, which allowed everyone to protect their intellectual property.

The Industrial Revolution saw industrial level production, which made it increasingly important for companies to identify their products from the products of competitors. In the late nineteenth and early twentieth centuries, industries started to distinguish their products with brand names and logos. These names and logos become diffrentiators for products. For example, Coca-Cola registered their trademark in 1886, and Michelin Man ads were first used in 1900.

As businesses began to realize that they could create an emotional connection with their customers, branding began to develop in importance in the early 1900s. Procter & Gamble maybe first recognized this, since they introduced the Ivory soap brand in the 1890s. Ivory soap was promoted as "pure and gentle" and positioned as a premium and trustworthy product. This emotional bond with customers increased. In the 1920s and 1930s, increasingly intense brand advertising became a major method of branding.

Businesses began to employ print and radio advertising to connect with clients and grow emotional ties with them. Lucky Strike cigarettes, with the tag line "Reach for a Lucky instead of a sweet," was extremely successful in selling cigarettes and creating emotional ties with their clients, by watching the advertising it considered normal to smoke in order to control weight.

Branding took on much greater significance when businesses began to use television advertising to connect with customers in the 1950s and 1960s. Coca-Cola had some of the best advertising of the era, their ad agency encouraging them to use the slogan "It's the Real Thing". The advertising campaign established an emotional tie to clients through positioning.

Branding got even more complex when businesses began introducing market research to understand their customers better in the 1970's and 1980's. Businesses like Procter & Gamble and Coca-Cola began making products specifically designed to tap into the desires of their target market. For example, the Pampers brand created by Procter & Gamble in the 1960s specifically made diapers to respond to the needs of mothers with infants.

As businesses began to reach customers through the internet in the 1990s and 2000s, the role of branding code expanded in importance. Companies like Amazon and eBay were able to use their website not just to sell a product, but they were able to have an emotional bond with customers through personalised recommendations and user-friendly interfaces. As brands like Coca-Cola and Nike began to adopt social media, branding as a marketing method became more popularised.

Today, branding is still important to marketing. Brands like Apple, Google, and Nike are amongst the most valuable brands in the world, and they have systematically used branding as a way to form emotional links with consumers. Branding will likely evolve in ways we cannot imagine today with future developments in technology such as virtual reality and artificial intelligence..

1.2 PROBLEM STATEMENT

It is essential to recognize that branding plays a role in influencing customer buying decisions in establishing the problem statement of how branding impacts consumer behaviour. Today, organisations are spending an exceptional amount of money trying to develop their brand and promote it to customers in order to enhance familiarity and loyalty to the brand. Branding is simply a strategy that aims to distinguish a firm's offering from their competitors, while they attempt to build a positive brand image in consumers' minds.

The problem arises when firms are unaware that there is a systemic relationship between branding and customer behaviour. Branding has the influence to affect the consumer's attitudes and appearance toward a specific brand to a given service or product, yet they struggle to reveal how branding affects consumer behaviour. Therefore, understanding the relationship between branding and consumer behaviour is extremely important to formulate plausible implication to market strategies that may positively influence consumers buying decisions.

When considering the influence of branding on customer behaviour we examine many dimensions that can contribute to brand awareness, brand image, brand loyalty, and brand association. These dimensions influence customer's perceptions and attitudes towards a particular brand, while subsequently effecting their decision to buy. Therefore, the issue statement of how branding affects consumer behaviour requires a better grasp of the specific contexts and the implications regarding consumer behaviour in order to formulate effective branding strategies that could positively impact consumers

1.3 PROJECT OBJECTIVES

- To investigate how branding affects consumer behaviour with respect to a firm's products.
- To evaluate contemporary literature on branding, to describe the key concepts, values and applications of branding in contemporary marketing activity.
- To understand the relationship between consumer identities with their perception of brand identities.

1.4 SCOPE OF THE STUDY

Due to time restraints, this project had limitations - as it dealt with numerous complex variables that required deeper research than was possible in a restricted timeframe. The scope of the study was also limited to a small population as well, which can impact how limited research can be disseminated widely to better provide a frame of reference of the effects of branding. Also, a points of criticism was engaging consumers to answer the questions posed, as there were hesitations in answering the questions. It is possible this may have reduce the efficacy of the responses.

CHAPTER 2

LITERATURE REVIEW

To study the association between brand image and other concepts, it is important to have knowledge about and distinguish elements of the specific characteristics of brand image. Kaemingk (2019) defines brand image as customers' perceptions about an organization or business based on their experiences with the entity.

Being the resultant mental image or story people create after being exposed to information about a brand, brand image continues to develop over time and is influenced by more than just customer purchases and using the brand's products or services (Kaemingk, 2019). Perceptions of the firm are most important because they influence future purchasing behaviors and word-of-mouth communication. Because of this, firms say positively differentiating and developing a favourable and distinct and consistent brand image is important work (Kaemingk, 2019).

Creating a brand image is a challenging and demanding task that often requires the assistance of marketing professionals with a deep understanding of brand and product marketing. The plans of corporate and personal brand managers for achieving a successful brand are complex because there are many different aspects involved.

The first step in creating a brand image for a business is to clearly define the brand and values (So et al., 2017). Defining the distinct vision, mission, purpose, and values of the brand means all aspects of the organization should flow from those visions, missions, purposes, and values (So et al., 2017).

Moreover, prestige and uniqueness also play an indirect role in customer brand identification (So et al., 2017). Therefore, organizations should take their responsibility to create unique and aesthetically-pleasing designs seriously, as they must meet the demands and expectations of their target audience. Creating a brand requires many steps and often involves a professional.

As can be seen, brand image is an important component of every firm that distinguishes it from rivals and has a substantial influence on customers. The establishment of a trusting relationship between a specific product and a consumer is one of the most visible impacts of a strong brand image. According to Islam and Rahman (2016), people are more likely to create deeper emotional attachments with companies that correspond with their self-concept and have a distinct image. People who have positive brand connections are more likely to like certain items and communicate their feelings with others (Islam & Rahman, 2016). Furthermore, according to some branding specialists, when individuals have a good mental image of a brand, they build a personal connection with it (Islam & Rahman, 2016).

Individuals may ascribe human characteristics to goods that reflect their personal ideas and respond in line with a brand's symbolic elements (Islam & Rahman, 2016). As a result, brand image may be helpful in persuading people to create an emotional bond with a firm.

Another effect of a good brand image on customer behaviour is the capacity to persuade purchasers to buy a product by displaying its dependability and quality. According to Lien et al. (2015), when customers have favourable associations with a firm, they are less likely to purchase its items. The ideal attitude towards the product and its attributes is created by brand image, which guides customers towards making a purchase by assisting them in identifying their wants and preferences (Lien et al.,2015). "Consumption in nostalgic restaurants, for example, indicated that restaurant image has a positive impact on consumption intention" (Lien et al., 2015, p. 215).

CHAPTER 3
RESEARCH METHODOLOGY

Introduction

This chapter aims to explain the methodology used to compile this Project and how it can contribute to the successful production of the research. It serves to justify and authenticate the research procedures adopted to meet the set objectives and answer the main research question. A strong methodological philosophy is essential for achieving a successful outcome, and this chapter sheds light on the approach taken in this research.

Research Approach - Primary Data

Data Collection - Questionnaire Method

Sample Size - 50 people

Sample Unit - Delhi NCR

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Age
50 responses

- Less than 20 Years
- 20-25 Years
- 26-30 Years
- Above 30 Years
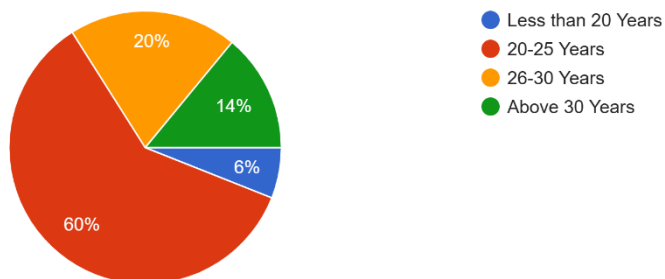
Gender
50 responses

- Male
- Female
- Other
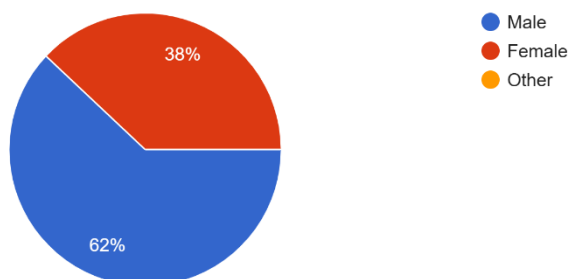
Occupation Level
50 responses
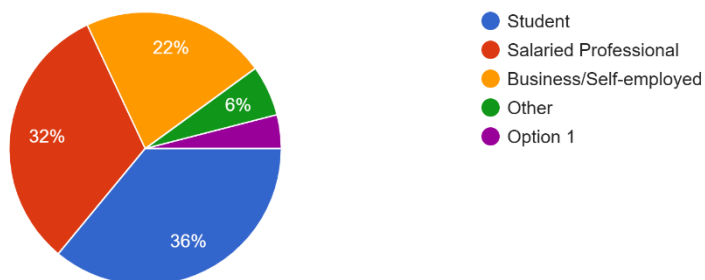
- Student
- Salaried Professional
- Business/Self-employed
- Other
- Option 1

When you choose a product, how important is the brand name to you?
50 responses
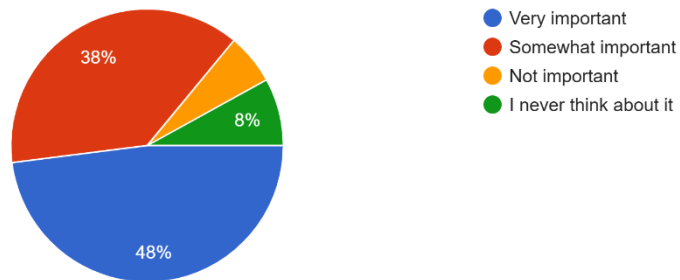
- Very important
- Somewhat important
- Not important
- I never think about it

38%
48%
8%

How do you usually come across new brands? (Select all that apply)
50 responses

Social media	32 (64%)
Advertisements (TV, print, digital)	32 (64%)
Word of mouth	27 (54%)
Influencers or celebrities	13 (26%)
In-store displays	10 (20%)

0   10   20   30   40
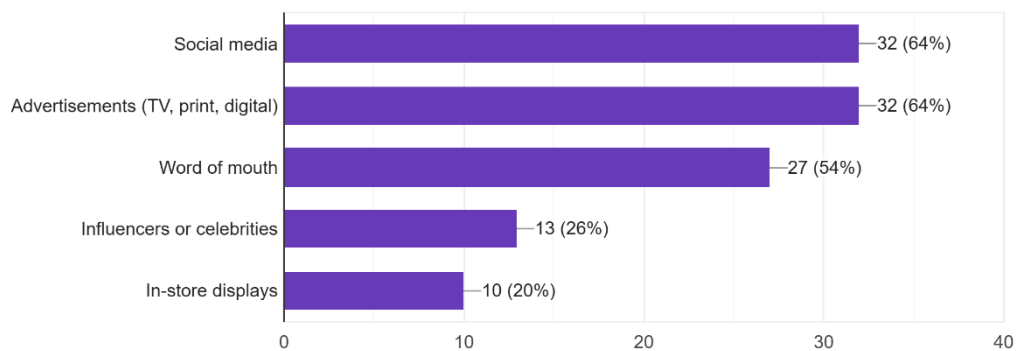
Do you associate certain brands with a particular lifestyle or social status?
50 responses
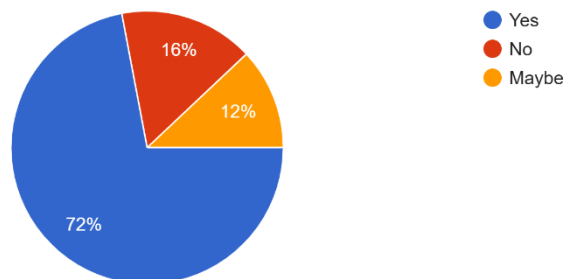
- Yes
- No
- Maybe

16%
12%
72%

20

Have you ever bought a product just because of the brand name even if it was more expensive?
50 responses

- ● Yes
- ● No

28%

72%
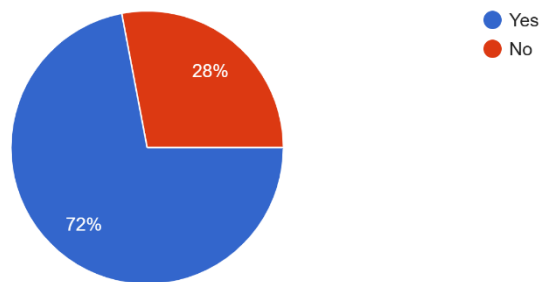
Which factor influences your buying decision the most?
50 responses

- ● Price
- ● Quality
- ● Brand name
- ● Reviews
- ● Packaging

20%

54%

22%

21
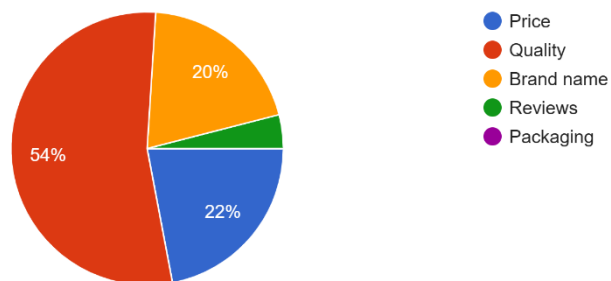
How often do you stick to a specific brand for repeated purchases?
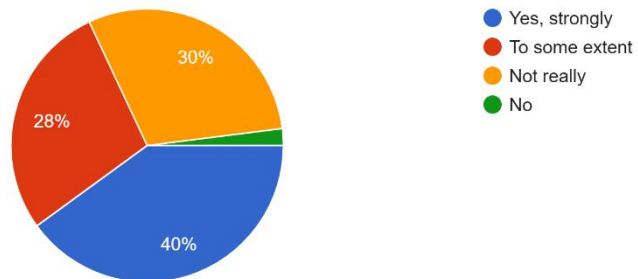50 responses
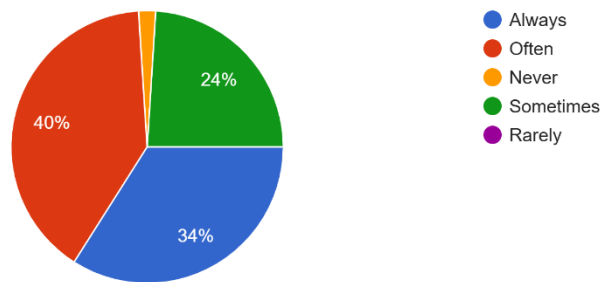
- Always
- Often
- Never
- Sometimes
- Rarely

24%

40%

34%

Would you be willing to try a new brand if it claims to offer better quality than your current brand?
50 responses

- Yes
- No
- Maybe

16%

20%

64%
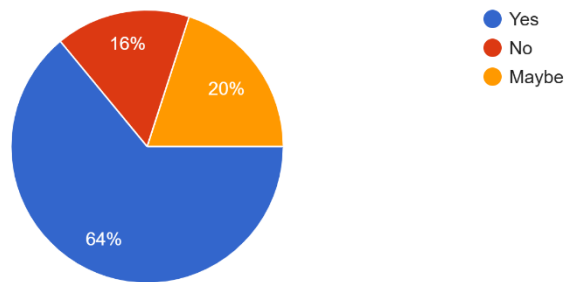
Does emotional connection with a brand influence your buying decision?
50 responses

- Yes, strongly
- To some extent
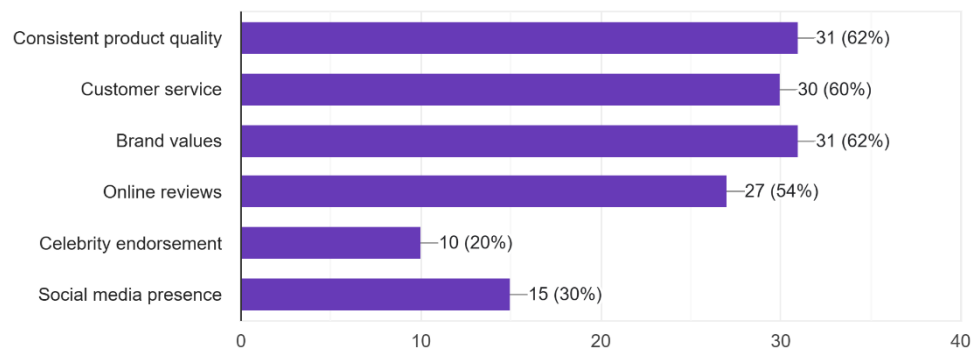- Not really
- No

30%

28%

40%

How likely are you to recommend your favorite brand to someone else?
50 responses
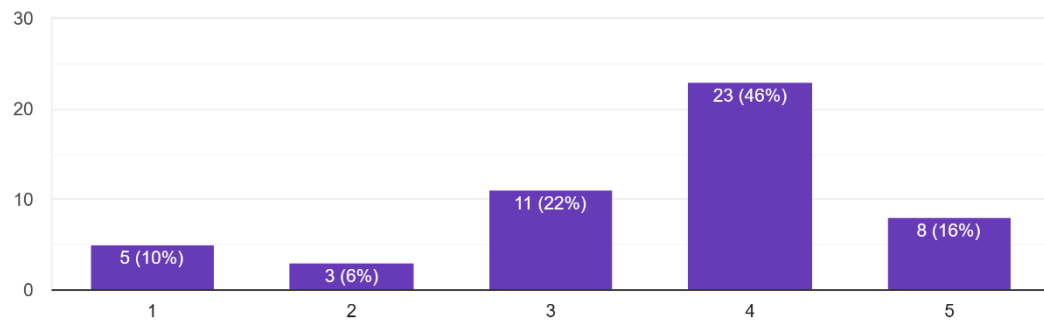
What builds your trust in a brand? (Select all that apply)
50 responses

C	D	E	F
Sample size	50		
Sample mean	0.844444444444		
sd	0.434607754		
Hypothesized mean	1		0.03
Test static t	-2.198654297		
Degree of freedom	48		
P value	0.033205736		

Since, the p-value is less than the significance value, we thus reject the null hypothesis. This showcases that branding efforts have had a significant impact on consumer behaviour. The p-value stands at 0.033205736 which is less than 1, this dissolves all the chances of having a null hypothesis and we carry on study as branding and consumer behaviour are directly correlated.

4.1 FINDINGS

1. Brand 1mportance

- Out of 50 respondents, 24 respondents weigh the brand name more when choosing a product and only 3 out of 50 respondents considered it not important, indicating brand value plays a crucial role.

2. Brand Discovery

- The survey shows that consumers more often come across new brands through channels like social media, Advertisements and Word of Mouth.
- These three channels can be seen across multiple responses which shows that brand discovery is multi-touch.

3. Brand Association

- Out of 50 respondents, 36 respondents affiliate brands with lifestyle or more of a social marker and their focus was less on functionality.

4. Effect of Brand Name on Consumer Purchase Decisions

- Out of 50 respondents, 36 respondents have shown their interest over brand name and value while purchasing which shows that people are more inclined towards brand value and its identity in the society.

5. Purchase Drivers

- Quality and brand value are the most influential factor while deciding to purchase.
- Price is also there which has been considered but lag behind quality.

6. Brand Loyalty

- People are less loyal towards the brand and more inclined towards the quality of the product as 17 out 50 said that they would stick with the brand.

7. Willingness to Try New Brand

- 32 out of 50 respondents are willing to try new brands that are offering better quality than already established brands.
- This shows that new entrants have a chance to capture the loyal customers of big brands by focusing more on quality assurance.

8. Emotional Connection

- 20 respondents have shown their interest towards the brand emotionally which showcases the strong emotional connection towards the brand but 15 respondents have also mentioned that it doesn't affect their buying behaviour.

9. Brand Advocacy

- Most of the participants agreed to recommend their favorite brand.

CHAPTER 6
CONCLUSION

The incorporation of research findings into a company's marketing strategy might result in the formation of a loyal consumer base. This process begins with the presentation of product information, followed by the customer's experience with the product. A pleasant product experience leads to product loyalty, which is significantly impacted by the brand's optimal market segment placement. Other research findings may be used to guide the company's marketing actions, resulting in good linkages between the product and the brand and brand loyalty. Consistent brand loyalty promotes the development of brand supremacy. Building a database of loyal consumers is critical in a competitive company climate.

This is because buyers do not receive the entire product experience when they first acquire it. Instead, they are impacted by advertising, the producer's brand, and product trust. As a result, it is critical for the corporation to persuade the consumer that their purchase decision was correct, which is a difficult process. The brand is important in this process because it helps buyers recognise the goods and can entice them to return to their purchase because of their affinity with the brand.

6.1 RECOMMENDATIONS

1. Leverage Social Media Platforms: Social media platforms proven to be the most powerful tools for the brand discovery and consumer engagement. To create the brand presence, the company must engage and invest in posting schedules, producing more relatable content for the target audience, and collaborating with influencers to build credibility faster.

2. Brand Image and Perception: Companies should track consumer actions and should focus on building and maintaining a positive brand image. Showcasing consistency in branding messages and visual identity.

3. Understanding the Role' of' Age: Marketers must investigate the role of Age as buyers' influencers and decision-makers. The issue, though, is properly assessing the data and use it effectively. Advertising based on the targeted segment is much stronger since it will reduce the scope of using the same strategy.

4. Building and Maintaining Trust: Trust plays a vital role for brand success. Delivering apt and empathetic customer support and by being transparent in pricing and policies can display the efforts brand is putting and this also showcases that brand is taking a stand to build long life trust and relationship with their customer.

5. Packaging: With self-service shopping growing more popular and shelf space becoming more restricted, packaging is becoming increasingly important in marketing. Companies must determine packaging requirements and pack items in accordance with demand.

6. Encourage Brand Advocacy Through Word of Mouth: Word of mouth remains one of the most trusted forms of marketing when it comes to brand advocacy and especially when amplified digitally. By empowering consumers to share their positive experiences.

6.2 LIMITATIONS

1.Limited scope: It may be challenging to cover all aspects of branding and consumer behavior in a single project report. The topic is vast, and it may not be feasible to cover all the aspects of branding that impact consumer behaviour.

2.Sample size: The sample size may restrict the research undertaken for the project report. A limited sample size could not give enough information to establish valid generalisations**.**

3.Time limits: Time constraints might be an issue when doing in-depth research on branding and customer behaviour.

4.Bias in research: It is critical to ensure that the study is not biassed in favour of any certain brand or business. Objectivity is essential for reaching good judgements.

Generalizability: The research findings may not be applicable to different situations or groups. The research may be limited to a specific geographical location, and the findings may not apply to other regions.

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7. https://www.indeed.com/career-advice/career-development/brand-concept-

ANNEXURE:

Exploring the Impact of Branding on Consumer Perception and Purchase Decisions

Kindly spare a few minutes to help me with my MBA research on how branding influences consumer behavior.

* Indicates required question

1. Name *

   _____

2. Age *

   Mark only one oval.

   ◯ Less than 20 Years

   ◯ 20-25 Years

   ◯ 26-30 Years

   ◯ Above 30 Years

3. Gender *

   Mark only one oval.

   ◯ Male

   ◯ Female

   ◯ Other

4. Occupation Level *

    Mark only one oval.

    ◯ Student

    ◯ Salaried Professional

    ◯ Business/Self-employed

    ◯ Other

5. Educational Level *

    Mark only one oval.

    ◯ Graduate

    ◯ Postgraduate

    ◯ Other: _____

Brand Awareness and Perception

6. When you choose a product, how important is the brand name to you? *

    Mark only one oval.

    ◯ Very important

    ◯ Somewhat important

    ◯ Not important

    ◯ I never think about it

7. How do you usually come across new brands? (Select all that apply) *

Tick all that apply.

☐ Social media
☐ Advertisements (TV, print, digital)
☐ Word of mouth
☐ Influencers or celebrities
☐ In-store displays

8. Do you associate certain brands with a particular lifestyle or social status? *

Mark only one oval.

◯ Yes
◯ No
◯ Maybe

Buying Behavior

9. Have you ever bought a product just because of the brand name even if it was more expensive? *

Mark only one oval.

◯ Yes
◯ No

10. Which factor influences your buying decision the most? *

   Mark only one oval.

   ◯ Price

   ◯ Quality

   ◯ Brand name

   ◯ Reviews

   ◯ Packaging

11. How often do you stick to a specific brand for repeated purchases? *

   Mark only one oval.

   ◯ Always

   ◯ Often

   ◯ Never

   ◯ Sometimes

   ◯ Rarely

12. Would you be willing to try a new brand if it claims to offer better quality than your *
    current brand?

   Mark only one oval.

   ◯ Yes

   ◯ No

   ◯ Maybe

13. Does emotional connection with a brand influence your buying decision? *

Mark only one oval.

- ( ) Yes, strongly
- ( ) To some extent
- ( ) Not really
- ( ) No

Brand Loyalty & Recommendation

14. How likely are you to recommend your favorite brand to someone else? *

Mark only one oval.

	1	2	3	4	5
	○	○	○	○	○

15. What builds your trust in a brand? (Select all that apply) *

Tick all that apply.

- [ ] Consistent product quality
- [ ] Customer service
- [ ] Brand values
- [ ] Online reviews
- [ ] Celebrity endorsement
- [ ] Social media presence

PLAGIARISM REPORT