
IMPACT OF BRANDING ON CONSUMER DECISION MAKING PROCESS: A STUDY

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Abstract

This paper is focussing the impact of branding on consumer decision making process. The brand is a mix of the name, symbol, and outline. Brands speak to the customer's observations and conclusion about the execution of the product. The powerful brand is which lives in the brain of the consumer. Brands vary in the measure of power and worth they have in the market put. A few brands are generally obscure to the customers in the marketplace while then again a few brands demonstrate a high level of awareness. The brands with high awareness have an abnormal state of agreeableness and customers don't decline to purchase such brands as they appreciate the brand execution. A few brands compliment abnormal state of brand reliability. Brands likewise have a symbolic value which encourages the people to pick the best product as per their need and satisfaction. The decision-making process of consumers is activated by the level of inclusion brands that can create, both with the centre parts of the products and with the sort of correspondences with which they are related. It can build the measure of web store purchasing, since it can interface the client straightforwardly to the place of procurement.

1. OVERVIEW

Brand names show numerous things about a product and give number of information about it to the customers and furthermore tell the customer or potential purchaser what the product intends to them. Besides it speaks to the customers' helpful synopsis like their emotions, learning and encounters with the brand. More finished customer doesn't invest much energy to do get some answers concerning the product. At the point when the customer considers about the buy, they assess the product quickly by reproduced product from memory and prompted by the brand name (Hansen and Christensen, 2003)[1]. A brand has value; this relies upon the quality of its products in the market and the satisfaction or substance of the customer in its products and services. This gives the trust of the customers in the brand. If customers trust a brand quality, it influences a positive association with the brand and customers to will have the motivation to wind up a faithful to the brand. Reliability and trust of the customers are essential for a company since it lessens the shot of assault from competitors.

Brands assume a critical part in the consumer decision making processes. It is extremely critical for organizations to discover customer's decision-making process and distinguish the conditions, which customers apply while making a decision (Cravens and Piercy, 2003)[2]. Marketers are

exceptionally worried to know how brand names impact the customer buy decision. Why customers buy a specific brand additionally infers how customers choose what to purchase. Customers take after the arrangement of ventures in the decision process to buy a particular product. They begin understanding a necessity of product, get information, distinguish and assess elective products lastly choose to buy a product from a particular brand. At the point when customers buy the specific brand as often as possible, he or she utilizes his or her experience with that brand product in regards to execution, quality, and tasteful interest.

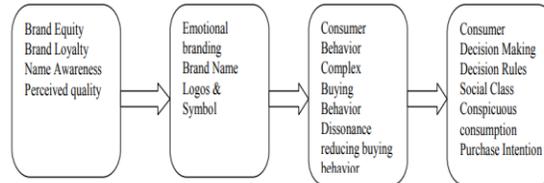


Figure 1: Brand Quality process

"Brand equity is an arrangement of brand assets and liabilities connected to a brand, its name and symbol that add to or subtract from the value gave by a product or service to a firm as well as to that firm's customers". It can likewise be characterized and clarified in the accompanying way- - "Brand equity is an arrangement of brand assets and liabilities connected to a brand, its name and symbol that add to or subtract from the value gave by a product or service to a firm and/or to that firm's customers. For assets or liabilities to underlie brand equity they should be connected to the name and/or symbol of the brand. On the off chance that the brands name or symbol should change, a few or the greater part of the assets or liabilities could be influenced and even lost, albeit some may be moved to another name and symbol. The assets and liabilities on which brand equity is based will contrast from setting to setting.

1. Brand Loyalty
2. Name awareness
3. Perceived quality
4. Brand association
5. Propriety brand assets

Brand equity is a valuable asset for a company, which they want to, put in their brands. A power full brand enjoys a high level of customer brand awareness and loyalty. Company can have a competitive advantage through high brand equity. Brand equity also involves the value added of product through customer relations and perceptions for the specific brand name.³⁹ Brand equity assets can be described as a way of adding or subtracting value for customers.

Some related context on the one of a kind place in the psyches of customer draws in, and at some point, it holds the customer on your goods and services[3]. if the brand picture is negative, it will be an unsafe as no customer redundancy and maintenance. So firms pay a colossal venture on advertisement to keep up the brand picture and brand value administration programs[4].The pioneers of marketing were starting to create techniques for upgrading the interest in their goods. Window shows and packaging were the first in brand marketing[5].

2. BRAND CHOICE DECISION OF INDIAN CONSUMERS

In the present marketing setting, contemplating the thorough customer introduction that is normal from the marketer's category, it might be beneficial to think about the conceptual part of mass customization. The need of great importance in marketing isn't just leaped forward advancements; consistent incremental developments reclassify the brand cycle and brand life all in all. There must be incorporation amongst production and advancement not surprisingly by consumer, adaptability and snappy reaction must be an inborn piece of product management, and mass customization has this essential marketing quality. Advancement approaches of the legislature have brought about changes in ways of life, expanded awareness and changes in need and needs of the consumers.

Michael Porter's dimensions of competition i.e. haggling power of the consumers, dealing power of the providers, the danger of the new contestants with substitute products and contentions among the current players in the market can be seen today. Expanded purchasing power, western impact, information blast and the flow of new advancements is a portion of the components in charge of the product and brand multiplication in the Indian market. Brands are competing with each other to get a great and suitable view of consumers. Normal place products are being seen with new mental points of view. Cigarettes, wrist watches, creator wear, bikes, and chocolates are giving a symbolic introduction by the marketers. In the present marketing situation, customer-introduction is accomplished through a grouping of very much incorporated advances.

3. IMPACT OF A BRAND ON CONSUMER DECISION MAKING PROCESS THE FASHION INDUSTRY

During the most recent multi-year, the spread social media additionally changed purchasing and offering techniques. With stages like Facebook, Twitter, and YouTube, consumers can remark about their encounters with products and organizations and impart them to their companions. This has prompted the developing requirement for organizations to produce positive customer encounters keeping in mind the end goal to limit negative informal messages, which would effortlessly be spread inside the social media stages to other, potential customers. Another type of social media that is extremely prevalent in cognizant fashion ladies is blogging.

Fashion online journals have become a standout amongst the best methods for sharing encounters and suggestions over the web, and they are a viable method for marketing products straight to the objective customer with minimal effort. It isn't just a place where ladies go to discover particular products to purchase, yet additionally, a place to meander around and incidentally discover something attractive. It can build the measure of web store purchasing, since it can interface the client straightforwardly to the place of procurement.

The presence of social media and the adjustments in choices has additionally dramatically affected the purchasing behaviour show that portrays the traditional method for acquiring products. On account of social media, they can lead much more profound examination of organizations and to depict their own particular encounters and assessments to different clients,

creating a specific kind of viral marketing-impact where the message can be spread to a great many client with a couple of clicks of the mouse.

Digital marketing

It is an umbrella term for the marketing of products or services utilizing digital innovations, essentially on the Internet, including cell phones, show promoting, other digital media. The manner by which digital marketing and has created since 2000s has changed the way brands and organizations use technology and digital marketing for their marketing.

Online marketing channel

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Influencer marketing

Influencer marketing can be characterized as a process of recognizing and actuating people who have an impact over a particular target gathering of people or medium, with a specific end goal to be a piece of a brand's battle towards expanded achieve, sales, or commitment.

In order to understand the role of influencers in fashion industry it is imperative to understand different types of influencer. They are

1. Traditional influencers – These are the individuals that conventional PR agencies and celebrity figures in a specific area of subject expertise.
2. Emerging (digital) influencers – These poster-tech bloggers and emerging digital influencers have recognized a large audience following and drive thought leadership in a specific space. Emerging digital influencers could also be blogs.
3. Influencers by connection – People who have hundreds of Facebook friends and Twitter followers. If you represent a brand, you want to court these people to produce brand action.
4. Influencers by topic – People who are opinion leaders for the certain topics, like if you represent a brand, you want opinion leaders talking about your products or services.

4. THE CONSUMERS AND DECISION MAKING IN FASHION

Consumers are actors in the marketplace stage. Consumers, in general, can be eluded to like people who buy or expand products and services; be that as it may, as far as purchaser and consumer, there is a slight distinction. Purchasers are the people who are acting either as extreme, modern, or institutional buyers. Consumer shows different behaviour designs during the buying process and discarding goods, services, ideas or experiences. They are anxiously watching the signals of the fashion enterprises with which they can set discernments for satisfying their needs. Organizations experience bottlenecks where the message isn't achieving their consumers and prospects, with the way that, on occasion, consumers and prospects are confronting noteworthy squares in their decision process.

- **Influencer on decision making**

Consumer's decision making inside fashion is affected by the information accessible in the society from various sources like publicizing, magazines, big names, on the web, companions, family, and bloggers. Further, a fashion buy is a given undertaking that requires more nitty-gritty inclusion from consumers.

- **Effect of blogs on women's buying behaviour**

Purchasing behaviour that occurs in websites can vary essentially from the purchasing behaviour that occurs in different types of social media. As expressed previously, web journals can depict a few unique types of marketing that interest to the consumers. Composed from a fair perspective, consumers tend to put more weight into the feeling of different consumers than they would in different types of advertisement, for example, flag advertisement or PR explanations.

5. IMPACT OF CONSUMER BUYING BEHAVIOUR IN DECISION MAKING PROCESS IN PURCHASE OF ELECTRONIC HOME APPLIANCES

Consumer behaviour is the investigation of people, group, or organizations and the processes they use to choose, secure, and discard products, services, experiences, or ideas to satisfy needs and the effects that these processes have on the consumer and society. It mixes components from brain science, human science, social humanities, and economics. It endeavours to comprehend the decision-making process of purchasers, both independently and in group. It ponders the qualities of individual consumers, for example, socioeconomics and behavioural factors trying to comprehend people's needs. It additionally attempts to survey impacts on the consumer from group, for example, family, companions, reference group, and society in general.

6. TYPES OF CONSUMER BEHAVIOUR

Consumer wants are limitless because there are different types of consumer buying behaviour. To please these wants they need to buy goods and services. Buying salt is totally different from buying a diamond necklace. The more luxurious the good is the more information is needed by the consumer. There are four types of consumer buying behaviour based on the buyer involvement in the purchase.

- **High involvement**

It means when the consumer is highly involved while buying a product. Generally this happens in case of expensive goods. Like while buying a car a consumer is highly involved in buying

- **Low involvement**

It means when the consumer is not highly involved while buying a product. Generally this happens in case of low cost goods. Like while buying a salt a consumer is not highly involved in buying

- **Significant difference between branded**

It means when there are many differences between brands. It means when there are very less differences between brands.

- **Complex buying behaviour**

At the point when the consumer is very associated with the buy and have the learning about huge contrasts between brands then it is called complex purchasing behaviour.

- **Variety seeking behaviour**

For this situation there is low inclusion of the consumer with respect to the product and there are critical contrasts between brands.

- **Dissonance buying behaviour**

Sometimes consumer is highly involved in the purchase but there are few differences between brands.

- **Habitual buying behaviour**

In this case there is low involvement of the consumer regarding the product and there are few differences between brands. The consumer just goes to the market and buys the product.

7. IMPACT OF CELEBRITY ENDORSEMENTS ON CONSUMER BRAND PREFERENCES

The crescendo of celebrities supporting brands has been relentlessly expanding in recent years or somewhere in the vicinity. Marketers unmistakably recognize the power of celebrity in impacting purchaser's buy decision. They have firm trust that amiability or a positive state of mind towards a brand is made by the utilization of a celebrity.

8. IMPACT OF A BRAND ON CONSUMER PURCHASE DECISION

Research studies have demonstrated that known products and names are sold more than obscure ones. Subsequently, a known brand or an ideally uncovered brand will discover more acknowledgment and purchasers in the market in contrast with totally obscure or unexposed brand. Acknowledgment of brand and its noteworthiness alongside the traditional factors assumes an exceptionally noteworthy part in the consumer decision-making process.

9. CONCLUSION

In today's world marketing has unique importance. This significance is because of the expansion of the buying the power of the consumers, the presentation of the consumers to various types of media and the blast of the media. Every one of these exercises has made more awareness among consumers and has expanded the experiences of the consumers. Marketing is a customer-situated activity keeping in mind the end goal to produce customer's satisfaction and loyalty. In the time of globalization and opening up of the economy and progression, the marketing exercises have an extensive variety of communications, prior known for just offering of goods; however, now it has a wide area of tasks, for example, product arranging, valuing arrangement, marketing channels, promotions strategy et cetera. The competition among makers to give brilliant products has been engaged, to create customer loyalty in various ways, so the rate of progress in marketing condition has quickened the competition among makers.

A customer faces a progression of levels of decision to really achieve brand decision. The brand decision decisions are basic to the marketers. The accentuation arranged powers the marketers to receive a customer situated approach. From the perspective of brand improvement, it is fundamental to see how customers land at particular brand decisions. The brand must satisfy

parts and difficulties that are exemplified in the decision making process. The intellectual viewpoint of a customer recommends that consumers' effectively process the outside condition with the assistance of their comprehensions and influences including learning, convictions and implications.

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