



A study on brand image and consumer behaviour

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ABSTRACT

Because of its significance in marketing endeavours, the notion of "brand image" has aroused the interest of academics and practitioners alike since its beginnings. A little amount of research has been done to analyse the relationship between brand image and brand equity, despite the fact that brand image is a motivating element for both branding assets and brand performance. In this study, we looked at previous research on how brands influence consumers' perceptions of their own worth from the perspective of customer equity, which is founded on brand image theories. There were also descriptions of the research limits that have been established so far, as well as alternative study tracks that may be pursued in future research.

Keywords: Brand Image, Customer Equity, Consumer Behavior

1. Introduction

One of the most significant factors to examine when determining the major driver of brand equity is a consumer's overall perception and attitudes toward a brand, which influences their purchasing decisions and other behaviours. Consumer perceptions and attitudes about a brand are the primary goals of marketers in their marketing operations, regardless of the marketing strategies used by their companies. Marketing activities help to create a positive picture of a brand in the minds of consumers, and marketing activities also help to stimulate genuine purchase behaviour, resulting in increased sales, market share, and brand equity. Despite the fact that brand equity is of importance to both academics and practitioners, there is no established paradigm for brand equity research. The majority of brand equity studies look at it from either the consumer's or the company's point of view, depending on the research. Others, for example,



argue that brand equity is established by customers' subjective appraisals of the brand on the one hand and brand equity on the other side (e.g., attitude, assessment, contentment, etc.). Although brand traits and qualities may influence consumers' purchasing decisions, it is ultimately consumer perceptions of the brand image that will define the brand's long-term viability. Even if consumers' ways of living and information processing techniques have changed through time, brand image remains to be the most essential factor in their purchase decisions. The opinions of others differ, with some believing that brand equity should be quantified using criteria such as market share, market value, and cash flow, among other things. In addition to financial success, current research explores both financial and non-financial performance as markers of brand equity. Brand equity may be measured in a variety of ways. Non-financial performance covers elements like brand awareness, brand reputation, brand loyalty, and brand association, as well as financial performance. When it comes to financial success, factors like brand premium and market share are important; when it comes to non-financial performance, things like awareness, reputation, customer loyalty, and affiliation with a brand are important. After conducting a brand equity analysis from both a consumer and non-financial performance viewpoint, this study examines the link between brand image and brand equity by examining customers' attitudes and purchase intentions after the completion of the study

2. The Literature Review about Brand Image

According to Park et al. (1986), brand image generation and maintenance is a predecessor to brand management [1] and a continuing activity. In principle, all goods and services may be shown by functional, symbolic, or experimental characteristics that contribute to the creation of a company's brand image. Scholars were unable to agree on what defines a "brand image" until recently. Previously, scholars explored the concept of brand image from four distinct angles: broad definitions, meanings and messages, personification, and cognitive or psychological components.



3. Brand Image and Consumer Behavior

Because of the relevance of brand image in generating brand equity, it has been the object of considerable research during the twentieth century. In today's highly competitive global economy, firms must have a better awareness of consumer behaviour and educate consumers about the brand in order to build effective marketing tactics. In the following section, we will look more closely at the link between consumer cognition of a brand's image and customer conduct.

3.1. Impact of Brand Image on Customer's Attitude toward the Brand

In order to capture the vast variety of reactions to a branding effort from consumers with varying degrees of brand awareness, Keller coined the phrase "customer-based brand equity" (CBBE) in 1993 to describe the wide range of responses from customers with varying levels of brand understanding. For want of a better phrase, brand image and brand awareness serve as the foundations and sources of brand equity, respectively, in the context of business. According to Keller, marketers can contribute to the creation of a positive brand image by employing marketing strategies that link the brand's distinct and strong relationship with customers' recollections of the brand[16] (1993). In order for clients to react favourably to a branding campaign or marketing effort, they must first get familiar with and understand their brand in the context of the campaign. [17] The presence of a well-known brand may enable a company to spend less money on brand development while still increasing its sales. Customers' trust in a company's products or services, according to Keller (1993), Lassar et al. (1995), is the basis for the development of brand equity, according to Lassar et al. (1995). The fact that customers who have a high degree of trust in a brand are more likely to pay a greater price for that brand has been established [18]. Fifth, consumers place their trust in the brand because the brand performs as intended. The second factor is the social image associated with purchasing or owning the brand; the third factor is that consumers recognise and have a sentimental attachment



to the brand; the fourth factor is that consumers perceive an appropriate balance between the brand's value and functionality; and the fifth factor is that consumers place their trust in the brand because the brand performs as intended (see Figure 1). [19] The research team of Netemeyer and colleagues (2004) came to the conclusion that the value of a company's brand has a significant influence on the reaction of consumers to marketing campaigns. With a large number of brands to select from, customers are more likely to make their purchasing choices primarily on the brand's image than on the product's characteristics and specifications when there are many options. According to another research, when the image of a brand is related to a customer's self-concept, the client is more likely to favour the brand. The self-concept hypothesis, in our opinion, depicts a person's self-concept as a collection of views about oneself that comprises components such as abilities, attributes, faults, physical features, and personality [20]. Given the possibility that customers' self-concepts may shift based on the social milieu in which they are provided, marketers must establish whether or not their brand image and the consumer's self-concept are consistent. The image of a brand that matches to the customer's own self-concept will get more respect from them regardless of the conditions [21].

3.2. Impact of Brand Image on Consumer's Behavioral Intention

Customer happiness and customer loyalty, according to current research, are the most often utilised markers of consumer behaviour intention. Customer satisfaction may be described in the business sector as an overall evaluation of a customer's whole buying experience with a specific product or service [22]. The performance-specific expectations of customers and the consumers' expectation disconfirmation [23] are two of the most important measures of customer happiness, according to Oliver (1980). The following are examples of specifications: In situations when the product performance matches or exceeds expectations, customer satisfaction increases; while, in situations where the expectations exceed the actual performance, customer satisfaction decreases. Because product performance is an important component of brand image [25], the difference in perception of a brand between present customers and non-customers [24] may be utilised to estimate the prospective influence of brand image on customer satisfaction. It has been shown



that a company's brand image has a substantial impact on customer satisfaction, notably in the E-banking industry [25], as well as the landline, mobile phone, bank, and supermarket businesses. Shop image consists of four components, according to Chang et al. (2005), which include: store infrastructure, customer convenience, store service, and sales activities. Each of these components has a direct influence on consumer satisfaction [26], and the four components are listed below. A study done by Chitty et al. (2007) shown that brand image has a significant influence on customer satisfaction in the hotel sector [27], demonstrating the dominance of this factor. According to study [28], consumers' satisfaction and preference for a brand would increase if the brand image and the customers' self-image were in sync. Customer loyalty may be regarded of as a logical extension of customer pleasure in a business environment. Customers' loyalty may be characterised in a limited sense, according to past research, by their "repeated purchasing behaviour." Customer loyalty is often characterised as a consumer's acceptance of a brand, which leads in the customer's ongoing buy behaviour of the brand, resulting in profits for the company [29]. Brand image research suggests that customer impression of a company's product or service is the most critical element in influencing consumer loyalty. Maintaining a favourable store image is crucial for customer retention in the supermarket sector [30] [31]. [30] The brand image of a business has a significant influence on customer loyalty [32], as proved by Merrilees and Fry (2002), who performed e-commerce company surveys to validate this link [33].

4. Suggestions for Future Study

4.1. Enrich the Connotation of Brand Image

Emotional branding as a brand management method has seen a significant increase in popularity in recent decades [34] [35]. The cultural meaning that a firm has entrenched in its brand, and emotional branding, according to Roberts (2004), are both extremely effective techniques for producing client sentiments, ideas, and moods, which result in brand connection and loyalty [36].



In order to elicit desired client behaviours, thoughts, and feelings, emotional branding is an effective technique [37]. Consumer perception-based core brand management patterns are increasingly being supplemented with emotional branding, which has become widespread practise. As a connecting connection between a company and its customers in today's hyper-competitive market, brand emotion serves as a key to market growth as well. A future study may examine the relationship between brand image and customer behaviour from a different perspective: the perspective of brand emotion, for example.

4.2. Brand Image, Customer Satisfaction and Customer Loyalty

In-depth studies have been conducted to determine the link between brand perceptions and consumer pleasure. The majority of this study, on the other hand, was undertaken in the service industry, in places such as hotels, supermarkets, and banks, among other places. It remains to be seen if the insights drawn from the service industry can be applied to other industries (for example, manufacturing, finance, real estate, and so on). Furthermore, although brand image has been demonstrated to have a beneficial impact on consumer pleasure and loyalty, there are slight variations between research findings about how this is achieved. It has been demonstrated in various studies that brand image increases consumer loyalty not just directly but also indirectly through a variety of mediating mechanisms. Some research findings, on the other hand, suggest that, while brand image does not have a direct impact on consumer loyalty, it does have an impact on customer satisfaction. Future research should focus on the relationships between brand image, customer satisfaction, and customer loyalty, as well as the development of a more comprehensive consumer behaviour indicator.



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