

# A Study on Brand Image and Its Impact on Consumer's Behavior

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**Abstract:** The study analyzes the impact of brand image on consumer behavior. A brand image is a representation of a brand that consumers have in their minds. A strong brand image can help a firm grow sales, establish loyalty, and attract new customers. The study analyzes the significance of brand image in brand loyalty and its influence on how customers make purchases, and its impact on brand reputation. A literature review of existing studies on the topic was used as the research methodology. According to the study, brand image has an important influence on consumer behavior, and organization who would like to develop a strong brand image should focus on building a positive picture of their company through advertising, public relations, and other marketing campaigns.

**Keywords :** Brand Image, Brand reputation, Consumer behavior, Perception of consumers.

## 1. Introduction

Brand image describes the consumer opinion or image of an organization. It is the sum of all thoughts, feelings, beliefs, and experiences related to a brand and has the ability to significantly impact consumer behavior. Brands invest in marketing efforts, advertising campaigns, and public relations activities to shape and strengthen their brand image.

In the current market, brand image is core driver that affects a consumer trends in addition to his or her perspective, experience, feeling or satisfaction of that brand equity product and also tastes and preferences which influence the consumer behavior. In every organization, the marketing team ensure that they are focus on maintain the brand image of the company in the society because for acquisition of the new customers and maintaining the existing customers in the business.

In Simple it is a visual representation of a brand such as its logo, colors, and packaging, messaging and advertising, the quality of its products or services, and general market reputation all contribute to its image. A business's activities, operations, principles, and social responsibility initiatives can all have an effect on its brand image. Maintaining a positive brand image in the mind of consumers in any of the organization, initially it requires consistent effort and a good sense of designing the product which grabs the consumer's attention. To be relevant according to the market trend and stay connected with consumers, brands must be aware of how their activities and messaging have been viewed by people, and they must be willing to change and grow over time.

A strong brand image can help to improve consumer trust and loyalty, increase brand recognition, and establish a company apart from its competitors. It can also influence how customers think of a brand's quality, worth, and overall value.

In marketing, brand management starts with a review of how a brand is now perceived in the eyes of consumers, then keeps going on to planning how the brand should be perceived if it is an objective and lastly, promises that the brand made to their customers in view of meeting its objectives. The actual product, as well as how it looks, costs, and is packaged, are observable factors in brand management. A brand manager would be in charge of the relationships with supply chain participants as well as all facets of the consumer's brand association. Positive interactions with consumer groups are essential for brand management.

## 2. Objectives of the Study

- To know the role of a brand in the perspective of a consumer.
- To determine the effect of brand image on consumer purchasing behavior.
- To figure out the relationship between a brand and a consumer's purchasing decision.

## 3. Literature Review

According to papers that I studied, In Impact of Brand Image on Consumer Buying Behaviour (IJETER) Volume 6, Special Issue 1, April (2018) by D. Arockia Prema

Brand image is considered a key driver of brand equity, which refers to consumers' overall perception and feelings about a brand. The paper discusses the impact of brand image on consumer buying behaviour. The paper discusses branding functions and how brand loyalty is formed. It emphasizes that brand loyalty is influenced by various factors, including brand name, product quality, price, and promotion. The impact of brand image on consumers' attitude toward the brand is also examined, with positive brand image contributing to brand equity and customer response to branding campaigns. The study suggests enriching the implication of brand image by incorporating emotional branding and exploring the relationship between brand image, customer satisfaction, and customer loyalty in different industries and contexts. Overall, the paper emphasizes the importance of brand image in shaping consumer behaviour and provides suggestions for future studies.

In a paper called IMPACT OF BRAND IMAGE (IJCRT) ISSN: 2320-2882 by Ashish Satti a student of Woxsen university. The study says that Brand image can be defined as a unique group of associations which creates a perception about an offering within the minds of the target customers. brand image is how customers see and feel about a brand. It can be influenced by planned marketing efforts, like the brand's messaging and positioning, as well as by external factors such as what customers hear from others, what they see in competitor advertising, and their own experiences or reviews of the brand.

Ultimately, it's the perception and beliefs that customers hold about a brand that form its brand image. The relationship between brand image and consumer buying behaviour is analysed through statistical tests like Chi-squared tests, Null hypothesis, and Alternative hypothesis. Overall, the paper emphasizes the importance of consumer perception, the influence of brands, and the potential strategies that can be employed by marketers to shape brand image and impact consumer buying behaviour.

#### **4. BRAND IMAGE AND CONSUMER BEHAVIOUR:**

Brand image plays a significant role in consumer behaviour. Consumers are more likely to purchase products from a brand that they view as high-quality, reliable, and trustworthy. This perception is based on a brand's image, which is built through advertising, public relations, and other marketing efforts. Companies that have a strong brand image can influence consumer buying behaviour by creating a positive awareness of their products and services for their consumers.

Additionally, branding significantly affects consumers by changing their own interest of themselves into different dimensions. Each person has an image of themselves in their mind that is unique. Similarly, every person has their own tastes and preferences when it comes to selection of brands. When they purchase something, they might want it to fit with their self-concept. People develop a distinct sense of interest based on personal preferences and external influences. Those people develop strong relationships with specific brands throughout time.

For instance, if a person who has been using a particular brand of fashion and clothing since they were young, they will develop a strong bond with that brand. Even though there are better options available or enters into the market, this sense of longingness keep consumers loyal to the brand. It is a strange blend of enthusiastic viewpoints and trust. This is essentially what refers to brand loyalty, and in order to develop such loyalty, a firm must already have a strong brand. Building such loyalty and acquiring new customers should be the goal of any new firm. Consumer behaviour can be effectively changed by a strong brand. Let make an illustration, two products in market which satisfy same need of a consumer, of which both have comparable features with affordable price. The first one is an own brand but the second one is not. Which would you choose? Of course, the first. Because brands come back with tales, history and evolution including its achievements which establish a positive impression in customers. But not by the non-branding product. Brands have loyal customers and develop trust over time. When you first see their logo, you immediately recognise the company and remember various outcomes of that brand that you had previously used. You also remember their creators, their history, and frequently someone from your close friend's circle who has also used the products. This is how a good brand image influence the consumer.

A positive brand image can help a company build a strong reputation in the market, while a negative brand image can damage a company's reputation. When people see a brand in a positive image, they tend to trust it more and believe that it offers high-quality products or services thus in the sense of reliable. This can result in increased sales and customer loyalty. On the other hand, if people view a brand negatively, they may see it as unreliable, untrustworthy and low-quality. This leading to decreased sales and a damaged reputation of the company.

Thus, Brand image has a significant impact on consumer purchasing decisions. Brand image also plays a critical role in building brand commitment with its customers. Brand image also affects brand reputation.

#### **Relation between the Brand image and consumer behaviour:**

The relation between Brand image and consumer mentality while purchasing any of the goods or service is not one sided. Both Brand image and consumer behaviour are mutually connected in the form of endless loop. A rational consumer in the market will probably attract to a branded products because it is unique and also due to other factors making that product different from other alternative goods. In same way Consumer experiences and decisions shape the perception of the brand in various ways. Consumer feedback, raving fans and public promotors all these elements that directly or indirectly making a brand image more popular. Brands need to adapt, engage, and provide value to maintain a positive and influential relationship with consumers.

These are some interrelated factors that describes the relationship between Brand image and Consumer Behaviour:

#### **Brand Identity:**

A brand's identity, including its name, logo, and image, helps consumers recognize and remember it. Consumers associate certain qualities and experiences with the brand, which influences their decision to buy.

#### **Brand Reputation:**

A brand's reputation is built through factors like product quality and customer service. A positive reputation makes consumers trust the brand more and increases the likelihood of them choosing it over others.

#### **Brand Messaging:**

The messages a brand conveys through its marketing influence how consumers receive it. Effective messaging communicates the brand's value and benefits, making consumers consider and choose it as their regular brand.

#### **Consumer Needs and Preferences:**

Brands that meet consumer needs and preferences have a better chance of being chosen. Understanding what exactly a consumer wants, helps brand for customize their offerings and strategies accordingly.

#### **Emotional Connection:**

Brands that create an emotional connection with consumers have a stronger impact on their purchasing decisions. Positive emotions and shared values make consumers more likely to choose a brand.

#### **Brand Experience:**

The overall experience a consumer has with a brand affects their decision-making. Positive experiences increase satisfaction, trust, and loyalty, leading to repeat purchases. Experience that a brand has with knowing their customer's preferences and needs leads to fulfil the requirements of consumers.

#### **Marketing and Promotions:**

Effective marketing and promotions help brands create awareness, generate interest, and influence purchasing decisions. Various tactics like advertising and discounts engage consumers and motivate them to buy the product.

**Word-of-Mouth and Social Influence:**

Recommendations from others, such as friends, family, or online reviews, play a significant role in consumer decision making while purchasing. Positive word-of-mouth and social influence can impact a brand's reputation and consumer choices.

**Tactics used by branded organizations to attract customers:**

**Packaging design:** The way a product is packaged can have a big impact on consumer behaviour. A well-designed package that is visually appealing and fits the brand image can make the product more attractive to consumers.

**Brand logos:** As I mentioned earlier, brand logos can be highly recognizable and can influence consumer behaviour. A strong, well-designed logo can increase brand recognition and loyalty, and make consumers more likely to choose that brand over others.

**Advertising and marketing materials:** The way a brand is presented in advertising and marketing materials can influence consumer behaviour. For example, if a brand's marketing materials convey a sense of luxury and exclusivity, consumers may be more willing to pay a premium price for that brand's products.

**Brand reputation:** A brand's image and reputation can also influence consumer behaviour. If a brand is known for high quality products and excellent customer service, consumers may be more likely to choose that brand over competitors, even if the price is slightly higher.

**Social media presence:** A brand's social media presence can also impact consumer behaviour. A strong social media presence that aligns with the brand's image and values can increase consumer engagement and loyalty, while a weak or inconsistent social media presence can turn consumers off

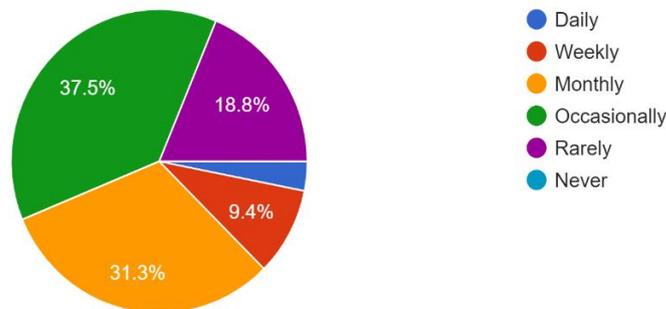
**5. Data Analysis and Interpretation**

A questionnaire is structured to collect the data from respondents. All the respondents are from the locally areas in India. People of age grouped from 17 to 50 years includes both male and female among them. Totally 12 questions are designed for the survey that only related to my research topic to extract the details regarding to the consumer trends on their own interest. In this paper I will present only the most important questions from the whole questionnaire which I asked my respondents that makes us understand the opinion of trendy consumers about the brands preferences. I received more than 30 respondents for my Survey. Here I consider all my respondents as a rational consumer in the market.

**Chart 1**

How often do you purchase products or services from well-known brands?

32 responses



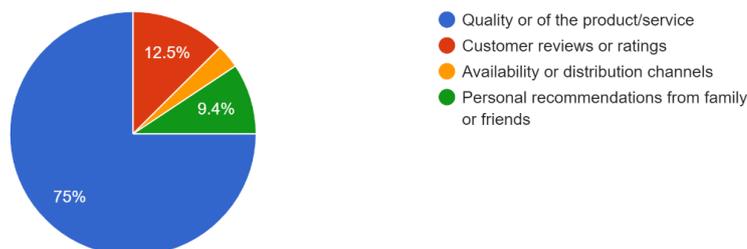
**Interpretation of chart 1**

The pie chart describes consumers purchase branded products mostly on occasionally (37.5%) and Monthly (31.3%) but also there are some people about 3.1% who purchases daily (presented in blue colour).

**Chart 2**

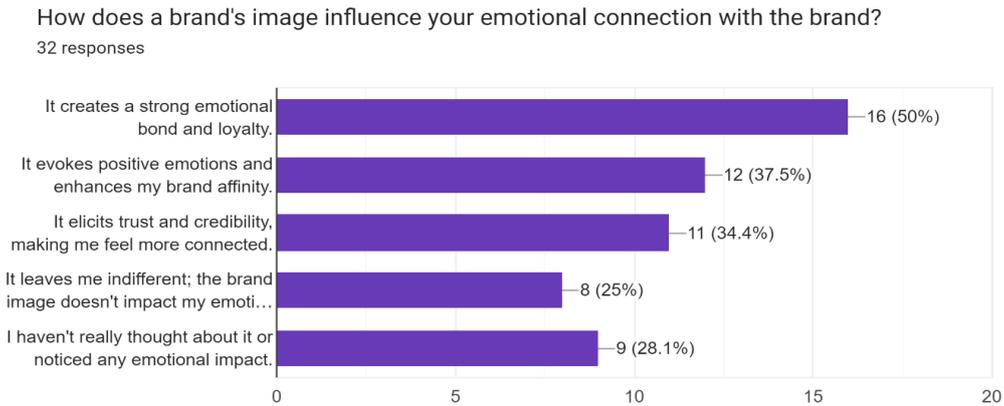
What factors influence your decision to choose a particular brand over others?

32 responses



**Interpretation of chart 2**

The above chart clearly shows how consumers are influenced by one brand over other alternatives. 75% of respondents chosen quality of the product and 12.5% chosen customer reviews saying reason why they choose branded products. While in other hand only 3.1% select the brands for availability of channels.



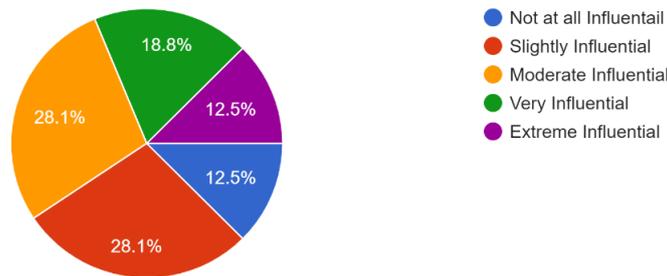
**Chart 3**

**Interpretation of chart 3**

The above depicted graph describes consumer's emotional connection with the brands. Around 50% of the people creates strong emotional bond because of loyalty of brand. 28.1% of consumers are not even thought about it but 25% among them clearly states that brand doesn't impact any emotions in them.

**Chart 4**

How much does the reputation of a brand influence your purchasing decisions?  
32 responses

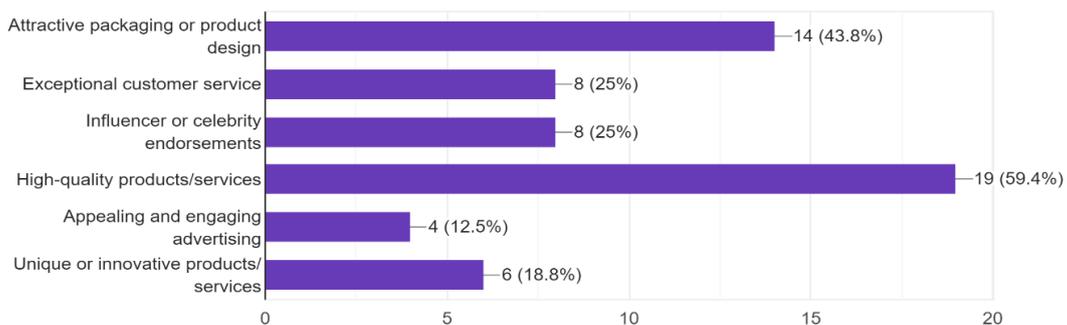


**Interpretation chart 4**

After analysing the pie chart 4, I perceive that reputation on brand definitely effects consumer buying behaviour. There are equal distribution of consumers who get influenced to brands slightly and moderately (28.1% each) because of the reputation of organisation. Followed by consumers who get influenced faster and extreme way 18.8% and 12.5% respectively. But around 12.5% of consumers who will not get influenced by reputation of brands.

**Chart 5**

Select the characteristics typically attract you to a brand?  
32 responses



### Interpretation of chart 5

In the above graph the result shows why consumers will get attract to the brand. Highest 59.4% of consumers attract due to quality and reliability. Followed by 43.8% attract because of attractive packing and design. While least number of 18.8% due to Unique and innovative products and services. And the rest of them attract to brands because of customer service and celebrity endorsements.

### 6. Findings And Suggestions

Brands assures fulfilling consumer satisfaction in its offerings. A good brand definitely use its marketing strategies to get the customer in relation. But since different consumer have different taste, brands mainly concentrates on the huge population with common interest. Quite a few reputed brands apply “Bandwagon effect” a significant marketing strategy for acquiring customers and turning them to regular consumers. According to this strategy, most of the consumers has a cognitive behaviour that they tends to adopt the styles and attitudes of current market trends, or displayed by others. So, the brand offers the needs of consumer accordingly.

When we get into a detail study of consumer behaviour, consumers are sensitive in market. A small mistake or negative move by a brand encourages them to switch from one brand to another instantly. I perceived that consumer get influence by celebrity endorsements associated with a brand image easily. Consumers are attracted to cheaper alternatives available in the market. But a strong brand image inspires consumers to purchase the product or a service even the pricing is too expensive. Also, taking into the consideration of people’s current standard of living, consumers are very likely to try out the new product with a strong positive brand image. Thus overall, a brand should focus on enhancing their positive brand image in market, since most of the studies shown customers are definitely attracted by brands which fulfil the needs of consumer.

### 7. Conclusion

In conclusion, brand image is a crucial concept that has a significant impact on consumer behaviour. Companies that have a strong brand image can influence consumer behaviour by creating a positive perception of their products and services. Brand image affects consumer purchasing decisions, brand loyalty, and brand reputation. Companies that want to build a strong brand image should focus on creating a positive perception of their brand through advertising, public relations, and other marketing efforts. Additionally, companies should consistently deliver high-quality products and services to build brand. Later on, those customers will indirectly promote products and be a part of boost strong brand by becoming a loyal raving fans.

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