

Brand image and its impact on buying behaviour**Sapna****Faculty of Commerce, Government College for Women Jind****Sheetal****Faculty of Commerce, Government College for Women Jind****ABSTRACT**

Brand image play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people's buying behaviours. Brands are one of the most valuable intangible assets that firms have. Brands serve several valuable functions. At their most basic level, brands serve as markers for the offerings of a firm. For customers, brands can simplify choice, promise a particular quality level, reduce risk, and/or engender trust. The purpose of this study is to examine the impact of brand image on consumer buying behaviour.

Keywords: Brand Image, consumer behaviour

Introduction

Shopping itself is a form of self-expression. People define themselves through their shopping. How they shop, where they shop and what they buy serves the purposes of letting people express their desires, their needs and personalities. Shopping gives people a sense of accomplishment. For many, it gives life a sense, a purpose, value and a function. The successful shopper feels a sensation of satisfaction, execution and fulfilment. Shopping for emotional and psychological reasons has become the new mantra of modern society. In a changing trend, behavioural changes of customer becoming most important factor for influencing competition .Day by day people are becoming more conscious on their living standard and their lifestyle as they want to maintain their status as people are becoming very cognizant regarding their status and wish to use branded products to brag their status symbol. Brand is very valuable asset for any company as it can positively change consumer behaviour and perception and it is also helpful in intensifying business. Brand image development is a long term process and to compete with others. Customers rely on branded products and mostly prefer to buy products with well known brand name. Companies any how want to satisfy their customer with quality products. People are diverting towards branded products as it creates tag and provide immense pleasure by becoming community member of known brand by joining it and loyalty towards any brand arises from here itself when customer becomes permanent buyer of that brand which in result also inflates business.

Literature Review

Dengra, Mukta, "Impact of Celebrity Endorsement on Customer's Buying Behaviour with Reference to Indore City" suggests that Celebrity endorsement helps to recall the product easily, celebrity endorsed products are more popular, the celebrity attributes likely to influence consumer purchase intentions and the younger people who are more interested in purchasing product endorsed by celebrity and are influenced more by it. The impact of Celebrity endorsement is huge on the consumers in the Indore Market as the City is growing and people are becoming more fashion conscious.

Farrukh Sial, Mahdia, Gulzar, Amir, Riaz, Noor-ul-Ain, Nawaz, Bilal, "Impact of Labeling and Packaging on Buying Behaviour of Young Consumers with Mediating Role of Brand Image" concluded that Brand image have positive impact on buying behaviour of young consumers, Labelling has no impact on buying behaviour of young consumers and packaging has significantly influences the brand image.

Shwu-Ing Wu & Wen-Hsuan Wang, 2014, "Impact of CSR Perception on Brand Image, Brand Attitude and Buying Willingness: A Study of a Global Café" The research found that a business undertaking a successful policy of CSR could lead consumers to purchase its products. Ultimately the business will have an opportunity to fulfil its goal of sustainability. Brand image is a key factor for enhancing consumers' attitudes towards a brand. Consumer's behaviours can be affected by their brand attitude, an attitude that leads to brand satisfaction, loyalty, and repurchasing.

Stahl, Florian, Heitmann, Mark, Lehmann, Donald R., Neslin, Scott A., 2011 "The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin" states that Brand equity has a predictable and meaningful impact on customer acquisition, retention, and profitability. The relationship stands even after controlling for a broad array of marketing activities, which impact customer lifetime value (CLV) both directly and indirectly through brand equity. The components of brand equity exert different effects on acquisition, retention, and profit, suggesting that brand equity indeed is a multidimensional construct.

Durrani, Baseer Ali, Godil, Danish Iqbal, Bai, Mirza Uzair, Sajid, San, 2015 "IMPACT OF BRAND IMAGE ON BUYING BEHAVIOUR AMONG TEENAGERS" finds that teenagers buying behaviour is correlated and influenced by advertisement, brand loyalty and brand image. There is a practical relation between brand

image and teenager consumer's buying behaviour. Marketers can come up with various marketing strategies in order to target teenagers in more precise manner.

Goutam, D. "INFLUENCE OF BRAND AMBASSADORS ON BUYING BEHAVIOR OF SOFT DRINKS: WITH REFERENCE TO BELGAUM CITY" suggests that the celebrity endorsement can be effectively used to establish a good brand recall and brand awareness. In case of soft drink segment there are many success stories, Stories where brands in trouble were rescued after they were endorsed and taken to the general public by celebrities. Celebrity endorsement also gives new opportunities for the brand. Brand ambassadors or celebrity endorsement is the order of the day, and it depends on the company or a brand how effectively to use it and establish brand recall, brand awareness.

Khor Eng Tatt, 2010, "Factors Influencing Consumer Buying Behaviour of Luxury Branded Goods" concluded that consumer buying behaviour are influenced by factors such as premium price of luxury branded goods, perceived quality of luxury branded goods, societal status and brand loyalty associated with the consumption of luxury brand.

Lavneet, 2013 "Impact of Advertisements and Brand image on Purchase Decision" states that brand image affects consumer's buying decision and advertisement is big weapon to attract customers and stay in their minds.

According to Sharma, Anjali, Bholia, Shruti, Malyan, Shweta, Patni, Neha, 2013 "Impact of Brand Loyalty on Buying Behavior of Women Consumers for Beauty Care Products- Delhi Region" Women buyers buy same brands out of their habit. They are customary of their favourite brands, which they are having. Thus, they have similar buying patterns of beauty products. On the contrary, respondents do love trying new products, Price and Brand image of products are two majorly elected features affecting their preference for selecting a particular brand, Quality, brand and price are the main considerations for which women may switch from one brand to another brand and Friends are the most powerful reference group when women go for beauty care products.

Joshi, Astha, Nema, Dr Geeta, 2015, "ROLE OF SENSORY BRANDING ON CONSUMER BUYING BEHAVIOR IN FMCG PRODUCTS" The study found that of all five senses impact the consumers and influence them to purchase fast moving consumer goods among the 5 sense sight is found to have major impact

followed by smell, taste, touch and sound is found to have least influence on buying behaviour. Youths were found to be most influenced by sensory branding where as the population above 50 years were observed to be least influenced by these strategies thus companies need to put more effort to develop strategies which can influence them.

Brand Image

Brand image is defined by Aaker that image is series of brand involvement stored in a consumer's memory. The reasons in consumers' mind linked with brand specifications. Brand image is the perception of brand that created in memory of consumer due to brand involvement. Brand image is similar to self-image of consumers as consumers associate themselves with brands. In this highly competitive environment, a brand image is very important. To create a well- positioned brand the companies always play an important role. Customers' emotions to brand based on their identification with a brand image. Brand image is the total and overall personality in the consumers mind. Brand image depends upon the actual image of the firm in consumers' mind. A unique set of association in the mind of consumers communicates expectations. Image creation is considered essential for customer attraction and retention. A consumer purchase decision most often depends on brand image rather than physical characteristics of brand.

Branding functions

- the brand creates value for both the consumer and the firm;
- the brand provides value to the firm by generating value for the consumers; and
- Consumers brand associations are a key element in brand equity formation and management.

Brand loyalty

Brand loyalty is a consumer's aware or unaware decisions that are expressed through the intention or behaviour to repurchase a particular brand frequently. There are many set of definitions of brand loyalty. In general brand loyalty can be defined as the power of liking for a brand compared to other similar available option. Brand loyalty is a function of behaviour as well as attitudes. It is a consumer's first choice to buy a particular brand in a product group. It occurs when consumers perceive that the brand offers the right product features, image or level of quality at the right price at the right time. Brand loyalty has necessary conditions which are:-

The biased, behavioural response, expressed over time, by the decision –making units, with respect to one or more alternative brand out of a set of such brands, and a function of psychological process. Customer are loyal toward the brand because of high switching barriers related to technical, economical or psychological factors which make it costly or difficult for the customer to change and the other reasons is that the customer may be loyal because they are satisfied with the brand that why they want to continue the relation with the brand. Brand attributes are viewed as important factors in a consumer's decision-making.

- **Brand Name:** Well-known brand names can broadcast product benefits and lead to higher recall of advertised benefits than non-famous brand names. Consumers may prefer to reliance major famous brand names. Brand personality provides links to the brand’s emotional and self-expressive benefits for differentiation.
- **Product Quality:** Product Quality encompasses the type and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality is defined as “fitness for use” or ‘conformance to requirement.
- **Price:** Price is most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a finest price for their preferred brand, so, their purchase intention is not easily affected by price.
- **Promotion:** Promotion is a marketing mix component, which is a kind of communication with consumers. Promotion includes the use of advertising, sales promotions, personal selling and publicity. Advertising is a non-personal presentation of information in mass media about a product, brand, company or store. It greatly affects consumers’ images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviours.

ROLE OF BRAND AMBASSADORS

With the passage of time when the liberalization took place in the 1990s, we saw a spate of companies flowing into the country with a wide range of products for the consumer. These companies didn't want their products to fail in the market and so they had very attractive and enticing ad campaigns. But the need for more profits and market share made them spend more and more on their advertisements. There were virtual characters for some brands (Fido for 7Up), but for some they had to rope in household names to connect with the consumer and that made the companies reach out their arms to Bollywood for influential actors and actresses (Salman Khan for Pepsi) and so on. Depending on the ad campaigns that were created there were couples of ambassadors who worked wonders for a brand but couldn't revive their magic when it came to other brands.

Conclusion

Brand image has strong positive impact on Consumer buying behaviour as it's an implied device that can change people's buying behaviours positively and teenagers are becoming more and more conscious for branded products to show off their personality symbol. This is a real picture of society that brand image playing a crucial role to change the people's buying behaviour. It is suggested that companies that are targeting teenagers should focus more on developing their brand image because it was found that most of the teens were influenced by it.

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