

Brand and its impact on buying behavior for cement industry- A literature review**Mr.Diptendu Ghosh, Research Scholar****School of Management, KIIT University****Bhubaneswar, Odisha****Dr.Biswajit Das, Professor****School of Management, KIIT University, Bhubaneswar, Odisha****Abstract**

The present paper is an attempt to understand the various attributes that contributes the brand and its buying behavior of ultimate customers in case of cement industry in India. In this direction 43 papers reviewed and ultimately 16 papers have been included for the paper. The paper is completely based on secondary source only. The objective of the paper is to undertake intensive research on brand and impact on buying behavior for cement industry in India. We are sure through this paper we will able to provide a new direction for research in other relevant areas of cement industry in general.

Key words- brand, market, cement, customers

Anholt (1998) -This paper suggests the concept of nation brand to develop a strong brand equity related to a product or service. To make the initiative successful one needs to highlight on the place importance. It is being observed that sometimes people have tremendous preference towards a product coming from a specific market or country. For example electronics product made in Japan has lots of regards among prospective consumers and selling of these products in other parts of the world become much easier because of the place weightage that it carries. Considering this specific logic we can say that in case of cement industry also, if any specific area or region has comparative advantage in case of cement production then it should use it properly to develop a positive brand image among the target group of consumers. This will help to develop a long lasting brand image not only in that market but also in other areas also.¹

Keller (2001)- This paper focuses on customer based brand equity model. Since, the consumers are ultimate users of a brand. To develop a customer based brand equity each and every customer are trying to get specific informations about the brand identity, brand meaning, brand response and brand

relationships. If the customers are able to get proper informations about these areas, then surely it will influence their purchasing intention.²

Chan & Sanders (2004)- This authors develop the concept of emotional branding which helps to develop the personality of a brand. This personality development ultimately helps the target consumers to develop a brand loyalty, drive perceived quality, provide differentiation and ultimately this leads to create creditability. Thus before branding a product or service it is important to create a separate image in the mind of the consumers. If this image helps to develop an emotional association around the brand then choice becomes much easier. Not only that when the market is very much competitive then brand visualization and assigning higher rank to a particular brand in the mind of the consumers become very important. Thus, emotional branding is one such initiative which helps to achieve this objective.³

Ulrich & Smallwood (2007)- The paper focuses on developing a leadership brand to sustain in the market for a long time. Leadership strategy of the organization should be integrated with the branding strategy and the same should include the future prospects of the market. The market is a scenario which is keep on changing over the time period and sometimes it happens that the existing brand and its elements may not be attached properly with the changing environment. Thus, if a leadership branding strategy is incorporated then it has the flexibility to adopt this changing environment. Since, a company's employee plays as a bridge between consumers and marketers, their behaviour and attitude is surely affect the specific perception of the brand related to the company. Thus, the ultimate objective for this kind of strategy is to train the employees so that company's image can be reflected through them and ultimately get a place in the mind of the consumers.⁴

Burmannel. (2009)-The paper discusses an identity based brand equity model which is crucial in a monopolistic marketing environment. Marketers today face the tough competition from other existing products and consumers actually in a superior position in a market place because of wide varieties available in front of them. Thus, to sustain in the market most of the companies focuses on developing a brand equity based on buyer's perspective. This particular factor is important but it may not be the only solution of the problems faced by the marketers. The paper thus concluded that along with external factors which help to shape the brand perspective the internal factors like employee branding is also equally important because the employees are dealing with the consumers on a regular basis. So, they are able to develop a good brand image through their behaviour and activities then that will surely create a positive image towards that brand.⁵

Hedingetal. (2009)- In this book the authors discuss various issues related to brand management and develop a comprehensive approach related to branding a specific product or service. Among these economic approach, identity approach, consumer based approach, the personality approach, the relational approach, the community approach and the cultural approach are playing a crucial role in influencing the consumer decision to choose a specific product or service.⁶

Manhas (2010)The paper focuses on the issue of brand positioning. This particular strategy helps the consumer to choose a particular brand over the other. For successful implementation of a positioning strategy it should emphasise on specific benefit that it offers for its target group of consumers. If the brand positioning is successful then it gives an extra advantage to the brand vis – a – vis its competitors. If a positioning is successful then it helps the brand to achieve market leadership position.⁷

Price (2010)The paper focuses on the issue that both the brand name and packaging plays a crucial role in consumer's purchasing decision. Along with this brand familiarity is also crucial regarding consumer's choice of a product or service. Given a situation where two competitive brands are available in front of the consumers, then they prefer to choose a brand which is familiar to them. Thus, it has been concluded that along with brand name and packaging, familiarity of the brand is also plays a crucial role in this aspect. In this regard, the paper also concluded that out of these three important factors, packaging is used for brand identity purposes.⁸

Ramachandran (2010)-The author highlights on the importance of developing brand equity to make the product or service choice easier for the consumers. Brand equity is a factor which differentiates any product or service from other brands or non branded products or service in the same category. It also reflects the financial power of a brand. If we look at the customer based aspect then it reflects the association of brand awareness, brand loyalty, perceived quality of the brand in the mind of the consumers. Thus, while developing brand equity these aspects should be developing so that these ultimately increase the financial aspects as well as consumer acceptability of the product or service.⁹

Silveira (2011)-The paper attempts to develop a linkage between brand identity and its impact on consumer's purchasing decision. It says that creating a brand identity around a product or service is very important and along with that it should be flexible enough with changing environment of business. The roles of consumers are also equally important and sometimes it is termed that consumers are co – creators of brand identity. Thus, while developing a proper brand identity these two factors like changing environmental impact and changing consumer mind sets need to be considered so that it will

create a positive image in the mind of the consumers. This subsequently helps to establish a strong linkage between the brand and its target group of consumers.¹⁰

Chowdhury et al. (2012)- The paper discusses the role of opinion leaders in motivating consumer decision to purchase a specific cement brand. Looking at the technical aspects of cement product most of the consumers go for extensive information search while making a final purchase. While doing so, role of opinion leaders become important. The opinion leaders in the form of construction engineers, architects and even masons plays a crucial role regarding consumer's purchasing decision. So, it has been advised that cement companies should develop their marketing strategies in such a manner so that target group consumers can be influenced by this opinion leaders.¹¹

Joshi (2013) According to the author brand plays a very influential role in consumer decision making process and there are many factors like country of origin, quality, trust and reputations plays a significant influencing factor in this regard. While branding the product to create a different identity it should be remembered that brand is an intangible asset and it is nothing but a combination of various elements which build the overall brand impressions. Thus, to create a separate and distinctive image in the mind of the consumers it should consider all the branding elements and its subsequent impact on consumer's perception towards that brand.¹²

Petek&Ruzzier (2013)- The paper discusses the issue of brand identity development and its impact on marketing communications. Brand identity is basically a driving force which represents on the company and product characteristics. But brand can't be developed on its own as application of four Ps of marketing is equally important in this regard. Not only that to establish a brand a proper and effective marketing communication strategy need to be developed side by side so that consumers can get the benefits of branding. It is observed that different consumers may not be aware of the brand not because they are not purchasing it, but because they are simply unaware of the same. Thus, the paper concluded that to develop a strategic branding model, communication strategy is very crucial.¹³

Saranya&Kavitha (2014)- The authors conducted a empirical study in Coimbatore City to understand the customer perception towards cement brands. They noticed that while choosing a specific cement brand price, quality and availability of the said brand in the study district is very crucial. Thus, it has been concluded in the study that when the market is very competitive, these factors should play a crucial role and cement companies should develop a proper distribution network so that non availability should not hamper the brand choice.¹⁴

Shehzadetal (2014)- The paper focuses on effect of brand name on consumer buying decision. It has been observed in the study that since brand is an intangible asset and if the same is stays in the mind of the consumers in a positive manner, and then it will surely benefit the companies in the form of increased sales. But, the crucial thing is to develop that image in consumer's mind. Developing a brand is prolonged process and it requires lots of effort from company's point of view. It has a multidimensional structure and consumers prefer to use that particular brand which comes first in the mind of the consumer during any kind purchasing decision. The paper concluded that to develop a proper brand image in the mind of the consumers a collective promotional strategy and innovative marketing initiatives need to be taken so that it will affect positively while consumers making a purchasing decision.¹⁵

Maity (2014)-The paper focuses on technical aspect of the cements which sometimes forces the consumers to go for a superior brands. Cement is a product which is used construction industry and it should have typical aspects which makes the building strong. It was observed that dealers and retailers most of the time faces difficulties in making consumers understand the technical aspects of the product and often depend on the brand name of the product. Thus, it should be keep in the mind of the marketers that, as consumers purchase the product without any technical details, its brand name should not be diluted due adverse performances of the product. Because it is simple to understand that, developing a brand is a time consuming process but destroying the same is a minute's job. So, factors associated with the brand should be focus for long sustainability of the brand name.¹⁶

Concluding Note

The various review related to branding in cement industry concludes that place of product produced plays an important role like other various variables identifies are information about brand equity, emotional branding, leadership branding strategy, employee branding, identity approach, brand positioning, name and packaging of product, brand equity, changing environment, role of opinion leaders, branding element like country of origin, trust, quality and reputation etc., effective market communication, distribution network, innovative marketing initiatives and brand name should not be diluted. All these attributes plays an important role in purchasing behavior of ultimate customers. These factors cannot be ignored by the industry marketing people. If these are ignored than it will be very difficult to sustain in the competitive market.

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