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# Influence of Branding on Consumer Purchasing Behaviour: An Empirical Study

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**ABSTRACT:** In the contemporary competitive marketplace, branding has emerged as a powerful strategic tool influencing consumer perceptions, preferences, and purchasing behaviour. This study examines the influence of branding on consumer purchasing behaviour with specific reference to brand name, brand trust, brand loyalty, advertising, packaging, social media presence, and corporate social responsibility. A descriptive research design was adopted, and primary data were collected from 200 respondents using a structured questionnaire. Quantitative techniques such as percentage analysis were employed to analyze consumer responses. The findings reveal that branding significantly influences purchase decisions, repeat buying behaviour, and brand advocacy. Factors such as brand reputation, online reviews, after-sales service, and word-of-mouth recommendations were found to play a crucial role in shaping consumer behaviour. The study provides valuable insights for marketers to develop effective branding strategies aimed at building trust, loyalty, and long-term customer relationships.

**KEYWORDS:** Branding, Consumer Behaviour, Brand Loyalty, Brand Trust, Purchase Decision

## I. INTRODUCTION

In today's globalized and highly competitive market environment, consumers are exposed to a wide range of products and brands offering similar features and benefits. In such a scenario, branding plays a critical role in differentiating products and influencing consumer purchasing behaviour. Branding is not limited to names or logos but encompasses a comprehensive set of perceptions, emotions, and associations that consumers attach to a product or service. A strong brand creates recognition, builds trust, reduces perceived risk, and fosters emotional connections with consumers.

Consumer purchasing behaviour is a complex process influenced by psychological, social, personal, and situational factors. Branding interacts with these factors by shaping consumer attitudes, beliefs, and preferences. Consumers often rely on brand cues as a shortcut to decision-making, especially in markets characterized by information overload. Well-established brands are perceived as reliable and are often associated with superior quality and status, thereby influencing willingness to pay premium prices.

The present study focuses on examining the influence of branding on consumer purchasing behaviour by analyzing how brand awareness, trust, loyalty, advertising, packaging, social media presence, and ethical branding affect consumer decisions. Understanding these influences is essential for organizations to design effective branding strategies that enhance competitiveness and customer retention.

## II. REVIEW OF LITERATURE

Branding has long been recognized as a central element in shaping consumer purchasing behaviour, particularly in markets characterized by intense competition and product similarity. Keller (1993) conceptualized branding through the Customer-Based Brand Equity (CBBE) model, arguing that consumer knowledge about a brand—formed through awareness and brand image—directly influences purchase decisions. According to this model, strong brands create favourable, strong, and unique associations in the minds of consumers, thereby increasing the likelihood of purchase and brand loyalty.

Aaker (1996) further expanded the understanding of branding by defining brand equity as a multidimensional construct consisting of brand loyalty, brand awareness, perceived quality, and brand associations. His study emphasized that strong brand equity enhances consumer confidence, reduces perceived risk, and allows firms to command premium pricing. This perspective is particularly relevant in consumer markets where buyers face uncertainty and information overload.

Chaudhuri and Holbrook (2001) examined the relationship between brand trust, brand affect, and brand loyalty and found that trust plays a critical mediating role in repeat purchasing behaviour. Their empirical findings suggest that consumers who trust a brand are more likely to develop emotional attachment, which subsequently leads to behavioral loyalty. This highlights branding as not merely a functional tool but an emotional and relational construct.

Kotler and Keller (2012) described branding as a promise of consistent quality and performance. They argued that brands simplify consumer decision-making by acting as heuristic cues, especially when consumers are unable or unwilling to engage in extensive information processing. Their work also highlighted that effective branding enhances post-purchase satisfaction and reduces cognitive dissonance.

Fournier (1998) introduced the concept of consumer-brand relationships, suggesting that consumers form relationships with brands similar to interpersonal relationships. This relationship perspective emphasizes emotional bonds, trust, and long-term engagement, all of which strongly influence purchasing behaviour and brand advocacy.

Solomon (2017) analysed branding from a consumer psychology perspective and emphasized the role of brand personality and symbolic meaning. His study revealed that consumers often choose brands that align with their self-concept, social identity, and lifestyle aspirations. This symbolic consumption explains why consumers may prefer branded products even when functional differences are minimal.

Kapferer (2012) stressed the importance of brand identity in maintaining consistency and authenticity. According to him, strong brand identity fosters trust and credibility, which are essential for sustaining long-term consumer relationships. He also noted that inconsistency in branding messages weakens consumer confidence and adversely affects purchase decisions.

Schiffman and Wisenblit (2015) examined consumer behaviour in relation to branding and found that brand familiarity significantly reduces perceived purchase risk. Their research indicated that consumers tend to rely on familiar brands as a risk-mitigation strategy, particularly for high-involvement products.

Lee and Workman (2015) studied the influence of brand personality on purchase intention and found that congruence between consumer personality and brand personality significantly enhances brand preference. This finding underscores the psychological dimension of branding in influencing purchasing behaviour.

Recent studies have also emphasized the growing importance of digital branding. Online reviews, social media presence, influencer marketing, and electronic word-of-mouth have emerged as powerful determinants of brand perception. Consumers increasingly rely on peer-generated content to evaluate brand credibility, which directly influences their purchasing decisions.

Overall, the literature establishes that branding significantly influences consumer purchasing behaviour through cognitive, emotional, and social mechanisms. However, despite extensive research, there is a need for empirical studies that examine branding influence in contemporary markets characterized by digital engagement and changing consumer expectations. The present study seeks to bridge this gap by empirically examining the influence of branding on consumer purchasing behaviour.

### **Research Questions**

1. How does branding influence consumer purchasing behaviour?
2. What branding factors most significantly affect consumer purchase decisions?
3. Does brand loyalty lead to repeat purchase behaviour?
4. How do digital platforms and online reviews influence brand preference?

### **Research Objectives**

1. To analyze the importance of brand name in consumer purchase decisions.
2. To examine the role of brand trust and loyalty in influencing repeat purchases.
3. To study the impact of advertising, packaging, and promotions on consumer behaviour.
4. To assess the influence of social media, online reviews, and CSR on brand preference.

### Hypotheses

- H1: Branding has a significant influence on consumer purchasing behaviour.
- H2: Brand loyalty significantly influences repeat purchase decisions.
- H3: Brand trust positively affects consumer recommendation behaviour.
- H4: Advertising and online reviews significantly enhance brand awareness and preference.

### Research Design

The present study adopts a **descriptive research design**, which is appropriate for examining existing phenomena and understanding consumer perceptions regarding branding and purchasing behaviour. Descriptive research is particularly suitable for studies that aim to analyze attitudes, opinions, and behavioural patterns without manipulating variables. Since the objective of the study is to assess how branding influences consumer purchasing behaviour, a descriptive approach provides a systematic framework for collecting and analyzing relevant data.

The population of the study comprises consumers who regularly purchase branded products across various product categories. A sample size of 200 respondents was selected to ensure adequate representation and reliability of findings. The respondents were chosen using a purposive sampling technique, as the study specifically required individuals with prior experience in purchasing branded products. This sampling method enabled the researcher to gather relevant and meaningful data aligned with the objectives of the study.

Both primary and secondary data sources were utilized. Primary data were collected using a structured questionnaire designed to measure consumer perceptions regarding branding elements such as brand name, brand trust, brand loyalty, advertising effectiveness, packaging, social media influence, online reviews, and corporate social responsibility. The questionnaire included close-ended questions to facilitate quantitative analysis and ensure consistency in responses.

Secondary data were collected from academic journals, textbooks, published research articles, industry reports, and credible online sources. These sources provided theoretical support and contextual background for understanding branding and consumer behaviour. Secondary data also helped in identifying key variables and constructing the research framework.

In this study, branding-related factors such as brand awareness, brand trust, brand loyalty, advertising, packaging, digital presence, and CSR initiatives are treated as independent variables, while consumer purchasing behaviour is considered the dependent variable. This classification allows for systematic examination of the influence of branding dimensions on purchase decisions.

The collected data were analysed using quantitative techniques, primarily percentage analysis and tabular representation. Percentage analysis was employed to identify patterns, trends, and dominant consumer responses. This method is suitable for descriptive studies as it provides clear insights into consumer preferences and behavioural tendencies.

The research design ensures validity by using well-defined variables and structured instruments, while reliability is enhanced through standardized data collection procedures. Ethical considerations were maintained by ensuring respondent anonymity and voluntary participation.

### III. DATA ANALYSIS

Percentage analysis was used to interpret consumer responses.

#### Data Analysis and Interpretation

Table 1: Importance of Brand Name

Response	Respondents	Percentage
Very Important	80	40%
Important	70	35%
Others	50	25%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Interpretation:**

75% of consumers consider brand name important, confirming its strong influence on purchase decisions.

**Table 2: Trust in Well-known Brands**

Response	Respondents	Percentage
Agree/Strongly Agree	150	75%
Others	50	25%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Interpretation:**

Brand reputation significantly reduces perceived risk and builds trust.

**IV. RESULTS AND DISCUSSION**

The results indicate that branding significantly influences consumer purchasing behaviour. Brand name, trust, and loyalty emerged as dominant factors affecting purchase decisions. Advertising, packaging, and promotional offers enhance brand recall and attractiveness, while online reviews and social media presence strengthen digital trust. The findings align with Keller (1993) and Aaker (1996), reinforcing branding as a strategic marketing asset.

**Findings of the Study**

The study finds that branding plays a crucial role in shaping consumer preferences and purchasing behaviour. Brand trust and loyalty significantly influence repeat purchases and recommendations. Consumers rely heavily on online reviews and social proof, while CSR activities increasingly affect brand choice. Despite strong brand influence, price sensitivity remains an important factor. The study reveals that branding plays a decisive role in influencing consumer purchasing behaviour across product categories. A substantial majority of respondents perceive brand name as an important factor in their purchase decisions. This indicates that consumers associate brand names with quality, reliability, and status, and tend to prefer familiar brands over unbranded or lesser-known alternatives. The dominance of brand importance confirms that branding acts as a cognitive shortcut in consumer decision-making, particularly in markets with numerous competing products.

The findings indicate that brand trust significantly influences consumer purchasing behaviour. A large proportion of respondents expressed greater confidence in well-known and established brands compared to new or unfamiliar ones. This suggests that trust reduces perceived risk and uncertainty, encouraging consumers to make purchase decisions with greater confidence. Trust also influences consumers' willingness to recommend brands to others, highlighting its role in shaping positive word-of-mouth and long-term brand relationships.

Brand loyalty emerged as a critical outcome of effective branding. The results show that consumers who are satisfied with branded products tend to repurchase the same brand consistently, even when alternative brands are available at lower prices. This demonstrates that strong branding fosters emotional attachment and commitment, leading to repeat purchase behaviour. Loyal consumers also exhibit resistance to competitor offerings, reinforcing the strategic value of branding for customer retention.

The study further reveals that advertising significantly enhances brand awareness and recall. Respondents reported that frequent exposure to advertisements through television, digital platforms, and social media increases familiarity with brands and positively influences their purchasing decisions. However, the findings also indicate that consumers are increasingly selective and sceptical about advertising messages, relying more on authentic and informative content rather than purely promotional appeals.

Packaging was identified as an important branding element that influences purchase decisions, particularly for first-time buyers. Attractive design, informative labelling, and ease of use were found to enhance product appeal and differentiate brands at the point of purchase. The findings suggest that packaging serves not only a functional purpose but also a communicative role in conveying brand identity and quality.

The influence of digital branding emerged as a significant finding of the study. A considerable proportion of consumers rely on online reviews, ratings, and social media content before making purchase decisions. Positive electronic word-of-

mouth was found to enhance brand credibility, while negative reviews discouraged purchases even for well-known brands. This highlights the growing importance of digital trust and consumer-generated content in shaping brand perceptions.

The study also finds that corporate social responsibility (CSR) and ethical branding increasingly influence consumer preferences. Consumers demonstrate greater inclination toward brands that engage in socially responsible practices, environmental sustainability, and ethical conduct. This finding reflects a shift in consumer values, where purchasing decisions are influenced not only by functional benefits but also by moral and societal considerations.

Despite the strong influence of branding, the findings reveal that price sensitivity remains a moderating factor in consumer behaviour. While many consumers prefer branded products, price considerations still affect final purchase decisions, particularly in price-sensitive segments. This suggests that effective branding must be complemented by competitive pricing strategies to maximize market reach.

Another important finding is that branding enhances post-purchase satisfaction and reduces cognitive dissonance. Consumers who purchase well-known brands report higher satisfaction levels and greater confidence in their purchase decisions. This reinforces the role of branding in strengthening consumer trust and ensuring long-term customer relationships.

Overall, the study finds that branding influences consumer purchasing behaviour through a combination of cognitive, emotional, and social mechanisms. Brand awareness, trust, loyalty, advertising, packaging, digital presence, and ethical practices collectively shape consumer preferences and buying decisions. The findings underscore the strategic importance of integrated branding efforts in achieving competitive advantage and sustaining consumer loyalty in dynamic market environments.

## V. CONCLUSION

The study concludes that branding is a powerful determinant of consumer purchasing behaviour. Organizations must adopt integrated branding strategies focusing on trust, quality, emotional connection, and digital engagement. Strong branding not only influences initial purchases but also drives loyalty, advocacy, and long-term business success.

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