

**A STUDY ON ROLE OF BRANDING IN ATTRACTING AND INFLUENCING
CONSUMER PURCHASE DECISION WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

PROJECT REPORT

Submitted by

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**In Partial Fulfilment of the Requirements for the Award of the Degree of
Master of Commerce**



Department of Commerce

Avinashilingam Institute for Home Science and Higher Education for Women

Coimbatore-641043

MAY – 2024

CERTIFICATE

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Certificate

This is certify to the project entitled

**A STUDY ON ROLE OF BRANDING IN ATTRACTING AND INFLUENCING
CONSUMER PURCHASE DECISION WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Is a record of bonafide work done by

S.SINDHU

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Submitted in Partial Fulfilment of the Requirement for the Degree of

Master of Commerce

Viva-voce examination held on _____

Signature of the Supervisor

Signature of the Head of the Department

Signature of the External Examiner

DECLARATION

DECLARATION

I hereby declare that this project work entitled “**A STUDY ON ROLE OF BRANDING IN ATTRACTING AND INFLUENCING CONSUMER PURCHASE DECISION WITH SPECIAL REFERENCE TO COIMBATORE CITY**” submitted to Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, in partial fulfillment of the requirements for the award of the **Master of Commerce** is the record of the original project work done by us during the period of study, under the supervision and guidance of **Dr. T. Chithrakala M.Com., M.Phil., (Ph.d.,)** **Assistant Professor, Department of Commerce.**

Place: Coimbatore

Date:

Signature of the Supervisor

Signature of the Candidate

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CHAPTER 1

1.1 INTRODUCTION

Brands are like human beings. They are born, fed and nurtured, made strong and responsible so that they can be faithful friends of the people (customers), form mutually beneficial and satisfying relationships with them and become their companions for life. Such brands, make their parents (organization or corporate) proud of them. The best brands are the ones who help in forming and sustaining strong long term "parent-brand-people" relationships. These brands form the potential for present growth and future expansion. They help the organizations conquer peaks at the time of booms and stay afloat and swim at times of depression. "We come across a number of brands in our daily lives. Our morning starts with using a toothpaste (Colgate, Pepsodent or Close-up), using a bathing soap (Lux, Fairglow or Cinthol) and shampoo (Clinic All Clear or Vatika), wearing clothes (Allen Solly, Levi's or Raymonds), breakfast bread (Britannia or Modern) and butter (Amul) or jam (Kissan), lunch and dinner (Nature Fresh or Pillsbury flour and Safal vegetables), morning and evening tea and coffee (Tetley, Nescafe or Bru). going out in a car (Hyundai Santro, Honda Accord or Mercedes Benz).

Talking on the cell phone (Motorola, Nokia, Siemens or Samsung), watching television in the evening (LG, Sony or Philips) or listening to music (Philips or Apple) etc. But how often do we think of what all a company does to put a positive imprint (fight for a shelf space) in the mind of the customer? Today nearly all the companies are focusing more and more on building strong brands. The concept of brand equity and its management has come to the fore like never before. More and more companies are refocusing on select strong brands. This project is thus a timely study of the importance of brands, what it takes to build them, what benefits do they give to different stakeholders (organization, distributors and customers), how can they be leveraged, what is the impact of modern technology on branding, branding on the web, branding in mergers and acquisitions etc. examples have been given and cases discussed at every suitable point to bring out an application oriented understanding of "building and managing brands".

Branding is a process which involves creating a specific name, logo, and an image of a particular product, service or company. This is done to attract customers. It is usually done through advertising with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. A brand is a name, term, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising. Branding has been around for centuries as a means to distinguish the goods of one producer to those of another. The earliest signs of branding can be traced to Europe where the medieval guilds required that craftsmen put trademarks on their product to protect themselves and producer against inferior quality substitutes. Also in fine arts branding began with artists signing their works. Brands today play a number of important roles that improve the consumer's lives and enhance the financial value of firms.

Brands identify the source or maker of the product and allow consumers-either individual or organizations-to assign responsibility to a particular manufacturer or distributor. Consumers may evaluate the identical product differently depending how it is branded. Consumers learn about the brand with its past experience and the marketing program. As consumers lives becomes more complicated, time starved the ability of brand to simplify decision making is invaluable. Brands also perform valuable functions for the firm. First they simplify the product handling and tracing. Brands help to organize inventory and accounting records. The brand name can be protected registered trademarks. The intellectual property rights ensure that the firm can safely invest in the brand and can reap the benefits over a long period of time.

Brands can signal a certain level of quality so that satisfied buyers can easily choose the product again. Brand loyalty provides predictability and security of demand for the firm and creates barriers to entry that makes it difficult for other firms to enter the market. This brand loyalty can translate into willingness to pay higher price. In this sense branding can be seen as powerful means to secure a competitive advantage. Brands represent enormously valuable pieces of legal property that can influence consumer's behavior. Strong brand results in better earnings and profit performance for firms, which in turn, creates greater value for shareholders.

Although firms provide the impetus to brand creation through marketing programs and other activities, ultimately a brand is something that resides in the mind of the consumers. A brand is a perpetual identity that is rooted in reality but reflects the perceptions and perhaps even the ultimate choice of the consumers. Branding is endowing products and services with the power of brands. To brand a product, it is necessary to teach the consumers “who” the product-by giving a name. Branding involves creating mental structures and helping consumers organize their knowledge about products and services in a way that clarifies their decision making and in process provides value to the firm

1.2 HISTORY OF BRANDING:

The word “brand” is derived from the Old Norse ‘brand’ meaning “to burn,” which refers to the practice of producers burning their mark (or brand) onto their products. Italians are considered among the first to use brands in the form of watermarks on paper in the 1200s. However, in mass-marketing, this concept originated in the 19th century with the introduction of packaged goods.

During the Industrial Revolution, the production of many household items, such as soap, was moved from local communities to centralized factories to be mass-produced and sold to the wider market. When shipping their items, factories branded their logo or insignia on the barrels used, thereby extending the meaning of “brand” to that of trademark. This enabled the packaged goods manufacturers to communicate that their products should be trusted as much as local competitors. Campbell’s Soup, Coca-Cola, Juicy Fruit gum, Aunt Jemima, and Quaker Oats were among the first products to be “branded.”

Brands have intrinsic and extrinsic attributes. Intrinsic attributes refer to functional characteristics of the brand: its shape, performance, and physical capacity (e.g. Gillette razors shave unwanted hair and are able to do so more closely than most products in their product class because of their curved shape). Should any of these attributes be changed, they will not function in the same way or be the same product. Examples

of extrinsic attributes are features like the price of the Gillette razors, their packaging, the Gillette brand name, and mechanisms that enable consumers to form associations that give meaning to the brand. For example, it can appear more desirable because David Beckham, who is a brand himself, advertises it. Some refer to a brand's function as the creation and communication of a multidimensional character of a product—one that is not easily copied and damaged by competitors' efforts.

Marketing and advertising are about selling your products and services. Branding is about selling everything associated with your organization. The consumer perception of brands is brand knowledge: brand awareness, recognition and recall, and brand image denote how consumers perceive a brand based on quality and attitudes towards it and what stays in their memory. A successful brand can create and sustain a strong, positive, and lasting impression in the mind of a consumer. Brands provide external cues to taste, design, performance, quality, value, and prestige if they are developed and managed properly. Brands convey positive or negative messages about a product, along with indicating the company or service to the consumer, which is a direct result of past advertising, promotion, and product reputation.

According to brand experts, marketers should be paying attention to the associations consumers develop in connection to a brand. Brand associations are considered to be anything (e.g., sounds, smells, words, and images) that can be linked to a brand and is held in memory by consumers. Brand associations can be positive or negative depending on a consumer's direct experiences or impressions of a brand. Low and Lamb Jr (2000) tell us that brand associations are critical for marketers because they help establish differentiation, market position, and brand strategies including product line extensions. A successful organization also recognizes that brand associations are made at each point of contact: customer service calls; greetings from a receptionist; conversations with a sales person. Each of these touch points leaves a lasting impression on a consumer and can be held in memory for a long time. For that reason, an organization's brand strategy should consider the impact employees at all levels will have on brand associations.

We tend to think of branding as a modern day phenomenon. Certainly, during the late 1990s and the early 2000s, branding emerged as a significant area of emphasis not only

for companies and their products, but also for municipalities, universities, other non-profit organizations and even individuals. Branding became ubiquitous. Many of us also know that Proctor & Gamble and other consumer product companies began branding their products in earnest in the mid-to-late 1800s. But more interesting to me is how far back in time branding goes. For instance, companies that sold patented medicines and tobacco began branding their products as early as the early 1800s. Around the same time, some fraternities and sororities branded their pledges (literally) during initiation rites as a form of identification and bonding, a practice that has long since been identified as hazing and therefore abandoned.

1.3 UNDERSTANDING BRANDING:

1.3.1 BRAND

The word "Brand" owes its origin to the Norwegian word "brand" which means to burn. Farmers used to put some identification mark on the body of the livestock to distinguish their possession. Products are what companies make, but customers buy brands. Therefore marketers resorted to branding in order to distinguish their offerings from similar products and services provided by their competitors. Additionally, it carries an inherent assurance to the customers that the quality of a purchase will be similar to earlier purchases of the same brand.

A brand is a name, term, sign, symbol or design or a combination of one seller or a group of sellers and to differentiate them from those of competitors.

1.3.2 BRANDING

Branding is a process, a tool, a strategy and an orientation. Branding is the process by which a marketer tries to build long term relationship with the customers by learning their needs and wants so that the offering (brand) could satisfy their mutual aspirations. Branding can be used as a differentiation strategy when the product cannot be easily distinguished in terms of tangible features (which invariably happens in case of many services, durables etc.) or in products which are perceived as a commodity (e.g. cement, fertilizers, salt, potato chips etc.). Brand building is a conscious customer satisfaction

orientation process. The brand owner tries to retain customers to its fold over their competitors by a mix of hardware software because when a customer feels satisfied he / she develop a kind of loyalty for the same.

Kotler (1999) expands on the concept of identity by stating that a brand is capable of conveying up to six different levels of meaning to a targeted audience. This is known as the "Six Dimensions of The Brand".

Attributes	A brand will communicate specific attributes, such as prestige
Benefits	A brand strengthens a product's attributes by communicating benefits that makes it more attractive
Values	A brand represents a company's core values and belief system
Culture	A brand is representative or target a target audiences socio cultural characteristics
Personality	A Brand can project behavioral personality patterns of targeted consumers
User	The brand, in some cases, can emulate the end user.

From the consumers' perspective, brand names are as fundamental as the product itself in the sense that they simplify the purchasing process, guarantee quality and at times, form as a basis of self- expression. Hence, should a company market a brand name as nothing more than "just a name"; it would be missing the entire purpose of product branding. The challenge lies in developing a deep set of meanings for the brand. Once a target market segment can visualize all six dimensions of the brand, it will have established a strong rapport within the consumers' purchase decision-making process.

1.4 BRANDING IN TODAY'S MARKETS

A central function of branding is the facilitation of the consumer choice process. Due to the complexity of having to select a product amongst thousands of similar offerings, consumers will instinctively attempt to simplify their choice process by selecting brands that have satisfied them in the past. Thus, one can conclude that pleasant past experiences is highly conducive to consumers associating benefits to a brand. One can conclude that a central function of branding is its ability to negate the need for a consumer to seek out information when a need or a want has been recognized, but rather, lead him to a brand that has been satisfying in the past. One must acknowledge however, that frequent purchasing of a brand cannot always be linked to previous experiences, but can alternatively be formed by embedded perceptions. A consumer might strongly favour a brand with no prior purchasing experience. This type of consumer behavior is based on stimulus provided by direct exposure to advertising campaigns, a company's PR efforts or even a high concentration of local distribution in an area that is in close proximity to a consumer.

In terms of companies views on branding, it can induce the natural differentiation of their offerings, which ultimately, will produce a state of competitive advantage. Differentiation can only allow for competitive advantage if the cost of differentiating is significantly lower than the revenue earned by the sales. Differential advantage allows companies to showcase their offer in respects to other competitors in the same marketplace.

1.5 OBJECTIVES:

- To analyse the socio-economic profile of consumers on branding in Coimbatore city.
- To analyse the factors influencing the purchasing behaviour of consumers towards branding.
- To research about the consumer awareness towards branding.
- To analyse the consumer's attitude towards branding in Coimbatore city.
- To observe the problems and prospects of consumer towards branding.
- To understand the social media impact on branding.

1.6 NEED FOR THE STUDY:

- To get better knowledge about brand and consumer behaviour.
- To analyze why people choosing branded products.
- To analyze how brand involves in advertisement.
- To analyze the influence of brand in buying decision.
- To study the influence of advertisement in consumer buying behaviour.

1.7 SCOPE FOR THE STUDY

- The scope of the study entitled “Branding in attracting and influencing consumer purchase decision”.
- The study attempts to understand the influence of branding in consumer purchase decision.
- The study concentrates in depth on area like
 1. Branding
 2. Importance of branding
 3. Brand Loyalty
 3. Consumer Purchase Decision

1.8 RESEARCH METHODOLOGY

Research methodology is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources and by what procedures. If it is a good design might be described as a series of advance decision that taken together from a specific master plan of model for the conduct of the investigation. Although research design may be classified by many criteria, the most useful one concerns the major purpose of the investigation. Research methodology is a way to systematically solve the research problem. Information can be collected from only a part of population.

1.8.1 DATA SOURCE

A data source, in the context of computer science and computer applications, is the location where data that is being used come from. In a database management system, the primary data source is the database, which can be located in a disk or a remote server. The data source for a computer program can be a file, a data sheet, a spreadsheet, or even hard-coded data within the program.

1.8.2 PRIMARY DATA

Primary data is the data that is collected for the first time through personal experiences or evidence, particularly for research. It is also described as raw data or first-hand information. The mode of assembling the information is costly, as the analysis is done by an agency or an external organization and needs human resources and investment. The investigator supervises and controls the data collection process directly.

1.8.3 SECONDARY DATA

Secondary data is a second-hand data that is already collected and recorded by some researchers for their purpose and not for the current research problem. It is accessible in the form of data collected from different sources such as government publications, censuses, internal records of the organization, books, journal articles, websites and reports, etc.

1.8.4 RESEARCH DESIGN

The research design adopted in the study was descriptive design. Which is concerned with the descriptive of a group. In descriptive research in such a way that the Respondents is able to understand clearly what the researcher wants and provides distinct information to measure data.

1.8.5 SAMPLE SIZE

Sample size refers to the number of items to be selected from the population constitute a sample. The sample size for this study is 153.

1.8.6 PERIOD OF STUDY

The period of study is six months from Jan 2023 - May 2024

1.9 SAMPLE TECHNIQUES USED FOR THE ANALYSIS:

The different statistical techniques have been used in this study for analysis.

1.9.1 a) Descriptive Statistics:

- i. Evaluating Frequencies and Percentages in the data and to measure Mean and Standard Deviation.

1.9.2 b) Chi-Square Test:

Examining whether the Demographic variables of the respondents make any difference in their preference to continue using M-Wallets in the future.

1.9.3 c) Analysis of Variance (ANOVA):

- ii. A statistical formula used to compare Variances across the Means or Average of different groups

1.9.4 d) Ranking:

In statistics, ranking is the data transformation in which numerical or ordinal values are replaced by their rank when the data are sorted.

1.10 TOOLS OF THE ANALYSIS:

1.10.1 a. PERCENTAGE ANALYSIS:

Percentages are used to compare the relative terms and the distribution of two or more series of data. A simple calculation of the frequencies from the data collected was the basis for more calculating the percentage of different factors. Through the use of percentage, the data are reduced in the standard form with base equal to 100%, which facilitate relative comparisons. Also, a more descriptive form of the analysis is shown in the form of chats.

FORMULA:

Simple percentage analysis = Number of respondents

_____ X 100

Total number of respondents

1.10.2 b. CHI-SQUARE ANALYSIS:

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables.

$$\text{The formula for chi-square} = \sum (O-E)^2$$

—————
E

Where,

O stands for Observed Frequency. **H** stands for Expected Frequency.

After finding the value of chi square the table value is to be calculated.

Table value = (R-1) (C-1).

Where,

R stands for Numbers of Rows. **C** stands for Number of column.

1.10.3 c. ANOVA

One-Way ANOVA is a statistical method used to compare the mean value of samples to check whether they are significantly different. Also, the method uses only one independent variable.

$$F = \text{MSB}/\text{MSW}$$

F = coefficient of ANOVA

MSB = Mean sum of squares between the groups

MSW = Mean sum of squares within group.

1.10.4 d. RANKING

The RANK function returns the numeric rank of a number when compared to a list of other numbers. You can use RANK when you want to assign a rank to a

list of numeric values. RANK works fine with sorted or unsorted data. It is not necessary to sort the values in the list before using the RANK function.

FORMULA

=RANK(number,ref,[order])

The RANK function uses the following arguments:

1. **Number** (required argument) – This is the value for which we need to find the rank.
2. **Ref** (required argument) – Can be a list of, or an array of, or reference to, numbers.
3. **Order** (optional argument) – This is a number that specifies how the ranking will be done (ascending or descending order).

1.11 LIMITATIONS OF THE STUDY:

- Due to time constraint this study did not cover the effect of branding on a very large scale, only a small population was studied.
- The sample respondents of the study were restricted to 149.
- The respondents were reluctant to answer the question and the response may be biased.
- The study is based on the present, the preference and choice of the respondents may be changed according to time and situations.
- Questionnaire were collected through google forms, so it was difficult for illiterate people to answer the questions.

1.12 CHAPTER SCHEME:

- Chapter 1 – Introduction
- Chapter 2 – Review of literature
- Chapter 3 – Concept
- Chapter 4 – Data analysis and interpretation
- Chapter 5 – Findings, Suggestions & Conclusion

CHAPTER-II

REVIEW OF LITERATURE:

Andriani & Bunga (2017), “The concept of brand image is defined as the set of impressions, beliefs and ideas that the customers hold or possesses about the particular object, product or services.

Shabbir, Khan & Khan, 2017), “Brand image has become important for every business as it helps to fulfil the business motives. Brand image is the paramount of brand performance as good image brings good profits.

Alic, Agic, & Cinjarevic (2017), “Every business firm strives for building strong brand image due to several benefits such as - i) ensure more sales revenue as new customers are attracted to the brand, ii) make easy to inaugurate new products under the same brand, iii) increase brand awareness and value, iv) boost the confidence of existing customers and make them loyal to the brand and v) develop better business customer relationship.

Jain, Khan & Mishra (2017), “Understanding customers’ behavior is significant for any company in order to find success for its existing products and new products launches. Consumer behavior is changing due to the changing of trends, fashion, technology, disposal income, living style and similar other factors”.

Rohm, Hooge, Normann & Karantininis (2017), “Marketers have to understand about changing factors and develop efforts to be aligned with accordingly. Effective understanding of consumer behavior helps to consumer differentiation, customer retention in addition to design the marketing programs, predicate market trends, innovate new products and improve customer service”.

Yadav & Pathak (2017), “Perceived quality always creates more value for its potential target customers by ensuring product innovation and differentiation that positively affects the consumer purchase behavior. Perceived product price has a great impact on the consumer purchase behavior as customers are price sensitive and always seek products with reasonable price. With the help of different brand awareness programs customers become aware about the products or services that encourage them to purchase by influencing their behavior”.

Kotler (2018), "Brand image is the aggregate of ideas, views and impressions about the specific brand based on their experience and interactions with that brand or their beliefs regarding what the brand could be".

M & Rao (2018), "Consumer purchase behavior is consisting of six stages such as problem recognition, information search, evaluation alternatives, purchase decision, purchase and post-purchase evaluation".

Chaydhary & Bisai (2018), "Brand association is directly related to the consumer purchase behavior as positive associations influence consumer to repeat purchase of the products by changing their purchase decision. Various brand loyalty programs make customers loyal; towards the brand which changes their behavior regarding to retain potential customers".

Zhang (2018), "Celebrity endorsement and CSR activities also affects the consumers purchase behavior because most of the customers follow their celebrity person regarding to consumer products whereas CSR initiatives make positive impressions in the customer's mind that positively influence their purchase behavior. Public relations greatly affect the consumer purchase behavior because public relations ensure customer satisfaction and make them loyal towards the brand".

Martin, Faraoni, Diaz & Ranfagni (2018), "The relationship between strong brand image and consumer purchase behavior is positive because if the image of the brand become favorable towards potential target customers, then consumer purchase behavior become also favorable towards the brand and its products. According to the Deloitte about 69% customers in retail sector consider the image of the brand before purchasing products or services".

Amron (2018), "Customers become loyal towards the brand that is engaged with different brand building initiatives and once they become satisfied toward the particular brand, they motivate their dear & near ones to purchase such brand's products or services. Various common sources of building brand image within the industry are marketing communication, customers' experience and word of mouth play a significant regarding to influence consumer purchase behavior.

Wang & Tsai (2018), “Moreover, social media marketing in along with digital marketing has created a profound impact on the consumer purchase behaviors as with the help of social media customers are becoming aware about the products information”.

Malik, Ghafoor & Ahmad (2018), “Moreover, various dimensions of improving brand image or name within the industry such as brand awareness programs, ensures perceived quality & price, enhance brand value & satisfaction, brand loyalty & celebrity endorsement programs and public relations influence the consumer purchase behaviors”.

Zhang (2019), “Customer’s self-concept impact on their purchase behaviors as it helps to develop a brand image An Analysis of the Impact of Brand Image on Consumer Purchase Behavior: The Case of Lidl, Sweden 16 that includes perceptions like appearance, shortcomings, capabilities and characteristics. So, brand image and consumer purchase behaviors are correlated as strong brand image positively affects consumer purchase behaviors whereas poor brand image negatively affects behaviors”.

Zhang & Luo (2019), “The theory of Aaker helps the marketers to create barriers to switch to others and retail potential customers. However, some authors criticized this model as it cannot capture entire blocks of brand building and not useful for empirical study for retail firms understating the mindset of customers”.

Carfora, Cavallo, Caso & Cicia (2019), “Consumer purchase behavior is the act of customers regarding to purchase and use products in their decision-making process. In modern marketing, consumer purchase behavior is depicted as the detail study of individual customer, groups of customers or organization s and the processes they choose, consume and dispose of products or services regarding to fulfilling their needs and expectations.

Sirgy (2019), “Consumer purchase behavior is important for marketers as it helps to understand the expectations of An Analysis of the Impact of Brand Image on Consumer Purchase Behavior: The Case of Lidl, Sweden 13 customers. So, consumer purchase behavior is defined as the study of customers that indicates how they behave during purchasing products or services regarding to satisfy their needs and wants.

Suelin (2019), “Consumer purchase behavior is the systematic procedures that consist of problem recognition, information seeking, alternatives evaluations, purchase decision and post purchase behavior of customers.

Madhavan, & Kaliyaperumal (2019), “Problem recognition- it indicates the awareness of need in addition to distinguish the differences between desired state and actual condition. Information search- in this stage customers try to search information about their required products from internal memory or external sources (friends, relatives or public sources).

Qazzafi (2019), “Evaluation alternatives- in this position customers evaluate different alternative products which are able to satisfy their desired through establishing criteria. Purchase decision- in this stage customer choose the best products from alternatives considering quality, package and other features. Purchase and Post-purchase evaluation- it is the post consumption state in which the satisfaction and dissatisfaction of the customers depend.

Zhang (2019), “Customer’s self-concept impact on their purchase behaviors as it helps to develop a brand image An Analysis of the Impact of Brand Image on Consumer Purchase Behavior: The Case of Lidl, Sweden 16 that includes perceptions like appearance, shortcomings, capabilities and characteristics. So, brand image and consumer purchase behaviors are correlated as strong brand image positively affects consumer purchase behaviors whereas poor brand image negatively affects behaviors”.

Arslan & Zaman (2019), “Brand image is being treated as an effective marketing technique to marketers as strong brand image certainly influence consumer purchase behaviors. As the perceptions and feelings of customers towards the specific brand's products or services brand image create impact in the behaviors of customers regarding purchase products”.

Mckinsey & Company (2019), about 49% of customers feel prestigious regarding using the products with a top brand name as the car of Rolls-Royce or watch of Rolex brand. So, it indicates that customers recall the brands that have a good image within the industry.

Riaz (2019), “Because all of these brand building initiatives improve customers' knowledge about the brand and encourage them to purchase such a brand's products or services. In this competitive business market, most of the customers select and choose products with a strong brand image due to the proliferation of brands”.

Chang (2020), “In marketing brand image is the total perceptions regarding the brand products or services in the mind of the customers.

Lei, Xu & Wen (2020), “Various factors of brand image of different brand building initiatives impact on the consumer purchase behavior or their purchase decision while purchasing products or services. Among these factors perceived product/service quality, perceived price, brand awareness An Analysis of the Impact of Brand Image on Consumer Purchase Behavior: The Case of Lidl, Sweden 15 programs, brand associations, brand loyalty programs, celebrity engagement, CSR activities and public relations are most common”.

CHAPTER – 3

OVERVIEW OF THE STUDY

3.1 IMPORTANCE OF BRANDING

Principle of branding - A set of related products that are manufactured by a company and are sold as a family of products under the marquee or banner of a brand have a certain recognition and a place of respect within that very market. Branding the product thus, is a means of creation of identification and recognition in the market. It is not just a process of getting a trademark and logo, but it is process of evolving as a well reputed name on the market and field. A very well known. brand that has become the identity of the market itself is the office equipment manufacturer 'Xerox'. Though it is a company's name, the act of photocopying is termed as 'Xeroxing'.

3.1.1 IMPORTANCE OF BRANDING IN BUSINESS

From the point of view of a business, the process of branding involves making of a trademark and a good name. A registered trademark and a name ensure individuality and uniqueness of a particular product or family of products. The lawful registration of the trademark means that any competitor cannot copy any of the elements and names of the products. Branding can be done for anything that can be promoted in the consumer's market, may it be a simple label, a family of products or an umbrella brand. People can also have a personal brand. The primary advantage of branding is that it is safeguarded from unlawful activities and at the same time, it is also a way of developing a good reputation in the market.

3.1.2 IMPORTANCE OF BRANDING IN MARKETING

Marketing primarily involves the study of demand in a market and creating a response in the form of supply. In the field of marketing, the brand name plays an important role as it helps the people to promote the brand name and its merits quite easily. Apart from that, it also becomes possible for the marketing people to generate intelligence information about the brands popularity and also what people exactly want from the brand owning company. As a result of a brand loyal group of consumers, it also becomes easier for marketing department to asses regular and promised demand. Apart

from that, schemes such as free gifts and discounts often boost the sales as the brand is an important icon of the market.

3.1.3 IMPORTANCE OF BRANDING IN ADVERTISING

Advertising is often considered to be a part of marketing however, branding a particular product helps the advertisers to provide catchy logos and advertisements. As a brand name can never be copied, advertisers face lesser heat from unauthenticated advertisements, effectively, their advertisement creation gets protected. Apart from that advertisers can initiate fearless and independent advertising as due to the process of branding, the consumers are already well aware of the product, its identity and nature.

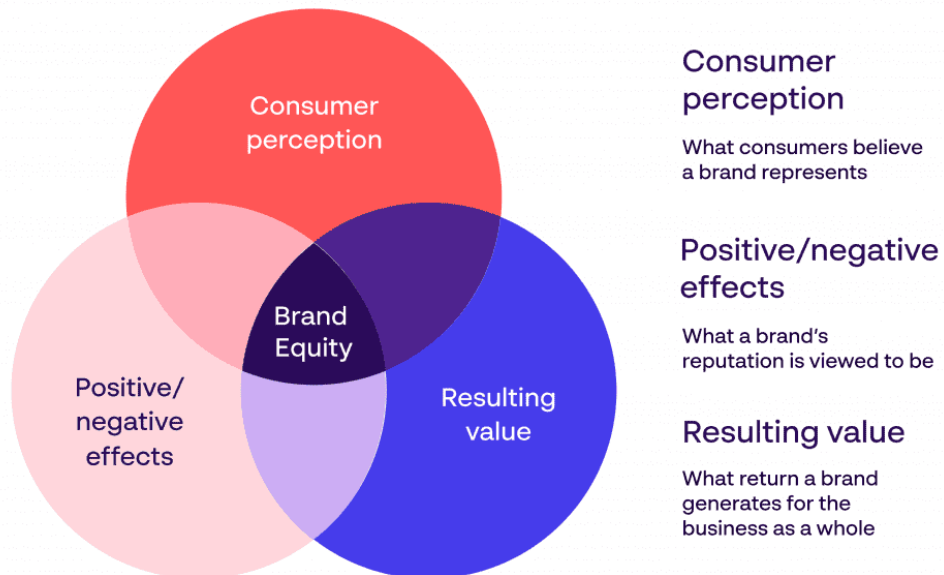
In short, the importance of branding can be summed up in simple words 'successful branding is a process that generates revenue that cannot be counted, it creates a reputation that is felt not seen, and it is an asset that one cannot show on a balance sheet.

3.2 ELEMENTS OF BRANDING:



3.3 COMPONENTS OF BRAND EQUITY:

Components of brand equity



3.4 DEVELOPMENT OF BRAND EQUITY

The amount of clout controlled by different brands will vary. Some are deeply embedded in global culture and are thus, highly recognizable, whilst other are virtually unknown to consumers. When attempting to place a value on a brand, one refers to "brand equity". Chay (1991) defines brand equity as a "set of associations and behaviors on the part of a brand's customers, channel members, and Parent Corporation that permits the brand to earn greater volume or greater margins than it could without the brand name and that gives the brand a strong, sustainable, and differential advantage over competitors". This explanation creates a clear link between a product's values, be it financial or intangible, and a brand name.

Using the financial perspective, one measures brand equity by determining how much more consumers are willing to pay in direct relation to the brand name. This gives marketers essential

insight into the financial value of the brand. When viewing brand equity from this perspective, one must naturally consider overhead, such as costs of advertising.

Using the consumer-based perspective entails considering how the attitude strength of consumers is directly influenced by the brand name. This perspective operates under the assumption that the consumer has had extensive experience with the product in question.

The consideration and development of brand equity is vital as its benefits are wide reaching. One can consider brand equity as an asset, as it can increase cash flow via the widening of a company's market share and the allowance of higher pricing policies.

3.5 THE COMPETITIVE ADVANTAGE OF BRAND LOYALTY

Brand Loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price. Consumer behavior is habitual because habits are safe and familiar. In order to create brand loyalty, advertisers must break consumer habits, help them acquire new habits, and reinforce those habits by reminding consumers of the value of their purchase and encourage them to continue purchasing those products in the future.

The image surrounding a company's brand is the principal source of its competitive advantage and is therefore a valuable strategic asset. Unfortunately, many companies are not adept at disseminating a strong, clear message that not only distinguishes their brand from the competitors', but distinguishes it in a memorable and positive manner. The challenge for all brands is to avoid the pitfalls of portraying a muddled or negative image, and instead, create a broad brand vision or identity that recognizes a brand as something greater than a set of attributes that can be imitated or surpassed. In fact, a company should view its brand to be not just a product or service, but as an overall brand image that defines a company's philosophies. A brand needs more than identity; it needs a personality. Just like a person without attention-grabbing characteristics, a brand with no personality can easily be passed right over. A strong symbol or company logo can also help to generate brand loyalty by making it quickly identifiable.

3.6 UNDERSTANDING CONSUMER BUYING BEHAVIOR

DEFINITION

Consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or service. Consumer behavior involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general. Buyer behavior has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone.

3.7 FACTORS AFFECTING CONSUMER BUYING BEHAVIOR

Consumer buying behavior is influenced by the major three factors:

1. Social Factors
2. Psychological Factors
3. Personal Factors.

1. Social Factors

Social factors refer to forces that other people exert and which affect consumers' purchase behavior. These social factors can include culture and subculture, roles and family, social class and reference groups.

Example:

By taking into consideration Reference group, these can influence/ affect the consumer buying behavior. Reference group refers to a group with whom an individual identifies herself/ himself and the extent to which that person assumes many values, attitudes or behavior of group members. Reference groups can be family, school or college, work group, club membership, citizenship etc.

Reference groups serve as one of the primary agents of consumer socialization and learning and can be influential enough to induce not only socially acceptable consumer behavior but also socially unacceptable and even personal destructive behavior. For example, if fresher student joins a college/university, he/she will meet different people and form a group, in that group there can be behavior patterns of values, for example style of clothing, handsets which most of group member prefer or even destructive behavior such as excessive consumption of alcohol, use of harmful and addictive drugs etc. So, according to how an individual references him/her to that particular reference group, this will influence and change his/her buying behavior.

2. Psychological Factors

These are internal to an individual and generate forces within that influence her/his purchase behavior. The major forces include motives, perception, learning, attitude and personality.

Example:

Attitude is an enduring organization of motivational, emotional, perceptual and cognitive processes with respect to some aspect of our environment. Consumers form attitude towards a brand on the basis of their beliefs about the brand. For example, consumers of Sony products might have the belief that the products offered by Sony are durable; this will influence those customers to buy Sony products due to this attitude towards the brand.

3. Personal Factors

These include those aspects that are unique to a person and influence purchase behavior. These factors include demographic factors, lifestyle, and situational factors.

Example:

Lifestyle is an indicator of how people live and express themselves on the basis of their activities, interests, and opinions. Lifestyle dimension provide a broader view of people about how they spend their time the importance of things in their surroundings

and their beliefs on broad issues associated with life and living and themselves. This is influenced by demographic factors and personality.

3.8 CONSUMER BUYING DECISION PROCESS

Consumer buying decision process is the processes undertaken by consumer in regard to a potential market transaction before, during and after the purchase of a product or service.

Consumer decision making process generally involves five stages:

A. Problem Recognition

Purchase decision making process begins when a buyer becomes aware of an unsatisfied need or problem. This is the vital stage in buying decision process, because without recognizing the need or want, an individual would not seek to buy goods or service.

B. Information Search

After the consumer has recognized the need, he / she will try to find the means to solve that need. First he will recall how he used to solve such kind of a problem in the past, this is called nominal decision making. Secondly, a consumer will try to solve the problem by asking a friend or goes to the market to seek advice for which product will best serve his need, this is called limited decision making.

C. Alternatives Evaluation

Consumers evaluates criteria refer to various dimension; features, characteristics and benefits that a consumer desires to solve a certain problem. Product features and its benefit is what influence consumer to prefer that particular product. The consumer will decide which product to buy from a set of alternative products depending on each unique feature that the product offers and the benefit he/she can get out of that feature.

D. Purchase Action

This stage involves selection of brand and the retail outlet to purchase such a product. Retail outlet image and its location are important. Consumer usually prefers a nearby retail outlet for minor shopping and they can willingly go to a far away store when they purchase items which are of higher values and which involve higher sensitive purchase decision. After selecting where to buy and what to buy, the consumer completes the final step of transaction by either cash or credit.

E. Post-Purchase Actions

Consumer favorable post-purchase evaluation leads to satisfaction. Satisfaction with the purchase is basically a function of the initial performance level expectation and perceived performance relative to those expectations. Consumer tends to evaluate their wisdom on the purchase of that particular product. This can result to consumer experiencing post purchase dissatisfaction. If the consumer's perceived performance level is below expectation and fail to meet satisfaction this will eventually cause dissatisfaction, and so the brand and/ or the outlet will not be considered by the consumer in the future purchases. This might cause the consumer to initiate complaint behavior and spread negative word-of-mouth concerning that particular product.

3.9 BRANDING'S INFLUENCE ON CONSUMER PURCHASING BEHAVIOR

The preceding section of this literature reviewed has sought to define the term branding and explain its functions and values as an instrumental marketing tool used in attaining differential and competitive advantage. The following section of this literature review will seek to enlighten the impact branding has on the consumer decision-making process. First however, one must gain clear insight into the definition of consumer buying behavior in order to understand the impact branding has on it. In defining "consumer buying behavior", one may refer to Assael (1987) who distinguishes four types of consumer buying behaviors. He bases these four consumer types on the varying degrees of involvement and the degree of differentiation amongst the brands in question.

- High involvement
- Low involvement

- Significant differences between brands
- Complex buying behaviour
- Variety- seeking buying behaviour
- Few differences between brands
- Dissonance- reducing buying behaviour
- Habitual buying behaviour

Consumers who are described as displaying complex buying behavior will expand their beliefs regarding a particular product as a starting point. This stage will eventually lead them to develop positive attitudes regarding the product. These intermediary stages lead them to the final stage of their behavioral pattern, where they consciously make the choice of purchasing the product. Referring to the Assael's model; one will notice this type of consumer engages in highly involved. purchasing experiences being fully aware of the range of brands available and their levels of differentiation.

Assael (1987) classifies consumer who exhibit Dissonance-reducing behavior as consumer who are highly involved in the purchasing experience, however see few differences between brands. For this reason, the consumer will seek information on the differentiation of the product offerings and will not be particularly price sensitive when seeking functionality. In the event that this consumer finds him or herself in a market that displays low levels of differentiation, the consumer might result to purchasing influenced by convenience. Like consumers who display complex buying behavior, consumers with dissonance-reducing behavior will seek to establish personal beliefs regarding the product. If fostered adequately, these beliefs will eventually transform into attitudes regarding the product offerings. These attitudes, if favourable, will lead to a thoughtful purchase.

Assael (1987) considered consumers displaying habitual buying behavior as consumers who did not experience the same sequence as the previous two behavioral types. Instead of basing their decision-making process on seeking product information pertaining to functionality or characteristics, this type of consumer will purchase based on information gathered passively, via the company's promotional efforts, by it through the medium of television, radio or print advertising. This behavioral type, as can be seen on Assael's (1987) model, with low-level involvement products. Differentiating this consumer type is the fact that they being the process

with beliefs already embedded in their mind, which they have learnt passively, rather than actively. Variety-seekers are the last behavioral type contained in Assael's (1987) model. Their typical buying situation is summarized by low-level involvement in a market that displays high levels of product differentiation. Common to this type of consumer, is "brand switching", in order to satisfy their need for diversification.

In order to fully ascertain the effects that branding has on the consumer decision making process, the Howard-Sheth Decision-making model by Howard and Sheth (1969) is used that explains not only the process of consumer decision-making during purchasing activities, but one that facilitates the understanding of pre and post purchasing activities as well.

3.10 IMPACT ON THE CONSUMER LEARNING PROCESS

At its most basic definition, one can define the consumer learning process as being a time period in which a customer is heavily exposed to the branding process of a product or service. The branding process can include any aspect of the promotional strategy, including audio/visual forms of promotion. By learning from this information, whether it is a conscious process or not, the consumer will develop strong feelings towards a brand. For marketers, branding has a vital effect on the learning process, because it is self-growing. Once consumers start to purchase product, others will vicariously learn from them. Vicarious learning is when consumers begin to copy the behavioral patterns of their peers by making changes in their own lives to reflect what they have "vicariously" learnt.

In searching for a more academic view on consumer learning, one can understand the process as modifications to a consumer's behavioral patterns that are the direct consequence of either past experiences or information gathered during all aspects of the purchase decision-making process. These modifications are caused by information that has essentially been saved as a set of meaningful associations in the consumer's mind. These above-mentioned associations provide the consumer with link to the brand image of offerings in respects to the promotional tools used to further this brand image. These tools include both physical characteristics of the product as well as pricing policies. All the elements that are retained by the consumer stem from what they have been exposed to during their individual learning process. This is ultimately, what will shape their views and attitudes in regards to brands.

It has been found that the learning process discussed above acts as a catalyst in creating emotional and evaluating responses. These responses are embedded in the consumer's memory span, which will be recalled when faced with a purchase decision-making process. Thus, understanding the learning process is the key to marketers who seek to efficiently use promotional methods to influence consumers, because the imprints they create in the mind of consumer will later on be recalled when selecting a product or brand.

3.11 IMPACT ON CONSUMERS' ATTITUDE TOWARDS BRANDS

An attitude can be considered to be either positive or negative, depending on the outcome of their learning and evaluating process. The evaluation of consumer attitudes towards brands has quickly become a major part in conducting marketing research. The development of positive attitudes towards brands can lead to not only the sustaining of competitive advantage, but in the bettering of the financial health of a company.

Branding has been found to be a key in formation of positive attitudes towards products, especially those involving low-levels of consumer involvement. However it has been noted that there are factors that might negate the effects of the formation of positive attitudes. One being that the effects of positive attitudes can dissipate should the consumer not purchase the product within a certain timeframe. Another factor that might negate the effects of positive attitudes might be an overtly high pricing policy, which might have a contrary effect to the consumer's positive attitudes towards the brand and result in a non sale.

In considering attitudes towards brands, one must ponder whether these attitudes all remain at a conscious level, or whether branding can instigate attitudes at a sub-conscious level. Sigmund Freud's theory that individuals are rarely aware of how their own psychology shapes their visual behavioral patterns which suggests that at an unconscious level, consumer might have beliefs that shape their attitudes towards products. By acknowledging Freud's theories, one can conclude that branding can be used to target sub-conscious desires that rest at a primal level.

3.12 BRANDS THAT INFLUENCED CONSUMER BEHAVIOR GREATLY

- **Apple**

Apple is an excellent example of a powerful brand. It creates visually beautiful, inventive technology that is one-of-a-kind. It also advertises its products in a way that resonates with consumer aspirations. This brand has followers who would stand in queue for hours simply to be the first to get their hands on the newest iPhone. This in turn, has made the brand successful in intriguing their audience and keep launching new products for them – who feel Apple’s products make their lives better, more fun, and more meaningful.

- **Netflix**

It is an online streaming brand that has disrupted the entire industry by offering an amazing customer experience. What makes it stand out from its customers is its personalization feature for movies and series selection. The other benefit is the broader choice of outputs they provide. Furthermore, when you build a profile on their site, you may select the titles you want so that their algorithm can determine which choices fit you best. Suggestions improve as you watch, and you’ll be addicted to Netflix in no time. “See what’s next” is the true meaning behind their tagline. In this way, it has hooked its target audience and is successful in generating high revenue.

- **Final Thoughts**

Branding has a large influence on customer behavior. Instead of concentrating on less appealing characteristics such as cost, brands can focus on articulating the value that they will offer to consumers’ lives. Remember, the importance of brand alignment with customer values cannot be overstated. Since branding and brand management are the driving forces to make a business a successful one, it is important to create effective branding tactics. Only good brand marketers with skills in this field can make it happen. To become one, you can consider enrolling yourself in the Executive Programme in Brand Management by CEP, IIT Delhi, as this programme covers contemporary brand management topics, delivered by eminent IIT

Faculty and Industry Experts; and overall provides a comprehensive learning experience via online lectures. So, why wait? Enroll today!

3.13 METHODS OF BRANDING:

There are five different methods of branding.

1. Personalized branding method

“Personalization Is pointless without knowing the individual. Understand the dreams, hopes, and fears that motivate your customers, then hit them where it counts.” – Paul Gillin. Recently, personalized branding has been receiving a lot of praise as an exciting strategy. It’s often called custom branding, and is an way to gain access to insider marketing. Personalized branding helps customers feel emotional about your brand and connect with it deeper than the usual business-customer relationship. The key to successful personalized or custom branding is to be individualistic without overstepping or coming off as intrusive or as trying too hard.

An example of a successful personalized branding campaign was the Coca-Cola bottle customization project, also known as the ‘Share a Coke’ campaign. With it, customers were able to enter a name on the Coke website and see how it would look on the front of the Coke bottle. This was furthered by the selling of personalized bottles. This strategy shows the importance of brands to reach customers on an individual level, since certainly, your name is as personal as it gets.

2. Co-branding method

Co-branding is a method used to combine the marketing and branding power of two different companies to create a new product or service.

What are some ways that co-branding can be helpful

- **Opens up new markets for brands.** It seems impossible to jump into certain markets, but co-branding makes it a reality. This is often because of geographical advantages the partner brand has.
- **Reduces overall risk.** It’s a lot easier to convince customers to buy a new product if they’re comforted by brand familiarity.

- **Increases advertising depth.** The idea of two different brands joining forces usually intrigues markets and promotes itself naturally.
- **Hides brand weaknesses.** If one brand in the partnership is weak at something, the other brand can pick up the slack.

3. Insider branding method

Insider branding displays your company as an expert source within different, important groups. There are many different ways to use insider branding, most of which result in access to important marketing channels. So, why is it so valuable to become immersed into these key marketing channels. Basically, it allows your brand to be authenticated in these spaces, which promotes it naturally. Engagement is key, so make sure to join relevant groups in digital and physical spaces. Also, follow different influencers on social media and engage within these groups. Nearly 90% of marketers use social media to promote their campaigns and as a large part of their overall strategy.

4. Identification branding method

Identification branding is where a brand's customers take on the brand and make it their own. This means the customer will take it upon themselves to market for a brand, due to their newfound brand loyalty. When using identification branding, remember that the result is typically stronger marketing campaigns. This is because a third party is more trusted by customers, and their promotion holds more weight. In fact, 75% of customers believe **word of mouth** recommendations to be the biggest factor in their purchasing decisions.

5. Product branding method

Product branding is a way for a company to try new things and enter new markets without the potential risk typically involved.

Here are some of the benefits involved with product branding:

- **Puts forth separation between brand and company.** This makes things easier on the customer and avoids any confusion about the new product.

- **Eases customer purchases.** It's easier for customers to find what they need when a product is successfully branded.
- **Expands market reach.** Sometimes a new product can reach markets that the company normally couldn't.
- **Prevents negative associations.** If a product fails, the failure isn't then tied to the parent company.

3.14 CREATING A BRAND

When a company seeks to define its public image, it first must determine its brand identity, or how it wants to be viewed by the public. A company logo reflects its message, slogan, and product. The goal is to make the brand memorable and appealing to the consumer, or rather to the consumer that the company is targeting, whether that is hip single people, couples with small children, or affluent retirees. The company may use a design firm or logo design software to come up with ideas for the visual aspects of a brand, such as its logo. A successful brand accurately portrays the message or feeling the company wants to get across. This results in brand awareness, or the recognition of the brand's existence and what it offers. Once a brand has created positive sentiment among its target audience, the firm is said to have built brand equity. Some firms with brand equity and very recognizable product brands include Disney, Coca-Cola, Ferrari, Apple, and Nike.

If done right, a brand results in an increase in sales not just for the specific product being sold but for other products sold by the same company. A good brand engenders trust, and, after having a good experience with one product, the consumer is more likely to try another product related to the same brand. The phenomenon is known as brand loyalty.

3.15 BRAND STRATEGY



3.16 HOW TO BUILD A BRAND STRATEGY

It's time to use the brand foundation exercises to build a strategy. Each of the following components of your brand strategy will require you to be creative and systematic, appeal to customers' emotions and reason, and reflect deeply on your business objectives.

1. Define your brand's mission.

Your brand's mission statement should communicate the purpose and philosophy behind the customer experiences you're creating. Use the prompts below to help define your brand's mission.

- What inspires you to develop this brand for your business?
- What impact do you want your brand to make?
- What experiences do you want to enable for customers, including emotions, sensations, new thoughts, and possibilities?
- What practical role do you want your brand to play in customers' lives? What outcomes can your brand drive?

2. Define your brand's vision.

Your brand's vision statement is a long-term, future-oriented goal for what your brand will become, the presence it will have in the world, and what it will accomplish. To describe your brand vision, think about what could be possible for your brand. Write it as though there were no barriers or limitations keeping you from making this possible.

Use these three examples as models for how you can phrase your vision statement:

- To provide all children access to education
- To create a more connected world
- To become a leading provider of entertaining experiences

3. Identify your brand values.

With your brand's mission and vision clearly outlined, your next step is to identify the values. What does your brand stand for? What is the fundamental belief system behind every aspect of the brand? Answering these questions will determine how your brand behaves in the marketplace and the customers you attract.

To complete this part of your brand strategy, name and define the values you share with your ideal customers. Here are a few examples:

- Empathy and compassion
- Passion and enthusiasm
- Tenacity and stamina
- Trustworthiness and integrity

4. Determine your brand positioning.

Careful brand positioning can help you distinguish your brand from others in your industry and capture your target audience's attention.

- What makes your brand and its products and services unique in your industry?
- What are the specific differentiators, and how do they compare to competitors' offerings?
- How will consumers who fit your buyer persona perceive and respond to these differentiators?
- What will they believe about your brand and its products and services?

Use answers to the above questions to craft a brand positioning statement: [audience] will choose [product] to experience [benefits and outcomes], because [audience's beliefs].

5. Develop your brand voice.

Your brand voice will determine how you use language to communicate your mission, values, and personality to the world. The brand voice will keep your messaging consistent, from paid ads and organic social media content to emails, product descriptions, and customer service portals. It will also help you foster relationships with customers and gain their trust.

Here are some questions to get you started:

- What do you want your brand to be known for?
- What adjectives would you want customers to use to describe your brand?
- How would you describe your brand's personality?
- If your brand were a person, what tone, words, and phrases would they use? How would they come across?

6. Design your brand's identity.

Gather everything you've put together so far to design your brand's identity. The identity will include all sensory experiences associated with your brand, such as the visual design of the logo, fonts, and colors ; the taste, feel, or smell of your physical products; voices, music, and images that appear on videos; and the brand name and tagline.

Subtle choices in font style, size, layout, shades of color, scents, sounds, and other design elements can influence how the world perceives your brand. Brainstorm ideas about how different design elements can do the following:

- Represent your brand's mission, vision, and values
- Correspond to your brand voice
- Evoke the emotions you want customers to experience

7. Create your brand guidelines.

One of the most important tools for your business will be the brand guidelines—the definitive instructions, parameters, and standards that determine how you present your brand and everything it stands for to the world. Without clear guidelines, a brand can quickly become disjointed and thus dilute your message and weaken your business efforts.

Besides listing the physical aspects of your brand's identity, the brand guidelines might specify some of the following practices:

- The instances in which you'll use your logo, as well as the maximum and minimum sizes it should appear
- Messaging guidance, including keywords, phrases, tone, and voice, as well as language to avoid
- Editorial guidelines
- Social media and website layout options
- Paid ad display options

3.17 TYPES OF BRANDING

There are a wide range of branding types and techniques available, but here we'll focus on the 13 types that can help you create an effective and powerful brand, no matter who you are or what industry you're in.

- **Personal branding**

Personal branding is all about establishing yourself as an expert in your field and creating a unique identity. It's important to create content that accurately reflects who you are and what you do, while also connecting with potential customers. From creating a website, to blogging, to using social media - there is so much you can do when it comes to personal branding. Your personal brand should be something that sets you apart from the competition, so get creative and have fun with it!

Personal branding is perfect for entrepreneurs, freelancer marketers, and consultants who want to stand out in their field and build a solid foundation for successful business ventures. And with the rise of the influencer, it's become even more important for business leaders and individuals to get their personal branding right.

- **Corporate branding**

Corporate branding is all about **creating a unified look and feel** across your company's website, products, services, and marketing materials. It should be consistent throughout, with the goal of building brand recognition and loyalty. When it comes to corporate branding, don't forget the importance of storytelling. Your customers should be able to connect with your story, which is why it's important to create content that conveys your brand values and really resonates with them.

Corporate branding can help you create a strong, unified presence that will make it easier for customers to identify and trust you. It's perfect for larger organisations that want to establish their brand on a global scale.

- **Product branding**

Product branding is all about **making your product stand out in a crowded market**. From packaging design to marketing campaigns, the key is to make sure that your product stands out and is memorable. Think of product branding as an art form - it's about creating something that speaks to customers and makes them want to buy. Make sure you identify the key elements that make your product unique and highlight them when creating content.

Product branding is perfect for small businesses or large companies with a wide range of products, all competing for attention in the marketplace. It can also be used to create brand

loyalty by reminding customers why they love your product and encouraging them to come back for more.

- **Service branding**

Service branding is about **creating a unique experience that customers will remember**. It's not just about the service you provide, it's also about how you make your customers feel throughout their journey with your service. When it comes to service branding, think about ways to go above and beyond for your customers. Whether it's through stellar customer service, helpful content, or exclusive rewards - make sure that you are providing a memorable experience.

Service branding is important for companies who want to build trust and loyalty with their customers. It can be used to turn one-time customers into repeat customers, helping your business grow and succeed in the long run.

- **Ingredient branding**

Ingredient branding is the process of **using a signature ingredient to distinguish your product from the competition**. It's all about finding unique elements that make your product stand out, and then using them to create an experience that customers will remember. From craft beer, to artisanal chocolate, to organic skincare products - ingredient branding can be used in a variety of ways. Make sure you find elements that are both unique and relevant to your brand, so customers can easily associate them with your product.

Ingredient branding is perfect for companies that want to stand out from the competition and build a strong, recognizable brand. It's also great for small businesses who are looking for an effective way to differentiate their product in a crowded marketplace. Of course if you make ingredient branding a priority, it has to bear fruit in terms of product quality and uniqueness. So for a craft beer brand, breaking the mold with left-field inclusions cannot be a one-shot novelty; you also need to optimize your brewing process with tools like Ollie, carry out tests to ensure new products impress your target audience, and keep an eye on feedback so that this can be a positive step for your brand.

- **Conscious branding**

Conscious branding, also known as ethical or eco branding, is all about **being mindful of the environment and society when creating your brand**. It's about creating products that are not

only good for the planet, but also promote positive social change. According to a Nielsen report, **two-thirds of consumers across the globe said they would pay more for products from companies committed to having a positive social and environmental impact.**

When it comes to conscious branding, think about ways to make your product or service more sustainable and ethical. From eco-friendly packaging to fair trade materials - there are plenty of ways to show your customers that you are committed to creating a better world. Conscious branding is great for companies who want to make a difference in the world and show their commitment to sustainability. It's also perfect for businesses who want to attract socially-conscious customers and create an impactful brand presence.

- **Retail branding**

Retail branding is all about **creating a unique experience for customers when they visit your store.** From in-store events to clever merchandising - it's about making sure that your store stands out from the competition and provides an unforgettable experience for shoppers. Think of retail branding as an extension of your brand story - make sure you use digital signage, visuals, and product displays to tell a story and make sure customers understand your message. Make sure you also take advantage of digital tools, like in-store Wi-Fi or interactive displays, to create an even more engaging experience. Think about the Apple store for a second. Think about the Apple store for a second. Apple does an amazing job when it comes to retail branding - from their sleek design elements to their helpful customer service, they have created a tangible and unforgettable experience that customers can't help but love.

Retail branding is perfect for businesses who have physical stores, as it helps them stand out from the competition and create a memorable experience for customers. It's also great for companies who want to build loyalty and create long-term relationships with their customers.

- **Geographical branding**

Geographical branding, or cultural branding, is a way to **tap into the power of symbols, colours, and images from a certain culture or geographical area** as a part of your brand. Think about using local landmarks, colours, music, and even language to create an authentic experience for customers. Perfect for those in the tourism industry, cultural and geographic branding can help to create a strong connection with customers and create an atmosphere that customers will find authentic and engaging.

Think about the way in which airlines use iconic images from a certain geographical area - like a Colosseum for Rome or the Eiffel Tower for Paris - to evoke feelings of romance, adventure, and nostalgia. These images can be powerful marketing tools that help to create a strong connection with customers, build loyalty, and boost sales.

- **Online branding**

If you want your brand to be instantly recognizable, online branding and digital marketing campaigns are key. Online branding is all about **creating a powerful presence on your website, social media and other digital platforms**, like Google Ads or email campaigns. Think of ways to use **digital design, creative content**, visuals, videos, posts, and stories to create an engaging experience for customers - make sure you use language that resonates with your target audience and keeps them coming back for more. For example, you can use an online video creator to incorporate captivating videos into your branding strategy for use on your website and social channels etc. When creating an online branding strategy make sure you keep track of your progress and adjust your strategy along the way using current marketing trends.

One unique potential way to do this is with online marketing games, these can quickly help brands get customer attention. Branded games can be entertaining, rewarding, and fun. Giving gamers deals, freebies, or even promotional coupons may only increase their desire to interact with a company. Online branding is perfect for businesses who want to create an active presence on the web and reach new customers. It's also great for companies who want to build loyalty with existing customers and show them that they understand their needs and wants by meeting them where they spend their time - the web.

- **Offline branding**

Offline branding is all about **using traditional marketing methods, like print advertising or TV commercials, to reach customers and build your brand**. Think of ways to use visuals, video, and audio content to create an engaging experience for customers - make sure you also take advantage of outdoor signage and other physical channels to create a strong presence in your target audience's everyday lives.

While the world may have moved online in a lot of ways, offline branding remains a powerful tool - used correctly, it can help to create a strong connection with customers and build loyalty. It's also great for companies who want to reach new customers and make their brand instantly recognizable. Further, if your target audience is dominantly of an older generation, offline

branding may be more effective for reaching them. By investing in the channels that they use, you can create a strong connection with them and stand out in a crowded market.

- **Debranding**

Debranding is a type of branding strategy that involves **removing the name of your company or product and other aspects of your brand from the product itself, in order to create a more universal appeal**. It often works well with companies who have a wide range of products and want to emphasise their design rather than their brand, such as tech giants like Apple and Samsung. It's also great for businesses who want to target different customer segments without alienating others. By removing the brand's name from their products, they can create a more universal appeal and reach customers in different markets.

Debranding can also be used to help enhance your product design and make it more aesthetically pleasing - rather than having a logo or slogan on your product, you can focus on sleek, modern design that will draw attention and create a strong connection with customers.

- **Rebranding**

One key type of branding that shouldn't be forgotten is rebranding. Rebranding is all about **completely refreshing or revamping your company's image in order to stay relevant and attract new customers**.

It can involve changing up your brand name, logo, website design, colours, slogans, messages and anything else associated with your brand to make sure it stays current and resonates with today's customers.

It's also great for companies that have merged or been taken over and need to re-align their brand with their new identity, as well as businesses who want to create a more modern look for their existing brand.

Rebranding takes time, effort and money – but it can be worth it if done correctly. By investing in a full refresh, you can give your brand the boost it needs to stay ahead of the game and create a strong connection with your customers.

- **Co branding**

Co-branding is another key type of branding, and involves **collaborating with other brands to create a branded product, service or project that can benefit both businesses**. It's a great

way for companies to reach new customers and expand their existing customer base. For example, if you're a tech startup looking to increase your reach in the gaming industry, you might partner up with a well-established gaming hardware manufacturer to create a co-branded product. This could help to give your brand more visibility in the industry, as well as allowing you to tap into the existing customer base of the partner company. Co branding can also be used to build relationships with influencers and other businesses in your industry, which can help to create a strong connection with your target audience and strengthen your brand reputation.

If you're having a hard time finding influencers to work with consider working with an influencer agency to help you identify and connect with relevant influencers who align with your brand values and target audience

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

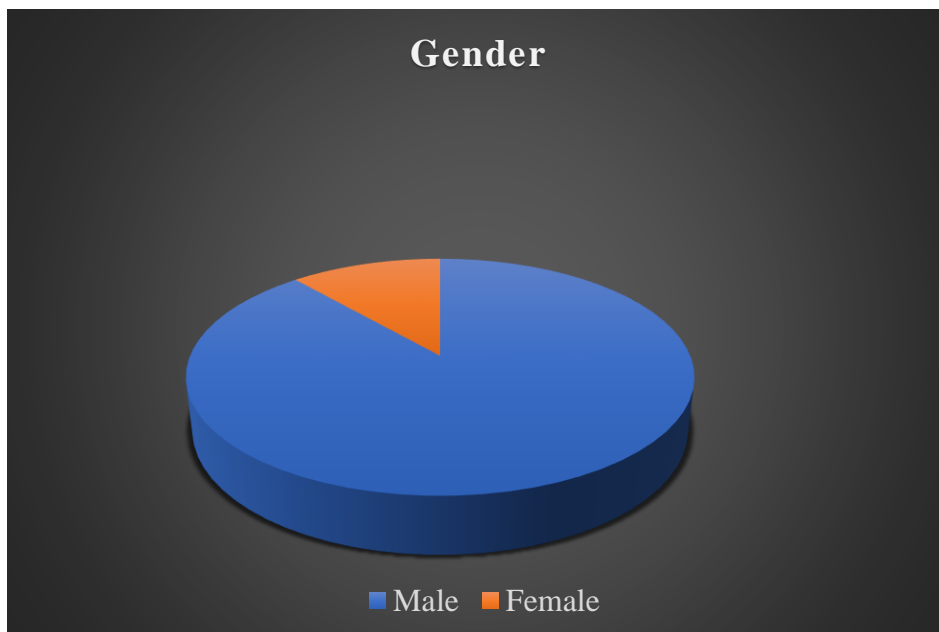
4.1.1 TABLE AND ANALYSIS OF GENDER:

Gender		
	No of response	Percent
Male	132	88
Female	17	12
Total	149	100

Table reveals the classification of respondents based on their gender within the sample size of 149, 88% respondents are belongs to the gender of male, next 12% of respondents are belong to the gender of female.

CHART NO : 4.1.1

NO.OF RESNPONDENTS OF THE GENDER



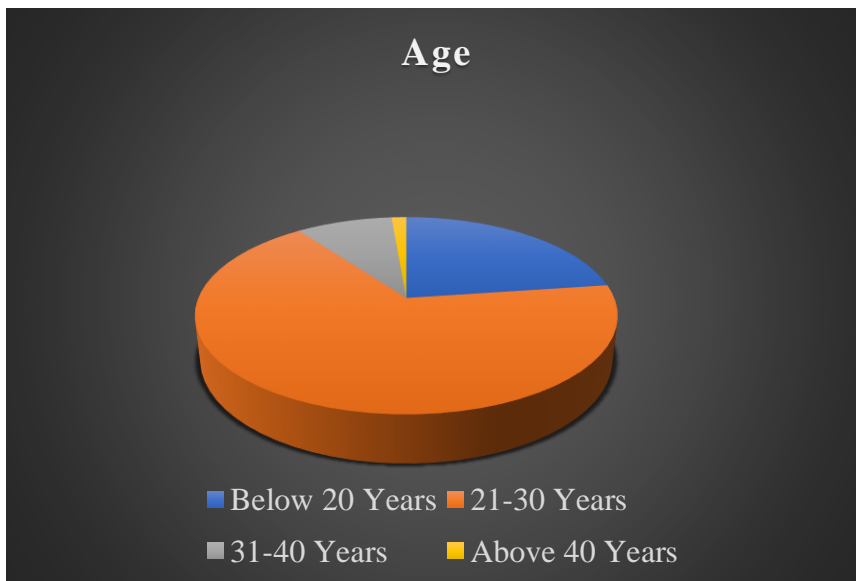
4.1.2 TABLE AND ANALYSIS OF THE AGE:

Age		
	Frequency	Percent
Below 20 Years	34	23
21-30 Years	100	67
31-40 Years	13	9
Above 40 Years	2	1
Total	149	100

Table reveals the classification of respondents based on age within the sample size of 149, 23% respondents are belong to the below 20 years, next 67% of respondents are belong to the 21-30 years , next 9% of respondents are belong to the 31-40 years, next 1% of respondents are belong to the above 40 years.

CHART NO : 4.1.2

RESPONDENTS OF AGE



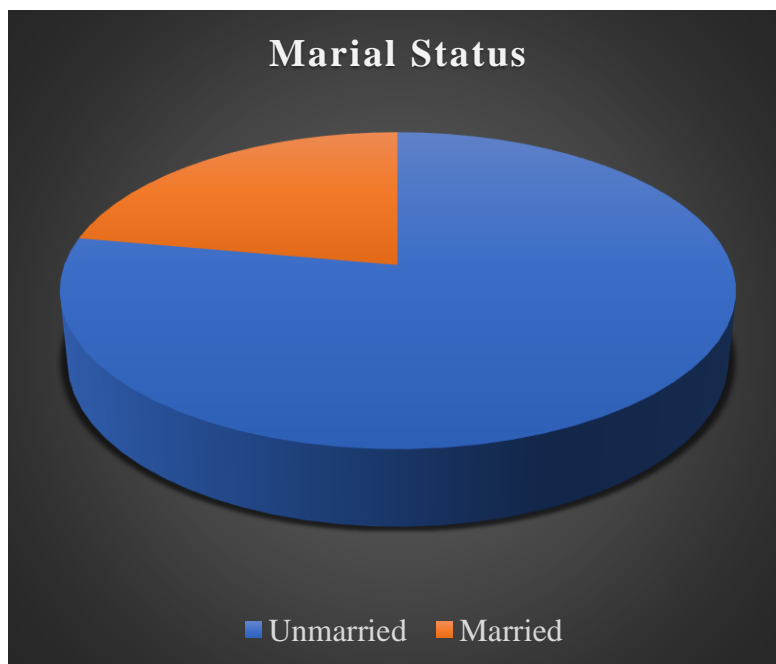
4.1.3 TABLE AND ANALYSIS OF MARITAL STATUS

Marial Status		
	Frequency	Percent
Unmarried	116	79
Married	33	22
Total	149	100

Table reveals the classification of respondents based on their marital status within the sample size of 149, 79% respondents are belong to the people unmarried, next 22% of respondents are belong to the people are married.

CHART NO : 4.1.3

NO.OF.RESPONDENTS IN MARITIUAL STATUS



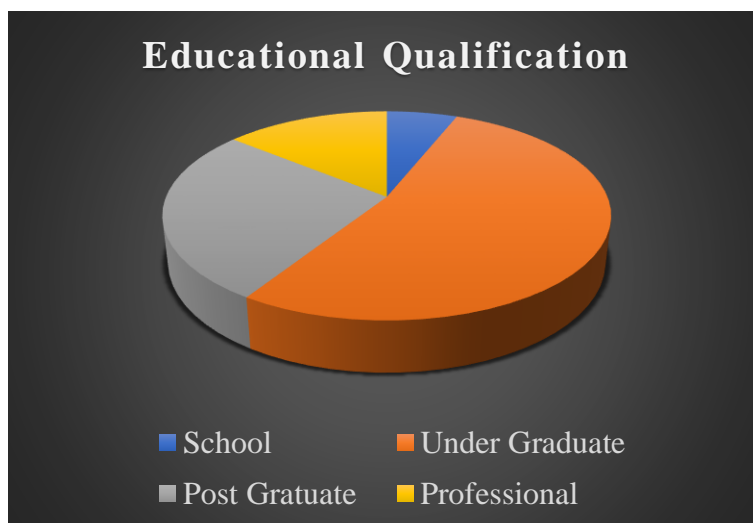
4.1.4 TABLE AND ANALYSIS OF EDUCATIONAL QUALIFICATION

Educational Qualification		
	Frequency	Percent
School	9	6
Under Graduate	79	53
Post Graduate	40	26
Professional	21	14
Total	149	100

Table reveals the classification of respondents based on their educational qualification within the sample size of 149, 6% respondents are belong to the school, next 53% of respondents are belong to the under graduate, next 26% of respondents are belong to the post graduate, next 14% of respondents are belong to the professional.

CHART NO : 4.1.4

NO.OF.RESPONDENTS IN EDUCATIONAL QUALIFCATION



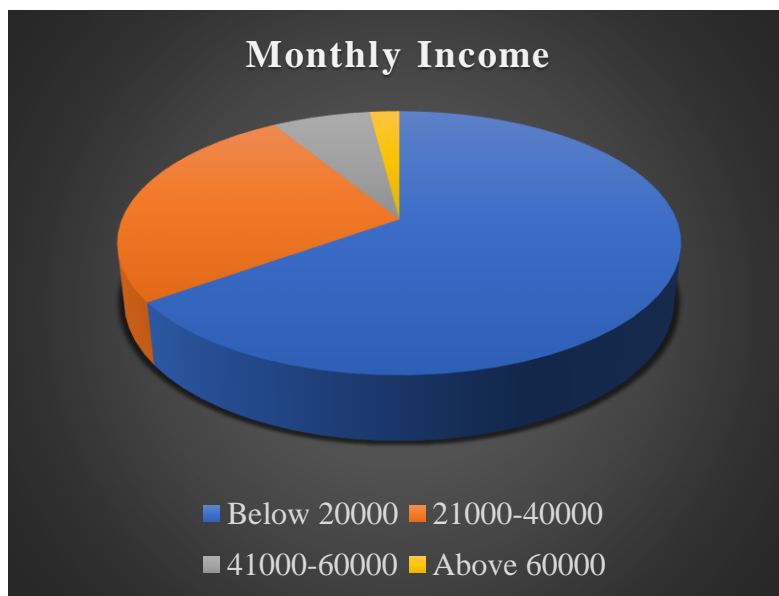
4.1.5 TABLE AND ANALYSIS OF MONTHLY INCOME

Monthly Income		
	Frequency	Percent
Below 20000	97	65
21000-40000	39	26
41000-60000	10	7
Above 60000	3	2
Total	149	100

Table reveals the classification of respondents based on their monthly income within the sample size of 149, 65% respondents are belong to the below 20000, next 26% of respondents are belong to the 21000-40000, next 7% of respondents are belong to the 41000-60000, next 2% of respondents are belong to the above 60000 .

CHART : 4.1.5

NO.OF.RESPONDENTS OF MONTHLY INCOME



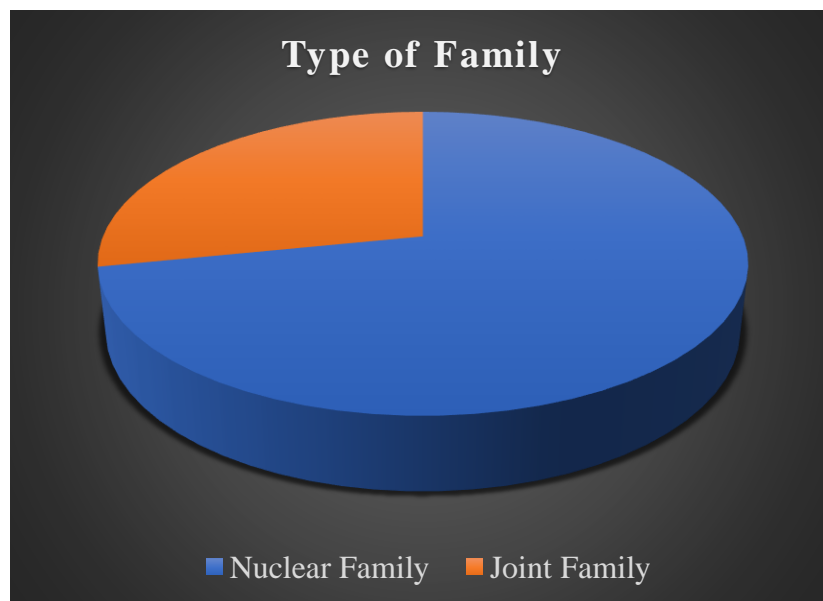
4.1.6 TABLE AND ANALYSIS OF THE TYPE OF FAMILY

Type of Family		
	Frequency	Percent
Nuclear Family	107	72
Joint Family	42	28
Total	149	100

Table reveals the classification of respondents based on their type of family within the sample size of 149, 72% respondents are belong to nuclear family, next 28% of respondents are belong to the people are joint family.

CHART NO : 4.1.6

NO.OF.RESPONDENTS IN TYPE OF FAMILY



4.1.7 TABLE AND ANALYSIS OF THE ATTRIBUTES ATTRACTS YOU TO PURCHASE BRANDED PRODUCTS

Which attributes attracts you to purchase branded products ?		
	Frequency	Percent
Brand name	51	34
Transparency	23	15
Price	45	30
Easy availability	30	20
Total	149	100

Table reveals the classification of respondents based on which attributes attracts you to purchase branded products within the sample size of 149, 34% respondents are belong to the brand name, next 15% of respondents are belong to transparency, next 30% of respondents are belong to the price, next 20% of respondents are belong to easy availability.

CHART NO : 4.1.7

NO.OF.RESPONDENTS OF WHICH ATTRIBUTES ATTRACTS YOU TO PURCHASE BRANDED PRODUCTS



4.1.8 TABLE AND ANALYSIS OF THROUGH WHICH MODE YOU COME TO KNOW ABOUT BRANDING

Through which mode you come to know about branding ?		
	Frequency	Percent
Social media	66	44
Advertisement	55	37
Notice	1	1
Friends/Family	27	18
Total	149	100

Table reveals the classification of respondents based on which attributes attracts you to purchase branded products within the sample size of 149, 34% respondents are belong to the brand name, next 15% of respondents are belong to transparency, next 30% of respondents are belong to the price, next 20% of respondents are belong to easy availability.

CHART NO : 4.1.8

NO OF RESPONDENTS OF THROUGH WHICH MODE YOU COME TO KNOW ABOUT BRANDING



4.1.9 TABLE AND ANALYSIS OF WHERE DO YOU USUSALLY PURCHASE THIS PRODUCT

Where do you usually purchase this product?		
	Frequency	Percent
Grocery store	30	20
Department store	51	34
Mall	14	9
Internet/Online	54	36
Other	0	0
Total	149	100

Table reveals the classification of respondents based on where do you usually purchase this product within the sample size of 149, 20% respondents are belong to the grocery store , next 34% of respondents are belong to the departmental store, next 9% of respondents are belong to the mall , next 36% of respondents are belong to the internet/online, next 0% of respondents belongs to the others.

CHART NO : 4.1.9

NO OF RESPONDENTS OF WHERE DO YOU USUSALLY PURCHASE THIS PRODUCT



4.1.10 TABLE AND ANALYSIS OF HOW DID YOU KNOW ABOUT THE QUALITY OF THE BRANDED PRODUCT

How did you know about the quality of the branded product ?		
	Frequency	Percent
Appearance	32	21
Lifespan	95	34
Color	2	1
Price	20	13
Total	149	100

Table reveals the classification of respondents based on how did you know about the quality of the branded products within the sample size of 149, 21% respondents are belong to the appearance, next 34% of respondents are belong to the lifespan, next 1% of respondents are belong to the color, next 13% of respondents are belong to the price.

CHART NO : 4.1.10

NO OF RESPONDENTS OF HOW DID YOU KNOW ABOUT THE QUALITY OF THE BRANDED PRODUCT



**4.1.11 TABLE AND ANALYSIS OF HOW LONG HAVE YOU PURCHASE A
BRANDED PRODUCT**

How long have you purchase a branded product ?		
	Frequency	Percent
Less than one month	26	17
One to Six month	53	36
Six month to one year	33	22
More than one year	37	25
Total	149	100

Table reveals the classification of respondents based on how long have you purchase a branded product within the sample size of 149, 17% respondents are belong to the less than on month, next 36% of respondents are belong to the one to six month, next 22% of respondents are belong to the six month to one year, next 25% of respondents are belong to the more than one year.

CHART NO : 4.1.11

**NO OF RESPONDENTS OF HOW LONG HAVE YOU PURCHASE BRANDED
PRODUCT**



4.1.12 TABLE AND ANALYSIS OF WHICH PLATFORM DID YOU USED THE MOST FOR PURCHASE A BRANDED PRODUCTS

Which platform did you used the most for purchased a brand product?		
	Frequency	Percent
Direct Shopping	54	36
Amazon	37	25
Flipkart	23	15
Meesho	20	13
Myntra	6	4
Others	9	6
Total	149	100

Table reveals the classification of respondents based on which platform did you used the most for purchased a brand product within the sample size of 149, 36% respondents are belong to the Direct Shopping, next 25% of respondents are belong to the Amazon, next 15% of respondents are belong to the Flipkart, next 13% of respondents are belong to the Meesho, next 4% of respondents are belong to the Myntra, next 6% of respondents belongs to the others.

CHART NO : 4.1.12

NO OF RESPONDENTS OF WHICH PLATFORM DID YOU USED THE MOST FOR PURCHASE A BRANDED PRODUCTS



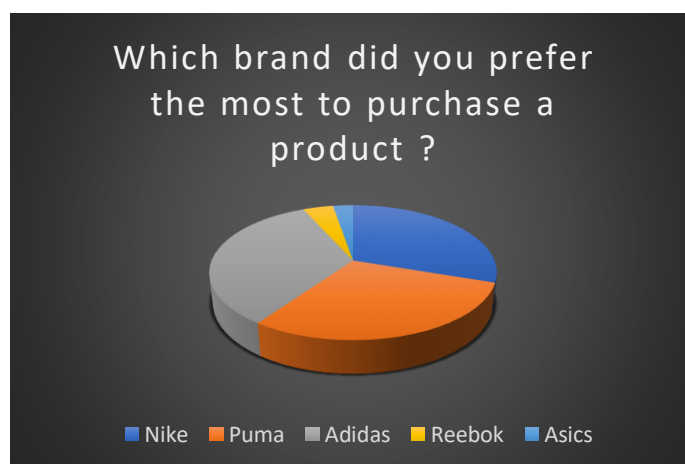
4.1.13 TABLE AND ANALYSIS OF WHICH BRAND DID YOU PREFER THE MOST TO PURCHASE A PRODUCT

Which brand did you prefer the most to purchase a product ?		
	Frequency	Percent
Nike	45	30
Puma	44	30
Adidas	50	34
Reebok	6	4
Asics	4	3
Total	149	100

Table reveals the classification of respondents based on which brand did you prefer the most to purchase a product within the sample size of 149, 30% respondents are belong to the nike, next 30% of respondents are belong to the puma, next 34% of respondents are belong to the adidas, next 4% of respondents are belong to the reebok, next 3% of respondents are belong to the asics.

CHART NO : 4.1.13

NO OF RESPONDENTS OF WHICH BRAND DID YOU PREFER THE MOST TO PURCHASE A PRODUCT



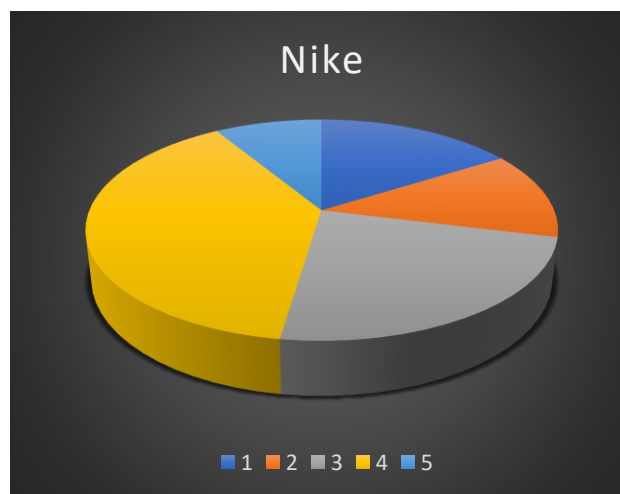
4.1.14 TABLE AND ANALYSIS OF NIKE

Nike		
	Frequency	Percent
1	24	16
2	19	13
3	35	23
4	58	39
5	13	9
Total	149	100

Table reveals the classification of respondents based on nike within the sample size of 149, 16% respondents are belong to the rank 1, next 13% of respondents are belong to the rank 2, next 23% of respondents are belong to the rank 3, next 39% of respondents are belong to the rank 4, next 9% of respondents are belong to the rank 5.

CHART NO : 4.1.14

NO OF RESPONDENTS OF NIKE



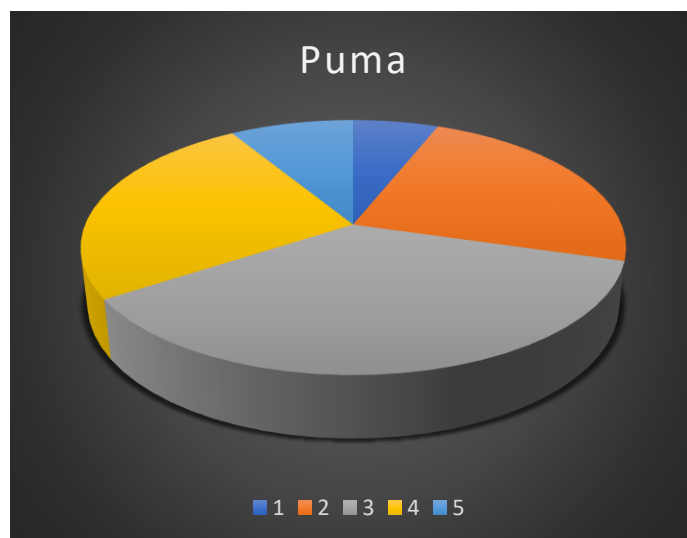
4.1.15 TABLE AND ANALYSIS OF PUMA

Puma		
	Frequency	Percent
1	9	6
2	35	23
3	54	36
4	38	26
5	13	9
Total	149	100

Table reveals the classification of respondents based on puma within the sample size of 149, 6% respondents are belong to the rank 1, next 23% of respondents are belong to the rank 2, next 36% of respondents are belong to the rank 3, next 26% of respondents are belong to the rank 4, next 9% of respondents are belong to the rank 5.

CHART NO : 4.1.15

NO OF RESPONDENTS OF PUMA



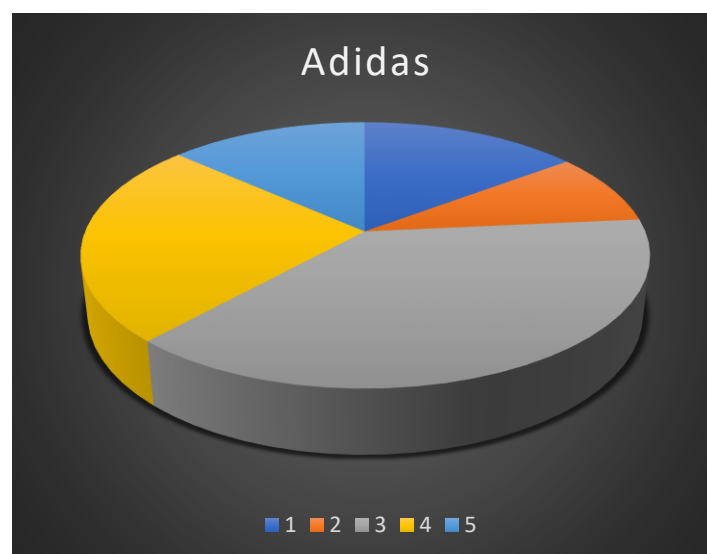
4.1.16 TABLE AND ANALYSIS OF ADIDAS

Adidas		
	Frequency	Percent
1	22	15
2	13	9
3	57	38
4	37	25
5	20	13
Total	149	100

Table reveals the classification of respondents based on adidas within the sample size of 149, 15% respondents are belong to the rank 1, next 9% of respondents are belong to the rank 2, next 38% of respondents are belong to the rank 3, next 25% of respondents are belong to the rank 4, next 13% of respondents are belong to the rank 5.

CHART NO : 4.1.16

NO OF RESPONDENTS OF ADIDAS



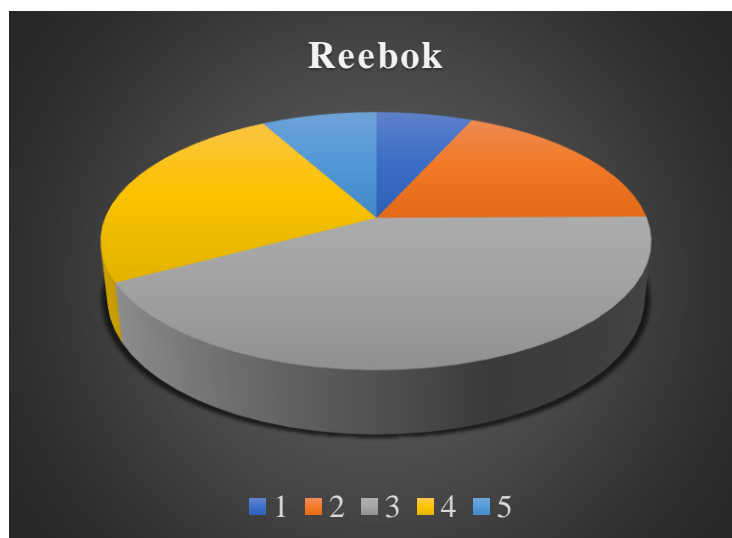
4.1.17 TABLE AND ANALYSIS OF REEBOK

Reebok		
	Frequency	Percent
1	10	7
2	27	18
3	63	42
4	37	25
5	12	8
Total	149	100

Table reveals the classification of respondents based on reebok within the sample size of 149, 7% respondents are belong to the rank 1, next 18% of respondents are belong to the rank 2, next 42% of respondents are belong to the rank 3, next 25% of respondents are belong to the rank 4, next 8% of respondents are belong to the rank 5.

CHART NO : 4.1.17

NO OF RESPONDENTS OF REEBOK



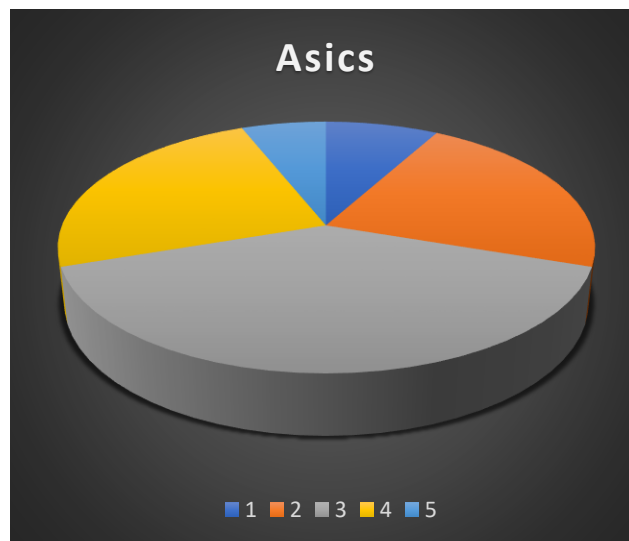
4.1.18 TABLE AND ANALYSIS OF ASICS

Asics		
	Frequency	Percent
1	12	8
2	33	22
3	59	40
4	36	24
5	9	6
Total	149	100

Table reveals the classification of respondents based on asics within the sample size of 149, 8% respondents are belong to the rank 1, next 22% of respondents are belong to the rank 2, next 40% of respondents are belong to the rank 3, next 24% of respondents are belong to the rank 4, next 6% of respondents are belong to the rank 5.

CHART NO : 4.1.18

NO OF RESPONDENTS OF ASICS



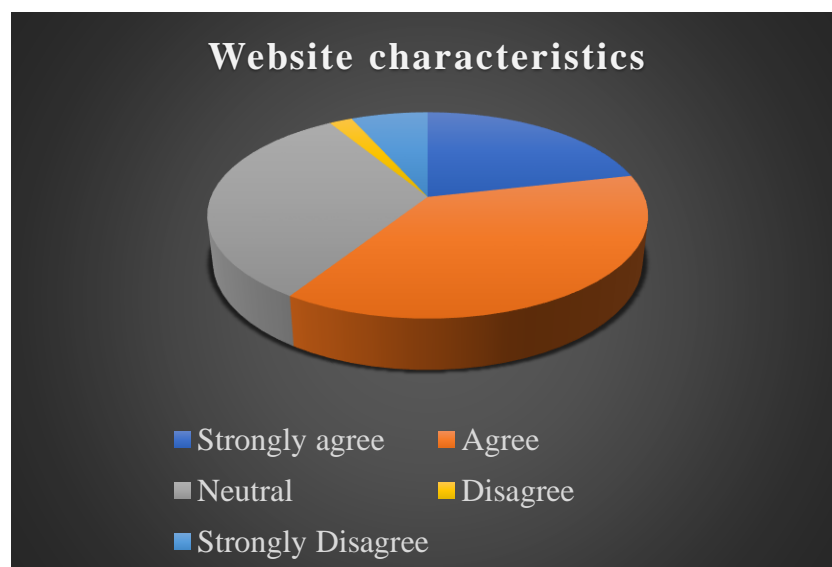
4.1.19 TABLE AND ANALYSIS OF WEBSITE CHARACTERISTICS

Website characteristics		
	Frequency	Percent
Strongly agree	32	21
Agree	56	38
Neutral	48	32
Disagree	3	2
Strongly Disagree	10	7
Total	149	100

Table reveals the classification of respondents based on website characteristics within the sample size of 149, 21% respondents are belong to the Strongly agree, next 38% of respondents are belong to the agree, next 32% of respondents are belong to the neutral, next 2% of respondents are belong to the disagree, next 7% of respondents are belong to the strongly disagree.

CHART NO : 4.1.19

NO OF RESPONDENTS OF WEBSITE CHARACTERISTICS



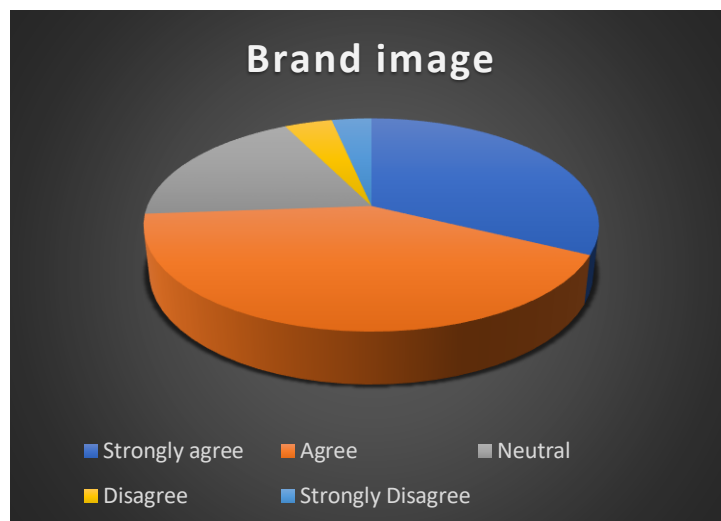
4.1.20 TABLE AND ANALYSIS OF BRAND IMAGE

Brand image		
	Frequency	Percent
Strongly agree	48	32
Agree	62	42
Neutral	28	19
Disagree	6	4
Strongly Disagree	5	3
Total	149	100

Table reveals the classification of respondents based on brand image within the sample size of 149, 32% respondents are belong to the Strongly agree, next 42% of respondents are belong to the agree, next 19% of respondents are belong to the neutral, next 4% of respondents are belong to the disagree, next 3% of respondents are belong to the strongly disagree.

CHART NO : 4.1.20

NO OF RESPONDENTS OF BRAND IMAGE



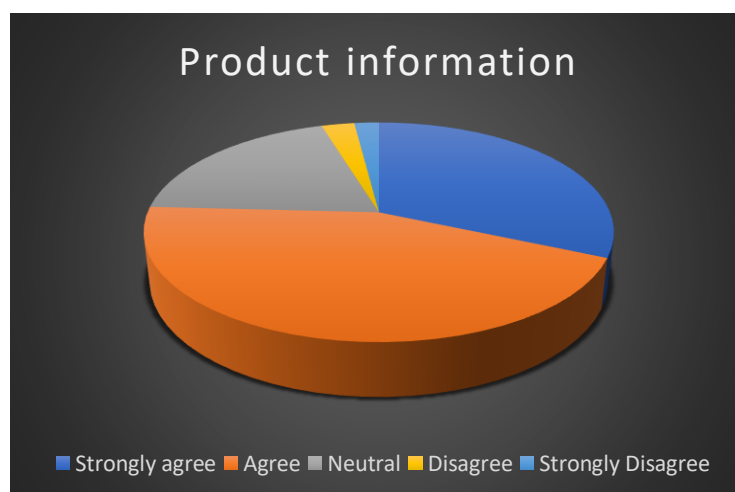
4.1.21 TABLE AND ANALYSIS OF PRODUCT INFORMATION

Product information		
	Frequency	Percent
Strongly agree	47	32
Agree	66	44
Neutral	29	19
Disagree	4	3
Strongly Disagree	3	2
Total	149	100

Table reveals the classification of respondents based on product information within the sample size of 149, 32% respondents are belong to the Strongly agree, next 38% of respondents are belong to the agree, next 32% of respondents are belong to the neutral, next 2% of respondents are belong to the disagree, next 7% of respondents are belong to the strongly disagree.

CHART NO : 4.1.21

NO OF RESPONDENTS OF PRODUCT INFORMATION



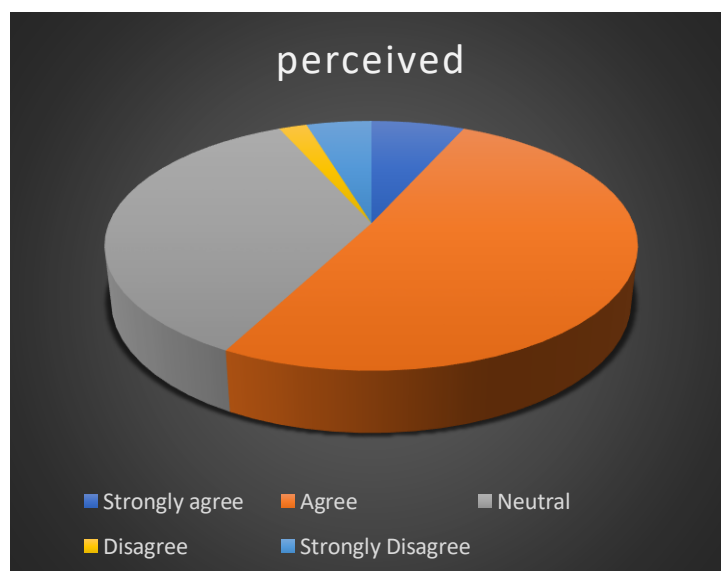
4.1.22 TABLE AND ANALYSIS OF PERCEIVED

Perceived		
	Frequency	Percent
Strongly agree	10	7
Agree	76	51
Neutral	53	35
Disagree	3	2
Strongly Disagree	7	5
Total	149	100

Table reveals the classification of respondents based on perceived within the sample size of 149, 7% respondents are belong to the Strongly agree, next 51% of respondents are belong to the agree, next 35% of respondents are belong to the neutral, next 2% of respondents are belong to the disagree, next 5% of respondents are belong to the strongly disagree.

CHART NO : 4.1.22

NO OF RESPONDENTS OF PERCEIVED



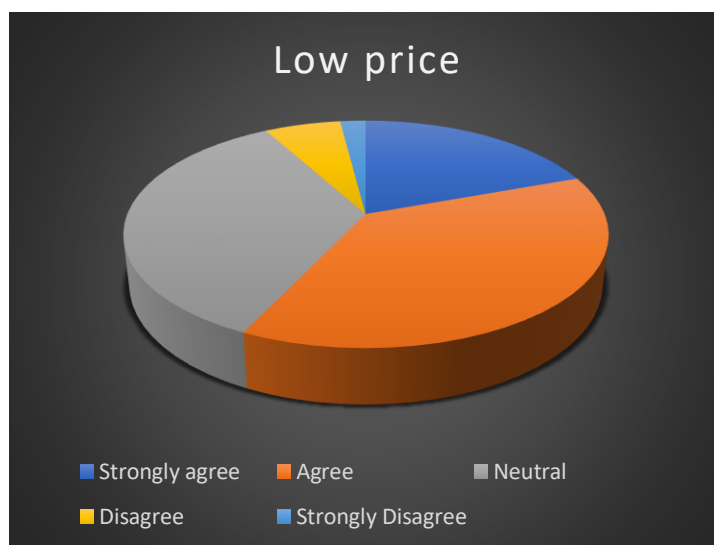
4.1.23 TABLE AND ANALYSIS OF LOW PRICE

Low price		
	Frequency	Percent
Strongly agree	29	19
Agree	56	38
Neutral	52	35
Disagree	9	6
Strongly Disagree	3	2
Total	149	100

Table reveals the classification of respondents based on low price within the sample size of 149, 19% respondents are belong to the Strongly agree, next 38% of respondents are belong to the agree, next 35% of respondents are belong to the neutral, next 6% of respondents are belong to the disagree, next 2% of respondents are belong to the strongly disagree.

CHART NO : 4.1.23

NO OF RESPONDENTS IF LOW PRICE



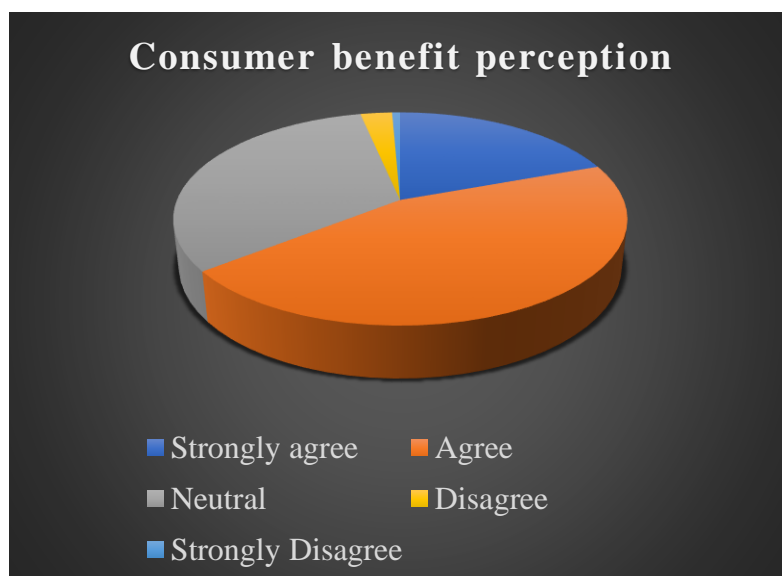
4.1.24 TABLE AND ANALYSIS OF CONSUMER BENEFIT PERCEPTION

Consumer benefit perception		
	Frequency	Percent
Strongly agree	29	19
Agree	67	45
Neutral	48	32
Disagree	4	3
Strongly Disagree	1	1
Total	149	100

Table reveals the classification of respondents based on consumer benefit perception within the sample size of 149, 19% respondents are belong to the Strongly agree, next 45% of respondents are belong to the agree, next 32% of respondents are belong to the neutral, next 3% of respondents are belong to the disagree, next 1% of respondents are belong to the strongly disagree.

CHART NO : 4.1.24

NO OF RESPONDENTS OF CONSUMER BENEFIT PERCEPTION



4.1.25 TABLE AND ANALYSIS OF BRAND QUALITY

Brand quality		
	Frequency	Percent
Highly satisfied	53	36
satisfied	60	40
Neutral	32	22
Dissatisfied	2	1
Highly dissatisfied	2	1
Total	149	100

Table reveals the classification of respondents based on brand quality within the sample size of 149, 36% respondents are belong highly satisfied, next 40% of respondents are belong to the satisfied, next 22% of respondents are belong to the neutral, next 1% of respondents are belong to the dissatisfied, next 1% of respondents are belong to the highly dissatisfied.

CHART NO : 4.1.25

NO OF RESPONDENTS OF BRAND QUALITY



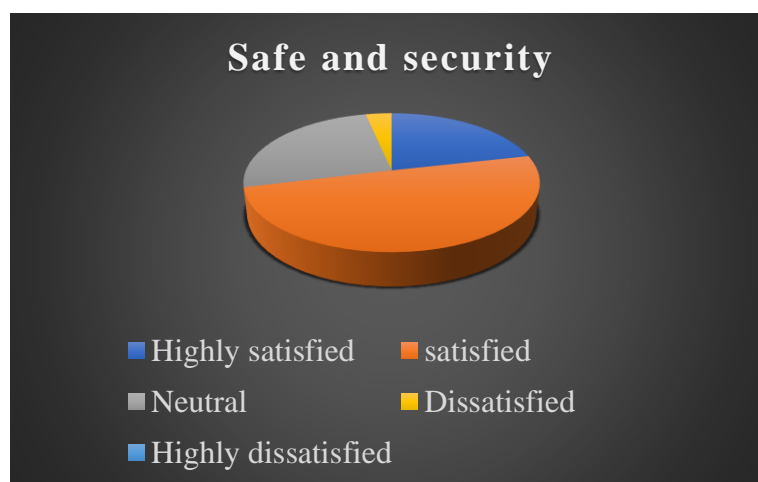
4.1.26 TABLE AND ANALYSIS OF SAFE AND SECURITY

Safe and security		
	Frequency	Percent
Highly satisfied	32	21
satisfied	74	50
Neutral	38	26
Dissatisfied	5	3
Highly dissatisfied	0	0
Total	149	100

Table reveals the classification of respondents based on safe and security within the sample size of 149, 21% respondents are belong to the highly satisfied, next 50% of respondents are belong to the satisfied, next 26% of respondents are belong to the neutral, next 3% of respondents are belong to the dissatisfied, next 0% of respondents are belong to the highly dissatisfied.

CHART NO : 4.1.26

NO OF RESPONDENTS OF SAFE AND SECURITY



4.1.27 TABLE AND ANALYSIS OF TIME DELIVERY

Time delivery		
	Frequency	Percent
Highly satisfied	30	20
satisfied	66	44
Neutral	46	31
Dissatisfied	7	5
Highly dissatisfied	0	0
Total	149	100

Table reveals the classification of respondents based on time delivery within the sample size of 149, 20% respondents are belongs to the highly satisfied, next 44% of respondents are belong to the satisfied, next 31% of respondents are belong to the neutral, next 5% of respondents are belong to the dissatisfied, next 0% of respondents are belong to the highly dissatisfied.

CHART NO : 4.1.27

NO OF RESPONDENTS OF TIME DELIVERY



4.1.28 TABLE AND ANALYSIS OF OFFERS AND DISCOUNTS

Offers and discounts		
	Frequency	Percent
Highly satisfied	29	19
satisfied	69	46
Neutral	41	28
Dissatisfied	7	5
Highly dissatisfied	3	2
Total	149	100

Table reveals the classification of respondents based on time delivery within the sample size of 149, 19% respondents are belongs to the highly satisfied, next 46% of respondents are belong to the satisfied, next 28% of respondents are belong to the neutral, next 5% of respondents are belong to the dissatisfied, next 2% of respondents are belong to the highly dissatisfied.

CHART NO : 4.1.28

NO OF RESPONDENTS OF OFFERS AND DISCOUNTS



4.1.29 TABLE AND ANALYSIS OF SALES AND SERVICES

Sales and services		
	Frequency	Percent
Highly satisfied	27	18
satisfied	60	40
Neutral	53	36
Dissatisfied	7	5
Highly dissatisfied	2	1
Total	149	100

Table reveals the classification of respondents based on low price within the sample size of 149, 18% respondents are belongs to the Strongly agree, next 40% of respondents are belong to the agree, next 36% of respondents are belong to the neutral, next 5% of respondents are belong to the disagree, next 1% of respondents are belong to the strongly disagree.

CHART NO : 4.1.29

NO OF RESPONDENTS OF SALES AND SERVICES



4.1.30 TABLE AND ANALYSIS OF DUPLICATE BRAND PRODUCTS

Duplicate brand products		
	Frequency	Percent
Strongly Agree	35	23
Agree	47	32
Neutral	45	30
Disagree	12	8
Strongly Disagree	10	7
Total	149	100

Table reveals the classification of respondents based on consumer benefit perception within the sample size of 149, 23% respondents are belong to the Strongly agree, next 32% of respondents are belong to the agree, next 30% of respondents are belong to the neutral, next 8% of respondents are belong to the disagree, next 7% of respondents are belong to the strongly disagree.

CHART NO : 4.1.30

NO OF RESPONDENTS OF DUPLICATE BRAND PRODUCTS



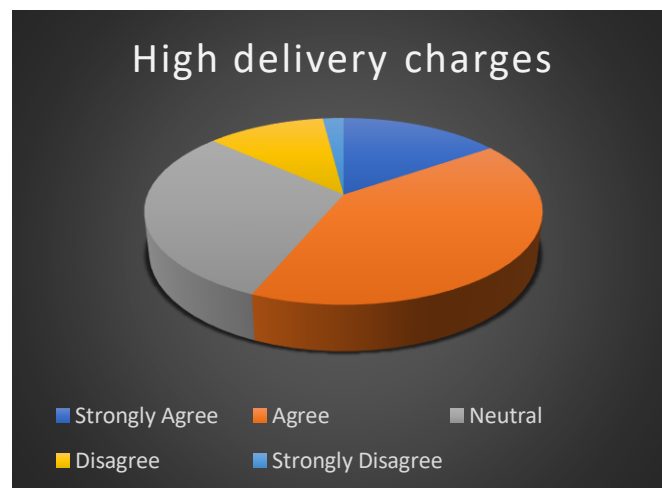
4.1.31 TABLE AND ANALYSIS OF HIGH DELIVERY CHARGES

High delivery charges		
	Frequency	Percent
Strongly Agree	23	15
Agree	61	41
Neutral	45	30
Disagree	17	12
Strongly Disagree	3	2
Total	149	100

Table reveals the classification of respondents based on high delivery charges within the sample size of 149, 15% respondents are belong to the Strongly agree, next 41% of respondents are belong to the agree, next 30% of respondents are belong to the neutral, next 12% of respondents are belong to the disagree, next 2% of respondents are belong to the strongly disagree.

CHART NO : 4.1.31

NO OF RESPONDENTS OF HIGH DELIVERY CHARGES



4.1.32 TABLE AND ANALYSIS OF DELAY IN DELIVERY

Delay in delivery		
	Frequency	Percent
Strongly Agree	27	18
Agree	43	29
Neutral	55	37
Disagree	20	13
Strongly Disagree	4	3
Total	149	100

Table reveals the classification of respondents based on delay in delivery within the sample size of 149, 18% respondents are belong to the Strongly agree, next 29% of respondents are belong to the agree, next 37% of respondents are belong to the neutral, next 13% of respondents are belong to the disagree, next 3% of respondents are belong to the strongly disagree.

CHART NO : 4.1.32

NO OF RESPONDENTS OF DELAY IN DELIVERY



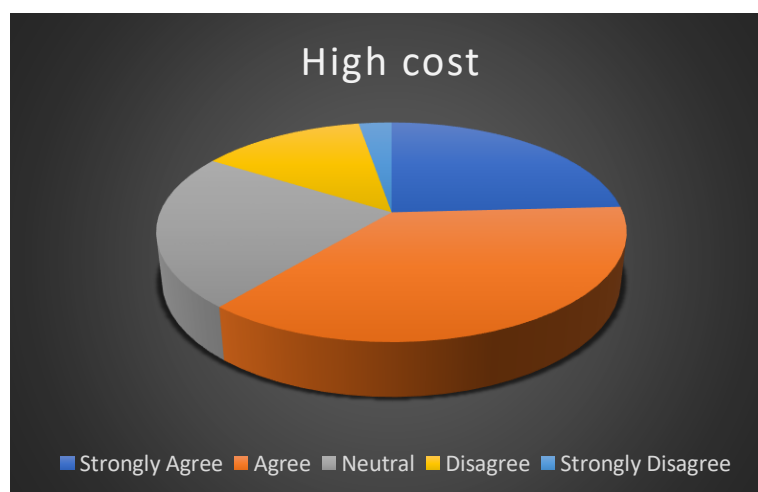
4.1.33 TABLE AND ANALYSIS OF HIGH COST

High cost		
	Frequency	Percent
Strongly Agree	36	24
Agree	55	37
Neutral	34	23
Disagree	20	13
Strongly Disagree	4	3
Total	149	100

Table reveals the classification of respondents based on high cost within the sample size of 149, 24% respondents are belong to the Strongly agree, next 37% of respondents are belong to the agree, next 23% of respondents are belong to the neutral, next 13% of respondents are belong to the disagree, next 3% of respondents are belong to the strongly disagree.

CHART NO : 4.1.33

NO OF RESPONDENTS OF HIGH COST



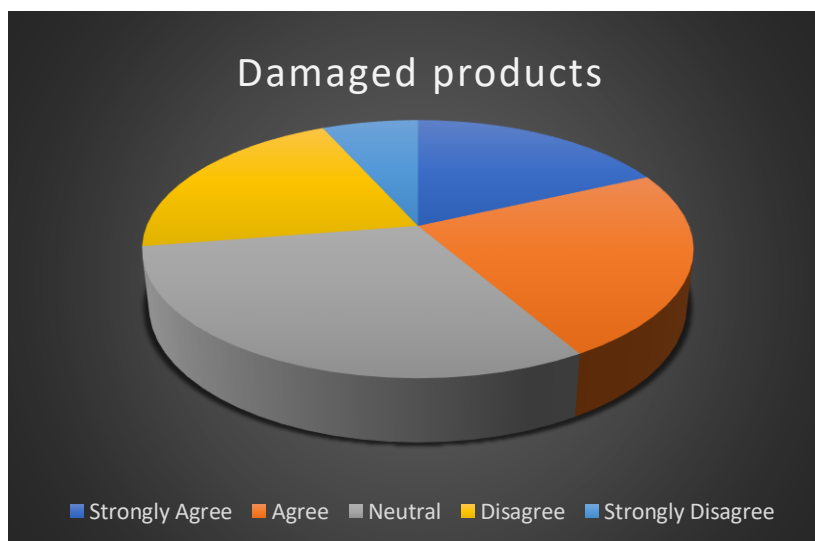
4.1.34 TABLE AND ANALYSIS OF DAMAGED PRODUCTS

Damaged products		
	Frequency	Percent
Strongly Agree	27	18
Agree	35	23
Neutral	46	31
Disagree	31	21
Strongly Disagree	10	7
Total	149	100

Table reveals the classification of respondents based on damaged products within the sample size of 149, 18% respondents are belong to the Strongly agree, next 23% of respondents are belong to the agree, next 31% of respondents are belong to the neutral, next 21% of respondents are belong to the disagree, next 7% of respondents are belong to the strongly disagree.

CHART NO : 4.1.34

NO OF RESPONDENTS OF DAMAGED PRODUCTS



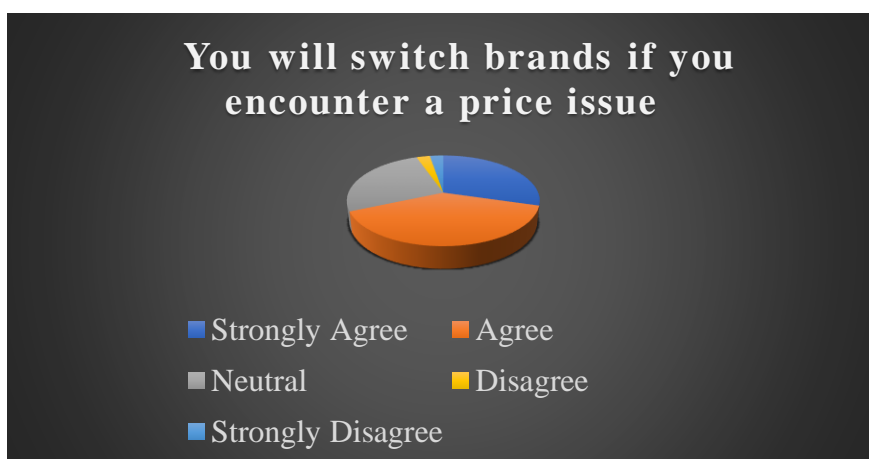
4.1.35 TABLE AND RESPONDENTS OF YOU WILL SWITCH BRANDS IF YOU ENCOUNTER A PRICE ISSUE

You will switch brands if you encounter a price issue		
	Frequency	Percent
Strongly Agree	44	29
Agree	58	39
Neutral	39	26
Disagree	4	3
Strongly Disagree	4	3
Total	149	100

Table reveals the classification of respondents based on which you will switch brands if you encounter a price issue within the sample size of 149, 29% respondents are belong to the Strongly agree, next 39% of respondents are belong to the agree, next 26% of respondents are belong to the neutral, next 3% of respondents are belong to the disagree, next 3% of respondents are belong to the strongly disagree.

CHART NO : 4.1.35

NO OF RESPONDENTS OF YOU WILL SWITCH BRANDS IF YOU ENCOUNTER A PRICE ISSUE



4.1.36 TABLE AND ANALYSIS OF ARE YOU MORE LIKELY TO CHOOSE BRAND WITH BETTER REPUTATION EVEN IF IT MEANS TO PAY A HIGHER PRICE

Are you more likely to choose brand with better reputation even if it means to pay a higher price		
	Frequency	Percent
Strongly Agree	20	14
Agree	79	53
Neutral	40	27
Disagree	8	5
Strongly Disagree	2	1
Total	149	100

Table reveals the classification of respondents based on which are you more likely to choose brand with better reputation even if it means to pay a higher price within the sample size of 149, 14% respondents are belong to the Strongly agree, next 53% of respondents are belong to the agree, next 27% of respondents are belong to the neutral, next 5% of respondents are belong to the disagree, next 1% of respondents are belong to the strongly disagree.

CHART NO : 4.1.36

NO OF RESPONDENTS OF ARE YOU MORE LIKELY TO CHOOSE BRAND WITH BETTER REPUTATION EVEN IF IT MEANS TO PAY A HIGHER PRICE



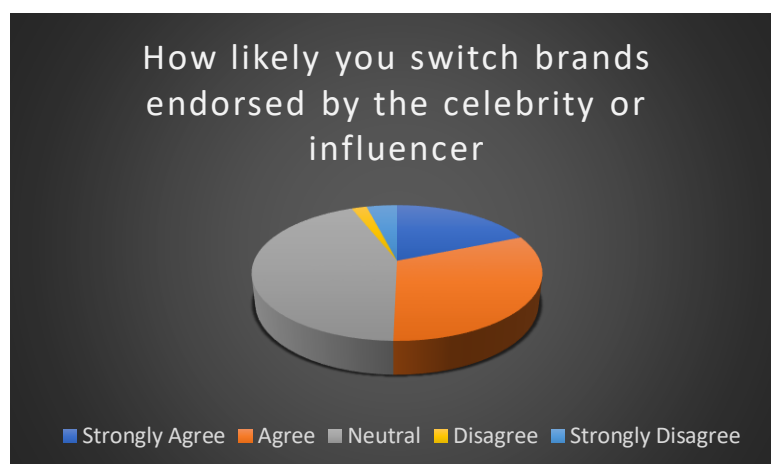
**4.1.37 TABLE AND ANALYSIS OF HOW LIKELY YOU SWITCH BRANDS
ENDORSED BY THE CELEBRITY OR INFLUENCER**

How likely you switch brands endorsed by the celebrity or influencer		
	Frequency	Percent
Strongly Agree	28	19
Agree	47	31
Neutral	65	44
Disagree	3	2
Strongly Disagree	6	4
Total	149	100

Table reveals the classification of respondents based on how likely you switch brands endorsed by the celebrity or influencer within the sample size of 149, 19% respondents are belong to the Strongly agree, next 31% of respondents are belong to the agree, next 44% of respondents are belong to the neutral, next 2% of respondents are belong to the disagree, next 4% of respondents are belong to the strongly disagree.

CHART NO : 4.1.37

**NO OF RESPONDENTS OF HOW LIKELY YOU SWITCH BRANDS ENDORSED BY
THE CELEBRITY OR INFLUENCER**



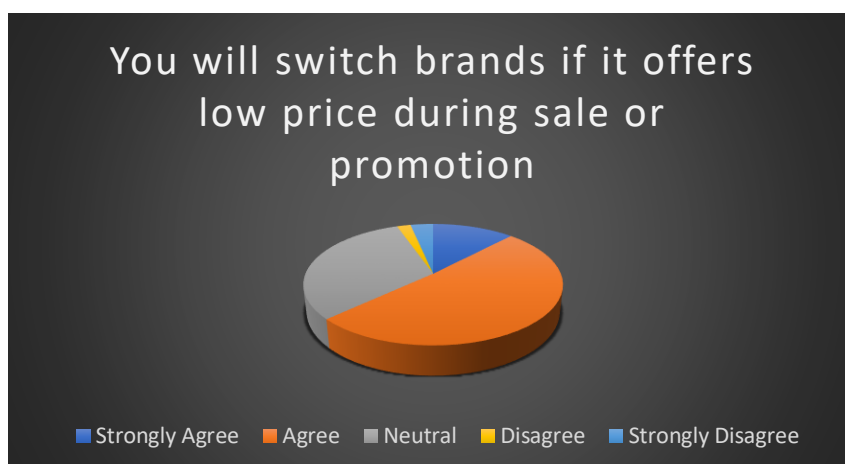
4.1.38 TABLE AND ANALYSIS OF YOU WILL SWITCH BRANDS IF IT OFFERS LOW PRICE DURING SALE OR PROMOTION

You will switch brands if it offers low price during sale or promotion		
	Frequency	Percent
Strongly Agree	18	12
Agree	76	51
Neutral	47	32
Disagree	3	2
Strongly Disagree	5	3
Total	149	100

Table reveals the classification of respondents based on you will switch brands if it offers low price during sale or promotion within the sample size of 149, 12% respondents are belong to the Strongly agree, next 51% of respondents are belong to the agree, next 32% of respondents are belong to the neutral, next 2% of respondents are belong to the disagree, next 3% of respondents are belong to the strongly disagree.

CHART NO : 4.1.38

NO OF RESPONDENTS OF YOU WILL SWITCH BRANDS IF IT OFFERS LOW PRICE DURING SALE OR PROMOTION



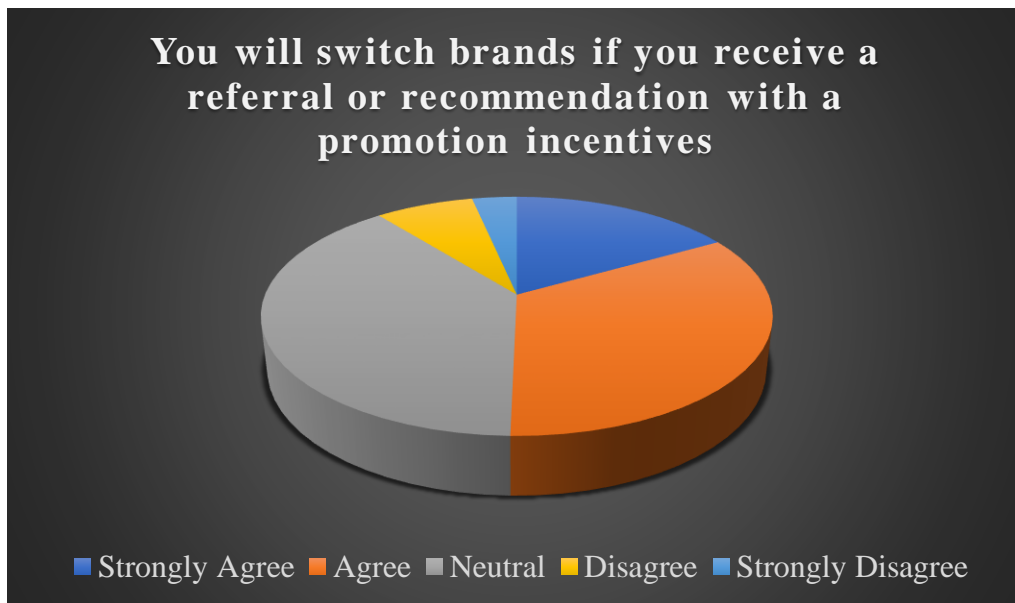
4.1.39 TABLE AND ANALYSIS OF YOU WILL SWITCH BRANDS IF YOU RECEIVE A REFERRAL OR RECOMMENDATION WITH A PROMOTION INCENTIVES

You will switch brands if you receive a referral or recommendation with a promotion incentives		
	Frequency	Percent
Strongly Agree	25	17
Agree	50	34
Neutral	58	39
Disagree	11	7
Strongly Disagree	5	3
Total	149	100

Table reveals the classification of respondents based on you will switch brands if you receive a referral or recommendation with a promotion incentives within the sample size of 149, 17% respondents are belong to the Strongly agree, next 34% of respondents are belong to the agree, next 39% of respondents are belong to the neutral, next 7% of respondents are belong to the disagree, next 3% of respondents are belong to the strongly disagree.

CHART NO : 4.1.39

NO OF RESPONDENTS OF YOU WILL SWITCH BRANDS IF YOU RECEIVE A REFERRAL OR RECOMMENDATION WITH A PROMOTION INCENTIVES



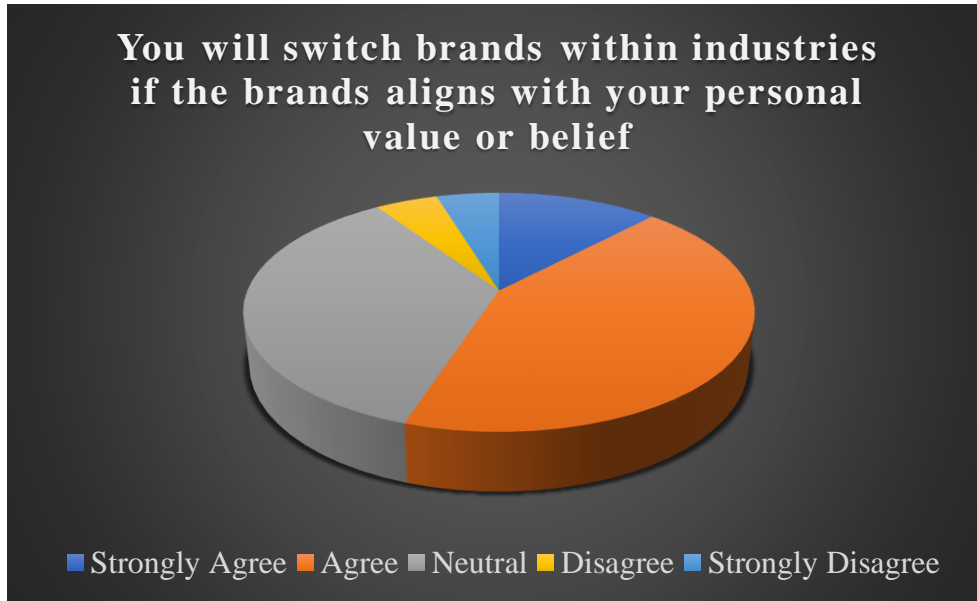
4.1.40 TABLE AND ANALYSIS OF YOU WILL SWITCH BRANDS WITHIN INDUSTRIES IF THE BRANDS ALIGNS WITH YOUR PERSONAL VALUE OF BELIEF

You will switch brands within industries if the brands aligns with your personal value or belief		
	Frequency	Percent
Strongly Agree	18	12
Agree	64	43
Neutral	53	35
Disagree	7	5
Strongly Disagree	7	5
Total	149	100

Table reveals the classification of respondents based on you will switch brands within industries if the brands aligns with your personal value or belief within the sample size of 149, 12% respondents are belong to the Strongly agree, next 43% of respondents are belong to the agree, next 35% of respondents are belong to the neutral, next 5% of respondents are belong to the disagree, next 5% of respondents are belong to the strongly disagree.

CHART NO : 4.1.40

**NO OF RESPONDENTS OF YOU WILL SWITCH BRANDS WITHIN INDUSTRIES
IF THE BRANDS ALIGNS WITH YOUR PERSONAL VALUE OF BELIEF**



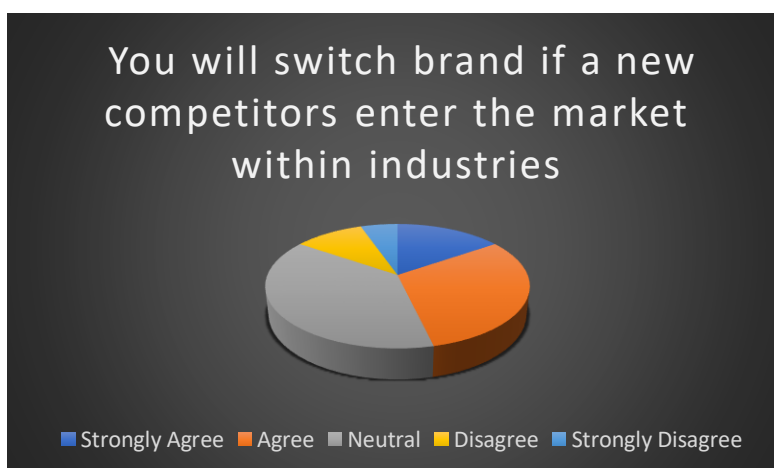
4.1.41 TABLE AND ANALYSIS OF YOU WILL SWITCH BRAND IF A NEW COMPETITORS ENTER THE MARKET WITHIN INDUSTRIES

You will switch brand if a new competitors enter the market within industries		
	Frequency	Percent
Strongly Agree	23	16
Agree	46	31
Neutral	57	38
Disagree	15	10
Strongly Disagree	8	5
Total	149	100

Table reveals the classification of respondents based on you will switch brand if a new competitors enter the market within industries within the sample size of 149, 16% respondents are belong to the Strongly agree, next 31% of respondents are belong to the agree, next 38% of respondents are belong to the neutral, next 10% of respondents are belong to the disagree, next 5% of respondents are belong to the strongly disagree.

CHART NO : 4.1.41

NO OF RESPONDENTS OF YOU WILL SWITCH BRAND IF A NEW COMPETITORS ENTER THE MARKET WITHIN INDUSTRIES



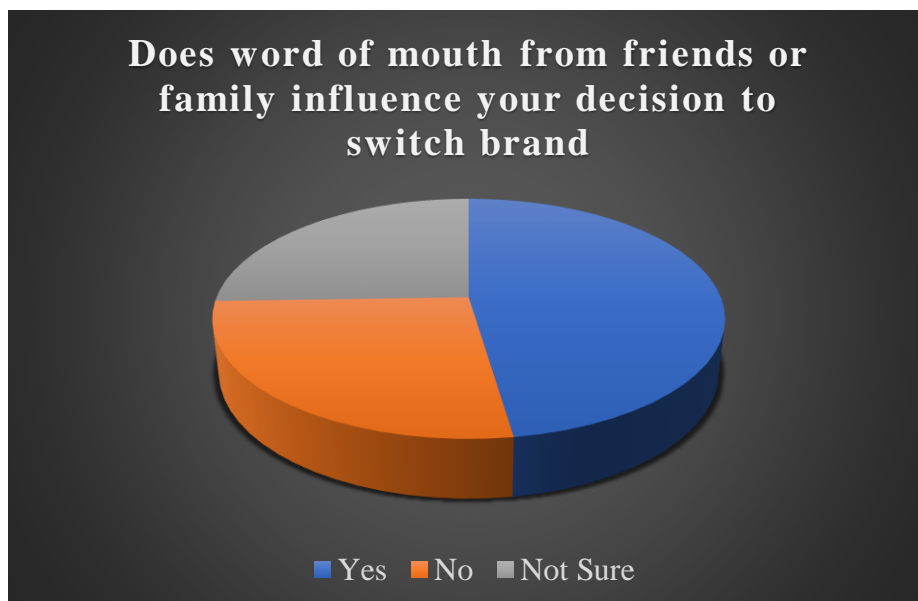
4.1.42 TABLE AND ANALYSIS OF DOES WORD OF MOUTH FROM FRIENDS OR FAMILY INFLUENCE YOUR DECISION TO SWITCH BRAND

Does word of mouth from friends or family influence your decision to switch brand		
	Frequency	Percent
Yes	71	48
No	40	27
Not Sure	38	25
Total	149	100

Table reveals the classification of respondents based on does word of mouth from friends or family influence your decision to switch brand within the sample size of 149, 48% respondents are belong to yes, next 27% of respondents are belong to the no, next 25% of respondents are belong to the not sure.

CHART NO : 4.1.42

NO OF RESPONDENTS OF DOES WORD OF MOUTH FROM FRIENDS OR FAMILY INFLUENCE YOUR DECISION TO SWITCH BRAND



4.1.43 TABLE AND ANALYSIS OF DOES A BRAND’S PACKAGING OR DESIGNS INFLUENCE YOUR DECISION TO SWITCH BRAND

Does a brand's packaging or designs influence your decision to switch brand		
	Frequency	Percent
Yes	54	36
No	51	34
Not Sure	44	30
Total	149	100

Table reveals the classification of respondents based on does a brand's packaging or designs influence your decision to switch brand within the sample size of 149, 36% respondents are belong to yes, next 34% of respondents are belong to the no, next 30% of respondents are belong to the not sure.

CHART NO : 4.1.43

NO OF RESPONDENTS OF DOES A BRAND’S PACKAGING OR DESIGNS INFLUENCE YOUR DECISION TO SWITCH BRAND



4.1.44 TABLE AND ANALYSIS OF HOW INFLUENTIAL ARE PROMOTIONAL ACTIVITIES (EG. DISCOUNTS, COUPONS, LOYALTY PROGRAMS) IN YOUR DECISION TO SWITCH BRANDS

How influential are promotional activities (eg. discounts, coupons, loyalty programs) in your decision to switch brands		
	Frequency	Percent
Yes	63	42
No	45	30
Not Sure	41	28
Total	149	100

Table reveals the classification of respondents based on does a brand's packaging or designs influence your decision to switch brand within the sample size of 149, 42% respondents are belong to yes, next 30% of respondents are belong to the no, next 28% of respondents are belong to the not sure.

CHART NO : 4.1.44

NO OF RESPONDENTS OF HOW INFLUENTIAL ARE PROMOTIONAL ACTIVITIES IN YOUR DECISION TO SWITCH BRANDS



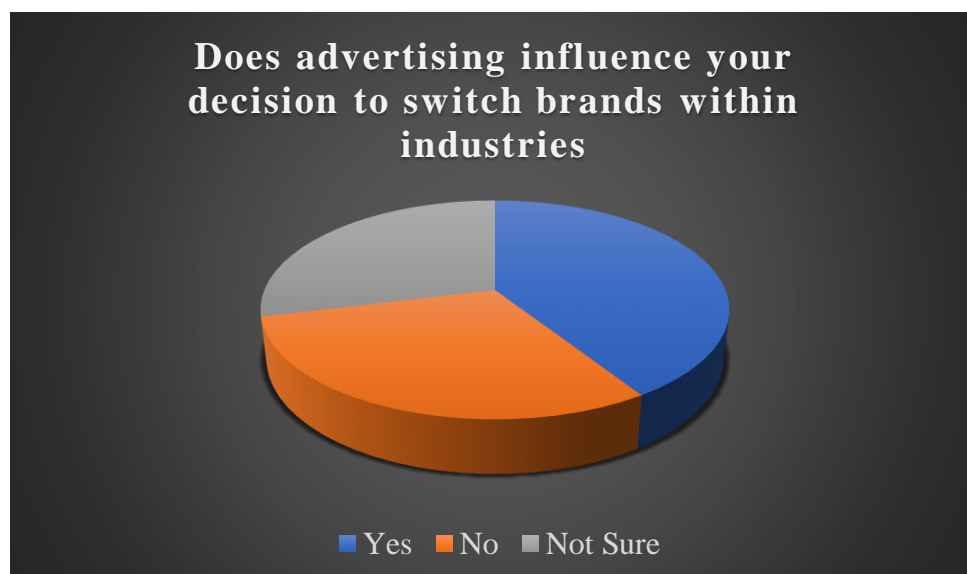
4.1.45 TABLE AND ANALYSIS OF DOES ADVERTISING INFLUENCE YOUR DECISION TO SWITCH BRANDS WITHIN INDUSTRIES

Does advertising influence your decision to switch brands within industries		
	Frequency	Percent
Yes	61	41
No	45	30
Not Sure	43	29
Total	149	100

Table reveals the classification of respondents based on does a brand's packaging or designs influence your decision to switch brand within the sample size of 149, 41% respondents are belong to yes, next 30% of respondents are belong to the no, next 29% of respondents are belong to the not sure.

CHART NO : 4.1.45

NO OF RESPONDENTS OF DOES ADVERTISING INFLUENCE YOUR DECISION TO SWITCH BRANDS WITHIN INDUSTRIES



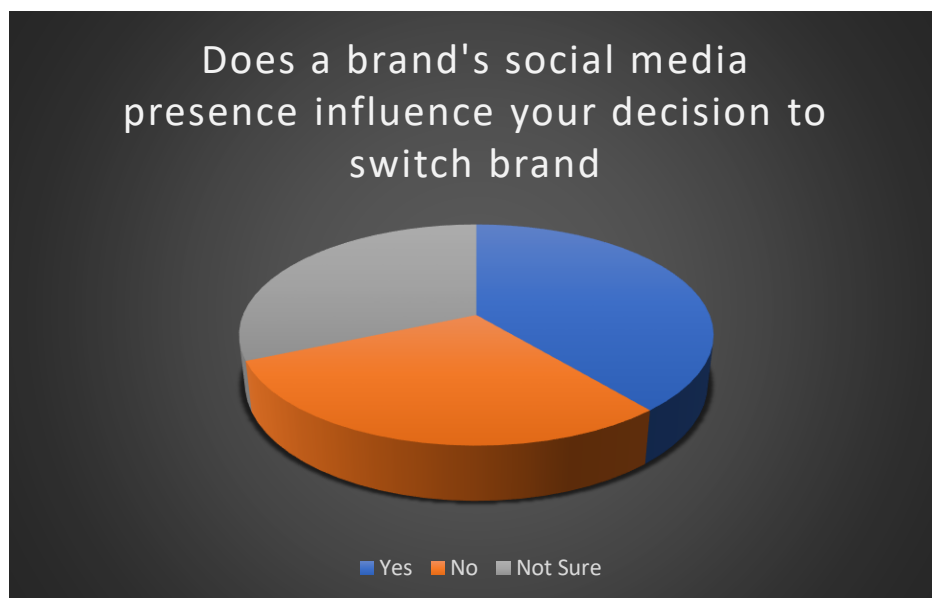
4.1.46 TABLE AND ANALYSIS OF DOES A BRAND'S SOCIAL PRESENCE INFLUENCE YOUR DECISION TO SWITCH BRANDS

Does a brand's social media presence influence your decision to switch brand		
	Frequency	Percent
Yes	58	39
No	44	30
Not Sure	47	32
Total	149	100

Table reveals the classification of respondents based on does a brand's packaging or designs influence your decision to switch brand within the sample size of 149, 39% respondents are belong to yes, next 30% of respondents are belong to the no, next 32% of respondents are belong to the not sure.

CHART NO : 4.1.46

NO OF RESPONDENTS OF DOES A BRAND'S SOCIAL PRESENCE INFLUENCE YOUR DECISION TO SWITCH BRANDS



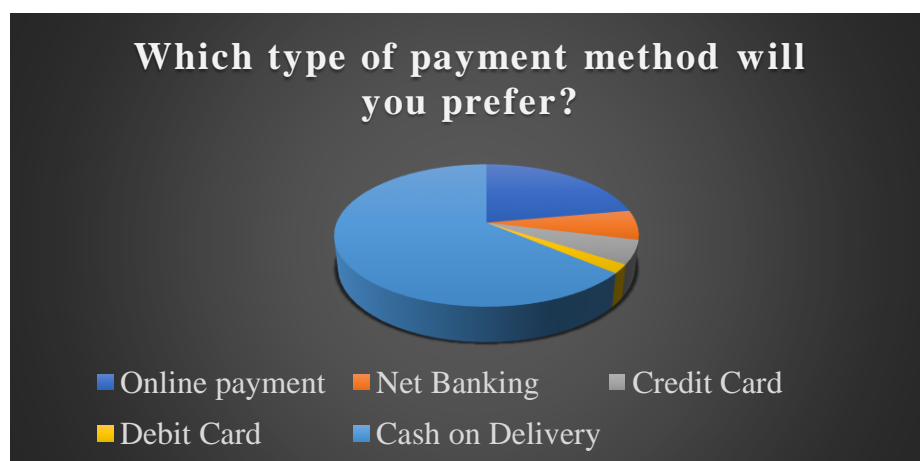
4.1.47 TABLE AND ANALYSIS OF WHICH TYPE OF PAYMENT METHOD WILL YOU PREFER

Which type of payment method will you prefer?		
	Frequency	Percent
Online payment	33	22
Net Banking	10	7
Credit Card	8	5
Debit Card	3	2
Cash on Delivery	95	64
Total	149	100

Table reveals the classification of respondents based on which type of payment method will you prefer within industries within the sample size of 149, 22% respondents are belong to the online payment, next 7% of respondents are belong to the credit card, next 5% of respondents are belong to the debit card, next 2% of respondents are belong to the disagree, next 64% of respondents are belong to the cash on delivery.

CHART NO : 4.1.47

NO OF RESPONDENTS OF WHICH TYPE OF PAYMENT METHOD WILL YOU PREFER



4.1.48 TABLE AND ANALYSIS OF HOW LIKELY ARE YOU TO RECOMMEND THE BRAND PRODUCTS TO OTHERS

How likely are you to recommend the brand products to others?		
	Frequency	Percent
Highly Recommendable	34	23
Recommendable	49	32
Neutral	65	44
Worse	1	1
Total	149	100

Table reveals the classification of respondents based on how likely are you to recommend the brand products to others within industries within the sample size of 149, 16% respondents are belong to the highly recommendable, next 31% of respondents are belong to the agree, next 38% of respondents are belong to the neutral, next 10% of respondents are belong to the disagree, next 5% of respondents are belong to the strongly disagree.

CHART NO : 4.1.48

NO OF RESPONDENTS OF HOW LIKELY ARE YOU TO RECOMMEND THE BRAND PRODUCTS TO OTHERS



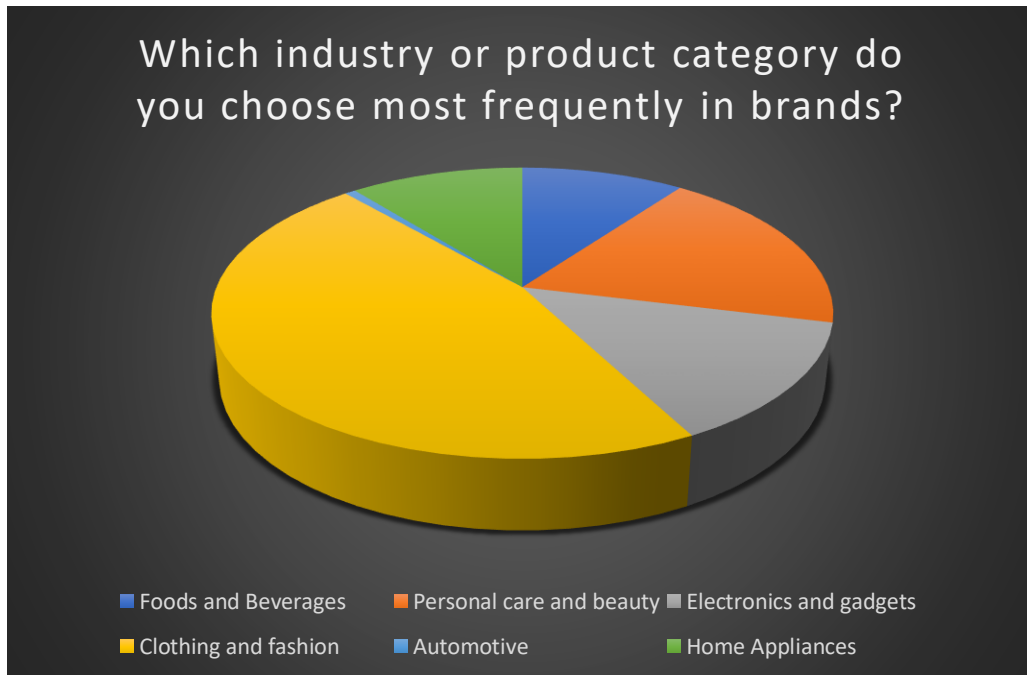
4.1.49 TABLE AND ANALYSIS OF WHICH INDUSTRY OR PRODUCT CATEGORY DO YOU CHOOSE MOST FREQUENTLY IN BRANDS

Which industry or product category do you choose most frequently in brands?		
	Frequency	Percent
Foods and Beverages	15	10
Personal care and beauty	28	19
Electronics and gadgets	20	13
Clothing and fashion	69	46
Automotive	1	1
Home Appliances	16	11
Total	149	100

Table reveals the classification of respondents based on which industry or product category do you choose most frequently in brands within industries within the sample size of 149, 10% respondents are belong to the foods and beverages, next 19% of respondents are belong to the Personal care and beauty, next 13% of respondents are belong to the electronics and gadgets, next 46% of respondents are belong to the clothing and fashion, next 1% of respondents are belong to the automotive, next 11% of respondents are belongs to the home appliances.

CHART NO : 4.1.49

NO OF RESPONDENTS OF WHICH INDUSTRY OR PRODUCT CATEGORY DO YOU CHOOSE MOST FREQUENTLY IN BRANDS



4.1.50 TABLE AND ANALYSIS OF DO YOU BUY ONLY BRANDED PRODUCTS

Do you buy only branded products?		
	Frequency	Percent
Yes always	39	26
Never	10	7
Rarely	48	32
Only when the quality is good	52	35
Total	149	100

Table reveals the classification of respondents based on do you buy only branded products within the sample size of 149, 26% respondents are belongs to yes always, next 7% of respondents are belong to the never, next 32% of respondents are belong to the rarely, next 35% of respondents are belongs to only when the quality is good.

CHART NO : 4.1.50

NO OF RESPONDENTS OF DO YOU BUY ONLY BRANDED PRODUCTS



4.2 ANOVA

Null Hypotheses H0: There is no significant between groups of the respondents.

Alternative hypothesis H1: There is a significant between groups of the respondents.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Which attributes attracts you to purchase branded products ?	Between Groups	3	.354	.263	.852
	Within Groups	145	1.347		
	Total	148			
Through which mode you come to know about branding ?	Between Groups	3	6.711	6.316	.000
	Within Groups	145	1.062		
	Total	148			
Where do you usually purchase this product?	Between Groups	3	1.518	1.108	.348
	Within Groups	145	1.370		
	Total	148			
How did you know about the quality of the branded product ?	Between Groups	3	2.525	3.463	.018
	Within Groups	145	.729		
	Total	148			
How long have you purchase a branded product ?	Between Groups	3	.947	.858	.465
	Within Groups	145	1.104		
	Total	148			
Which platform did you used the most for purchased a brand product?	Between Groups	3	11.803	5.842	.001
	Within Groups	145	2.020		
	Total	148			
Which brand did you prefer the most to purchase a product ?	Between Groups	3	3.329	3.464	.018
	Within Groups	145	.961		
	Total	148			
Which type of payment method will you prefer?	Between Groups	3	3.215	1.101	.351
	Within Groups	145	2.921		
	Total	148			

How likely are you to recommend the brand products to others?	Between Groups	9.462	3	3.154	5.304	.002
	Within Groups	86.229	145	.595		
	Total	95.691	148			
Which industry or product category do you choose most frequently in brands?	Between Groups	20.396	3	6.799	3.797	.012
	Within Groups	259.630	145	1.791		
	Total	280.027	148			

INTERPRETATION :

“Which attributes attracts you to purchase branded products”

Between Groups: The sum of squares is 1.062, degrees of freedom is 3, mean square is 0.354, F-value is 0.263, and the significance level is 0.852. Within Groups: The sum of squares is 195.368 degrees of freedom is 145, and mean square is 1.347. Total: The sum of squares is 196.430, and the degrees of freedom is 148.

Therefore the significant level is 0.852(i.e. $p=0.056$) which is above 0.05, therefore, this is great to know that it have a specific group differed.

Hence, the signification level is 0.852 so the hypothesis is not accepted.

“Through which mode you come to know about branding”

Between Groups: The sum of squares is 20.132, degrees of freedom is 4, mean square is 6.711, F-value is 6.316, and the significance level is 0.000. Within Groups: The sum of squares is 154.056 degrees of freedom is 145, and mean square is 1.062. Total: The sum of squares is 174.188, and the degrees of freedom is 148.

Therefore the significant level is 0.000(i.e. $p=0.056$) which is below 0.05, therefore, this is great to know that it have a specific group differed.

Hence, the signification level is 0.000 so the hypothesis is accepted.

“Where do you usually purchase this product”

Between Groups: The sum of squares is 4.553, degrees of freedom is 3, mean square is 1.518, F-value is 1.108, and the significance level is 0.348. Within Groups: The sum of squares is 198.642 degrees of freedom is 145, and mean square is 1.370. Total: The sum of squares is 203.195, and the degrees of freedom is 148.

Therefore the significant level is 0.348(i.e. $p=0.056$) which is above 0.05, therefore, this is great to know that it have a specific group differed.

Hence, the signification level is 0.348 so the hypothesis is not accepted.

“How did you know about the quality of the branded product “

Between Groups: The sum of squares is 7.576, degrees of freedom is 3, mean square is 2.525, F-value is 3.463, and the significance level is 0.018. Within Groups: The sum of squares is 105.753 degrees of freedom is 145, and mean square is 0.729. Total: The sum of squares is 113.329, and the degrees of freedom is 148.

Therefore the significant level is 0.018(i.e. $p=0.056$) which is above 0.05, therefore, this is great to know that it have a specific group differed.

Hence, the signification level is 0.018 so the hypothesis is accepted.

“How long have you purchase a branded product”

Between Groups: The sum of squares is 2.842, degrees of freedom is 3, mean square is 0.947, F-value is 0.858, and the significance level is 0.465. Within Groups: The sum of squares is 160.124 degrees of freedom is 145, and mean square is 1.104. Total: The sum of squares is 162.966, and the degrees of freedom is 148.

Therefore the significant level is 0.465(i.e. $p=0.056$) which is above 0.05, therefore, this is great to know that it have a specific group differed.

Hence, the signification level is 0.465 so the hypothesis is not accepted.

“Which platform did you used the most for purchased a brand product”

Between Groups: The sum of squares is 35.410, degrees of freedom is 3, mean square is 11.803, F-value is 5.842, and the significance level is 0.001. Within Groups: The sum of squares is 292.958 degrees of freedom is 145, and mean square is 2.020. Total: The sum of squares is 328.362, and the degrees of freedom is 148.

Therefore the significant level is 0.001(i.e. $p=0.056$) which is below 0.05, therefore, this is great to know that it have a specific group differed.

Hence, the signification level is 0.001 so the hypothesis is accepted.

“Which brand did you prefer the most to purchase a product”

Between Groups: The sum of squares is 9.988, degrees of freedom is 3, mean square is 3.329, F-value is 3.464, and the significance level is 0.018. Within Groups: The sum of squares is 139.368 degrees of freedom is 145, and mean square is 0.961. Total: The sum of squares is 149.356, and the degrees of freedom is 148.

Therefore the significant level is 0.018(i.e. $p=0.056$) which is below 0.05, therefore, this is great to know that it have a specific group differed.

Hence, the signification level is 0.018 so the hypothesis is accepted.

“Which type of payment method will you prefer”

Between Groups: The sum of squares is 9.644, degrees of freedom is 3, mean square is 3.215, F-value is 1.101, and the significance level is 0.351. Within Groups: The sum of squares is 423.483 degrees of freedom is 145, and mean square is 2.921. Total: The sum of squares is 433.128, and the degrees of freedom is 148.

Therefore the significant level is 0.351(i.e. $p=0.056$) which is below 0.05, therefore, this is great to know that it have a specific group differed.

Hence, the signification level is 0.351 so the hypothesis is accepted.

“How likely are you to recommend the brand products to others”.

Between Groups: The sum of squares is 9.462, degrees of freedom is 3, mean square is 3.154, F-value is 5.304, and the significance level is 0.002. Within Groups: The sum of squares is 86.229 degrees of freedom is 145, and mean square is 0.595. Total: The sum of squares is 95.691, and the degrees of freedom is 148.

Therefore the significant level is 0.018(i.e. $p=0.056$) which is below 0.05, therefore, this is great to know that it have a specific group differed.

Hence, the signification level is 0.018 so the hypothesis is accepted.

“Which industry or product category do you choose most frequently in brands”

Between Groups: The sum of squares is 20.396, degrees of freedom is 3, mean square is 6.799, F-value is 3.797, and the significance level is 0.012. Within Groups: The sum of squares is 259.630 degrees of freedom is 145, and mean square is 1.791. Total: The sum of squares is 280.027, and the degrees of freedom is 148.

Therefore the significant level is 0.012(i.e. $p=0.056$) which is below 0.05, therefore, this is great to know that it have a specific group differed.

Hence, the signification level is 0.012 so the hypothesis is accepted.

4.3.1 CHI-SQUARE

Null Hypotheses H0: There is no significant between how long have you purchase a branded product

Alternative hypothesis H1: There is a significant between monthly income

Monthly Income * How long have you purchase a branded product ? Crosstabulation

Count

		How long have you purchase a branded product ?				Total
		Less than one month	One to Six month	Six month to one year	More than one year	
Monthly Income	Below 20000	16	38	20	23	97
	21000-40000	6	13	10	10	39
	41000-60000	3	0	3	4	10
	Above 60000	1	2	0	0	3
Total		26	53	33	37	149

Table reveals the classification of respondents based on how long have you purchase a branded product within the sample size of 149, 17% respondents are belong to the less than on month, next 36% of respondents are belong to the one to six month, next 22% of respondents are belong to the six month to one year, next 25% of respondents are belong to the more than one year. Table reveals the classification of respondents based on their monthly income within the sample size of 149, 65% respondents are belong to the below 20000, next 26% of respondents are belong to the 21000-40000, next 7% of respondents are belong to the 41000-60000, next 2% of respondents are belong to the above 60000 .

4.3.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.255 ^a	9	.414
Likelihood Ratio	13.612	9	.137
Linear-by-Linear Association	.000	1	.997
N of Valid Cases	149		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .52.

Since the P value 0.997 is greater than 0.05 ($P > 0.05$) there is a significant between how long have you purchase a branded product and monthly income of the respondents.

The above table depicts the table value 0.997 is higher than the calculated value 9.255² thus there is a significant relationship between how long have you purchase a branded product and monthly income of the respondents.

Hence, the null hypothesis is not accepted at 5% significant level

4.4 RANKING

4.4.1 The factors that influenced your purchase decision on brand product

The factors that influenced your purchase decision on brand product	Total	Mean	Rank
Website characteristics	368	491	1
Brand image	350	467	2
Product information	348	464	3
perceived	328	438	4
Low price	305	407	5
Consumer benefit perception	297	396	6

The table 4.1 provides that the value of mean is 491, the value of total is 368, and the rank value of website characteristics is 1. The value of mean is 467, the value of total is 350, and the rank value of brand image is 2. The value of mean is 464, the value of total is 348, and the rank value of product information is 3. The value of mean is 438, the value of total is 328, and the rank value is perceived is 4. The value of mean is 407, the value of total is 305, and the rank value of low price is 5. The value of mean is 396, the value of total is 297, and the rank value of consumer benefit perception.

4.4.2 The product with satisfaction level for the brand

The product with satisfaction level for the brand	Total	Mean	Rank
Nike	464	623	1
Puma	458	619	2
Adidas	467	615	3
Reebok	461	611	4
Asics	444	592	5

The table 4.1 provides that the value of mean is 623, the value of total is 464, and the rank value of Nike is 1. The value of mean is 619, the value of total is 458, and the rank value of Puma is 2. The value of mean is 615, the value of total is 467, and the rank value of Adidas is 3. The value of mean is 611, the value of total is 461, and the rank value of reebok is 4. The value of mean is 592, the value of total is 444, and the rank value of asics is 5.

4.4.3 The level of satisfaction towards the services of online shopping in branding

The level of satisfaction towards the services of online shopping in branding	Total	Mean	Rank
Brand quality	334	459	1
Safe and security	333	444	2
Time delivery	328	437	3
Offers and discounts	314	419	4
Sales and services	287	383	5

The table 4.1 provides that the value of mean is 459, the value of total is 334, and the rank value of brand quality is 1. The value of mean is 444, the value of total is 333, and the rank value of safe and security is 2. The value of mean is 437, the value of total is 328, and the rank value of time delivery is 3. The value of mean is 419, the value of total is 314, and the rank value is offers and discounts is 4. The value of mean is 383, the value of total is 287, and the rank value of sales and services is 5.

4.4.4 Facing any difficulties while purchasing a branded products

Facing any difficulties while purchasing a branded products	Total	Mean	Rank
Duplicate brand products	348	545	1
High delivery charges	363	504	2
Delay in delivery	378	484	3
High cost	409	483	4
Damaged products	362	464	5

The table 4.1 provides that the value of mean is 545, the value of total is 348, and the rank value of duplicate brand products is 1. The value of mean is 504, the value of total is 363, and the rank value of high delivery charges is 2. The value of mean is 437, the value of total is 328, and the rank value of time delivery is 3. The value of mean is 419, the value of total is 314, and the rank value is offers and discounts is 4. The value of mean is 383, the value of total is 287, and the rank value of sales and services is 5.

4.4.5 Agree or Disagree with the following statement

Agree or Disagree with the following statement	Total	Mean	Rank
You will switch brands if you encounter a price issue	386	515	1
Are you more likely to choose brand with better reputation even if it means to pay a higher price	368	491	2
How likely you switch brands endorsed by the celebrity or influencer	368	491	2
You will switch brands if it offers low price during sale or promotion	359	479	3
You will switch brands if you receive a referral or recommendation with a promotion incentives	348	464	4
You will switch brands within industries if the brands aligns with your personal value or belief	340	453	5
You will switch brand if a new competitors enter the market within industries	313	417	6

The table 4.1 provides that the value of mean is 515, the value of total is 386, and the rank value of you will switch brands if you encounter a price issue is 1. The value of mean is 491, the value of total is 368, and the rank value of are you more likely to choose brand with better reputation even if it means to pay a higher price is 2. The value of mean is 491, the value of total is 368, and the rank value of how likely you switch brands endorsed by the celebrity or influencer is 2. The value of mean is 479, the value of total is 359, and the rank value you will switch brands if it offers low price during sale or promotion is 4. The value of mean is 383, the value of total is 287, and the rank value of sales and services is 5.

4.4.6 Influential level with following statement

Influential level with following statement	Total	Mean	Rank
Does word of mouth from friends or family influence your decision to switch brand	288	384	1
Does a brand's packaging or designs influence your decision to switch brand	287	383	2
How influential are promotional activities (eg. discounts, coupons, loyalty programs) in your decision to switch brands	280	373	3
Does advertising influence your decision to switch brands within industries	276	368	4
Does a brand's social media presence influence your decision to switch brand	265	353	5

The table 4.1 provides that the value of mean is 384, the value of total is 288, and the rank value does word of mouth from friends or family influence your decision to switch brand 1. The value of mean is 383, the value of total is 287, and the rank value of brand's packaging or designs influence your decision to switch brand is 2. The value of mean is 491, the value of total is 368, and the rank value of how likely you switch brands endorsed by the celebrity or influencer is 2. The value of mean is 479, the value of total is 359, and the rank value you will switch brands if it offers low price during sale or promotion is 4. The value of mean is 383, the value of total is 287, and the rank value of sales and services is 5.

CHAPTER - 5

5.1 FINDINGS

5.1.1 PERCENTAGE ANALYSIS:

- Majority 88% of the respondents are Female.
- Majority 67% ages of the respondents are 20-30 Years.
- Majority 79% marital status of the respondents are Unmarried.
- Majority 53% educational qualification of the respondents are under graduate.
- Majority 65% monthly income of the respondents is below 20000
- Majority 72% type of family of the respondents is nuclear family.
- Majority 34% of the respondents are attracted by brand name.
- Majority 44% of the respondents come to know about branding through social media.
- Majority 36 % of the respondents purchase products through Internet/Online
- Majority 34% of the respondents know about the quality of the branded product through lifespan.
- Majority 36% of respondents purchase a branded products in one to six month.
- Majority 36% of the respondents purchased a brand product through direct shopping.
- Majority 34% of the respondents prefer adidas brand.
- Majority 39% of the respondents satisfaction level of Nike is belongs to rank 4.
- Majority 36% of the respondents satisfaction level of Puma is belongs to rank 3.
- Majority 38% of the respondents satisfaction level of Adidas is belongs to rank 3.
- Majority 42% of the respondents satisfaction level of Reebok is belongs to rank 3.
- Majority 40% of the respondents satisfaction level of Asics is belongs to rank 3.
- Majority 38% of the respondents influenced the purchase decision through website characteristics.
- Majority 42% of the respondents influenced the purchase decision through brand image.
- Majority 44% of the respondents influenced the purchase decision through product information.
- Majority 51% of the respondents influenced the purchase decision through perceived.
- Majority 38% of the respondents influenced the purchase decision through low price.
- Majority 45% of the respondents influenced the purchase decision through consumer benefit perception.

- Majority 34% of the respondents level of satisfaction towards the service of online shopping in brand quality.
- Majority 50% of the respondents level of satisfaction towards the service of online shopping in safe and security.
- Majority 44% of the respondents level of satisfaction towards the service of online shopping in time delivery.
- Majority 46% of the respondents level of satisfaction towards the service of online shopping in offers and discounts.
- Majority 40% of the respondents level of satisfaction towards the service of online shopping in sales and services.
- Majority 32% of the respondents face duplicate brand products difficulties while purchasing a brand product.
- Majority 41% of the respondents face high delivery charges difficulties while purchasing a brand product.
- Majority 37% of the respondents face delay in delivery difficulties while purchasing a brand product.
- Majority 37% of the respondents face high cost difficulties while purchasing a brand product.
- Majority 31% of the respondents face damaged products difficulties while purchasing a brand product.
- Majority 39% of the respondents will switch brands if you encounter a price issue
- Majority 53% of the respondents more likely to choose brand with better reputation even if it means to pay a higher price.
- Majority 44% of the respondents switch brands endorsed by the celebrity or influencer
- Majority 51% of the respondents will switch brands if it offers low price during sale or promotion.
- Majority 39% of the respondents will switch brands if you receive a referral or recommendation with a promotion incentives.
- Majority 43% of the respondents will switch brands within industries if the brands aligns with your personal value or belief.
- Majority 38% of the respondents will switch brand if a new competitors enter the market within industries.

- Majority 48% of the respondents influential level in brand's packaging or designs influence your decision to switch brand.
- Majority 42% of the respondents influential level in promotional activities (eg. discounts, coupons, loyalty programs) in your decision to switch brands.
- Majority 41% of the respondents influential level in advertising influence your decision to switch brands within industries.
- Majority 39% of the respondents influential level in brand's social media presence influence your decision to switch brand.
- Majority 22% of the respondents prefer online payment method.
- Majority 44% of the respondents highly recommend the brand products to others.
- Majority 46% of the respondents choose clothing and fashion most frequently in brands.
- Majority 35% of the respondents buy branded products only when the quality is good.

5.1.2 CHI SQUARE :

Hence, the null hypothesis is not accepted at 5% significant level.

5.1.3 ANNOVA:

- The signification level is 0.852 so the hypothesis is not accepted.
- The signification level is 0.000 so the hypothesis is accepted.
- The signification level is 0.348 so the hypothesis is not accepted.
- The signification level is 0.018 so the hypothesis is accepted.
- The signification level is 0.465 so the hypothesis is not accepted.
- The signification level is 0.001 so the hypothesis is accepted.
- The signification level is 0.018 so the hypothesis is accepted.
- The signification level is 0.351 so the hypothesis is accepted.
- The signification level is 0.018 so the hypothesis is accepted.
- The signification level is 0.012 so the hypothesis is accepted.

5.2 SUGGESTION:

- The company must constantly review their packaging in the face of Changing consumer preferences and technological advancements and they must be prepared to do that that will ensure consumer safety.
- The company should improve upon its wide area coverage in terms excellent call quality and accessto mobile internet in the remote parts of the country as it happens to be one of their major strength in the market.
- Buying behaviour changes from one person to another. The seller should attract the customer in the way of the advertisement and other promotional tools.
- There is strong influence of brand in buying decision because of the quality, so the manufacturer should always produce standard quality of goods.
- In rural areas people are unaware of brands and it is not easily available to buy. So the sellers should concentrate in marketing of rural areas.
- There should be strong influence of advertisement in purchase decision, so this is an effective too; for promoting their products.
- The sellers should not increase the price often, this may lead the customer to buy another product. There should be certain limit in price increases.
- Both male and female influenced by brand in buying decision and they buy branded products for social status so the price should be reasonable.

5.3 CONCLUSION

This study concludes that there is effect of branding on consumer purchase decision. Brand knowledge is a very important factor. As the consumer is more aware of the brand and he has all the knowledge about the price, quality etc. the more he will be attracted towards the brand. Quality is the key factor to buy branded products. The standard quality of the product makes them to buy repeatedly, and they become loyal customers of the brand. Brand preference and Brand loyalty have related each other. Advertisement plays a major role in buying decision. It influences the customer to buy the product. There is strong influence of advertisement in branding, effective advertisement builds a stronger brand. In the end, it is concluded that the branding impacts the consumer behaviour and it depends upon the person(consumer) and its varied from one person to another.

The result or outcome of this research can help the companies to enhance their brand image for achieving high customer's satisfaction. The implication of the studies is for other organization is that there is influx of available and on the current market, therefore customers are making their buying decision based on the brand image instead of products. This study is helpful because from it, other companies will recognize the importance of enhancing brand image and influence consumer purchasing behavior. It has been found that keeping products available and attractive packaging will enhance the brand image. Therefore, these factors need to be considered to enhance brand image and influence consumer purchase behavior.

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ANNEXURE

A STUDY ON ROLE OF BRANDING IN ATTRACTING AND INFLUENCING CONSUMER PURCHASE DECISION WITH SPECIAL REFERENCE TO COIMBATORE CITY

1) Name*

2) Gender*

- Male
- Female
- Other

3) Age *

- Below 20 Years
- 21-30 Years
- 31-40 Years
- Above 40 Years

4) Marial Status*

- Unmarried
- Married

5) Educational Qualification*

- School
- Under Graduate
- Post Graduate
- Professional

6) Monthly Income*

- Below 20000
- 21000-40000
- 41000-60000
- Above 60000

7) Type of Family*

- Nuclear Family
- Joint Family

8) Which attributes attracts you to purchase branded products ?*

- Brand name
- Transparency
- Price
- Easy availability

9) Through which mode you come to know about branding ?*

- Social media
- Advertisement
- Notice
- Friends/Family

10) Where do you usually purchase this product?*

- Grocery store
- Department store
- Mall
- Internet/Online
- Other:

11) How did you know about the quality of the branded product ?*

- Appearance
- Lifespan
- Color
- Price

12) How long have you purchase a branded product ?*

- Less than one month
- One to Six month
- Six month to one year
- More than one year

13) Which platform did you used the most for purchased a brand product?*

- Direct Shopping
- Amazon
- Flipkart
- Meesho
- Myntra
- Others

14) Which brand did you prefer the most to purchase a product ?*

- Nike
- Puma
- Adidas
- Reebok
- Asics

15) Rank the product with satisfaction level for the brand ?*

	1	2	3	4	5
Nike					
Puma					
Adidas					
Reebok					
Asics					

16) State the factors that influenced your purchase decision on brand product ?*

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Website characteristics					
Brand image					
Product information					
perceived					
Low price					
Consumer benefit perception					

17) State the level of satisfaction towards the services of online shopping in branding *

	Highly satisfied	satisfied	Neutral	Dissatisfied	Highly dissatisfied Brand quality
Brand quality					
Safe and security					
Time delivery					
Offers and discounts					
Sales and services					

18) Did you face any difficulties while purchasing a branded products ?*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Duplicate brand products					
High delivery charges					
Delay in delivery					
High cost					
Damaged products					

19) How likely do you agree or disagree with the following statement ?*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
You will switch brands if you encounter a price issue					
Are you more likely to choose brand with better reputation even if it means to pay a higher price					
How likely you switch brands endorsed by the celebrity or influencer					
You will switch brands if it offers low price during sale or promotion					

You will switch brands if you receive a referral or recommendation with a promotion incentives					
You will switch brands within industries if the brands aligns with your personal value or belief					
You will switch brand if a new competitors enter the market within industries					

20) State your influential level with following statement*

	Yes	No	Not Sure
Does word of mouth from friends or family influence your decision to switch brand			
Does a brand's packaging or designs influence your decision to switch brand			
How influential are promotional activities (eg. discounts, coupons, loyalty programs) in your decision to switch brands			
Does advertising influence your decision to switch brands within industries			
Does a brand's social media presence influence your decision to switch brand			

21) Which type of payment method will you prefer ?*

- Online payment
- Net Banking
- Credit Card
- Debit Card
- Cash on Delivery

22) How likely are you to recommend the brand products to others?*

- Highly Recommendable
- Recommendable
- Neutral
- Worse
- Worst

23) Which industry or product category do you choose most frequently in brands?*

- Foods and Beverages
- Personal care and beauty
- Electronics and gadgets
- Clothing and fashion
- Automotive
- Home Appliances

24) Do you buy only branded products?*

- Yes always
- Never
- Rarely
- Only when the quality is good

25) What suggestions do you have about the brand product ?*
