

The Impact of Brand Personality on Consumer Decision Making

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Abstract

Businesses have realised how important brand personality is in influencing customer behaviour, therefore they must include it into their brand management strategies. A brand's personality may improve consumer liking and usage, according to prior study. This study reviews and analyses the pertinent studies in light of the potential value of brand personality for marketers, and it then outlines three ways in which brand personality affects customer behaviour: (i) Brand personality as a vehicle to explain the functional benefits of a brand (ii) Brand personality as a mirror image of the consumer's identity; and (iii) Brand personality as a means of establishing a link between the consumer and the brand. The findings of the examined study show that consumer behaviour depends on how well a brand and a consumer's personality mesh, and that people may also utilise brands to enhance their own personalities.

Introduction

The happiness of the consumer is the first goal for every business. Customers are those who buy products, and a customer can become a consumer if they use the goods they bought.

Consumers are therefore those who purchase goods or services from a market for their own use. To satiate their requirements and satisfy their aspirations, consumers actually consume all the goods and services offered in the market. Consumers differ in their attitudes and behaviour towards goods and services. As a result, manufacturers and marketers have another crucial task: studying their behaviour. While purchasing a product, a buyer assumes three different roles, which are included in the study of consumer behaviour. Buyer, payer, and user are the three functions of a consumer. "Consumer behaviour is the study of individuals, companies, and groups as well as the study of all those activities which are linked to consumers and their decisions about goods, services, brands, and usage." The commitment and loyalty of a consumer to a brand increases when they are satisfied with it. Each company may use branding to attract customers and gain a competitive advantage. A brand is a collection of connections in the consumer's mind, and these associations should be powerful, desired, and unique. How a consumer views a brand is crucial to take into account.

Hence, service quality & product quality are two more categories of perceived quality.

Empathy, responsiveness, competence, dependability, and tangibility are the criteria used to evaluate service quality. While a product's quality is judged according to its seven aspects, including its features, performance, durability, dependability, and conformance to specifications, Customers give weight to all variables associated with the brands they have chosen. If a customer has an urgent need for a product or

brand that is not already available on the market. As a result, customers start to feel uneasy and may decide to move to a different brand. After Purchase Dissonance is the term used to describe the worry experienced by shoppers. So, a marketer has a duty to prevent worry in his or her customers. In today's corporate world, factors such as client pleasure, appeal, relationships, and loyalty are just as important as pricing. The way a brand is advertised affects how people perceive it.

Research Question:

Does Brand Image affect the Consumer Buying behavior?

Objectives of the Study:

1. To understand the importance of a Brand.
2. To remove the deficiencies of the previous studies.
3. To identify the impact of Brand Image on Consumer Buying Behavior.
4. To find the relationship between Brand and Consumer Buying Decision.
5. To identify the influence of consumers towards brand

Literature Review:

Consumer buying behavior:

Consumer behaviour is the study of how individuals make choices based on the money, effort, and time they have at their disposal and offer a comprehensive analysis of customer behaviour. Consumer behaviour is described as the processes and behaviours that people or groups engage in to select and consume goods, experiences, ideas, and services. Consumer choices can have an impact on a country's economy. In order to meet the demands of consumers, organisations develop marketing strategies as a mix of purchasing and using goods or services. As a result, the seven processes of the consumer purchasing decision are "need recognition, search for information, pre-purchase, assessment, purchase, consumption, post-consumption evaluation, and divestment."

The important roles of brand:

Every customer knows the term "brand," and it is classified by a symbol or word that conveys significance and sets the product or service apart from competitors. Hence, a brand is an amalgamation of several factors that are connected to packaging, advertising, goods, marketing, and its overall appearance. A brand is a symbol of dependability and high-quality goods in the eyes of consumers. To express their personalities in various contexts, consumers like to purchase and use branded goods. By purchasing the company's goods and services, people may support successful branding by becoming and increasing the likelihood that an organisation will be profitable.

Brand Image:

"Brand Image" emerges as a key topic in the study of consumer behaviour.

The brand personality is reflected in the brand image like glass.

"brand image is expressed as a series of connections, which are grouped in various a meaningful manner. Consumer interpretation, whether rational or emotional, shapes brand image "Successful brand image enhances the likelihood that consumers will buy the brand by enabling customers to perceive the demands that the brand meets and to separate the brand from its rivals. "A company's goods or services might take up more space on the market and become more competitive over time advantage, and increase market share.

Research Methodology:

Research is the methodical and scientific collection of data for the advancement of knowledge . The following items are part of methodology, and I'll utilise them in my study:

1. Research paradigm;
2. research approach;
3. research design;
4. data collecting location;
5. population;
6. sample size and respondents;
7. sampling methods
8. Data collecting technique

How brands make sway on consumer buying choice?

All firm must consider branding carefully. It can actually change a consumer's decision regarding a product irrevocably from viewpoints like moment acknowledgment. The principles of advertising are combined with elements of consumer brain research in this confusing topic. When you try to invest resources in branding for your startup or independent business, let us assist you in determining how branding influences consumers' purchasing decisions.

Brands Create Buyer Aspirations:

Brands have an upbeat quality about them. Reputable and established brands will typically reflect this in their price. Products with distinctive branding become highly desirable. Despite the fact that many other phones could be able to aid us for much less money, our desire to own a pricey iPhone persists. Customers attach a social token to goods and services.

People view you differently when you drive a Porsche. Moreover, it enables the company to raise its premium on you.

Brand Alter Buyer Intentions:

A strong brand may effectively change consumer behaviour. Two products, for instance, have comparable highlights and execution. One has its own brand, the other does not. What one might you choose? Stories relating to certain brands are brought back. Brands develop trust over time and have devoted followers.

You consider them, their creators, their history, and the people who have used them. Often, someone in your social circle has also used the things. When you first see their logo, you quickly recognise the company and remember several products you have previously used from that company (Haloimpact!).

Brands complement the buyer's self-concept:

Moreover, branding significantly affects consumers by changing to their own ideas of themselves. Every person has a distinct mental image of themselves. When they purchase anything, they might want it to fit with their self-concept. For instance, an adolescent develops a particular sense of fashion based on personal preferences and external influences.

Brands Earn Loyalty:

Over time, people develop strong relationships with particular companies. Someone will have a strong identification with a certain brand of grain, for instance, if they have been eating it since they were little. Regardless of whether there are better options available, this sense of nostalgia will keep consumers loyal to the brand. It is a strange blend of trust and fervent viewpoints. This is really what we mean by "brand dedication," and in any event, to develop such a devotion, your brand must be strong. Each startup company should strive to establish such loyalty.

Concept of consumer purchase behavior:

Consumer purchasing behaviour refers to the actions taken by consumers while considering whether to buy and utilise particular items. Consumer purchasing behaviour is studied in depth by individuals, groups of individuals, or organisations in modern marketing to determine how customers pick, use, and discard goods and services to meet their wants and expectations. For marketers, consumer purchasing behaviour is crucial because it clarifies the expectations of consumers. In other words, consumer buy behaviour is the study of how consumers act while making purchases of goods or services in order to fulfil their needs and desires. Consumer buy behaviour refers to the systematic processes that include problem identification, information searching, alternative assessments, purchase choice, and customer post-purchase behaviour. Consumer purchasing behaviour is divided into six stages, including problem identification, information search, alternative evaluation, purchase choice, and post-purchase assessment.

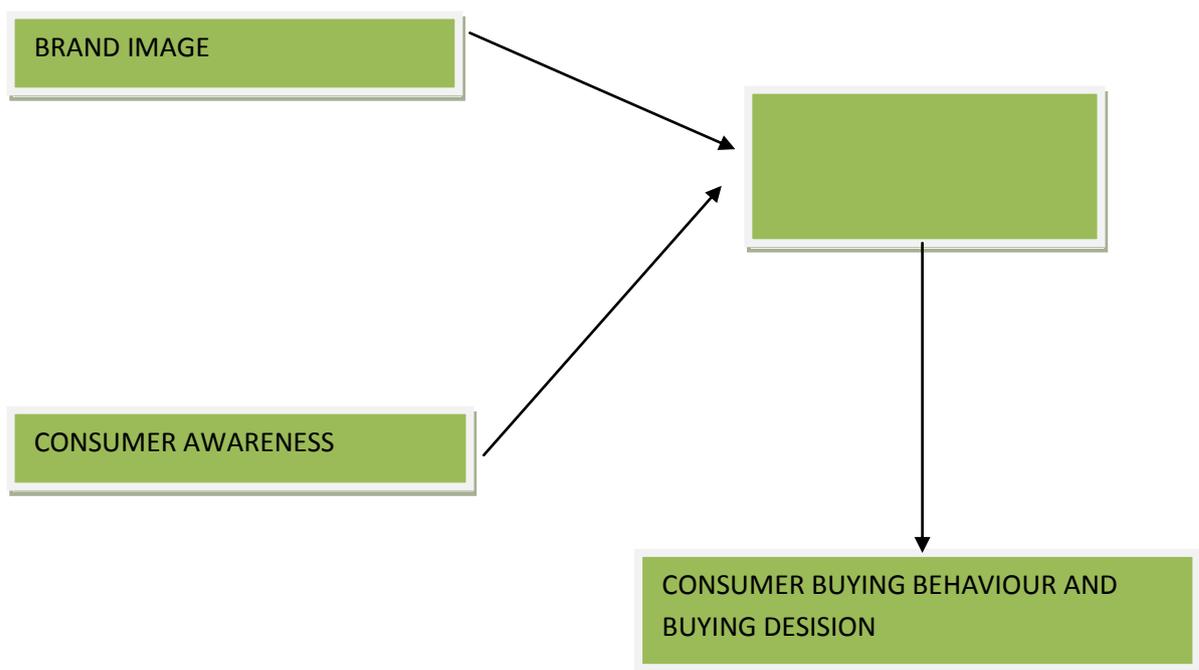
Relationship between brand image and consumer purchase behavior:

Consumers support brands that participate in various brand-building activities, and after they are happy with the product or service, they encourage their loved ones to do the same. to acquire goods or services from such a brand. Marketing communication, customer experience, and word-of-mouth are some frequent elements of brand image creation in the sector. These factors have a huge impact on how consumers behave when it comes to making purchases. In addition, social media marketing has had a significant impact on consumer purchasing habits along with digital marketing because it helps build a brand's image, which includes perceptions of things like appearance, flaws, abilities, and characteristics. With the aid of social media, customers are becoming more aware of the products. As a result, there is a correlation between brand image and customer purchasing behaviours, with strong brands favourably influencing behaviours and weak brands adversely doing so.

Impact of brand image on consumer purchase behaviors:

Marketing professionals view brand image as a powerful tool since it influences customer purchasing decisions. When it comes to purchasing decisions, customers' actions are influenced by their views and sentiments towards a particular brand's goods and services. Influence on consumer behaviour in reference to goods purchases. Together with marketing mix techniques, many brand-building projects and promotional events also have an impact on consumers' purchasing decisions. Around 49% of buyers feel distinguished utilising things with a renowned brand name, such as a Rolls-Royce automobile or a Rolex watch. Thus, it suggests that consumers remember the brands with a positive industry reputation. Additionally, several aspects of enhancing a brand's name or image within the sector, such as brand awareness campaigns, programmes that guarantee perceived quality and price, boost brand value and satisfaction, programmes that reward brand loyalty and celebrity endorsements, and public relations, have an impact on how consumers behave when making purchases.

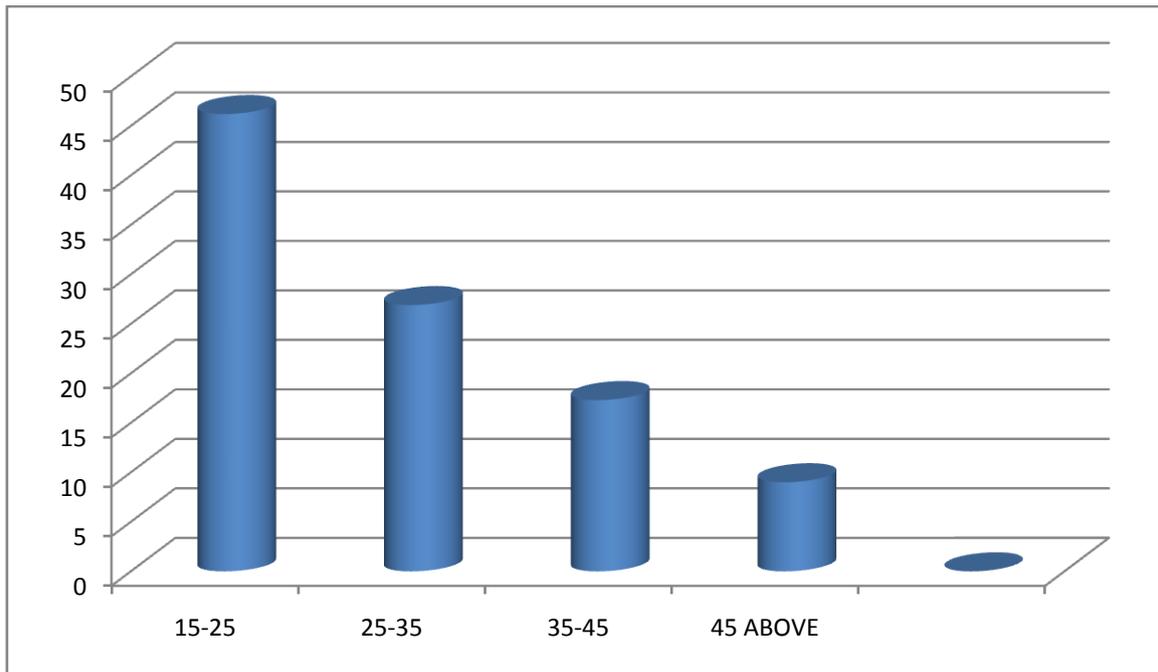
Theoretical Framework:



RESULTS AND INTERPRETATIONS:

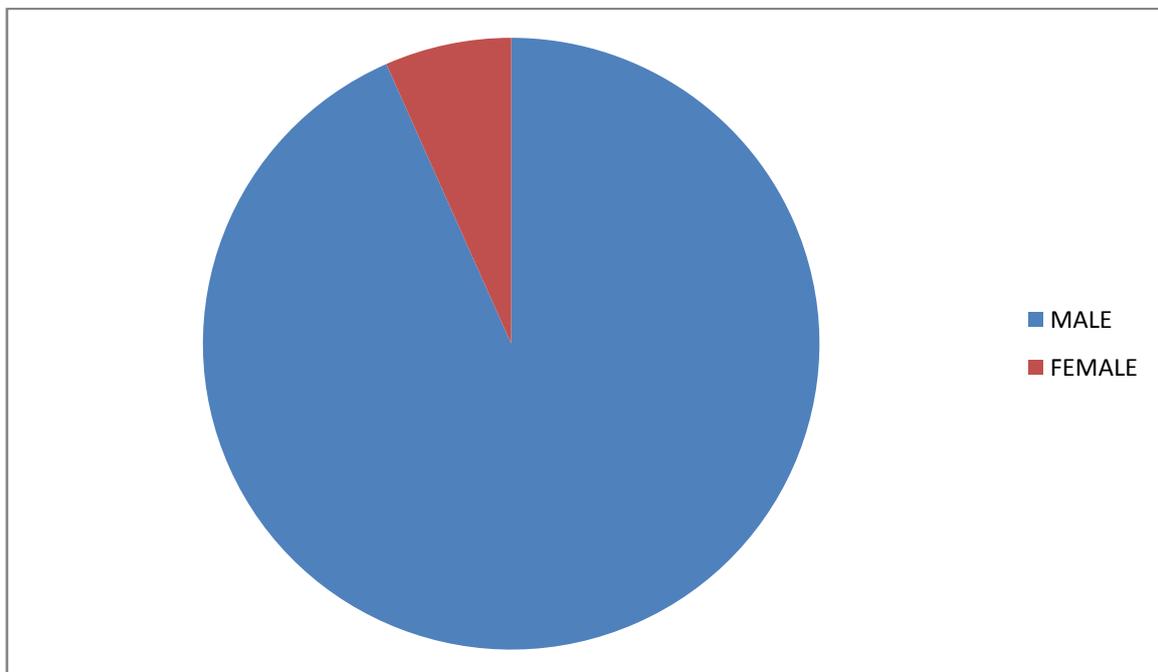
Age of respondents:

S.No	Options	Percentages
1	15-25	46.2
2	25-35	26.9
3	35-45	17.3
4	45 ABOVE	9.6
5	TOTAL	100



2. Gender analysis:

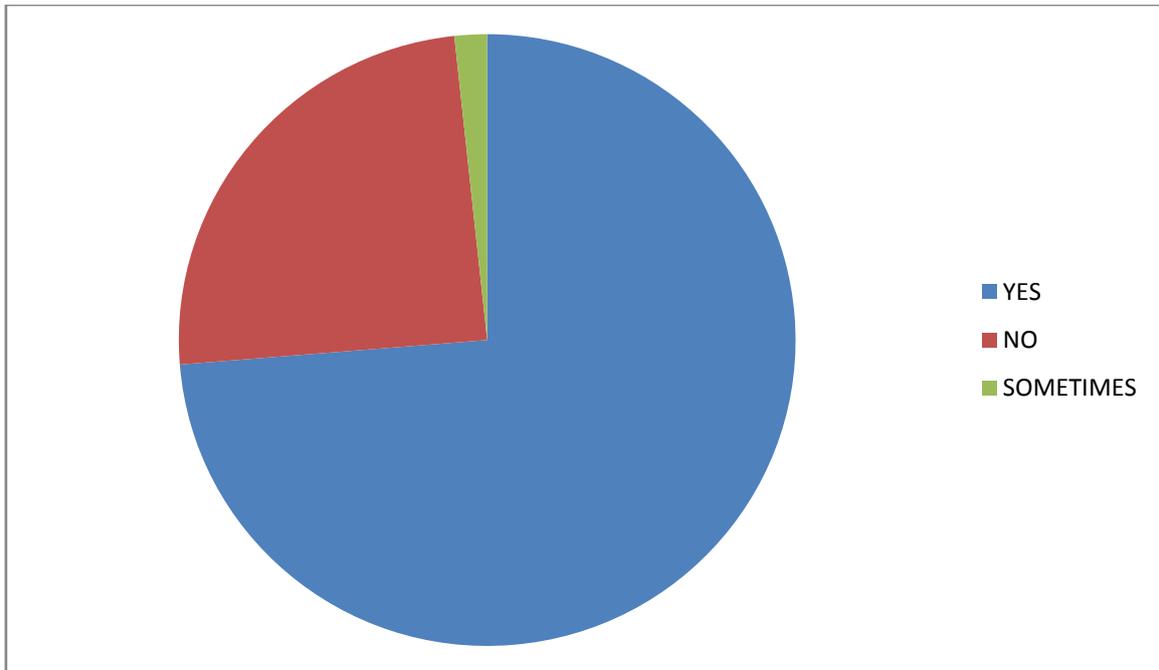
S.NO	OPTIONS	PERCENTAGE
1	MALE	45
2	FEMALE	54.9



3. Choice of buying branded things?

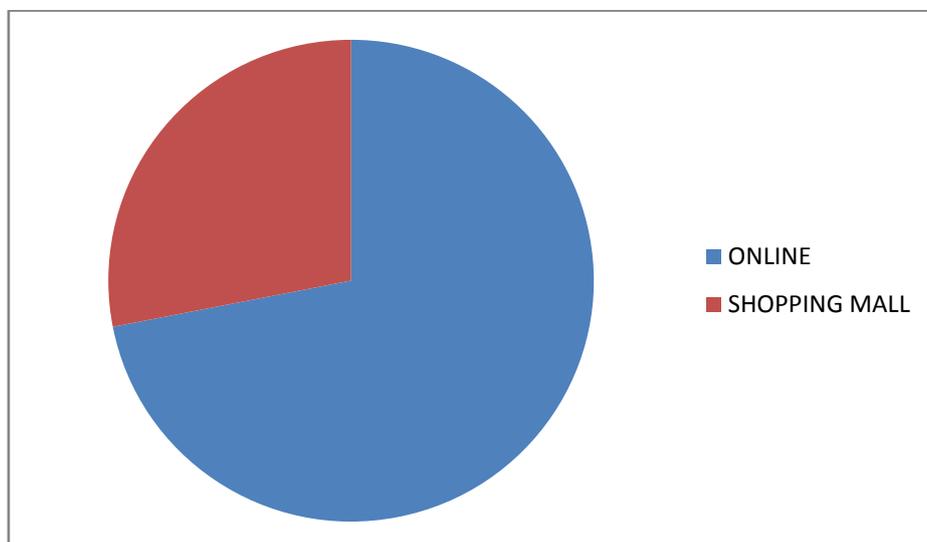
S NO.	OPTIONS	PERCENTAGE
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1	YES	60.6
2	NO	20.2
3	SOMETIMES	19.2
4	TOTAL	100



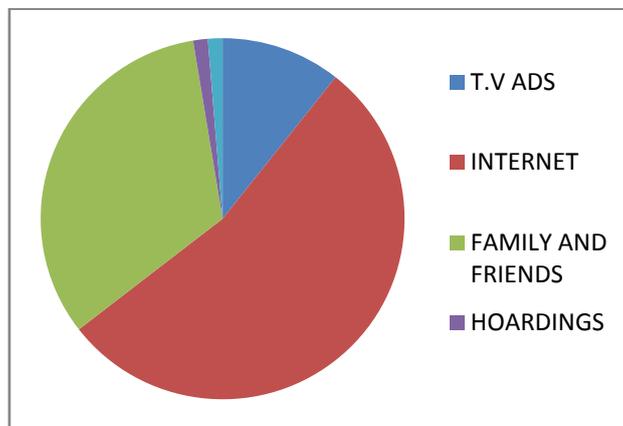
4. Location of purchase?

S NO.	OPTION	PERCENTAGE
1.	ONLINE	55
2.	SHOPPING MALL	45
3	TOTAL	100



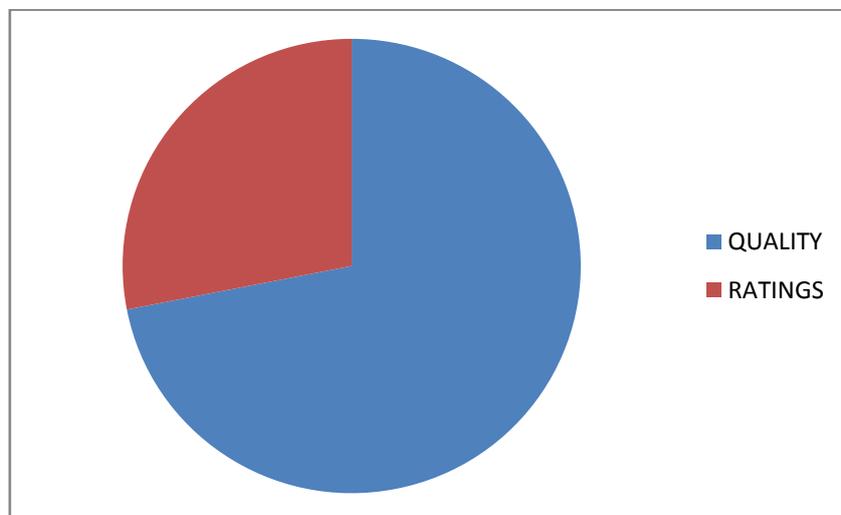
5. Brand Marketing

S.NO	OPTION	PERCENTAGE
1	T.V ADS	31.3
2	INTERNET	41.4
3	FAMILY AND FRIENDS	25.3
4	HOARDINGS	1
5	NEWSPAPER ADS	1
6	TOTAL	100



6. What do you think is our best quality? Please rank us on the following attributes?

S. NO	OPTIONS	PERCENTAGE
1	QUALITY	70%
2	RATINGS	30%
3	TOTAL	100



CONCLUSION:

As a result, the aforementioned talks and assessment's final results demonstrate that there are differences in how people who live in various urban networks see the stamped dress.

The majority of the same research are completed by all metropolitan networks, although the outcomes differ as shown by their

social gatherings by age and gender. The findings indicate that women are more brand picky than people. In this way, consumer perception has a bigger impact on consumer purchasing behaviour. Also, it would generally be accepted that brands have had a fairly strong influence on India's populous residing in urban areas. Customer service appears to be at a high level, which might raise the reputation of the brand. The link between brand image and customer purchasing behaviour is also delineated by Chi-squared testing, Null theory, and Alternative conjecture. With more elements, researchers can analyse more variables and determine their effects. Also, by employing a variety of strategies such as business, quality, etc., promoters can try to create a strong impression of their brands in the minds of consumers. The study's major goal was to determine how brand image, brand trust, and perceived quality affected consumer behaviour. The findings indicate that the three independent factors under investigation have a significant impact on customer behaviour. The brand has a significant influence on customer behaviour, as shown by the substantial and positive Pearson correlation between brand image, perceived quality, and trust and consumer behaviour. Also, the study discovers that brand trust has a greater influence on customer behaviour than other factors. In earlier research, the influence of the brand on customer behaviour has been stressed.

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QUESTIONNAIRE:

1. Age of the respondent?
2. Gender of respondent?
3. Choice of buying branded things?
4. Location of purchase?
5. Brand Marketing?
6. What do you think is our best quality? Please rank us on the following attributes?