



THE IMPACT OF BRAND PERCEPTION ON CONSUMER PURCHASING DECISIONS

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ABSTRACT –

The notion of "brand image" has attracted considerable interest from the business community and academia as a result of its pivotal significance in marketing endeavors. While brand image is widely recognized as the principal factor influencing a brand's value and performance, there has been a scarcity of research examining the relationship between brand equity and brand image. A thorough examination of the extant body of literature concerning consumer equity and its correlation with brand image was undertaken in this research. The investigation specifically targeted the impact of brand image on customers through the application of brand image-related concepts. Moreover, it revealed the limitations of prior research and opened up fresh perspectives for enquiry.

Keywords: Brand Image, Customer Equity, Consumer Behavior.

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1. INTRODUCTION

When it comes to calculating brand equity—the overall perception and sentiment towards a company that impacts their purchase choices—brand image is paramount. Marketers' overarching objectives in engaging in advertising are the same across all industries: to influence consumers' views of certain brands and to drive sales of those products. By doing this, they hope to increase their market share, revenue, and brand equity.

Although brand equity is a topic of interest for both academics and industry professionals, no established paradigm for studying it exists at this time. The majority of research on brand equity has focused on either the company or the consumer. A small but vocal group of scholars maintains that customers' subjective evaluations of a brand—their thoughts, feelings, and overall happiness—are the most important factor in determining the brand's equity. While brand attributes and characteristics do have a significant role in consumers' final purchasing decisions, consumers' in-depth familiarity with the brand image is far more important. Despite customers' evolving lifestyles and information consumption habits, brand image continues to play a significant role in consumer purchasing decisions.

While some scholars contend that market share, cash flow, and market value should be considered in brand equity calculations, others hold the opposite view.

In addition, recent studies have shown both monetary and non-monetary achievements can be used to gauge brand equity. Market share and brand premium make up financial performance, whereas affiliation, loyalty, reputation, and recognition make up non-financial performance. To examine the connection between brand image and brand equity, this study first assesses brand equity from the viewpoints of non-financial performance and consumer sentiment, and then it looks at consumer sentiment and their purchase intentions.

2. LITERATURE REVIEW

Building and sustaining a positive reputation for a brand is crucial for successful brand management, say Park et al. (1986). In the grand scheme of things, there are a plethora of ways in which a brand can be utilized to distinguish a service or product. Aspects of this phenomenon that are experimental, symbolic, and practical all come together. A lot of people in the academic community still differ on what "brand image" actually means. Personalization, meanings and messages, cognitive or psychological aspects, and thorough explanations are the four main types of



brand image that educators have previously recognized.

BRAND IMAGE AND CONSUMER BEHAVIOR

The role of brand image in building brand equity has received a lot of scholarly attention since the beginning of the 1900s. Businesses need a better understanding of consumer behavior and brand recognition to compete in the global market of the 21st century. What follows is a discussion of how customer actions relate to how they feel about a brand.

IMPACT OF BRAND IMAGE ON CONSUMER'S BEHAVIORAL INTENTION

Previous studies have shown that consumer behavior goals are often indicated by customer satisfaction and loyalty.

The term "consumer satisfaction" refers to the overall impression that a product or service leaves on the buyer after they've used it. According to Oliver (1980), two things are necessary for customer satisfaction: first, the client must validate their expectations based on performance, and second, the expectations must be clearly stated. A product's ability to satisfy clients is inversely proportional to how well it meets their expectations. Because product performance is so important in creating brand image, companies can gauge how brand image affects customer happiness by comparing the views of current and potential customers.

When it comes to customer happiness, e-banking, landline, mobile phone, banking, and grocery store brands are the most important. Sales activity, infrastructure, convenience, and service are the four parts that make up a company's image, according to Chang et al. (2005). There is a correlation between customer happiness and each of the four factors. According to Chitty et al. (2007), when it comes to the hotel sector, consumer happiness is most affected by the brand's image. If customers could maintain self- and brand-consistent views, they would be more loyal and satisfied.

Satisfaction is the foundation of consumer loyalty. Previous studies used a narrow definition of consumer loyalty, defining it as the tendency to make repeat purchases. In many cases, a company's bottom line benefits from customer service since it increases brand loyalty among buyers. Consumers' impressions of a firm have a significant impact on their brand loyalty, according to studies on brand image. If they want to keep their customers, grocery businesses have to work hard to improve their reputation [30, 31]. Brand image is still a major factor in consumer loyalty, especially in this digital day. This association

was confirmed by the online retailer surveys done by Merrilees and Fry (2002).

BRANDINGFUNCTIONS

1. The brand is advantageous to the business and the client.
2. By meeting the needs of customers, the brand elevates the company's reputation in the marketplace.
3. Establishing and maintaining customer brand relationships is essential for developing and maintaining brand equity.

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BRAND LOYALTY

A customer's "brand loyalty" manifests itself in their repeated purchases of the same brand, whether that choice was intentional or not. Brand loyalty can be described by a multitude of traits. Being able to choose one brand over a similar one is what we call brand loyalty. Brand loyalty is influenced by both attitudes and behaviors. In most cases, while shopping for a specific category of products, consumers will begin with a given brand. It happens when buyers think the brand provides the perfect combination of product features, reputation, and service quality at the perfect price and at the correct time. In order to cultivate brand loyalty, it is necessary to fulfill several prerequisites. A prejudiced behavioral reaction towards one or more brands within a certain brand group might arise gradually, influenced by psychological mechanisms. Customers may be loyal to a brand for one of two reasons: either they are satisfied with the product or service and wish to continue doing business with the company, or they are unable to transfer brands for practical, emotional, or financial reasons. There is widespread agreement that consumers are heavily influenced by a brand's attributes when making decisions.

BrandName: Popular brands can more effectively advertise the benefits of their products and stick in customers' minds than smaller, less well-known brands. Popular and reputable brands may have an advantage when competing for consumers' attention. The unique emotional and expressive traits of the brand are a component of its identity.

Product Quality: Product quality is the sum of a service's or good's features and qualities that influence how well it meets both explicit and implicit expectations. Qualities such as "fitness for use" and "conformance to requirement" are used to define products in various formulations.

Price: The average buyer is primarily influenced by the price. People that buy products from a certain brand often are

BRANDINGFUNCTIONS



1. The brand benefits both the business and its customers.
2. The brand enhances the company's operations by providing value to customers.

Consumers' emotional connections to a brand are crucial to its success in the marketplace.

3. BRAND LOYALTY

When customers consistently show that they intend to buy a particular brand, whether consciously or unconsciously, they are exhibiting brand loyalty. There exist multiple methods to exhibit the existence of brand loyalty. The capacity to choose one brand over another is one definition of brand loyalty. The two most important factors in brand loyalty are behavior and attitude. Preferring one brand above another in a certain category is a common consumer trend. It occurs when customers believe a particular brand provides the best value in terms of product features, reputation, and quality at the most competitive price and fastest turnaround time. Brand loyalty is contingent upon the fulfillment of the subsequent requirements: A decision-making unit's biased and all-encompassing behavioral response to a set of available brands is its brand preference. There are mental processes that impact this response. Two factors may lead to brand loyalty from customers. To begin with, they can be happy with the brand and want to stay associated with it. Second, switching might be expensive or challenging because of problems with technology, the economy, or psychology. A consumer's decision is significantly influenced by the brand's attributes.

Brand Name: More so than less well-known companies, well-known brands have the ability to advertise and simplify the advantages of their products. Consumers may have trust in well-known businesses. The emotional and expressive distinctiveness of the brand is demonstrated by its personality.

How well a product or service satisfies explicit and implicit criteria determines its quality. The phrases "fitness for use" and "conformance to requirement" describe the same thing: a high-quality product that satisfies all requirements.

Product Quality: For the typical buyer, pricing is the most important factor. Genuine brand loyalists are less affected by pricing and will pay whatever is reasonable for their chosen brand.

Price: Price is most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a finest price for their preferred brand, so, their purchase intention is not easily affected by price.

Promotion: Like promotion, customer communication

is a part of the marketing mix. Public relations, sales promotions, and personal marketing are some forms of promotional strategies, and advertising is one of them. The mainstream media uses advertising as an impersonal way to spread the word about a company, brand, shop, or product. It significantly affects opinions, beliefs, and attitudes about businesses and goods, which in turn affects consumer behavior when it comes to making purchases.

IMPACT OF BRAND IMAGE ON CUSTOMER'S ATTITUDE TOWARD THE BRAND

To characterize the varied responses of customers with varied degrees of knowledge towards branding efforts, Keller first used the phrase "customer-based brand equity (CBBE)" in 1993. Put simply, brand equity is built upon and stems from positive associations with the brand. According to Keller (1993), marketing campaigns can help build positive associations between consumers and brands through the creation of memorable and engaging brand associations. Building and understanding brand expertise was critical before clients responded positively to the branding effort. A company's revenue and the costs associated with brand promotion might be enhanced by consumers who possess knowledge about brands.

Consumer confidence in a company is the bedrock of brand equity, according to Lassar et al. (1995) and Keller (1993). When consumers have faith in a brand, they are willing to spend more for it. The five most important factors are the following: the brand's effectiveness, how well it fits in with a positive social image, how well consumers know and feel about the brand, how well the brand's mission and values correspond, and how confident customers are in the brand. Additionally, the branding strategy's effect on customer reaction was shown to be significantly affected by brand equity (Netemeyer et al., 2004).

Customers are more likely to base their purchases on the feelings associated with a brand than on the product's actual qualities because there are so many brands to choose from. In addition, consumers are more inclined to patronize a business whose values align with their own. A person's self-concept encompasses many different aspects, according to proponents of the self-concept idea. These aspects include their personality, physical attributes, abilities, limitations, and traits. Because people present different selves in different social contexts, it's crucial for marketers to pay close attention to how well customers' self-perception aligns with their brand identity. When consumers' perceptions of a brand align with their own self-perception, they are more



likely to have a positive impression of the brand regardless of the situation.

Customers' favorable impressions of a brand have a subtle but substantial effect on their purchasing decisions. Branded products are becoming more and more important to teenagers as a way to express themselves. Customers' perceptions of brands have a significant impact on their purchasing decisions, which accurately portrays society. Studies show that the majority of adolescents are greatly impacted by their brand image, thus companies aiming to attract this demographic should make it a top priority to cultivate it.

4.SUGGESTIONS

EnrichtheConnotationofBrandImage

Over the last decade, managing a brand's emotional connection with consumers has grown in importance. According to Roberts (2004), the emotional resonance of a brand originates from its cultural meaning. Emotional branding is a powerful marketing tactic that harnesses client emotions to create a link between the firm and its customers. Emotional branding has even influenced conventional knowledge in brand management, which is concentrated on how consumers perceive the brand. Consumer emotional engagement with a brand is a critical distinction in today's competitive business environment. Future research may study the relationship between customer perceptions of brands and their subsequent behavior using the innovative viewpoint of brand emotion.

BrandImage, CustomerSatisfactionandCustomerLoyalty

There is a wealth of research on the relationship between satisfied consumers and favorable brand views. However, these studies primarily concentrated on service businesses such as hotels, supermarkets, and banking. It is vital to investigate whether or whether results from the service industry may be applied to other businesses, such as manufacturing, banking, and real estate.

Yi Zhang is my name. Despite a large body of research demonstrating that a positive brand image improves consumer pleasure and loyalty, there are minor differences between studies. Positive brand perceptions, in particular, have been demonstrated in studies to promote consumer loyalty in indirect ways. Despite the fact that brand image has the capacity to influence customer pleasure, research suggest that it has little direct impact on customer loyalty. Future study will require more thorough assessments of consumer behavior as well as investigation into the intricate links between brand perception, consumer

pleasure, and customer loyalty.

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