BRAND IDENTITY AND ITS IMPACT ON CONSUMER BEHAVIOR: EMPIRICAL ANALYSIS

Farhaan Habib

Research Scholar, S.T. High School, AMU, Aligarh

ABSTRACT

The study is designed to explore determinants of brand identity and measure how it influences consumer behavior. To achieve the research aim, scales were developed for brand identity and consumer behavior. The study procured data through Itemnaires (n=101). The scales developed were put to reliability, validity and unidimensonality tests. The response suggests a greater role of brand identity and its determinants on consumer behavior. The data was analysed using pie charts and SEM utilizing the capabilities of Lisrel 8.80.

KEYWORDS*: Brand Identity, Consumer Behavior, Buying Decisions, Competitors, Price*

INTRODUCTION

This study explores all measures of branding and measures and its influence on consumer buying decisions. This case study is designed for Dell computers.

RESEARCH OBJECTIVES

- To develop an instrument to measure impact of brand identity on consumer behavior.
- To develop scales measuring research constructs.

THEORETICAL FRAME

Brand

The brand name is a logo, symbol or trademark which is used to distinguish company's image from its competitors. Some examples of well-known brands are Mc Donald's', Mercedes-Benz, Sony, Coca Cola, Kingfisher, TATA etc.

Brand Functions

Brand building starts with cold calling of a sales representative; it initiates and makes impression in the mind of customer every time he/she comes across the company's products (Gumas, 2009). In the last few years, debate on brand building is on the rise and with the inclusion of digital marketing, it has new ventures to explore.

Brand Identity

Brand identity relates to the actual appearance and design of products and how the brand values are communicated through the products' visual appearance, as it is stated previously that with the advent of technology and social media marketing on the rise. Brand identity has now taken virtual platform and is exporting through social media.

Brand Image

The thesis deals with branding and brand images how to create certain images in customers' minds. It is easy for a company to define what it wants to be like (brand identity) but the hard part is to mediate the same characteristics and promises to consumers (brand image). Kapferer's (1997, 95) identity and image framework is shown to support this thinking.

Brand Loyalty

An early view on brand loyalty defined it in attitudinal terms, and measured stated brand preferences by school children in 1941 and their later preferences as adults in 1953. Brand loyalty has now taken a central stage, as branding is becoming an important issue with companies, more recently, human psychology insights are also used to make branding techniques more catchy (Cunningham 1956).

Consumer Behavior

As it is rightly observed and understood that human behavior is the most complex thing to understand. There is plethora of researches and debates around the globe to understand customer behavior by tracing its roots from human behavior. There are many studies in the area of customer behavior and determinants of customer purchase decision making. This research also associates branding with customer behavior.

Data Collection

The data was collected with the help of the questionnaire. For the purpose of collecting the data, I have chosen 120 respondents; out of them only 100 responses were received, therefore the response rate was 83.3% which is a good response rate in these type of studies. All of them were students of different courses such as MBA, Law, and B-ed. All of the respondents are between the age group of 20–25 years and majority of them were male.

DATA ANALYSIS

The data which is collected is arranged according to some pattern or a response format and this analysis of the data is mainly done to provide the data with a meaning. Data analysis is a body of method that help to describe facts, detect patterns, and develop explanations. It is used in all of the sciences. It is used in business, in administration, and in policy.

Demographic Analysis (Nominal Scale Analysis)

The items about demographic factors of respondent such as gender, education qualification, current occupation, age and family income etc. is a nominal scale.

Table 1: I Recall this Brand when Think of Purchasing

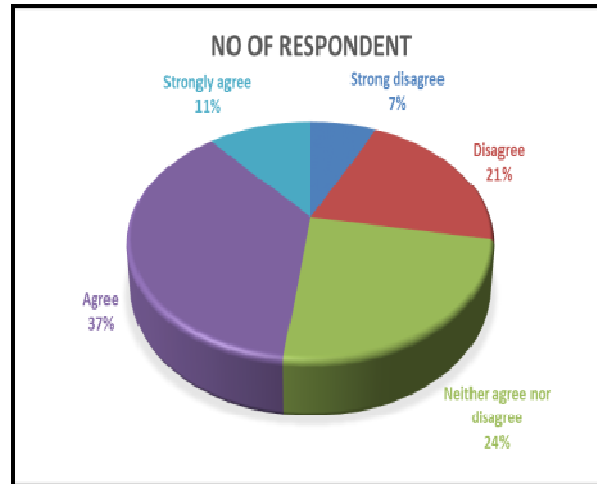| Response	No of Respondents	Percentage
SDA	07	0.07
DA	21	0.21
Neither AG nor DA	24	0.24
AG	37	0.37
Strongly AG	11	0.11
Total	**100**	**100**

Figure 1: Showing the Responses Regarding the Brand Preference of Respondents.

Interpretation

From the above pie chart, we can understand that 11% of the respondents Strongly AG, 37 % AG, and 21% DA, 7 % SDA when asked if they recall this brand when think of purchasing.

Table 2: I Think of this Brand often

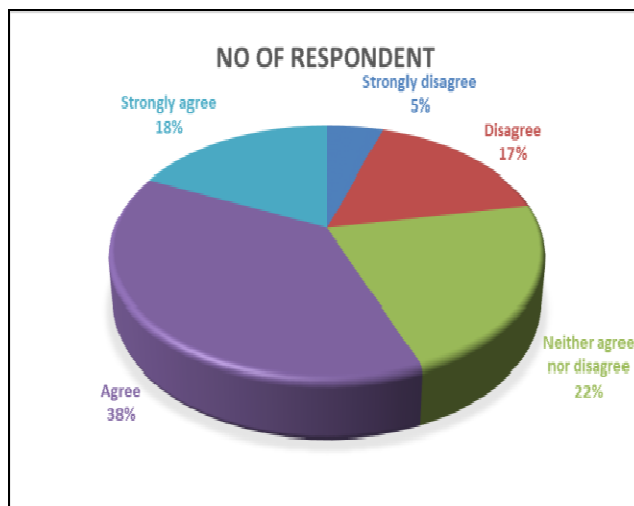| Response	No of Respondents	Percentage
SDA	05	0.05
DA	17	0.17
Neither AG nor DA	22	0.22
AG	38	0.38
Strongly AG	18	0.18
Total	**100**	**1.00**

Figure 2: Showing Respondents' Responses Regarding the Purchase Decision.

Interpretation

From the above pie chart, we can understand that 18% of the respondents Strongly AG, 38% AG and 5% SDA, 17% DA when asked whether they think of this brand often.

Table 3: I Recall Logo of the Brand

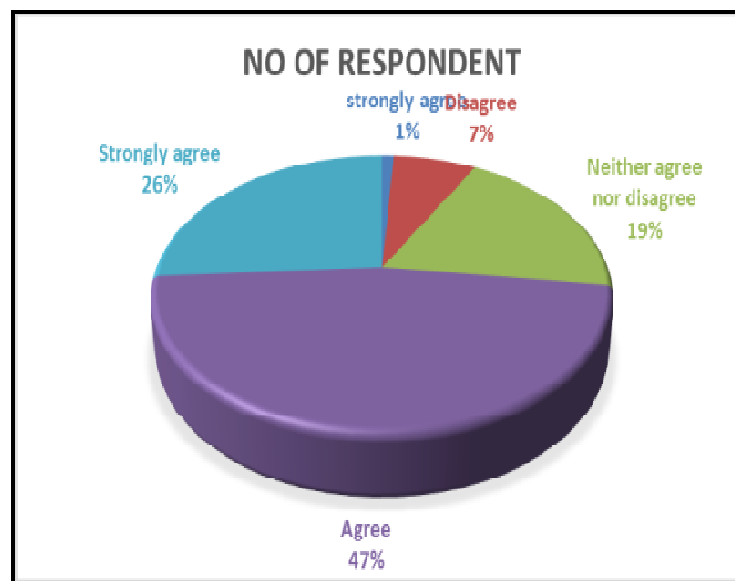| Response	No of Respondents	Percentage
SDA	1	0.01
DA	7	0.07
Neither AG nor DA	19	0.19
AG	47	0.47
Strongly AG	26	0.26
Total	100	1.00

Figure 3: Showing the Respondents' Responses Regarding Logo of the Product.

Interpretation: From the above pie chart, we can understand that 26% of the respondents Strongly AG, 47% AG and 1% SDA, 7% DA when asked whether they could recall the logo of this brand.

Table 4: I can Recognize this Brand among Competitive Brands

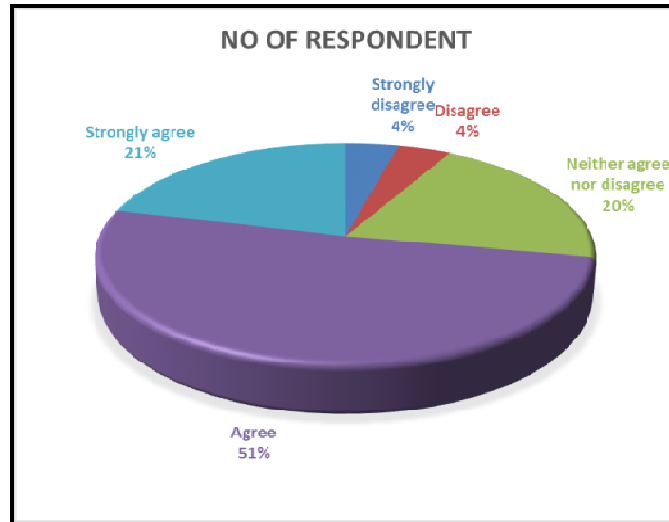| Response	No of Respondents	Percentage
SDA	4	0.04
DA	4	0.04
Neither AG nor DA	20	0.20
AG	51	0.51
Strongly AG	21	0.21
Total	100	1.00

Figure 4: Showing the Respondents' Responses Regarding the Competitive Brand.

Interpretation

From the above pie chart, we can understand that 21% respondents Strongly AG, 51% AG, and.4%SDA, 4% DA when asked if they could recognize this brand among competitive brands.

Table 5: This Brand Works Trouble Free

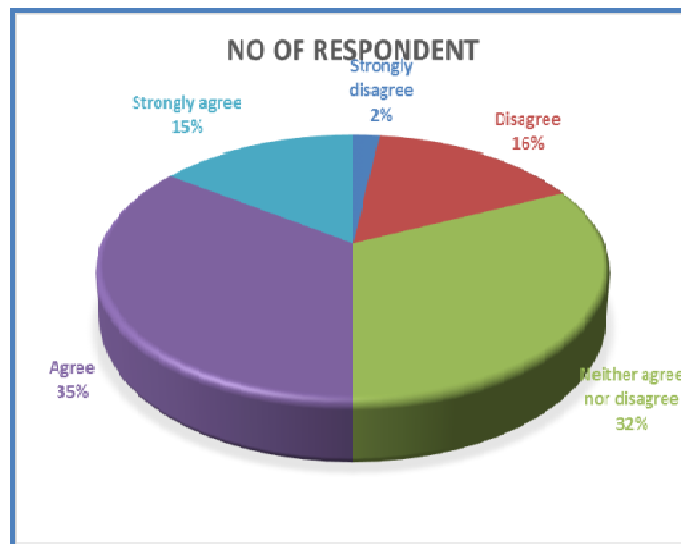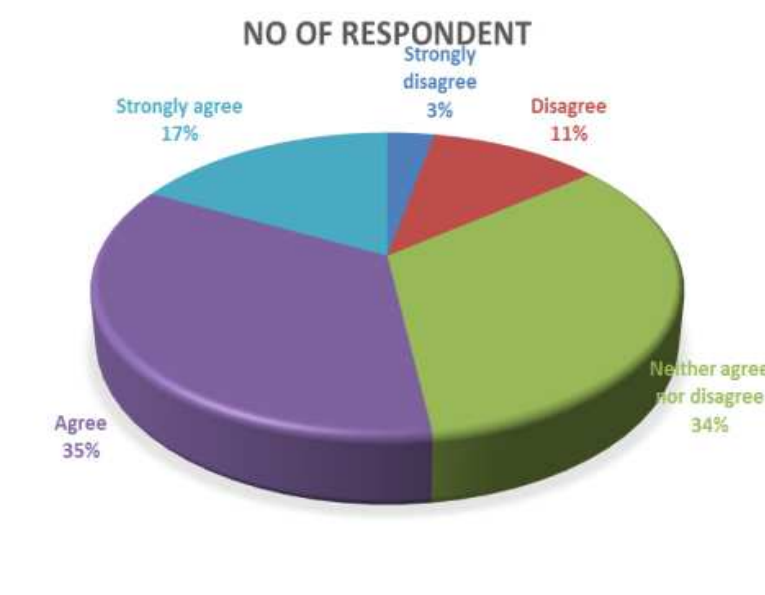| Response	No of Respondents	Percentage
SDA	02	0.02
DA	16	0.16
Neither AG nor DA	32	0.32
AG	35	0.35
Strongly AG	15	0.15
Total	**100**	**1.00**

Figure 5: Showing the Respondents' Responses Regarding the Quality of the Brand.

Interpretation:

From the above pie chart, we can understand that 15% of the respondents Strongly AG, 35% AG, and 2% SDA, 16% DA when asked whether this brand is made as to work as trouble free.

Table 6: This Brand is Trustworthy

Response	No of Respondents	Percentage
SDA	03	0.03
DA	11	0.11
Neither AG nor DA	33	0.33
AG	34	0.34
Strongly AG	17	0.17
Total	**100**	**1.00**

Figure 6: Showing the Respondents' Responses Regarding the Trust Worthy of the Brand.

Interpretation

From the above pie chart, we can understand that 17% of the respondents Strongly AG, 34% AG, and 3% SDA, 11% DA when asked if they consider company and people who stand behind this brand very trustworthy.

Table 7: Brand is doing Societal Good

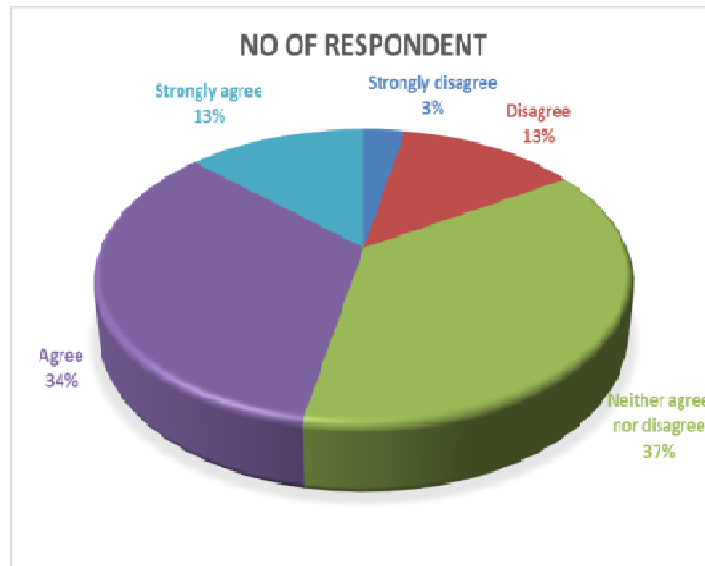| Response	No of Respondents	Percentage
SDA	03	0.03
DA	13	0.13
Neither AG nor DA	37	0.37
AG	34	0.34
Strongly AG	13	0.13
Total	**100**	**1.00**

**Figure 7: Showing the Respondents' Responses Regarding the
Contribution of the Society.**

Interpretation

From the above pie chart, we can understand that 13% of the respondents Strongly AG, 13% AG, and3% SDA, 13% DA, when asked if they believe that this company is contributing to the society.

Table 8: I Expect more from this Brand

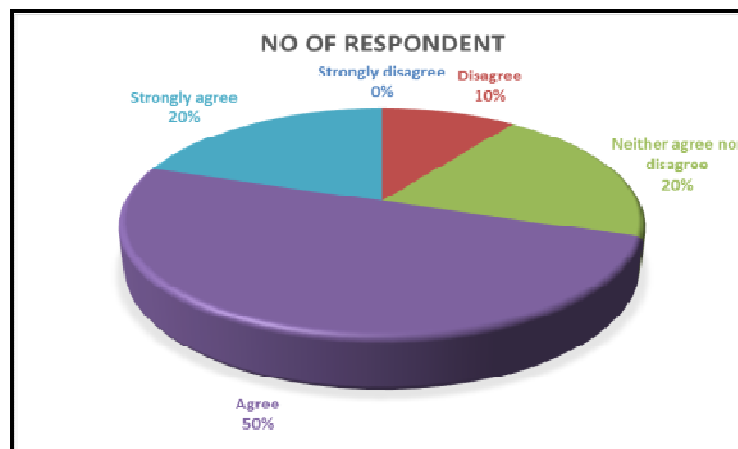| Response	No of Respondents	Percentage
SDA	00	00
DA	10	0.10
Neither AG nor DA	20	0.20
AG	50	0.50
Strongly AG	20	0.20
Total	**100**	**1.00**

**Figure 8: Showing the Respondents' Responses Regarding the
Performance of the Brand.**

Interpretation

From the above pie chart, we can understand that 20% of the respondents Strongly AG, 50% AG, and 0% SDA, 10% DA when asked if they expect superior performance from this brand.

Table 9: This brand is Reliable

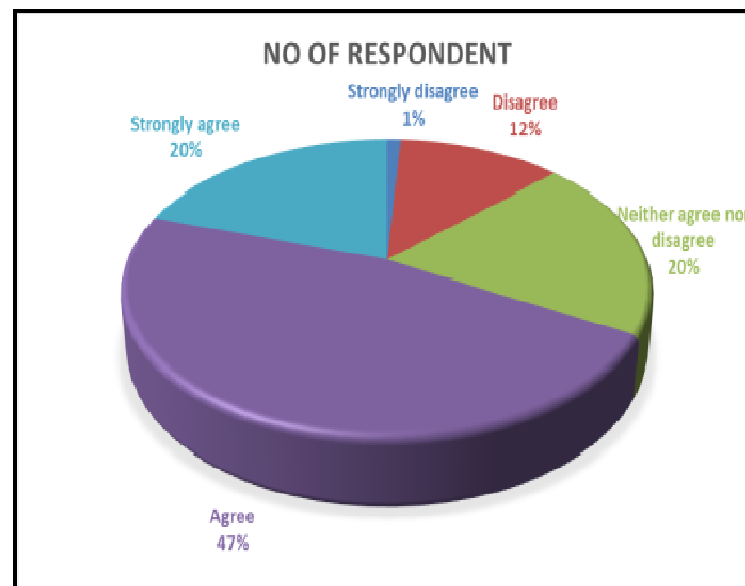| Response	No of Respondents	Percentage
SDA	01	0.01
DA	12	0.12
Neither AG nor DA	20	0.20
AG	47	0.47
Strongly AG	20	0.21
Total	**100**	**1.00**

Figure 9: Showing the Respondents' Responses Regarding the Reliability of the Brand.

Interpretation

From the above pie chart, we can understand that 20% of the respondents Strongly AG, 47% AG, on this Item this brand is very reliable and 1% SDA, 12% DA when asked if the brand is reliable.

Table 10: I will buy Products from this Brand

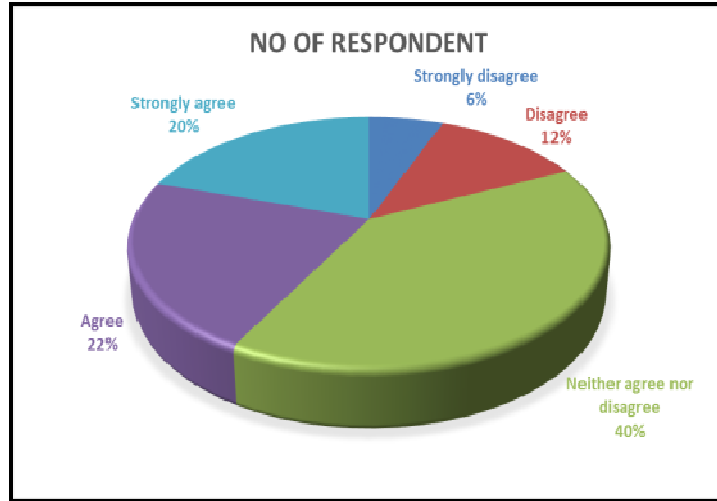| Response	No of Respondents	Percentage
SDA	06	0.06
DA	12	0.12
Neither AG nor DA	40	0.40
AG	22	0.22
Strongly AG	20	0.20
Total	**100**	**1.00**

Figure 10: Showing the Respondents' Responses Regarding Product Buying Decision.

Interpretation

From the above pie chart, we can understand that 20% of the respondents Strongly AG, 22% AG, and 6% SDA, 12% DA when asked whether they would buy this brand.

Table 11: Comparatively this Brand is good

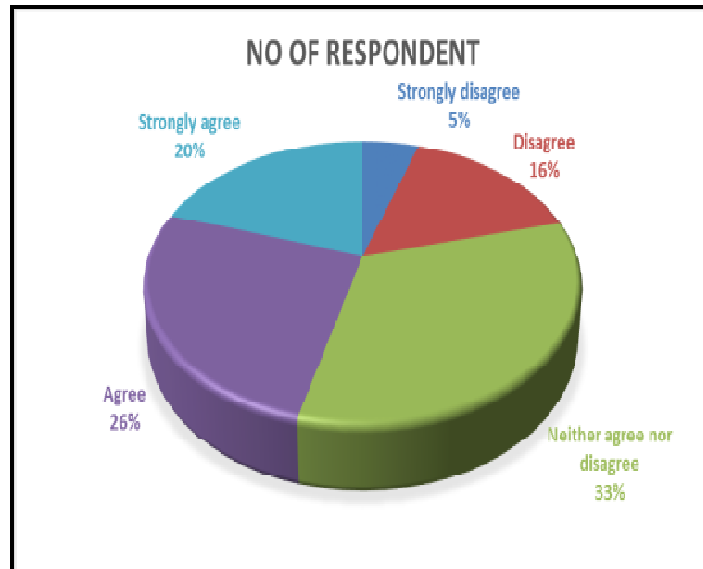| Response	No of Respondents	Percentage
SDA	05	0.05
DA	16	0.16
Neither AG nor DA	33	0.33
AG	26	0.26
Strongly AG	20	0.20
Total	**100**	**1.00**

Figure 11: Showing the Respondents' Responses Regarding the Loyalty.

Interpretation

From the above pie chart, we can understand that 20% of the respondents Strongly AG, 26% AG, and 5% SDA, 16% DA when asked whether comparatively this brand is good. Effectively, it means that respondents' will not buy other brands if the brand is available at the store.

Table 12: This Brand is well Regarded by my Friends

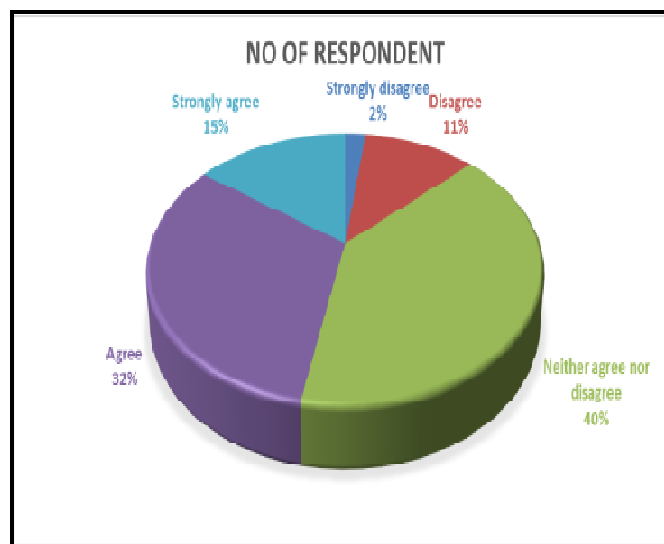| Response	No of Respondents	Percentage
SDA	02	0.02
DA	11	0.11
Neither AG nor DA	40	0.40
AG	32	0.32
Strongly AG	15	0.15
Total	**100**	**1.00**

Figure 12: Showing the Respondents' Responses Regarding Brand Equity.

Interpretation

From the above pie chart, we can understand that 15% of the respondenst Strongly AG, 32% AG, and 2% SDA, 11% DA when asked if this brand is well regarded by their friends.

Table 13: I am Fond of this Brand

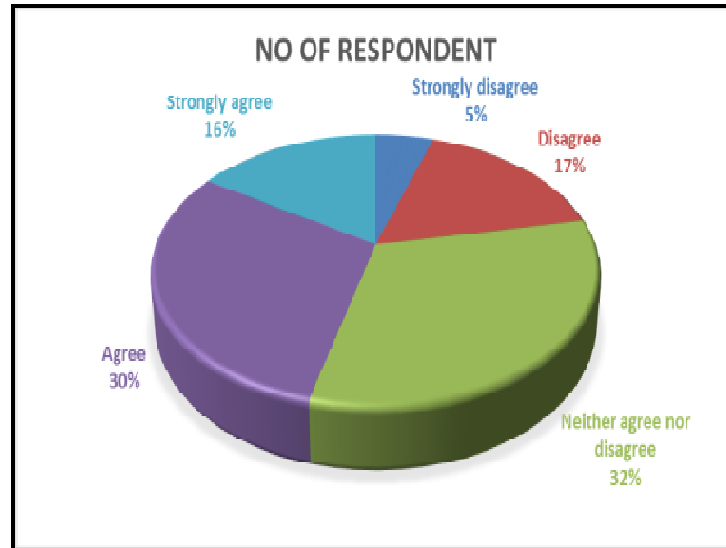| Response	No of Respondents	Percentage
SDA	05	0.05
DA	17	0.17
Neither AG nor DA	32	0.32
AG	30	0.30
Strongly AG	16	0.16
Total	**100**	**1.00**

Figure 13: Showing the Respondents' Responses Regarding the Usage of this Brand.

Interpretation

From the above pie chart, we can understand that 16% of the respondents Strongly AG, 30% AG, and 5% SDA, 17% DA when asked if they are fond of this brand after using this brand.

Table 14: I would Purchase Similar Brands

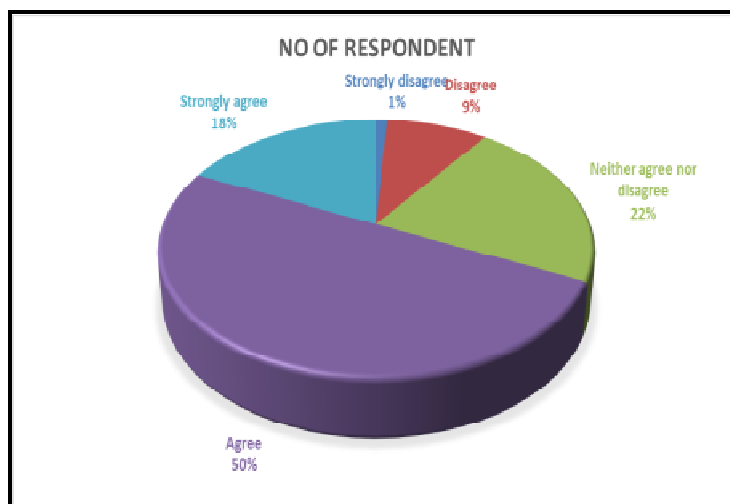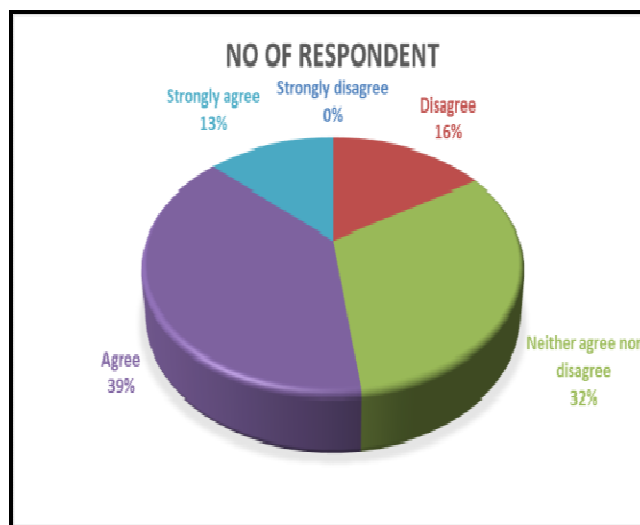| Response	No of Respondents	Percentage
SDA	01	0.01
DA	09	0.09
Neither AG nor DA	22	0.22
AG	50	0.50
Strongly AG	18	0.18
Total	**100**	**1.00**

Figure 14: Showing the Respondents' Responses Regarding the Purchase a Familiar Brand.

Interpretation:

From the above pie chart, we can understand that 18% of the respondents Strongly AG, 50% AG, and 1% SDA, 9% DA when asked if the respondents would like to purchase a familiar brand.

Table 15: I can Relate this Brand with my Personality

Response	No of Respondents	Percentage
SDA	00	0.00
DA	16	0.16
Neither AG nor DA	32	0.32
AG	39	0.39
Strongly AG	13	0.13
Total	**100**	**1.00**

Figure 15: Showing the Respondents' Responses Regarding the Brand Relationship.

Interpretation

From the above pie chart, we can understand that 13% of the respondents Strongly AG, 39% AG, and 0% SDA, 16% DA when asked if the brand matches their personality aligning to their status and style.

Table 16: This Brand is Customized to my Needs

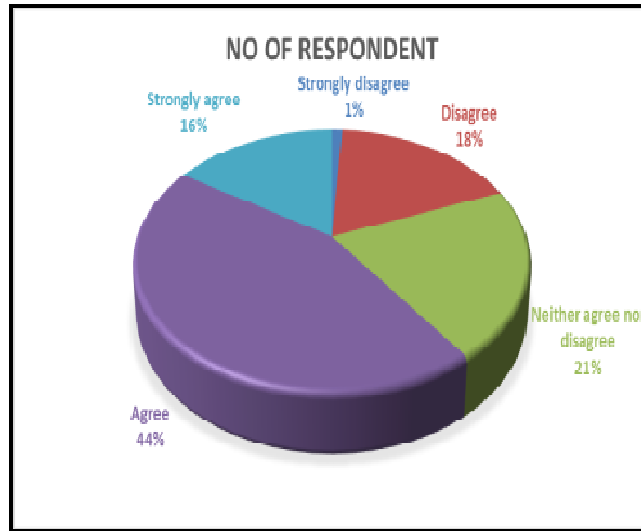| Response	No of Respondents	Percentage
SDA	01	0.01
DA	18	0.18
Neither AG nor DA	21	0.21
AG	44	0.44
Strongly AG	16	0.16
Total	**100**	**1.00**

**Figure 16: Showing the Responses Regarding the Needs of
Respondent.**

Interpretation

From the above pie chart, we can understand that 16% of the respondents Strongly AG, 44% AG, and 1% SDA, 18% DA when asked if the brand is designed according to my needs.

From the above pie chart we can understand that 13% respondent are strongly AG, 35% AG, on this Item I like to purchase a brand if my favorite celebrity endorses it and 10%SDA, 19% DA.

**Table 17: Mean of the Brand Identity Factors for Consumer Behavior that are Considered by the
Respondents**

S. No.	Factors	Mean of Consideration
1	This brand is the only brand recalled when I need to make a purchase decision on the product.	3.2
2	This brand comes up in my mind when I need to make a purchase decision on the product.	3.4
3	I can quickly recall the logo of this brand.	3.9
4	I can recognize this brand among competitive brand.	3.7
5	This brand is made as so as to work trouble free.	3.5
6	I consider the company and people who stand behind this brand very trustworthy.	3.5
7	I believe that this company is contributing to the society.	3.4
8	I can expect superior performance from this brand.	3.7
9	This brand is very reliable.	3.6
10	I will definitely buy this brand's product again.	3.4
11	I will not buy other brands, when this brand is available at the store.	3.3
12	This brand is well regarded by my friends.	3.5
13	After using this brand, I grow fond of it.	3.3
14	I like to purchase a familiar brand.	3.7
15	In this status and style, this brand matches my personality.	3.5
16	This brand design product is customized according to my needs.	3.6
17	I like to purchase a brand if my favorite celebrity endorses it.	3.1

FINDINGS AND CONCLUSIONS

This chapter provides a brief summary of the research methods used in the study analysis of the data and its main findings. It also provides conclusions and recommendations. The main objective of the study was to evaluate the Brand Identity and Impact on Consumer Behaviour.

Summary of Findings

There is (3.50) mean value, those factors are considered which have above value from the mean value (it means >3.50). And those factors are not considered which have below value from the mean value (it means < 3.50).

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AUTHOR PROFILE

My name is Farhan Habib . I am hard working professional working as a Teacher in S.T.S School, A.M.U., Aligarh. I am a post Graduate in commerce and also doing Ph.D in commerce. My thrust area is marketing. I firmly believe that research plays a key role in growth and development of an academician. Therefore I am regularly involved in writing research papers which increase my knowledge in the concerned field on one hand and contribute in providing solutions to various research problems in that area on the other.