

## ESSENTIAL ATTRIBUTES ON BRAND NAME AND IMPACTS OF CONSUMER BUYING BEHAVIOUR

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### **ABSTRACT**

*In the current situation, the entire area of branding is attracting the separate area. Consumer buying is the end of the preferences, attitudes, decisions and intentions made by the consumers in a market place before buying a product. For a lengthy time, branding has also been seen as part of the marketing discipline. Usually, branding is part of the marketing mix, or the 4Ps: (product, promotion, price and place). The product has two levels core and increased. Branding is not the core product, but the increased equal of the product.*

*Brand cautiousness is measured through brand remembrance or brand acknowledgment.. This study variables the recollect and recognize the brand product. This study will focus on creating an indirect effect on recalling the brand name and show the consumer buying performance of different attributes of brand*

**KEYWORDS:** *Brand Name, Buyer Behaviour, Advertisement, Etc*