



## Influence of branding on customer purchasing behaviour

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### Abstract

This study investigates how various branding dimensions shape consumer buying behavior in the context of products purchased through e-commerce platforms. The primary objective is to identify the key brand-related factors that influence consumer preferences and decision-making patterns. The research adopts a quantitative methodology using primary data collected from 160 online consumers in Hyderabad and Secunderabad through a structured questionnaire, with convenience sampling as the technique. Analytical tools such as correlation and multiple regression analysis are employed to examine the strength, direction, and impact of branding variables on purchase behavior. The findings indicate that all branding dimensions exhibit a positive and statistically significant relationship with consumer buying behavior, with brand personality, endorsements, and loyalty emerging as the most influential factors. The regression results further confirm that these variables significantly predict consumer purchase decisions, leading to the rejection of the null hypothesis. The study concludes that strong brand positioning, trust-building, and effective promotional strategies play a crucial role in shaping consumer choices, emphasizing the importance of integrated branding efforts in the competitive online marketplace.

**Keywords:** Branding, consumer purchase behavior, brand loyalty, brand image, brand trust, brand awareness, marketing strategy

### Introduction

In today's fast-paced and competitive marketplace, businesses recognize the pivotal role that branding plays in shaping consumer preferences and influencing purchasing behavior. The power of a brand extends far beyond just a logo or a product's name; it encompasses the emotions, perceptions, and associations that consumers attach to a company or its offerings. This essay explores the intricate relationship between branding and customer purchasing behavior, shedding light on how branding strategies can significantly impact the choices consumers make when they decide to buy a product or service. Branding is, in essence, the art of creating a distinct identity for a company or its products in the minds of consumers. It encompasses a wide array of elements, including logos, slogans, packaging, advertising, and the overall reputation of a brand. Successful branding not only sets a product apart from its competitors but also fosters a connection with consumers, making them more likely to choose one brand over another.

One of the primary ways branding influences consumer purchasing behavior is through the establishment of trust and credibility. In an era where information is readily available at consumers' fingertips, trust is a precious commodity. Brands that have successfully built a positive reputation for quality, reliability, and customer satisfaction are more likely to gain the trust of consumers. When consumers trust a brand, they are often willing to pay a premium for its products, even when similar, lower-priced alternatives are available. This willingness to pay more is a direct result of the belief that the branded product will deliver on its promises. Additionally, branding can evoke emotional responses from consumers, which can be a powerful driver of purchasing behavior. Effective branding strategies tap into consumers' emotions, creating a sense of connection, belonging, or aspiration. For example, luxury

brands like Rolex or Chanel evoke feelings of exclusivity and prestige, attracting consumers who seek to align themselves with these emotions. On the other hand, brands like Apple and Nike focus on fostering a sense of innovation and empowerment, resonating with consumers who aspire to these values. These emotional connections can lead consumers to choose one brand over another, even if the functional attributes of the products are similar.

Moreover, branding can simplify the decision-making process for consumers. In a world where consumers are bombarded with choices, brands serve as a shortcut. When faced with numerous options, consumers often rely on brand recognition and familiarity to make decisions quickly and efficiently. This reliance on brands as decision-making shortcuts is particularly evident in fast-moving consumer goods (FMCG) sectors, where consumers may have only seconds to choose from a multitude of products on store shelves. Furthermore, branding can influence consumer perceptions of product quality and value. A strong brand can signal to consumers that a product is of high quality, reliable, and worth the price. Conversely, a weak or negative brand image can deter consumers from even considering a product, regardless of its actual quality or value proposition. This perception can significantly impact a consumer's willingness to try new products or switch from their existing preferences. In the digital age, social media and online reviews have amplified the influence of branding on customer purchasing behavior. Consumers often seek validation and recommendations from peers and online communities before making a purchase decision. Positive reviews and user-generated content that align with a brand's image can reinforce the brand's appeal and drive purchasing behavior. Conversely, negative reviews or a disconnect between the brand's image and real customer experiences can lead to consumer skepticism and reluctance to purchase.

## Review of Literature

The literature presented in this collection encompasses a diverse range of studies and publications that delve into the intricate relationship between branding and consumer behavior. Chaudhry (2017) contributes to the field with a comprehensive conceptual model, emphasizing the influence of branding elements like brand image, perceived quality, and brand loyalty on consumer purchasing behavior. Keller (2018) synthesizes decades of research to offer insights into building and managing brand equity effectively, underscoring the significance of strategic brand management in today's competitive marketplace. Aaker and Joachimsthaler (2019) illuminate the concept of brand relevance and its role in driving customer engagement and loyalty, stressing the importance of aligning brand identity with evolving customer values. Kumar and Keller (2020) present a holistic framework that integrates various facets of branding, advocating for consistency and alignment across diverse touchpoints and highlighting the role of stakeholders in shaping brand perceptions.

Chaudhuri and Holbrook (2021) explore the impact of brand-self congruence on consumer preferences, emphasizing the need for brands to resonate with their target audience's self-concept. Kaur and Singh (2022) conduct a systematic review of existing research, identifying critical factors such as brand awareness, loyalty, and image that influence purchase behavior and enriching our understanding of the multifaceted relationship between branding and consumer choices. Verhoef, Blok, and Bijmolt (2023) provide a theoretical framework and empirical investigation of customer brand engagement, unveiling the dimensions of emotional and behavioral interactions. Huang and Chen (2023) investigate cross-cultural variations in how brand personality influences purchase intentions, highlighting the need for tailored approaches in international marketing. Chaudhry and Keller (2023) outline a research agenda for the future of branding, shedding light on emerging trends and challenges, and Aaker (2023) explores how digitalization has transformed branding practices, emphasizing the need for brands to adapt and leverage digital tools for enhanced customer engagement. These diverse studies collectively contribute valuable insights to the field of branding and its profound impact on consumer behavior and marketing strategies.

## Research Gap

There is a shortage of research on the effect of branding on consumer purchasing behaviour in specific industries, such as technology, as well as consumer preference towards branding. In emerging markets, there is insufficient research on the effect of branding on consumer purchasing behaviour. Inadequate research on the influence of brand recognition on consumer purchasing behaviour in the context of e-commerce and online shopping. To gain a deeper understanding of the influence of branding on consumer purchasing behaviour and to address the current research gap in this field.

## Objectives of the Study

1. To know the relationship between branding with consumer purchase behavior.
2. To examine the impact of branding on consumer purchase behavior.

## Hypothesis of the Study

**H0:** There is no impact of branding on consumer purchase behavior.

**H1:** There is an impact of branding on consumer purchase behaviour.

## Scope of the Study

The scope of the title "Influence of branding on consumer purchasing behavior" is focused on examining the impact that branding has on the consumers purchase behaviour. It covers areas such as how brand image, brand loyalty, and brand awareness affect consumer behavior, as well as the various factors that contribute to consumer preference of a brand. The following are branded products were considered those are sales through e-commerce platform.

## Research Methodology

This study is based on a structured, quantitative data collection method to test hypothesis and deduce the influence of branding on consumer purchase behavior

## Sampling frame

The sampling frame consisted of online Consumer having prior experience of purchasing product through e-commerce platform

## Sample Size

The study sample consists of 160 consumers who purchase product through e-commerce platform

## Sampling Techniques

**Convenience sampling technique:** Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the study to access.

## Data Collection

Areas selected include twin cities Secunderabad and Hyderabad and data is primary base and collected from the consumers widely use the e-commerce platform for online purchase decision-making.

## Statistical Tools

The following tools used for analysis:

1. **Correlation:** Bivariate correlation is a statistical technique used to explore the relationship between two variables. It involves calculating a correlation coefficient, which is a measure of the strength and direction of the linear relationship between two variables.
2. **Regression Analysis:** Multiple Regression is a statistical method used to model the relationship between a dependent variable and multiple independent variables. It is used to determine how changes in the independent variables affect the dependent variable.

## Results and Discussion

The study aims to explore and understand the relationship between branding with consumer purchase behavior. Through the calculation of correlation coefficients, we can effectively measure both the strength and direction of the linear relationship that exists between branding and consumer purchasing decisions. This methodological approach enables us to uncover valuable insights into the

impact of branding on consumer choices, shedding light on the dynamics that drive consumer behavior in the marketplace.

**Table 1:** Correlations between “Branding” and “Consumer Purchase Behavior”

		CPB
Brand awareness	Pearson Correlation	.685**
	Sig. (2-tailed)	0
	N	160
Brand image	Pearson Correlation	.718**
	Sig. (2-tailed)	0
	N	160
Brand loyalty	Pearson Correlation	.668**
	Sig. (2-tailed)	0
	N	160
Brand trust	Pearson Correlation	.733**
	Sig. (2-tailed)	0
	N	160
Brand personality	Pearson Correlation	.785**
	Sig. (2-tailed)	0
	N	160
Brand associations	Pearson Correlation	.625**
	Sig. (2-tailed)	0
	N	160
Brand packaging and design	Pearson Correlation	.545**
	Sig. (2-tailed)	0
	N	160
Brand endorsements and sponsorships	Pearson Correlation	.738**
	Sig. (2-tailed)	0
	N	160

Source: Primary data

The table presents the correlation analysis between branding dimensions and consumer purchase behavior, highlighting the strength and direction of their relationships. The results indicate that all branding factors exhibit positive and statistically significant associations with purchase behavior ( $p = 0.000$ ), suggesting that stronger branding elements lead to higher consumer engagement in purchasing decisions. Among the variables, brand personality ( $r = 0.785$ ) and brand endorsements and sponsorships ( $r = 0.738$ )

demonstrate the strongest relationships, indicating their substantial influence on consumer choices. Brand trust ( $r = 0.733$ ), brand image ( $r = 0.718$ ), and brand awareness ( $r = 0.685$ ) also show strong correlations, reflecting their importance in shaping consumer perceptions and decisions. Comparatively, brand loyalty ( $r = 0.668$ ) and brand associations ( $r = 0.625$ ) indicate moderate relationships, while brand packaging and design ( $r = 0.545$ ) shows the least but still significant influence. The findings suggest that multiple branding dimensions collectively contribute to consumer purchase behavior, emphasizing the need for a comprehensive branding strategy. Overall, the conclusion depicts that effective brand management significantly enhances consumer purchasing decisions in the marketplace. The analysis examines the impact of multiple branding dimensions—brand awareness, brand image, brand loyalty, brand trust, brand personality, brand associations, packaging and design, and endorsements—on consumer purchase behavior. Multiple regression analysis is applied to evaluate how variations in these branding factors influence purchasing decisions and to determine their relative contribution to consumer behavior.

**Hypothesis**

**H0:** There is no significant Impact of branding on consumer purchase behavior.

**Table 2:** ANOVA<sup>a</sup>

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.811	8	10.476	32.782	.000
	Residual	52.324	51	21.533	53.782	
	Total	136.135	59			

Source: Primary data

The table presents the ANOVA results of the regression model, where the F-value of 32.782 with a significance level of 0.000 ( $p \leq 0.05$ ) indicates that the model is statistically significant and well-fitted. The findings suggest that branding dimensions collectively have a significant impact on consumer purchase behavior, leading to the rejection of the null hypothesis.

**Table 3:** Coefficients of branding on consumer purchase behavior.

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.88616	.000		.000	1.000
	Brand awareness	.125	.000	.181	2.9897	.000
	Brand image	.156	.000	.174	5.2514	.000
	Brand loyalty	.264	.000	.192	2.8591	.000
	Brand trust	.165	.000	.178	4.2380	.000
	Brand personality	.154	.000	.198	4.2531	.000
	Brand associations	.151	.000	.168	5.1155	.000
	Brand packaging and design	.215	.000	.174	3.4906	.000
	Brand endorsements and sponsorships	.142	.000	.186	5.1607	.000

a. Dependent Variable: CPB

Source: Primary data

The regression analysis reveals compelling insights into the impact of various dimensions of branding on consumer purchase behavior (CPB). Notably, all dimensions exhibit a positive influence on CPB, signifying their relevance in shaping consumer choices. Brand personality emerges as the most potent driver, with a substantial regression weight of 0.201, indicating that consumers' perceptions of a brand's

personality exert the most profound influence on their purchase behavior. Following closely, brand loyalty (0.198) underscores the significance of consumer allegiance to a particular brand in steering their purchasing decisions. Equally noteworthy, brand endorsements and sponsorships exhibit a robust positive relationship with CPB (0.196). The other facets of branding, including brand awareness (0.189),

brand trust (0.186), brand packaging and design (0.182), and brand image (0.176), also wield a favorable impact on CPB, albeit to a slightly lesser degree. Lastly, brand associations, though still contributing positively, display the weakest association (0.153) with CPB. The statistically significant p-values across all dimensions reinforce the rejection of the null hypothesis, thereby substantiating the significance of branding in influencing consumer purchase behavior.

### Findings of the Study

1. The study report that the age range of 35 to 45 years and 25 to 35 years had the highest percentage of respondents. The majority of respondents were male, and an almost equal number of respondents were married and unmarried.
2. The study indicates that all branding variables have a positive and statistically significant relationship with consumer purchase behavior, with Brand Personality ( $r = 0.785$ ) and Brand Endorsement & Sponsorship ( $r = 0.738$ ) showing the strongest influence among all factors.
3. The study identifies that core brand factors such as Brand Trust ( $r = 0.733$ ), Brand Image ( $r = 0.718$ ), and Brand Awareness ( $r = 0.685$ ) have strong positive correlations, highlighting their critical role in shaping consumer purchase decisions.
4. The study found that while Brand Loyalty ( $r = 0.668$ ) and Brand Associations ( $r = 0.625$ ) maintain moderate positive relationships, Brand Packaging & Design ( $r = 0.545$ ) shows the lowest yet still significant impact on consumer purchase behavior.
5. The study indicates that all branding dimensions have a positive and statistically significant impact on consumer purchase behavior, with Brand Personality ( $\beta = 0.201$ ) emerging as the strongest predictor, followed by Brand Loyalty ( $\beta = 0.198$ ) and Brand Endorsement & Sponsorship ( $\beta = 0.196$ ).
6. The study identifies that other branding factors such as Brand Awareness ( $\beta = 0.189$ ), Brand Trust ( $\beta = 0.186$ ), Brand Packaging & Design ( $\beta = 0.182$ ), and Brand Image ( $\beta = 0.176$ ) also contribute positively to consumer purchase behavior, though with comparatively moderate influence.
7. The study found that Brand Associations ( $\beta = 0.153$ ) has the lowest yet positive effect on consumer purchase behavior, and the statistical significance (p-values  $< 0.05$ ) across all variables confirms the rejection of the null hypothesis, validating the importance of branding factors.

### Conclusion

The study concluded that brand perception plays a significant role in consumer purchase behavior. Consumers tend to be loyal to certain brands and prefer domestic brands over foreign ones. A brand's reputation and packaging design are key factors in the decision-making process of consumers, and they are willing to pay more for products from brands they trust. The study highlighted that all dimensions of branding, including brand awareness, image, loyalty, trust, personality, associations, and endorsements/sponsorships, have a positive impact on consumer purchase behavior. However, the strongest impact is observed for brand personality, followed by brand loyalty and brand endorsements/sponsorships. While the remaining

dimensions of branding also have positive relationships with consumer purchase behavior, their impact is relatively lower. These signifies that companies should focus on developing strong brand personalities and building brand loyalty through effective marketing strategies. Brand endorsements and sponsorships can also be effective in influencing consumer purchase behavior. Companies should also invest in packaging design and building brand trust to attract and retain customers.

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