

A Study on Product Branding on Sale Performance

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ABSTRACT

In today's competitive marketplace, effective product branding has emerged as a pivotal factor influencing sales performance. This study delves into the intricate relationship between product branding strategies and their consequential impact on sales outcomes. Employing a mixed-methods research approach, we conducted in-depth analyses of diverse industries to comprehend the multifaceted dimensions of product branding and its correlation with sales success. The research investigates the elements that constitute a strong brand identity, exploring the role of brand recognition, brand loyalty, and perceived quality in shaping consumer behavior. By employing both qualitative interviews and quantitative surveys, we aim to capture the nuanced perspectives of consumers and industry experts, providing a holistic view of the branding-sales nexus. Furthermore, this study assesses the effectiveness of various branding channels, including traditional media, digital platforms, and experiential marketing, in influencing consumer perceptions and purchase decisions. Through statistical modeling and regression analysis, we quantify the impact of branding investments on sales metrics, shedding light on the return on investment (ROI) of branding initiatives. In addition, the study examines the role of cultural and demographic factors in shaping consumer responses to product branding. By considering regional variations and demographic trends, we seek to identify market-specific nuances that can inform tailored branding strategies for enhanced sales performance. Ultimately, the findings of this research endeavor aim to provide valuable insights for businesses seeking to optimize their branding efforts for improved sales outcomes. By understanding the intricate dynamics between product branding and consumer behavior, organizations can make informed decisions to create compelling brand narratives that resonate with their target audiences and, consequently, drive heightened sales performance in a dynamic and competitive market landscape.

KEYWORDS: Product Branding, Sales Performance, Consumer Behaviour, Branding Channels, Brand Loyalty

1. INTRODUCTION

Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications. Effective branding helps companies differentiate themselves from their competitors and build a loyal customer base.

This means that customers expect that your tone of voice is the same over email, your website, customer service, and every other touchpoint in your business. If you rebrand, you need to change your logo, and styling everywhere both online and offline. Make sure you create a consistent brand so that your customers revel in your omni-channel presence.

Branding in-store can be very different to online branding as in store you have to worry about positioning of products and props that can effect how a customer experiences your brand. Branding in-store is more experiential as people can walk around and pick things up, whereas customers online are experiencing a two-dimensional scene. Of course, certain elements of branding are consistent both online and in-store. These include consistent imagery and logos.

1.1 OBJECTIVES

- To find the satisfaction of consumer towards Nissan cars.
- To identify the extend that product branding has led to increase in sales performance.
- To identify the significant of branding attributes on purchase decision.

2. REVIEW OF LITERATURE

Inamullah khan (March 2012): The results show that customer satisfaction has significant while customer behavior has impact on customer loyalty. The implications of the study are that a company should better manage their relationships with the customers as a competitive policy in four wheelers market place. The crucial part of this when the company has providing better services and also the good quality the consumer can trust blindly for this company and company has to fulfill the all requirement which consumer wants. It is significant important to analyze it in the context of customer behavior and customer satisfaction, these two variables are of immense important to analyze the customer loyalty. Firms can maximize level of profitability by providing safe and sound products and services to their loyal customers. With this the company has not just giving good product but they provide after sales service to the customer.

Review studies that explore how effective branding contributes to establishing a unique market position for a product (e.g., Ries & Trout, 2000)

Explore the impact of digital branding, social media, and online presence on sales performance (e.g., Smith et al., 2016; Kaplan & Haenlein, 2010).

Kapferer, J.-N. (2012). "Strategic Brand Management: New Approaches to Creating and Evaluating Brand Equity." Examines how branding influences consumer attitudes and behaviors.

Dr. H. S. Adithya (Jan 2013): Automobile Industry is one of the fastest growing sectors in our country. Cars were once considered as a luxury and now it has become a necessity. They have become a part and parcel of today's life and most of the car manufacturers target the middle class segment to a great extent. The introduction of small cars is a classic example for this. Today's consumer has plenty of options available to him. We are in a consumers market where the marketers do not merely satisfy a need but try to achieve consumer delight. The decision to purchase a car is not a one man decision. The purchase is normally influenced by many including their own perceptions and behaviour. The author has clearly define in this paper perception of consumer towards car owner and their behaviour of purchasing decision. Every consumer decision different so they analysis then give the opinion.

American Marketing Association (2011) defined sales promotion as those marketing activities, other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, shows and expositions, demonstration etc. Sales promotion has been defined as a direct

inducement that offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumer with the primary objective of creating an immediate sale (George, 1998).

This advertisement creates the perception in your customer mind. Customers expect many things from your product before using it only by the brand image and brand association more so in these days when more and more customers are becoming mindful of their consumption as well as about the promotions they receive on social media (Gupta & Verma, 2019; Jain & Gupta, 2018).

3. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as how it's being collected and analyzed.

4. DATA ANALYSIS AND INTERPRETATION

**TABLE 1. SHOWING CHI-SQUARE ANALYSIS
CHI-SQUARE TESTS**

	Value	df	Asymptotic Significance(2-(2sided)
Pearson Chi-Square	5.224	2	.073
Likelihood Ratio	4.463	2	.107
Linear-by-Linear Association	1.491	1	.222
N of Valid Cases	107		

a) 3 cells (50.0%) have expected count less than 5. The minimum expected count is .42

**TABLE 2. SHOWING REGRESSION
REGRESSION**

	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.006	1	0.006	0.022	0.883
Residual	30.685	105	0.292		
Total	30.692	106			

a. Dependent Variable: level of satisfaction

b. Predictors: (Constant), overall experience

CORRELATION

Correlations		
	implosive purchase	your expectation

implosive purchase	Pearson Correlation	1	0.001
	Sig. (2-tailed)		0.989
	N	107	107
your expectation	Pearson Correlation	0.001	1
	Sig. (2-tailed)	0.989	
	N	107	107

5. FINDINGS

CHI-SQUARE ANALYSIS

Here the calculated value (0.073) is greater than the table value (0.05) which leads to acceptance of alternate hypothesis.

There is the major issues and overall performance and maintenance of Nissan cars.

(H0): There is a no major issues and overall performance and maintenance of Nissan cars

(H1): There is an major issues and overall performance and maintenance of Nissan cars.

It is inferred that there is significant difference between major issues and overall performance and maintenance of Nissan cars.

REGRESSION

Here the calculated value is (0.000) which is lesser than (0.05) which leads to the acceptance of alternative hypothesis.

There is no level of satisfaction and overall experience of using Nissan car.

(H0): There is a no association between the level of satisfaction and satisfaction with the overall experience of using the Nissan car.

(H1): There is an association between the level of satisfaction and satisfaction with the overall experience of using the Nissan car.

CORRELATION

The provided correlation table indicates a perfect positive linear relationship (correlation coefficient of 1) between "implosive purchase" and "your expectation." However, the high p-values (0.989) suggest that these correlations are not statistically significant. Therefore, based on the available data, we cannot confidently assert the presence of a meaningful and reliable relationship between implosive purchase and your expectation. It is advisable to approach these findings with caution and consider additional data or factors that might influence the observed correlations.

CONCLUSION

The study on product branding's impact on sales performance suggests that there is a relationship between how a product is branded and its sales outcomes. However, a more comprehensive conclusion would depend on the specific findings of the study. If you provide more details or key results from the study, I can offer a more tailored conclusion.

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