

# Social Media and Behavioral Interventions of Consumer Brand Consciousness

**Dr. Kapilbala Panchal**

Assistant Professor (Psychology), V. R. G. College, Morar, Gwalior (MP)

## **ABSTRACT**

Brand consciousness as an inclination towards buying brand name products that are famous well known and highly advertised. In other words brand consciousness is a tendency to buy expensive and famous brands. Believing higher price reflects higher quality, they prefer to buy the most advertised high sale products. Symbolic values of luxury brands are considered as a prime motivation for purchase and across boundaries.

India is at the third position after Greece and Hong Kong as the most brand conscious countries in the world. A brand serves to add dimensions to a product design to satisfy the same needs. The strength of brand is measured by the price differential that consumers are willing to pay over other products in the same category (Keller 2012). Among personal factors that determine buying behavior are economic level, lifestyle, age group, personality, occupation and self concept. Since each person is unique. Personality varies and plays a role in the buying process. This process involves decision in terms of what, when, where, how and from which vendor to make the purchase.

Some factors are plays significant role in this process:

1. Psychological factors
2. Internal factors
3. External factors

**Psychological Factors:** Such as the personal thinking process that includes motivation, personality, perception and the consumer's attitude. The process of making the decision in marketing, consumers interaction with friends, family, peers and making the choice of where to buy from, based on cost features and product appeal. The age range of this group is approx 12 years to 55 years and genre differences also varies.

**Internal Factors:** Such as demographic, lifestyle, personality, motivation, information, beliefs and attitudes. Sometimes it has been seen than Indian peoples are price conscious too. Their purchasing behavior is mixed with two aspect: Budget and brand. They compare all products with each other which available in market.

**External Factors:** Reference Groups, social status, family needs and cultural requirements, education. There is a positive relationship between consumer behavior and internet advertising, but the craze for brands is crossing the limits very adversely in urban areas of country. In the long term, there is not a positive development of societies. The day not so far when youngsters forget that Red Bull is an energy drink and it is not a bull that is red but Red Bull is an energy drink the brand has won. It's for them to decide what or who they want to make swim. Youngsters need to be totally aware of what is happening around them. They must also have the ability built into them to distinguish the good from the bad.

Youngsters are aggressively brand conscious. This starts from brands that are eaten and brands that are

drunk and moves on to brands that are worn to be flaunted. And then it goes inside. Goes into stuff that one wears which no one ever sees as well. Brands have a way of invading the psyche of the individual so much so that the brand stands out quite apart from everything else, commanding a value and a premium that is distinct, different and craved. In many ways therefore, the brand is a premium. A premium you crave for and pay for equally. According to a news of New Delhi – a fast growing economy and a rising number of affluent consumers have pushed India into the league of most brand conscious countries globally, says a survey.

In the Neilson Global Luxury Brands Study, India was placed at the third position after Greece and Hong Kong. According to survey of 35 percent Indian respondents agreed to buying designer brands. On the other hand about 46 percent people in Greece and Hong Kong respondent positively to having bought such brands. Interestingly, the study conducted by global information entity Neilson Company found that despite the prevalence of imitated designer branded goods more than three- fourth of Indians do not believe that imitation products match up to the real one.

### **CONCLUSION:**

Foreign brands are synonyms to status and survey finds that 57 percent of Indians surveyed buys designer brands as a status symbol.

However 45 percent Indian costumers think that only fashion conscious people consider buying designer brands.

The concept of brand equity was brought to light initially in the late 1980s. Brand equity helps the customer to interpret and process information about the product and also affects the customer's confidence in the purchase decision and the quality of user experience.

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