

# The Effects of Brand Image on Consumer Behaviour

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## **ABSTRACT:**

Brands has power how consumers feel about the product or services that you provide. This show that the brand plants its image in the minds of its customers. The brand image helps the customers to connect with your brand and do the purchase decision. Customers' perception regarding the image of a brand will help them to shaped the brand expectation and thus, the experience will be shaped based on this expectation. The higher the expectation is; it's difficult for the company to satisfied the customers. Customers developed the image for your brand based on the number of the factors like marketing, branding process, social media, digital marketing, pricing, competitors etc.

**Keywords:** Brands, Consumers, Customers perceptions, Brand expectations.

## **INTRODUCTION:**

Brand management includes developing a promise, fulfilling that promise and maintaining it. It means defining the brand, positioning the brand, and delivering the brand. Brand management is an art of creating a unique position for the product and sustain of it.

Brand management includes managing both the intangible and tangible characteristics of a brand. For product brands, the tangibles include the item itself, packaging, price etc. In case of services, tangibles comprise the service escape, whereas the intangibles include the emotional connect and customer experiences.

Brand management requires maintaining the tangible as well as intangible aspects of the product.

1. Tangible aspects: It includes the core product, price, packaging etc.
2. Intangible aspects: It includes product positioning, customer experience, value added services, customer relationship with the brand.

Brand positioning is the image of the product in the mind of the target audience. And brand positioning will help to achieve the target of brand image. Products are developed by the company and Brand is built by the consumers in the market. From the marketing prospective building the brand is very important as it persuade the consumers behavior towards the product and services. Then only consumers will take the purchase decisions. A good brand image has power to go with the brand's identity. For example, Nike has developed a trusted and reputed brand in the sport industry. By having a positive image, you benefit from several advantages that set your company apart from the rest, establishing a relationship of trust with customers, Strengthening customer loyalty, Creation of a solid and credible reputation.

## **OBJECTIVES OF THE STUDY:**

1. To find the connection between the brand image and consumer behavior.

2. To distinguish the impact of consumer towards brand.
3. To distinguish the brand picture on consumer buying pictures.

## **BUILDING THE BRAND:**

### **1. BRAND KNOWLEDGE**

Brand Knowledge means what consumers have learned, felt, seen and heard about the brand. It refers to the thoughts, feelings, experiences of a customer's becoming associated with a business's brand or a company. Brand knowledge is developed due to interactions in the form of advertisements, communication, etc.. The consumer will develop their own interpretation of the company's brand based on their thoughts and what they experience in dealing with the company's products. Brand Knowledge is divided into two parts: Brand Awareness and Brand Image.

### **2. BRAND AWARENESS**

Brand awareness is how much a customer aware about the brand and retain it in the mind. In brand awareness will check that how much consumers are aware of product characteristics, qualities, image, services. Brand awareness is the level of consumer consciousness about the brand and the product. It will help the companies not only developed the retention but also brand associations.

### **3. BRAND RECALL**

It refers to the ability of the consumers to retain the brand name and image in their mind. Brand recall indicate a relatively strong link between a category ad a brand while brand recognition indicates a weaker link. When we prompted a product, most consumers recall only small set of the products like 3 to 4 brands.

### **4. BRAND RECOGNITION**

It refers to the ability of the consumers to correctly differentiate the brand when they come into contact with it. Brand recognition is the ability of the target market to recognized the brand and developed the connectivity.

### **5. BRAND IMAGE**

Brand image is how the customers view and think of a brand. Brand image is how the customers view the brand. Its help the company to developed a brand association with the unique characteristic and image. Firstly, brand awareness is created then the brand image. Positive brand image requires strong favourable and unique brand associations.

### **6. BRAND ASSOCIATION**

Brand association is the link between the buyer and the brand. Brand associations are the connections in our minds between a brand and people, place, things or emotions, thought occur together in anyone's mind. These associations inspire people behavior to take a purchase decision.

## **THE ROLE OF BRAND IMAGE ON CONSUMERS DECISION MAKING:**

Products are made by the companies and brands are made by the customers. The associations in the minds of the customers, shape the brand as well as the character of the organization to which the brand is associated with. These associations are formed by the contacts and observations of elements which are internal or external to the organization. These shape the brand image or perception about a brand in customer's mind. For example, *Redbull* is known for instant energy, *Ferrari* is associated with racing and sports driving, and *Volvo* for safety.

But, the most important thing to remember is that these perceptions are subjective and can differ among individuals. Altogether we can say that brand image is eventually a mirror through which the company's

key values are reflected.

When a company have a good brand image customer would like to repeat the product and recommended the products to others and if the companies are not having a good brand image will not do the purchase decision for the same.

### **1. The importance of customer loyalty:**

Customer loyalty means that customers are loyal towards the brand while making the purchase decisions. In these competitive business environments, it is very important to influence their behaviour and gain the customers loyalty. And when the consumers are loyal toward the brand they will make the purchase decision and encourage others also for the same.

### **2. The power of trust:**

Trust play an important role for the success of the brand. This trust can be develop by the different functions of the branding. The brand which is more trustworthiness are more likely to be successful, and consumer will feel more confident for the brand.

### **3. The benefits of positive brand image:**

Brand image can be positive and negative in the eye of the customers. And when the brand has the positive image it influences customer behaviour in the positive way and negative brand image will turn into any purchase decision.

### **4. The different stages of brand image:**

There are three different stages in the branding. First, pre branding stage where brand image is develop by creating brand awareness through different marketing strategies. Second, branding stage where the brand image is established by conducting marketing research and identifying their needs and wants.

### **5. How to achieve a positive brand image:**

There are the following steps we follow to build the positive brand image.

- a) Know your audience.
- b) Define your brand value.
- c) Established brand visual identity.
- d) Create brand personality.
- e) Cultivate brand consistency.

And positive brand image will help the audience to make a purchase decision.

## **CONCLUSION:**

The result of this study shows that attaching the personality and image to the product will make the product more desirable. The other consequences of brand personality are consumer satisfaction, loyalty, preferences. The brand personality affects the type and the strength of the relationship with the consumers. The consumers will be more loyal to the brands which are having the strong images and reputations in the market. Consumer will create and impression for the brand based on the different factors like brand personality, experiences, dressed, website, cleanness of the store etc. Which helped the consumers for the purchased decisions.

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