

Impact of Brand Image on Consumer Buying Behavior: A Comparative Study of Amul and Nestle Dairy Products in Mumbai

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Abstract: *Brand image plays a significant role in shaping consumer perceptions and influencing buying decisions, particularly in the fast-moving consumer goods sector. In the Indian dairy industry, brands such as Amul and Nestlé have established strong market presence and consumer trust. The present study examines the impact of brand image on consumer buying behavior through a comparative analysis of Amul and Nestlé dairy products in Mumbai. The study is based on primary data collected from consumers using a structured questionnaire. Key dimensions of brand image, including brand awareness, perceived quality, brand trust, and brand associations, were analyzed to understand their influence on purchase decisions. Statistical tools such as descriptive analysis, correlation analysis, and comparative mean analysis were used to interpret the data. The findings indicate that brand image has a significant influence on consumer buying behavior for both brands, though the strength of influence varies across dimensions. While Amul is strongly associated with trust and affordability, Nestlé is perceived positively in terms of quality and innovation. The study provides valuable insights for marketers and brand managers in designing effective branding strategies in the competitive dairy market.*

Keywords: Brand Image; Consumer Buying Behavior; Dairy Products; Amul; Nestlé; Mumbai