

# A Study on the Influence of Branding on Customer Purchase Decisions

Mr. Mahaprajeeth S<sup>1</sup>, Mr. M P Maria Lordwin Sijo<sup>2</sup>, Mr. Lukmanul Hakeem<sup>3</sup>, Dr. Sudha V<sup>4</sup>

III BBA International Business, Department of Business Administration<sup>1-3</sup>

(Computer Application and International Business)

Assistant Professor, Department of Business Administration (Computer Application and International Business)<sup>4</sup>

Nehru Arts and Science College, Coimbatore

**Abstract:** Branding plays a critical role in shaping consumer buying behavior, influencing recognition, trust, loyalty, and purchase decisions. This study explores the impact of branding across multiple industries, examining key elements such as brand awareness, perception, loyalty, and association. Data was collected from a sample of 300 consumers through surveys and interviews with marketing professionals. Statistical analysis using SPSS revealed that strong branding significantly affects customer preference and repeat purchase intention. Findings emphasize that emotional connections, effective brand communication, and consistent consumer experiences are essential for building brand equity. The study also provides strategic recommendations for businesses to strengthen branding efforts and enhance consumer engagement.

**Keywords:** Branding, Brand Awareness, Brand Loyalty, Consumer Buying Behavior, Brand Perception, Purchase Intent

