

Brand Image – An Extended Arm for Customer Building

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Abstract: Brand image is the key element for attracting the target consumer and influence them to buy the product. Because consumer perception, attitude, life style, buying behavior is changing day by day, in this changes in global market conditions influence marketer to adopt and update a new marketing strategies. With these branding strategies also became very essential factors to marketer to influence consumer perception, attitude towards a brand to create brand image in consumer mind and to maximize the sales. Hence the present study is an attempt to identify and analyze the Impact of Brand Image on Consumer Buying Behavior – With Special Reference to FMCG Products. And Consumers are the powerful influence in shaping the Marketing programmes and strategies. Marketing activities are designed around the consumer's needs and satisfaction. Marketing strategies are focusing on consumer satisfaction. So companies must focus more on elements of brand image to catch the attention and maximize the sales. And it is useful to companies to attract and retain the existing consumer to sustain and survival in changing market condition.

Keywords: Brand Image, Consumer Buying Behavior, FMCG

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