

# 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

## I. INTRODUCTION

A Concept of Brand image can be the most important aspect a business. Brand Image can be refer to the identification of a particular Business or product and how this will be in the minds of the Customers. In another word how the Customer are think about a particular brand. The perception or opinion of the customer towards a brand is depends on level satisfaction consumer. So consumer purchasing decision always depends on brand name and brand image because in this changing global market consumer are aware about all kind of branded products so brand image is playing very important role in influence the consumer to buy the product and Brand image is the source of gain profit as well as goodwill. To create Brand image in consumer mind is not easy task, because consumer is everything in changing global market and his purchasing behavior or buying behavior recognizing of the Consumer depends on brand, & Consumer taste and preferences are changing day by day. A customer always seeks to buy new and they will think about brand name, identity, personally. And the process in between brand image buying behavior of consumer it is became a very important concept in this modern era.

## II. BRAND IMAGE

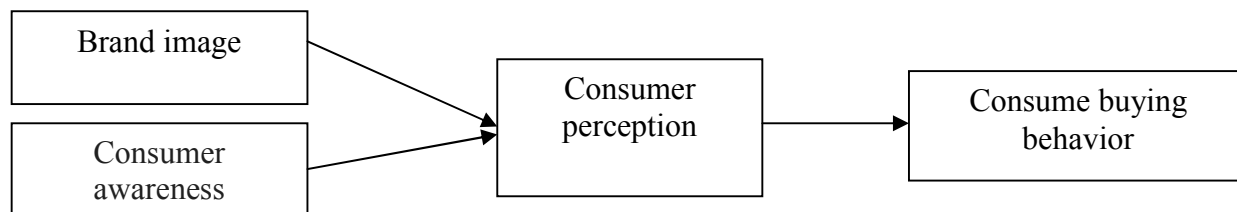
Brand image is the customers perception about brand based on their interaction. It describes the subjective perception from the outside. And brand image is the general impression, perception and association of customers about brand. In another word Brand image is the view of customer about brand like it can be described by the bundle of associations which created by brand performance in the market and which acquire a customer's mind. And it shows that total set of belief and trust about a particular brand. In short overall set of consumer's perception and attitude about product. This response creates consumer perception by acquiring a place in customer mind. Brand image is all about total emotional value and not just a mental image. And brand image is a combination of logo, shape of the product and tagline, imagery, positioning.

### III. CONSUMER BUYING BEHAVIOR

It refers to the actions taken by consumers before buying a product or service. And this process may include consulting search engines, engaging with social media posts, or any different other available actions. Consumer buying behavior is a Process by which individuals search for select, purchase, use, and dispose of goods and services. To fulfill their needs and wants and it is a process of consumer decision making. Purchase decision making pattern that is a complex amalgam of needs and desires. And is influenced by factors such as the consumers Social and cultural environment and norms, and Aspirations and inhibitions. Buying Behavior is the decision processes and acts of people involved in buying and using products. Consumer buying behavior refers to the action taken from consumer before buying any product or services. The take a look at of patron behavior officially investigates person features which include demographics, persona lifestyles, and behavioral variables.

### IV. FAST MOVING CONSUMER GOODS

Fast moving consumer Goods are products that are typically bought on a frequent basis by the consumers. Fast-transferring purchaser items are merchandise that promote fast at incredibly low cost. These items also are referred to as purchaser packaged items. FMCGs have a quick shelf lifestyles due to excessive purchaser demand (e.g., gentle liquids and confections) or due to the fact they may be perishable (e.g., meat, dairy merchandise, and baked items). These items are bought frequently, are fed on rapidly, are priced low, and are bought in massive quantities. Fast moving consumer goods are less expensive products and it requires little shopping efforts, and more number of products sold by packaged forms, these products is purchased by customer frequently in small quantity. And the main FMCG segments can be classified as Personal Care, Household care, Branded and Packaged food etc.



### V. REVIEW OF EARLIER WORKS

Few studies conducted on the domain are reviewed and the summary of the review is presented below.

1. **Yi Zhang (2015)** in his study analyzes that Impact of Brand Image on Consumer Behavior. The study found that brand image playing an important role in marketing activities. Although brand Image was recognized as the driving force of brand asset and brand performance. And Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about brand and has an influence on consumer behavior.
2. **Pamela Miles Homer (2004)** in their study experimentally examines the situational influences on the formation and consequences of two brand image beliefs, pertaining to fun and sophistication. Brand image beliefs are appropriate to the Consumer for the product category involved. And the study found that under these facilitating conditions, ad-created brand image beliefs have an impact only on brand purchase intentions And not on brand attitudes
3. **Ching and Ying (2008)** in his study on brand desire and buying intentions. The study found that it has a superb courting among brand fairness, brand desire and buy intentions with moderation impact of switching value affecting the connection among brand fairness and buy intentions
4. **Whan and Bernard (1986)** in their study analyze that conveying a brand image to a goal marketplace is an essential advertising and marketing activity. The technique for retaining this idea photo linkage relies upon on whether or not the emblem idea is useful symbolic or experiential. Maintaining this linkage need to significantly decorate manufacturers marketplace performance.
5. **Benedict and Rajeev (2002)**.He observes that how perceived brand globally creates department value. In today's multinational marketplace area it's miles more and more essential to recognize why a few clients prefer

international manufacturers to nearby manufacturers. It is primarily based totally within side the first-rate. And the acquisition is primarily based totally at the perceived emblem global

6. **Myeris Chris (2003)** He states that primarily based totally on its attributes. Brand fairness is still one of the important regions for advertising and marketing management. And this observes explores a number of the effects attributes can also additionally have on emblem fairness consisting of the idea on purchaser preferences. Attributes are tested from a tangible and intangible angle and each are discovered to be essential participants to emblem fairness and emblem.
7. **Luiz (2011).** In this study he observed the position of brand image, product involvement and know-how in explaining purchaser buying behaviour. This study is the primary literature on counterfeits to set up that perceived emblem character performs an extra dominant position in explaining purchaser buy purpose primarily based totally on earnings and product attribute. Involvement and know-how has no huge have an impact on.
8. **Maiju laiho(2012)** in his study on brand image and brand awareness case study: finnair in Indian market this study found that consumers in the Indian market are somewhat aware of the airline company finnair. A study conclude that the consumers are aware of finnair have a relatively positive image of the airline company.

## VI. RESEARCH GAP

There has been a dynamic change in the market trend in the global market. Once the year this dynamics of market has provided various opportunities and challenges for the organizations to cater the needs and wants of the consumers. in this regard the present study will be an attempt to understand the impact of brand image on consumer buying behavior – with special reference to FMCG products though, earlier studies have been undertaken on the elaborated on the relationship between brand image and brand equity, consumer awareness about brand, and brand identity, brand image impact on consumer perception, and brand personality but no studies have been conducted to analyze the impact of brand image on consumer buying behavior towards FMCG products in this study area hence the present study is designed to identifying the impact and influencing factors of brand image on consumer buying behavior

## VII. OBJECTIVES OF THE STUDY

The main objective of the present study is to analyze the impact of brand image on consumer buying behavior – with special reference to FMCG products to fulfill this objective, the following objectives are formulated.

- To study the different elements of brand image
- To discover the connection between brand and Consumer buying decision.
- To know the effect of brand image on consumer buying decision.
- To study the importance of consumer preference towards FMCG products

## VIII. RESEARCH METHODOLOGY

### 8.1. Type of Research

The present study is exploratory, descriptive and analytical in nature. The study is based on both Quantitative and qualitative methodologies to investigate into different constructs postulated.

### 8.2. Scope of the Study

The scope of the present study covers Brand image – An extended arm for customer building. And in this study area deals with only in the shimoga city. The natures of the respondents are FMCG buyer of the chosen population in the study area. The sample size for this study is 100 respondents in Shimoga city in Karnataka state. The purpose the survey is to obtain the opinion of the respondents regarding brand image. And the instrument was distributed to the respondents of the study area to collect the required information.

### 8.3 Data Sources

A self instructed questionnaire was developed for the study to collect the required data from the respondents at shimoga city. The secondary data is collected through published sources like books, articles, and also company website and other e-sources.

#### 8.4. Sampling Technique

Random sampling technique is adopted to collect the required data. Random sampling is considered to be the suitable technique for collect and approaches the consumer.

#### 8.5. Sample Size

The sample size for this study is 100 respondents in Shimoga city in Karnataka state. Since, the purpose the survey is to obtain the opinion of the respondents regarding opinion about brand image.

### IX. RESULT AND DISCUSSION

**Table 1:** Demographic Profile

Demographic variables	Categories	Frequency	Percentage
Gender	Male	76	76%
	Female	24	24%
Age	Below 20 years	04	4%
	21-30 years	62	62%
	31-40 years	16	16%
	41-50 years	12	12%
	50 years above	06	6%
Education	SSLC	06	6%
	PUC	08	8%
	Graduation	28	28%
	Post-graduation	52	52%
	Others	06	6%
Monthly Income	Bellow 20000	68	68%
	20000-30000	16	16%
	30000-50000	12	12%
	50000-70000	04	4%
	70000 and above	00	%
Marital Status	Unmarried	66	66%
	Married	34	34%
Occupation	Government Employee	12	12%
	Private Employee	14	14%
	Self-Employee	06	6%
	Students	58	58%
	House maker	10	10%

#### 9.1 Analysis and Interpretation

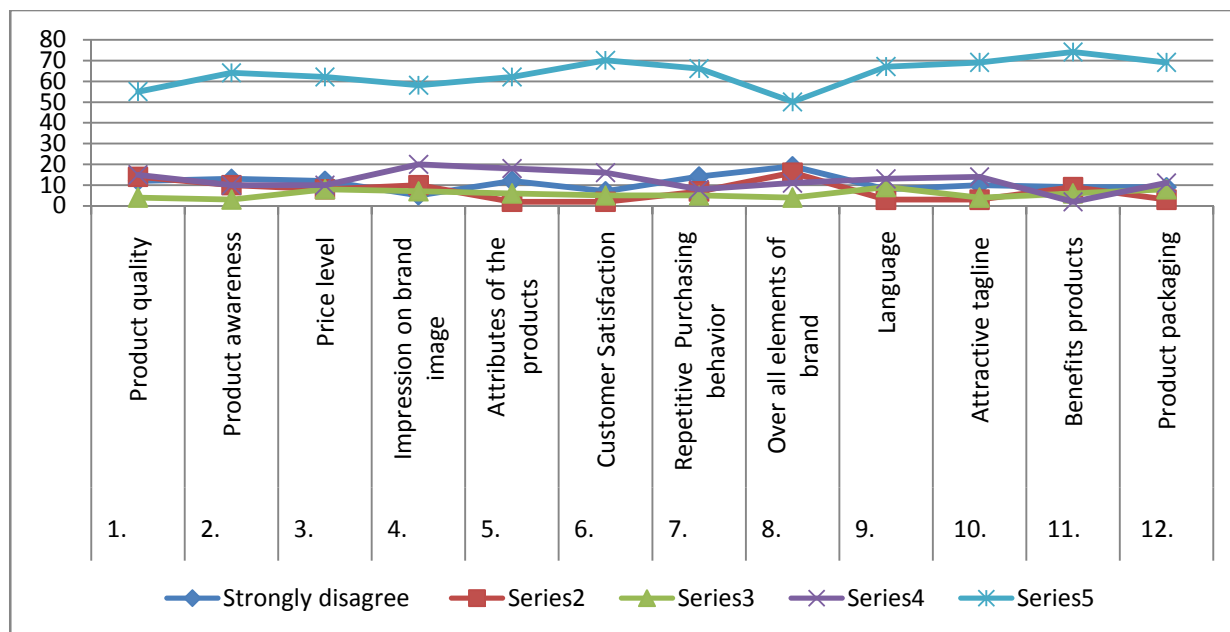
Above table shows that

1. Out of 100 respondents 76% are male and 24% are female. This clears that when compare to female, male are more influenced by brand image towards buying the FMCG products

2. Majority (62%) of respondents are in the age group between 21-30 years, (16%) of the respondent are in the age group between 31-40 years, (12%) of respondent are between the ages of 41-50. This states that majority of consumers are young and their buying behavior influenced by brand image
3. Majority of the respondents are Graduates and Post-Graduates that indicates that well educated consumer are more aware about brand image
4. 68% of respondents have the monthly income of below 20000, 16% of respondents have the monthly income of 20000- 30000, and 12% of respondents have the monthly income of 30000-50000, remaining 4% of respondents have the monthly income of above 50000.
5. 66% of respondents are unmarried and 34% of respondents are married because in this study more respondents are young and 58% of respondents are students because they know very well about brand image and elements of brand because of education and influence of social media students are more influenced by brand image

**Table 2:** Determinants of consumer buying decision

Sl. No.	Factors	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	Product quality is influence my buying a product	12	14	4	15	55
2.	I aware about branded FMCG products	13	10	3	10	64
3.	Price level of the product influence my buying decision	12	8	8	10	62
4.	Positive impression on brand image is influence my buying decision	5	10	7	20	58
5.	My buying decision depends on attributes of the products	12	02	6	18	62
6.	Brand Image is facilitate long term Sustained Customer Satisfaction	7	02	5	16	70
7.	Positive Brand Image influence Repetitive Purchasing behavior	14	07	5	8	66
8.	Over all elements of brand influence my buying decision	19	16	4	11	50
9.	Language and font size on the product label influence my buying decision	8	03	9	13	67
10.	Attractive tagline of the product influence my buying decision	10	03	4	14	69
11.	Over all benefits of the products always influence my buying decision	9	09	6	2	74
12.	My buying decision depends on Attractive product packaging	09	03	8	11	69



## 9.2 Data Analysis and Interpretation

From the above table clearly shows that majority of respondents are strongly agreed that quality of the product influences buying behavior. And Product quality is the key element to build strong brand image. 64% of respondents are aware about branded FMCG products. 62% of respondents are agreed that price of the product is major influencing factor of buying behavior of consumer. 58% of respondents are agreed that buying behavior influenced by positive impression on brand image. 62% of respondents are agreed that attributes of the product. and 70% and 66% of respondents are agreed that brand image influences repetitive purchasing behavior and increase the satisfaction level of consumer. 50% of respondents are agreed that buying behavior influenced by brand elements. 67% and 69% of respondents are agreed that their buying behavior influenced by product tagline and font size used in product label. 74% of respondents agreed that their buying behavior depends on product benefits, 69% of respondents are agreed that their buying decision influenced by attractive product packaging. And study clearly shows that consumer buying behavior depends on overall elements of brand image.

## X. CONCLUSION

The study reveals that brand image can affect a consumer's buying decision while purchasing a product. And brand image is the very important and silent promotional tool for marketer to influence targeted buyer. Brand is the combination of certain elements like word or a symbol, a letter, a digit, a design, a slogan, a spatial characteristic of the product itself product image, packaging, shape, and color of product packaging, which is marked and helps to consumer to distinguish different branded products. The brand has its own value. The global market condition is becoming very competitive. In this changing global market condition companies should focus more on consumer based marketing strategies. One of that brand management and branding strategies. so companies must focus more on brand image elements, Nowadays brand names become so familiar so marketer have to develop and update innovative brand elements and strategies to attract consumer. And brand image is important tool to every successful business organization. And it is useful to companies to attract and retain the consumer to sustain and survival in changing market condition.

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