

Comprehensive Analysis on Role of Branding on Consumer Buying Behavior

- A Case Study of Automobile Segment

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Abstract

Consumer behavior research is a crucial area of study. The major goal of the research, which is discussed in this article, was to explore how brands affect customer decisions to buy products. The purpose of the paper is to emphasize how the brand affects the way that customers make decisions. The primary research's original primary data were gathered utilizing a quantitative approach of questionnaire. Two hypotheses centered on the association between respondents' ages and brand choice and brand purchases have been developed on the basis of the study topic just mentioned. The global automotive business is currently one of the most competitive. Therefore, the customer also makes choices while making purchases. We have conducted a poll to find out how consumers distinguished between different Tata models and brands and those of rival automakers. The major goal is to understand how brand influences customer purchasing behavior. The goal of the study was to ascertain the degree to which branding has an impact on consumers' purchasing decisions, to investigate the interactive relationships among the variables that affect brand image and loyalty, to ascertain the brand image and loyalty of Tata cars, and to propose strategies for brand development in the state of Uttar Pradesh. 50 Tata automobile owners were chosen as a convenience sample, and their answers to a questionnaire were used to obtain the data.

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Introduction

The study's objectives include gaining an understanding of the automobile brand images, which are the three major automakers in India, as well as their relevance and consequences, and drawing conclusions about how these images affect customer behavior in Kanpur. The outcome has definitely demonstrated that customer behaviour in the premium category is primarily influenced by the brand's images of quality, luxury, and style, and that their purchasing decisions are also well aligned with the perception of a particular vehicle's image by society. The study's second objective is to draw inferences from its findings in order to potentially tell these firms about the unique importance of their brand image and recommend viable strategies for preserving and utilizing it to pull in new clients and keep existing ones. In today's highly globalized, extremely dynamic, and incredibly fast-paced world, there is an abundance of diversity of products in almost all market segments, and the automobile industry marks an overload of manufacturers and models taking advantage of every available market niche in order to effectively accommodate all the potential customers' needs. The tried-and-true

combination of technology, mechanics, and workmanship results in endless varieties of items with amazing capabilities in a variety of sizes and forms. There are a variety of different opinions and attempts to offer a logical justification for Tata, Hyundai, and Toyota's absolute and unflappable dominance, as well as comparisons to other luxury vehicles like BMW, Audi, and Mercedes Benz. These opinions range from claims about their mechanical and technical innovation and superiority to descriptions of their heritage and history. Despite the validity of all these hypotheses, there is reason to think that there are other explanations for reality. Numerous other companies are able to display competitive histories and deliver vehicles with comparable, if not better, mechanical durability and technical sophistication.[1][4]

The study's premise is that the most effective approach to influence a customer's purchasing behaviour is through a company's soft skills, namely its brand image and pricing. According to Tata's makers, goods are created for customers who purchase a variety of goods based on their requirements. They purchase those items to fulfil their wants and requirements. Consumer purchasing decisions are made through a process that includes several phases, including need awareness, information search, alternative evaluation, selection, and, finally, post-purchase behaviour. Numerous elements influence customer behaviour and those aspects encourage him to make purchases. In this study, we will examine how branding affects consumer purchasing behaviour, or how the customer's behaviour influences his decision to select a certain brand in accordance with his needs and preferences. Leads to the creation of a single global market. The entire world resulted in the creation of a single global society to support many civilizations. The company's concentration on serving the local market has put them at a disadvantage and caused them to lose the competitive edge they had worked so hard to obtain due to the rise in global competition. All of this resulted in a decrease in the significance of national boundaries and an increase in the focus on what customers truly want. From the perspective of the customer, various individuals' responses to the global Brand appear to vary. In one sense, consumers view global brands as a status symbol, but in another, they are accused of endangering national traditions by imposing their culture, which results in the loss of cultural identity. According to O'Cass, globalization has increased competition and every time a business wants to grow its market share or preserve its position, innovation is required. Brand awareness and identity are crucial for the success of every brand. People now see a brand as a representation of their success, accomplishment, and prestige.[5][6]

Another hand woods added that a consumer's favorite celebrity may be emotionally connected to a particular business. He will purchase that item if he also wants to resemble his favorite celebrity.

Therefore, celebrity branding primarily results in emotional arousal, and we can say that branding influences that behaviour of consumers. Consumers act in response based on a variety of consumer behaviour dimensions, which affect their decision to choose a branded product and the impact of brands on consumer behaviour. We'll make an effort to be specific about the connection between branding and customer purchasing habits. When an organization starts a business, they consider the entire customer scenario with the goal of making a profit that exceeds the amount of income they spend on operating the firm. Purchase behavior with the goal of outpacing rivals in terms of income and growth allows businesses to build long-lasting relationships with customers in the form of brands that will propel the company forwards and

result in strong market position.

People view brands differently depending on their preferences and occasionally based on prior experiences, and these viewpoints either directly or indirectly influence their decisions.

According to certain theories, individuals behave socially and towards branded goods and services in accordance with their personality qualities as well as their age, gender, and demographics. According to their gender, people respond differently towards the same brand, according to the research. Therefore, gender is the primary factor in shaping consumer behaviour. Rich females typically employ brands to demonstrate their money and high social position. Due to the proliferation of brands and fashion, it has been commonplace in India that only wealthy people can afford to purchase unbranded goods. Therefore, it is further stated that conspicuous expenditure and status consumption are connected, with status consumption serving as the catalyst.[9]

Company Profile

The largest automaker in India, Tata Motors Limited (TML), has a \$42 billion market cap and is a top producer of automobiles, buses, trucks, and utility vehicles worldwide and military vehicles. It was incorporated in India since 1945, the approximately \$100 billion Tata Group has included Tata Motors. Jamsetji Tata created the organization in 1868. Commended for its top-notch caliber, creativity, engineering, and design excellence, the business is working to develop the future of Indian transportation. A commitment to sustainability and the motto is "giving back to society," and it's a good one. Corporate social responsibility is deeply ingrained in our DNA. The Company has a substantial worldwide reach and Enhanced its standing as the Tata Motors Group by mergers and purchases. Its network includes 76 subsidiaries. Both domestically and abroad, which provide a variety of solutions in engineering and automobile. Some of the most recognizable companies in the world, like Jaguar Tata Daewoo in South Korea and Land Rover in the UK combine to form a division of the Group's automotive activities. The impressive lineup of both passenger and commercial vehicles offered by Tata Motors automobiles and have dominated the commercial vehicle market in India for several years. The company runs six major factories for the production of automobiles. In India, in the states of Jamshedpur in Jharkhand, Pune, Pantnagar, Lucknow Sanand, Dharwad etc. The Vision, Mission, and Values of Tata Motor represent its Operating Philosophy. The largest automaker in Britain is Jaguar Land Rover (JLR), which designs, produces and sells some of the most well-known luxury vehicles in the world. The two enduring companies JLR's Jaguar brand offers a variety of premium SUVs, sports vehicles, and sedans and Land Rover, a manufacturer of high-end all-terrain vehicles. by Tata Motors JLR was purchased in 2008. In the United Kingdom, JLR has four main vehicle production locations in Solihull, Halewood, the Engine Manufacturing Center in Wolverhampton, and Castle Bromwich. It also has offices for product development at Whitley and Gaydon, both in the United Kingdom. Jaguar Under the auspices of its China Joint Venture, Land Rover also has a joint venture production facility in Nearby Shanghai is Changshu. The company established a new production facility to increase its footprint. a production site in Brazil, is actively constructing ones in Slovakia, and has contracted with a Austrian contract manufacturing with Magna Steyr. One of Jaguar Land Rover's well-known renowned excellence and quality, a wide global distribution network, and a ground-breaking product engineering and development skills. New business models, new

alliances, and new technologies are quickly becoming more common worldwide. Jaguar and Tata Motors both In addition to improving client experiences, Land Rover is equipped to deal with the market's discontinuity and disruption, which result from changing, competing, and innovative technologies consumer conduct. Differentiation is essential in the marketplace. A producer, mediator, seller, or agent consistently strives to give something different from what the market is offering, regardless of the type of market. Most people believe that commodities are very sensitive to price changes. The sales were a touch lower. The concept of price volume sensitivity exists in an ideal economics universe. This, however, seldom ever occurs. Sales can be influenced by variables other than price in the real world. The brand managers may monitor the performance of their brands in the marketplace by using a technique for measuring brand distinctiveness.[11]

- To examine the effect of branding on Automobile industries in India.
- To understand the communication dynamics and analyze the brand positioning strategies of the nation's top brands.
- To comprehend, examine, and identify the characteristics of "Brand Success."
- To design the brand symmetry index idea and algorithm. Utilize the method to create the best model fit for the brand symmetry index measurement and analysis.

* Tata motors are included in the survey.

- The study goes into great depth regarding how branding affects consumer purchasing decisions.
- Brand and brand influence on customer behaviour in India and Kanpur residents are included in the study.

Material and Methods

During the research process the data collection has the most critical role to play as all further actions will be based on this data. As a background of the paper's content were used data collected by the method of primary research as well as data of secondary research from publicly available literary sources, statistics, and reports. Between 2019 and 2020, the complex research on brand management (included brand management of enterprises as producers on one hand and enterprises as employers on the other hand) was conducted in Indore. The content of the paper is based on the partial survey of consumer's behavior conducted during the period of four months. The focus of the survey was to investigate the impact of brand on customer decision-making process within the retail context by using a quantitative method of questionnaire. Data were collected from 50 participants (54.2 % male, 45.8 % female, aged more than 18 years old Indian inhabitants). The sample of survey participants was drawn by two predetermined control characteristics – “age” and “customer of a retail chain”. The main purpose of the survey was to find out whether the brand has got an impact on consumer decision-making process in consumer market or not and if there is a relation between the age category and purchase decision. The partial aims of the survey were to examine the role of brand on customer decision making process in several specific areas (brand awareness, brand recognition, customer preferences, and motivation to purchase the product of a particular brand). [11]

Table 1. Sources of Awareness

SI. No.	Particulars	No. of Respondents	% of Respondents
1	Newspaper Advertisement	15	30%
2	Experienced user	10	20%
3	Event and promotion	12	24%
4	TV Advertisement	08	16%
5	Online Source	05	10%
Total		50	100%

We can analyze that among 50 customers, 30% customers are aware by newspaper advertisement, 20% are experienced user, 24% are aware by event and promotion, 16% is tv and advertisement, and only 10% by online source aware about the having Tata cars.

Table 2. Whether Have Used Tata Before

SI No.	Particulars	No. of Respondents	% of Respondents
1	Yes	30	60%
2	No	20	40%
Total		50	100%

Table 3. Daily Driving Range

S.No.	Particulars	No. of Respondents	Percent of Respondents
1	Less than 30	25	50%
2	31 – 60	15	30%
3	Above 61	10	20%
Total		50	100%

Table 4. Reason for Selecting Tata

SI. No.	Particulars	No. of Respondents	% of respondents
1	Nearby showroom	20	40%
2	Availability of spares	7	14%
3	Availability of model	7	14%
4	Product performance	6	12%

5	Brand image	10	20%
Total		50	100%

Table 5. Effect of Celebrity Influence on Decision

SI. No.	Particulars	No. of Respondents	% of Respondents
1	High influence	20	40%
2	Normal influence	10	20%
3	Not influence	7	14%
4	Less influence	7	14%
5	Natural	6	12%
Total		50	100%

Table 6. Effect of Financing Influence on Decision

SI. No.	Particulars	No. of Respondents	% of Respondents
1	High influence	25	50%
2	Less influence	15	30%
3	Normal influence	7	14%
4	Not influence	3	6%
Total		50	100%

Table 7. Past Experience with Tata Services

SI No.	Particulars	No. of Respondents	% of Respondents
1	Yes	30	60%
2	No	20	40%
Total		50	100%

Table 8. Sources of Awareness

SI. No.	Particulars	No. of Respondents	% of Respondents
1	Good	20	40%
2	Average	15	30%
3	poor	15	30%
Total		50	100%

Table 9. Brand Image as Status Symbol

SI. No	Particulars	No. of Respondents	% of Respondents
1	Strongly agree	20	40%
2	Agree	15	30%
3	Natural	5	10%
4	Strongly disagree	4	8%
5	Disagree	6	12%
Total		50	100%

Table 10. Focus on Brand While Purchasing Vehicle

SI No.	Particulars	No. of Respondents	% of Respondents
1	Yes	25	50%
2	No	15	30%
3	Not sure	10	20%
Total		50	100%

Table 11. Motivation to Select Brand

SI. No.	Particulars	No. of Respondents	% of Respondents
1	Family	10	20%
2	Friends	15	30%
3	Advertisement	20	40%
4	Self	5	10%
Total		50	100%

Table 12. Motivation Factor to Select Branded Product

SI. No.	Particulars	No. of Respondents	% of Respondents
1	Quality	23	46%
2	Price	15	30%
3	Packaging	5	10%
4	Tradition	7	14%
Total		50	100%

Table 13. Recommendation to Others

SI No	Particulars	No. of Respondents	% of Respondents
1	Yes	35	70%
2	No	15	30%
Total		50	100

Table 14. Do Tata have Negative Image on Spares?

SI. No.	Particulars	No. of Respondents	% of Respondents
1	Yes	15	30%
2	No	35	70%
Total		50	100%

Table 15. Rating of Sales and Service of Showroom of Tata Motors

1	10%	5	10%
2	25%	08	16%
3	50%	12	24%
4	75%	15	30%
5	100%	10	20%
Total		50	100%

Results and Discussion

From a total of 12 questions, we chose to evaluate three for the purposes of this research. Does the brand influence your decision when choosing a product or service to purchase? It is obvious that more than half of respondents indicated that they select a brand's goods or services. Both male and female respondents are accustomed to favoring branded goods and Tata cars. All age groups of respondents prefer to use gasoline, and others follow them. The majority of those surveyed previously preferred status symbols. The majority of respondents choose status symbols above an annual salary of Rs. 4 lakh to Rs. 6 lakh. The vast majority of responders chose the Tata Tiago's performance as being normal and good. The majority of respondents received favorable feedback from the business. The majority of responders were completely delighted with the Tata showroom. The majority of employees are satisfied with their jobs. The majority of responders had Tata experience. Most survey participants have positive relationships with the showroom.

Conclusion

In order to draw a conclusion, it is important to emphasize that brand is the primary element influencing customer buying decisions. Brands teach consumers about items and give each one a unique identity. Additionally, it creates sodalities that influence a consumer's decision to buy.

The usage of various Tata vehicles, particularly the Tiago and Nexon, is a very important category of consumer behaviour study for both male and female respondents. According to the report, both men and women recommended that sales and services be improved. The majority of respondents prefer to purchase all colors of Tata motors automobiles since they are all well-designed, and the majority of people advise opening showroom in the neighborhood. The majority of respondents were advised to select long-term payments for their purchases. The study enables us to comprehend the brand that has achieved market dominance in the Kanpur district and is capable of persuading customers to buy pre-owned "Tata" vehicles. The questionnaire was created using suggestions from earlier researchers as well as responses from the respondents. Many consumers prefer to utilize branded items in today's automated environment, from entry-level to luxury products. Many people believe that branding teaches us to treat others with respect and gratitude. It is believed that branding has the power to alter a person's behaviour and lifestyle.

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