



# A STUDY ON EFFECT OF BRAND STRATEGIES ON CONSUMER PURCHASE BEHAVIOURS AND SATISFACTION REGARDING BRANDED CONSUMER GOODS

H. Rajesh<sup>1</sup>, Prof.V.Shekhar<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Business Management, Osmania University

<sup>2</sup>Department of Business Management, Osmania University

## ABSTRACT

The present study work evaluated the effect of brand strategies on consumer purchase behaviours and satisfaction with reference to branded consumer goods. The researcher took into account aspects such as branded strategies, consumer purchase behaviour and consumer satisfaction level. Data were collected from 724 respondents using convenience sampling with the help of structured questionnaire delivered to them. The data was evaluated using the IBM SPSS 23.0 version software, including ANOVAs analysis and multiple regressions to arrive at the final conclusions and recommendations. According to the study's results, branded strategies factors had shown significant impact on the consumer purchase behaviour towards consumer branded goods, except Marketing under a global brand name created interest (H01). At the same line, branded strategies had significant impact on the consumer satisfaction level (H02). This research study will be valuable to retailers in the creation of creative techniques for retaining both new and existing customers, according to the conclusions of the investigation.

**KEYWORDS:** branded consumer goods, consumer behaviour, consumer satisfaction level, branded strategies

## 1. INTRODUCTION

Given the wide diversity of products now accessible in the market, market competition is fierce in the current environment, prompting businesses to use a number of branding strategies in order to attract and maintain a competitive edge in the marketplace. As a result of an increase in the level of rivalry among businesses, particularly in India's fast-moving consumer products market, the number of management methods used in the sector has increased. A varied range of brand features have been merged and developed in response to the demands and desires of the target market, and this is reflected in today's branding strategy for the organisation. Businesses are increasingly relying on alternative strategies as a backup to their branding strategy in order to respond to a diverse variety of situations and market circumstances. Alternative techniques include the following: According to Aaker (1996), branding tactics are crucial for recruiting and maintaining a competitive advantage in the marketplace. In order to establish themselves, survive, and grow in their respective marketplaces, industries that have existed for decades have consistently recognised the need of product branding and segmentation tactics as a

crucial weapon. Several specific characteristics of the brand contribute to its potential to aid the organisation in its pursuit of greatness. These characteristics are as follows: The consumer market in India has seen a substantial transformation in recent years. In the past, the Indian consumer was unable to save anything and instead spent the bulk of his wages on purchasing the bare necessities. This has changed dramatically. There have been a slew of innovations in recent years that have propelled the Indian consumer market to the forefront of the world's most important marketplaces. Those who purchase goods and services in India do so because they have increasing incomes, credit cards, exposure to organised shopping culture, and a desire to improve their living standards. Consumers in India represent a segment of the Indian population that is relatively young and has grown up in an era of television and the internet. Increasing employment opportunities have resulted from India's economic liberalisation since 1991, giving young people the capacity to buy a broad variety of new products. Since 1991, young people have acquired the opportunity to purchase a wide variety of new items. This has resulted in the consumer products business





connection that exists between the company and its consumers. There is no statistically significant relationship between customer loyalty and overall satisfaction, according to the results of the research (Zins, 2001). Customer satisfaction, on the other hand, has a direct link with the image of the firm (Kandampully & Suhartanto, 2000). Loyalty contributes to the enhancement of a company's image. A favourable brand image also increases the likelihood that customers will be satisfied with their purchase of a particular brand. A satisfied consumer is more likely to recommend a firm that gives quality at a low price while still satisfying their needs and wishes. This in turn helps to improve the brand's reputation. As a consequence of improving the brand's image, the company earns more money and receives more positive reputation. Making the decision whether to put items on the market with or without branding is the first and most important decision that businesses must make when it comes to the products they supply to their clients. The major goal of branding is to distinguish a product from its rivals; thus, organisations that are in the process of selecting a branding strategy should evaluate branding by balancing the benefits and disadvantages of the many branding alternatives available. The marketing world is getting more crowded, and being popular is becoming increasingly tough to do. Because of this, corporations are required to spend much more money and dedicate significantly more time to marketing activities than they were before (Szwarc, P. (2005). Businesses that have taken the decision to brand themselves may do a range of marketing research in order to choose a name for their brand. In one case, it's sensation testing, which measures the images that are brought to mind, while in another, it's testing to see how easily the name can be articulated. There's also recall testing to see how well people remember names, and preference testing to find out which names are most popular among a group of people (Keller, K. L, 1998).

### RESEARCH STATEMENT

In response to the circumstance, many investigations of the literature review and framed conceptualization established by scholars were conducted and published. Specifically, they are concerned with the terms of the brand and its performance on branding in the FMCG section of the Indian market. The role of branding in the changing competitive environment of the market in Indian marketplaces was only acknowledged in a few research studies that were very effective. In order to close this gap, this research study focussed on assessing the views of customers related to a chosen number of topics in order to determine the influence of brand positioning tactics. Consequently, the researcher focuses on elements that have an influence

on branding tactics, the impact of media exposure on consumer purchasing behaviour, and customer satisfaction with consumer goods. Aside from that, the research will make an effort to investigate critical elements of branding strategies such as consumer preference for certain brands of consumer products, brand awareness, and brand loyalty among consumers toward specific brands of consumer products in the future as part of its findings.

### 3. OBJECTIVES OF STUDY

- To study the factors that impact consumer purchasing behaviour for branded consumer goods.
- To study factor causing brand loyalty towards consumer goods.
- To assess the efficacy of branding techniques in influencing customer purchasing behaviour for consumer goods.

### 4. HYPOTHESES OF THE STUDY

Hypotheses are regarded as a critical tool in study analysis. It affects the meaning of new judgments and expectations. In every study report, hypotheses are built on underlying beliefs or assumptions. Following a thorough assessment of the relevant literature, an effort was undertaken to build a conditional assumption to examine its logical ramifications. The following hypotheses have been developed for the objectives of the analysis.

- **H01:** There is no significant impact of brand strategies on consumer behaviour for branded consumer goods.
- **H02:** There is no significant impact of brand strategies on consumer satisfaction for branded consumer goods.

### 5. METHODOLOGY

- **Research Design:** Descriptive research
- **Sources of data:** This study used a structured questionnaire to acquire primary data from respondents in order to better understand the impact of branded strategies on consumer purchase behaviour and satisfaction level towards branded consumer goods. Secondary data is gathered from a variety of journals and periodicals, such as magazines and business newspapers, as well as from subject-specific books and websites, among other sources.
- **Data collections methods:** The information was gathered via the use of a structured questionnaire, a customer survey approach, and a personal interview with customers.
- **Sampling area:** Telanagna state
- **Sampling Method:** For the purpose of collecting a sample of 724 respondents in



Telangan state, the convenience sampling approach was used.

- **Statistical tools used:** ANOVAs and as well as multiple regression, were performed using SPSS 23.0 version for data analysis

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.822	.801	21

According to Table 1, the questionnaire was assessed for reliability and the findings are shown below. The constructed questionnaire has been pretested and validated via face validity by being provided to a carefully chosen group of experts, and it also has a sufficiently high reliability score. The outcome was a

value of 0.822 for the. It shows that the data has a high level of dependability and validity.

**5.1 Demographic Variables:** The frequency distribution of demographic variables is presented in the following table.

**Table 2 Demographic Analysis**

Particulars	Classification	No of Responses	Percentage
Age	Below 20 years	93	12.8
	21-30	289	39.9
	31-40	188	26.0
	41-50	130	18.0
	51 and above	24	3.3
Gender	Male	342	47.2
	Female	382	52.8
Education	SSC	73	10.1
	intermediate	141	19.5
	degree	216	29.8
	Post Graduation	219	30.2
	Above Post Graduation	75	10.4
Occupation	Govt Employee	144	19.9
	Private Employee	175	24.2
	Business	177	24.4
	Home Maker	119	16.4
	Student	109	15.1
Monthly income (in rupees)	below 25,000	153	21.1
	25,001 - 35,000	198	27.3
	35,001- 45,000	174	24.0
	45,001 - 55,000	117	16.2
	55,001 and above	82	11.3
Total		<i>n = 724</i>	<i>100%</i>

**5.2 Anova Results**

It is carried out in order to determine if there is a substantial difference in respondents' views based on Attributes variables and Awareness level, and the findings are provided in the table below.

- **H01: There is no significant impact of brand strategies on consumer behaviour for branded consumer goods.**



**Table 3 ANOVA Results**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	267.375	24	11.141	33.714	.000
Within Groups	230.979	699	.330		
Total	498.353	723			

Table 3 reveals that brand strategies factors have a significant influence on consumer purchasing behaviour for branded consumer goods. The p-values of brand strategies p-value has less than sig. values ( $p < 0.05$ ). Thus, there is a significant impact of brand

strategies on consumer purchasing behaviour for branded consumer goods

**H02: There is no significant impact of brand strategies on consumer satisfaction for branded consumer goods.**

**Table 4 ANOVAs Results**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	202.154	24	8.423	31.113	.000
Within Groups	189.238	699	.271		
Total	391.392	723			

Table 4 reveals that brand strategies factors have a significant impact on consumer satisfaction for branded consumer goods. The p-values of brand strategies p-value has less than sig. values ( $p < 0.05$ ). Thus, there is a significant impact of brand strategies on consumer satisfaction for branded consumer goods.

'predictors,' it covers numerous strategies for modelling and evaluating many variables. It is useful to understand how the usual value of the dependent variable (or 'criterion variable') varies when one of the independent variables is changed while the other independent variables remain constant. It also helps in determining the model's overall fit (variance explained) and the proportional contribution of each predictor to the total variance explained.

- **H01: There is no significant impact of brand strategies on consumer behaviour for branded consumer goods.**

**5.4 Multiple Regressions:** Multiple regression analysis is a collection of statistical procedures used to estimate the connections between variables. When the emphasis is on the link between a dependent variable and one or more independent variables (or

**Table 5 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.752 <sup>a</sup>	.565	.561	.55038	132.740	.000 <sup>b</sup>

a. Predictors: (Constant), Multi brand strategy of the select company influenced my preference; Offering the same product in different sizes and price combinations influenced my preference (Product Flanking); Adding related new products in the product line made me to like and buy (building product lines); Introduction of new products with expected features encouraged me to buy (new product development/brand extension); Taking advantage of wide distribution network is influenced me to purchase where ever I want; Marketing under a global brand name created interest; Strategic appeal of the brand is the encouraging factor in my purchase intension

The R2 value is determined to be .565, indicating that predictors explain 56.5 percent of the variance in the dependent variable. Because the F value is substantial, the null hypothesis is rejected and the

alternative hypothesis is accepted, implying that there is a significant difference in the variation induced by predictors.





Table 6 Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.974	.106		9.166	.000
Multi brand strategy of the select company influenced my preference	.089	.020	.055	1.933	.004
Offering the same product in different sizes and price combinations influenced my preference (Product Flanking)	.073	.027	.095	2.713	.007
Adding related new products in the product line made me to like and buy (building product lines)	.146	.029	.053	-1.582	.014
Introduction of new products with expected features encouraged me to buy (new product development/brand extension)	.177	.028	.239	6.246	.000
Taking advantage of wide distribution network is influenced me to purchase where ever I want	.107	.027	.143	3.899	.000
Marketing under a global brand name created interest	-.077	.028	-.010	-.259	.796
Strategic appeal of the brand is the encouraging factor in my purchase intension	.370	.021	.500	17.916	.000

From above table, it is evident that there is a significant influence of Multi brand strategy of the select company influenced my preference ( $\beta=.089$ ;  $p \leq 0.001$ ); Offering the same product in different sizes and price combinations influenced my preference (Product Flanking) ( $\beta=.073$ ;  $p \leq 0.001$ ); Adding related new products in the product line made me to like and buy (building product lines) ( $\beta=.146$ ;  $p \leq 0.001$ ); Introduction of new products with expected features encouraged me to buy (new product development/brand extension) ( $\beta=.177$ ;  $p \leq 0.001$ ); Taking advantage of wide distribution network is influenced me to purchase where ever I want

( $\beta=.107$ ;  $p \leq 0.001$ ); Strategic appeal of the brand is the encouraging factor in my purchase intension on consumer purchase behaviour ( $\beta=.370$ ;  $p \leq 0.001$ ); these factor sig. value were less than p-value; therefore it conclude that there is a significant impact of media exposure on consumer purchasing behaviour for branded consumer goods. but factor such as Marketing under a global brand name created interest ( $\beta=-.077$ ;  $p \leq 0.001$ ) had no impact.

- **H02: There is no significant impact of brand strategies on consumer satisfaction for branded consumer goods.**

Table 7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.701 <sup>a</sup>	.491	.486	.52728	98.824	.000 <sup>b</sup>

a. Predictors: (Constant), Multi brand strategy of the select company influenced my preference; Offering the same product in different sizes and price combinations influenced my preference (Product Flanking); Adding related new products in the product line made me to like and buy (building product lines); Introduction of new products with expected features encouraged me to buy (new product development/brand extension); Taking advantage of wide distribution network is influenced me to purchase where ever I want; Marketing under a global brand name created interest; Strategic appeal of the brand is the encouraging factor in my purchase intension

The R2 value is determined to be .491, indicating that predictors explain 49.1 percent of the variance in the dependent variable. Because the F value is substantial, the null hypothesis is rejected and the alternative hypothesis is accepted, implying that there is a significant difference in the variation induced by predictors.



**Table 8 Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.628	.102		15.986	.000
	Multi brand strategy of the select company influenced my preference	.084	.020	.132	4.297	.000
	Offering the same product in different sizes and price combinations influenced my preference (Product Flanking)	.050	.026	.073	1.927	.024
	Adding related new products in the product line made me to like and buy (building product lines)	.190	.028	.248	6.800	.000
	Introduction of new products with expected features encouraged me to buy (new product development/brand extension)	.053	.027	.081	1.946	.032
	Taking advantage of wide distribution network is influenced me to purchase where ever I want	.078	.026	.118	2.989	.003
	Marketing under a global brand name created interest	.111	.027	.164	4.133	.000
	Strategic appeal of the brand is the encouraging factor in my purchase intension	.225	.020	.344	11.393	.000

From above table, it is evident that there is a significant influence of Multi brand strategy of the select company influenced my preference ( $\beta=.084$ ;  $p \leq 0.001$ ); Offering the same product in different sizes and price combinations influenced my preference (Product Flanking) ( $\beta=.050$ ;  $p \leq 0.001$ ); Adding related new products in the product line made me to like and buy (building product lines) ( $\beta=.190$ ;  $p \leq 0.001$ ); Introduction of new products with expected features encouraged me to buy (new product development/brand extension) ( $\beta=.053$ ;  $p \leq 0.001$ ); Taking advantage of wide distribution network is influenced me to purchase where ever I want ( $\beta=.078$ ;  $p \leq 0.001$ ); Marketing under a global brand name created interest ( $\beta=.111$ ;  $p \leq 0.001$ ); Strategic appeal of the brand is the encouraging factor in my purchase intension on consumer purchase behaviour ( $\beta=.225$ ;  $p \leq 0.001$ ); these factor sig. value were less than p-value; therefore it conclude that there is a significant impact of media exposure on consumer purchasing behaviour for branded consumer goods.

## 6. CONCLUSION

The purpose of this study was to investigate the influence of branding tactics on customer buying behaviour as well as their degree of satisfaction with regard to branded consumer items. The researcher gathered 724 samples from five main cities in the state of Telanagna using the non-probability sampling approach, and the data were analysed using the ANOVA and multiple regression methods, as well as other techniques. In the study, it was discovered that branded strategic variables had a major influence on the purchasing behaviour of

consumers for consumer branded products, with the exception of marketing under a worldwide brand name, which stimulated curiosity (H01). The same can be said for branded initiatives, which have a major influence on overall customer satisfaction (H02). According to the findings of the inquiry, this research study will be beneficial to retailers in the development of innovative strategies for maintaining both new and current clients.

## Acknowledgement

As a result of the earlier contributions as journal references, I am grateful and thankful of their incredibly valuable advice that has enabled me to improve the quality of the work in order to accomplish this project.

## 7. REFERENCES

1. Aaker, D. A. (1996). *Measuring brand equity across products and markets. California management review*, 38(3), 102-120.
2. Brewer, A., & Zhao, J. (2010). *The impact of a pathway college on reputation and brand awareness for its affiliated university in Sydney. international journal of Educational Management*, 24(1), 34-37.
3. Chaudhuri, A., & Holbrook, M. B. (2001). *The chain of effects from brand trust and brand effect to brand performance: The role of brand loyalty. journal of Marketing*, 65 (April), 81-93.
4. Hess, J., & Story, J. (2006). *Trust-based commitment: multidimensional consumer-brand relationships. journal of Consumer Marketing*, 21(5), 321-345.
5. Kandampully, J., & Suhartanto, D. (2000). *customer loyalty in the hotel industry: the role of customer satisfaction and image. international j. contemporary Hospitality Management*, 12(6), 346-351



6. Keller, K. L. (1998). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New jersey: prentice-Hall.
7. Pouromid, B., & Iranzadeh, S. (2012). *The Evaluation of the factors Effects on the Brand Equity of pars Khazar Household Appliances Based on the vision of female consumer*. *Middle- East Journal of Scientific Research*, 12(8), 1050-1055.
8. Szwarc, P. (2005). *Researching customer satisfaction and loyalty: How to find out what people think*. London: Kogan page limited.
9. Zins, A. (2001). *Relative attitude and commitment in customer loyalty models: Some experiences in the commercial airline industry*. *international journal of service industry Management*, 12(3), 269-294.