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

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### **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 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

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time. Consumer markets have also benefited from the financial sector, which has provided them with muchneeded stimulus. Shopping has become more convenient as a result of the availability of convenient payment options such as credit cards and ATMs. With urbanisation has come a rise in the availability and consumption of branded goods; organised shopping, with its sparkling surroundings and the attraction of multiplexes are drawing Indian buyers towards branded goods. Things that are especially tailored for the Indian environment, as well as items that meet the needs and wishes of Indian clients, are likewise sought after by companies in this country. It has been able to reach the lowestincome segments of the population via the distribution of smaller pack sizes as well as the production of premium goods to fulfil the needs of niche clients, among other methods. Also as a consequence of this trend, successful inventions such as single-use sachets and unique goods that cater to regional and local tastes have been developed. Despite the fact that all of these developments are great, they also provide a big challenge to FMCG firms in terms of being competitive in today's highly competitive market environment. As a consequence, Brand Loyalty may play a crucial role in achieving a competitive advantage over rivals in such scenarios. Consumer Goods: As a general rule, products may be categorised into three groups depending on their durability or tangibility (Chaudhuri and Holbrook, M. B, 2003). (2001). The first group is comprised of non-durable products, which are physical commodities that are often consumed after just one or a few uses, as opposed to durable items. Customer demand for goods that are consumed rapidly and purchased often includes toothpaste, sugar, soap, and salt, to name a few examples. Durable items have a tangible feel to them as well as the ability to survive repeated use. Furniture, clothing, and other objects are examples of items that fall within this classification. Given their sluggish rate decomposition, they are not often purchased in large numbers as nondurable commodities in the first place. Customers purchase services, which are intangible activities, benefits, or pleasures that are given for a cost and sold to them by businesses. They are often created and eaten within a short period of time, as opposed to durable or non-durable objects, which may be manufactured and then preserved continuously after being manufactured. Despite the fact that the things' maker may be thousands of kilometres away from the consumers, service providers are often housed in the same building as their customers.

seeming quite promising and exciting at the present

### 2. REVIEW LITERATURE

Given that it is anything that the customer has ever seen or heard about the brand, it is safe to assume that he or she is familiar with the brand and understands it well (Brewer & Zhao, 2010). In addition, the brand's name is the most crucial factor to remember about the product. When it comes to decision-making, the client benefits from having a thorough understanding of the brand; beause the customer was well educated about the Brand and was aware of the Brand, the client was able to make purchase decisions with relative ease. Various media such as the internet, newspapers, radio, and other kinds of information transmission help customers become aware of a company's brand. When buyers are educated about the advantages and disadvantages of a certain brand, the process of selecting a product becomes less harmful. Brand awareness is the process of establishing a connection between a customer and the brand that they intend to purchase (Pouromid & Iranzadeh, 2012). While using a brand's products, the customer's degree of awareness of the brand is at its highest point at that time. When the client watches a different advertising on television or in the media, he is already familiar with the brand since he has previously seen it. As a consequence of media exposure, he becomes more familiar with the characteristics and functioning of the brand's products. The choice to purchase a brand is made by the consumer when he or she is aware of the brand's qualities and feels that the brand can suit his or her needs. Tong and Hawley presented a study in 2009 in which they said that when a consumer is going to purchase a product from a certain brand, he demonstrates a characteristic known as brand awareness, according to the authors. As a consequence of the positive image that the businesses have created, the level of consumer satisfaction rises as well. Customers' awareness of and use of a brand. as well as their contentment with the brand, all contribute to the growth of the brand's image in the market place, according to the company. Because of a positive brand image, customers are more satisfied with a company. The growth of the brand's image is aided by the satisfaction of its customers. Hess and Story (2006) developed a formalised formalised formalised formalised formalised formalised formalised (Hess and Story, 2006). The image of a brand is crucial for a business that seeks to give total customer satisfaction to all of its customers. Organizations may improve their performance by strengthening their brand's image and offering outstanding customer service to their clients and customers. As far as applying this idea to a retail setting, this concept indicates that the effects of a retailer's image are linked to the level of consumer happiness with the store. Consumer satisfaction is linked to brand image, as shown by the good

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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 (Szware, 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

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Telanagna 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

Table-1:Reliability Statistics						
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
	Below 20 years	93	12.8
	21-30	289	39.9
Age	31-40	188	26.0
	41-50	130	18.0
	51 and above	24	3.3
Gender	Male	342	47.2
Gender	Female	382	52.8
	SSC	73	10.1
	intermediate	141	19.5
Education	degree	216	29.8
	Post Graduation	219	30.2
	Above Post Graduation	75	10.4
	Govt Employee	144	19.9
	Private Employee	175	24.2
Occupation	Business	177	24.4
	Home Maker	119	16.4
	Student	109	15.1
	below 25,000	153	21.1
Monthly	25,001 - 35,000	198	27.3
income (in	35,001- 45,000	174	24.0
rupees)	45,001 - 55,000	117	16.2
	55,001 and above	82	11.3
Total		n = 724	100%

### 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.

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Table 3 ANOVA Results

Tuble of the testing							
	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.

**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

'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.

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.

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Table 6 Coefficients<sup>a</sup>

Model			ndardized efficients	Standardized Coefficients	t	Sig.
		В	Std. Error	Beta		
	(Constant)	.974	.106		9.166	.000
	Multi brand strategy of the select company influenced my preference	.009	.020	.055	1.933	.004
1	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)		.029	.053	-1.582	.014
	Introduction of new products with expected features encouraged me to buy (new product development/brand extension)		.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

 $(\beta=.107; p \le 0.001);$  Strategic appeal of the brand is the encouraging factor in my purchase intension on consumer purchase behaviour (β=.370; p ≤ 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 (β=-.077; p ≤ 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.

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**Table 8 Coefficientsa** 

	Model		andardized efficients	Standardized Coefficients	t	Sig.
		В	Std. Error	Beta		
	(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
1	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)		.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 (β=.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); 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  $(\beta=.078; p \le 0.001);$  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  $(\beta=.225; p \le 0.001);$  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.

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