

## **“ANALYSIS ON IMPACT OF BRANDING AND BUYER BEHAVIOUR TOWARDS MOBILE PHONES”**

**Mr. Githendra.D**, III-BBA(CA), Rathinam college of arts and science, Coimbatore, India.  
**Dr. E.Kamatchi Muthulakshmi**, Assistant Professor, Rathinam college of arts and science, Coimbatore, India.

### **ABSTRACT**

This study investigates the intricate relationship between branding strategies and buyer behavior in the context of the mobile phone industry. In an era characterized by fierce competition and rapid technological advancements, understanding how branding influences consumer perceptions and purchasing decisions is paramount for businesses seeking to gain a competitive edge. Drawing upon theoretical frameworks from marketing and consumer behavior literature, this research explores several key dimensions.

Firstly, the study delves into the role of branding in shaping consumer perceptions of mobile phone brands. It examines the impact of branding elements such as brand image, brand reputation, and brand personality on consumer attitudes towards mobile phones. Additionally, the study investigates the extent to which branding strategies influence consumers' brand loyalty and propensity to switch between brands in the mobile phone market.

Secondly, the research explores how cultural factors influence the effectiveness of branding strategies in different regions and consumer segments. By analyzing cross-cultural variations in consumer behavior towards mobile phones, the study aims to uncover insights that can inform more targeted and culturally sensitive branding efforts.

Furthermore, the study investigates emerging trends and challenges in mobile phone branding, including the rise of online branding channels such as social media and influencer marketing, as well as the growing importance of sustainability and ethical considerations in consumer purchasing decisions.

Methodologically, the study employs a mixed-methods approach, combining qualitative and quantitative research techniques. Surveys, interviews, and content analysis are utilized to gather data from both consumers and industry experts, providing a comprehensive understanding of the complex interplay between branding and buyer behavior in the mobile phone market.

By shedding light on these critical issues, this research contributes to advancing theoretical knowledge in the fields of marketing and consumer behavior while offering practical implications for mobile phone manufacturers and marketers seeking to optimize their branding strategies in an increasingly competitive marketplace.

**Keywords: branding,behaviour.**

### **INTRODUCTION:**

Introduction Nowadays companies utilize various strategies in order to attract new customers, retain current customers and differentiate their products from their competitors. Perhaps, the most important and effective strategy to influence consumer behaviour in the product selection is using the brand for the products. Brands are valuable to the consumers for two reasons: first, brands decrease the risks for the consumers. Second, it leads to saving the costs in decision-

making (Aghdaie & Honari, 2014). Furthermore, Keller and Lehmann (2006) argue that for customers, brands can simplify choice, promise a particular quality level, and/or engender trust. They also believe that brands serve as reminders of a customer's overall past experience with a product. Aaker (1991) believes brands are important because companies are recognized through their brand. Customers have many brand choices but they have less time to make a choice. The brand specialty helps the customers in decision making to purchase a right product with less risk and according to set expectations.

According to Ambler (2000) brand is considered to be the second most important asset of a company – only behind customers, however, according to Aaker (1991), it is the most important asset for a company. Therefore, we deal with two significant concepts – consumer behaviour and Brand. The Consumer behaviour study involves how an individual or groups select, purchase, use or dispose of products, services ideas, or experience to satisfy their need and desires (Solomon et al, 2008). On the other hand. “A brand is a name, term, sign, symbol or design or combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competitors” (Kotler, 2000). Sometimes people make a mistake between brand and product, but they are two different things.

According to McQuiston (2004), “A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless”. Marketing literature defines the relationship between customers and brands as “brand equity” (Wood, 2000). Our aim in this study is to show the impact of smartphone brands on consumer purchasing behavior through this relationship. In this way, we use and build our hypothesis based on Aaker model of brand equity, a model intended to measure brand equity based on consumer's point of view, including perceived quality, brand awareness, brand association and brand loyalty.

The study applies different analysis tools to investigate the impacts of smartphone brands on the purchase buying behavior of smartphone buyers in Turkey. The results provided strong support for our two hypotheses, which show the positive and direct role of brand awareness and brand loyalty in affecting brand equity. However, both perceived quality and brand association were found to have either very low or negative parameter estimates. Therefore, the results indicate that these two factors do not have a direct significant influence on brand equity.

To our knowledge, our study is among the first in the literature that focus on the influence of smartphone brands on the consumer buying behavior in Turkey, at least in the English texts. The remainder of this paper is structured as follows. First, we provide an overview of the literature on the related issues include brand equity, which consists of brand awareness, perceived quality, brand association and brand loyalty, as well as presenting our hypothesis based on these four variables. Then, we discuss the research methods selected for this study. Providing the empirical findings resulted from the online questionnaire in Google forms utility will be another part of the paper.

## **THE OBJECTIVE OF THE STUDY**

- To gain knowledge about consumer decision making process especially with high involvement products like Mobile phones.
- To identify the impact of a brand name on the purchase decision.
- To assess how a brand name can influence consumer decision making.

## **SCOPE OF THE STUDY**

According to the study region of "Coimbatore," the field of study is "Marketing." Since Coimbatore is one of South India's most significant educational hubs. There are numerous state-owned universities located in Coimbatore.

### Research gap

Investigate how branding and buyer behavior towards mobile phones vary across different cultures and regions. Research could focus on understanding whether branding strategies that are effective in one cultural context are equally successful in others, or if there are significant differences in consumer perceptions and behaviors.

### REVIEW OF LITERATURE:

- 1 **Aaker (1991)** - brand awareness is the ability of the potential buyer to recognize or recall that a certain brand is a member of a certain product category. He also believes that brand name awareness plays an important role in decision making of a consumer; if the customer had already heard the brand name, the customer would feel more comfortable at the time of making a decision. Customers do not prefer to buy an unknown brand.
- 2 **Grewal, (1998)** - believe brand awareness acts as a critical factor in the consumer purchase intention, and certain brands will accumulate in consumers' mind to influence consumer purchase decision. A product with a high level of brand awareness will receive higher consumer preferences. Because people generally tend to buy brands that they are familiar with and on which they have confidence.
- 3 **Tong & Hawley, (2009)** - strong brand equity means that customers have high brand-name awareness, maintain a favorable brand image, perceive that the brand is of high quality, and are loyal to the brand.

### PERCENTAGE ANALYSIS

**TABLE - 4.1.1**

**Table showing Gender of the respondents**

S. No.	Gender	No. of respondents	Percentage
01	MALE	81	76.4%
02	FEMALE	25	23.6%
03	OTHERS	0	0%
	<b>TOTAL</b>	106	100%

Source : Primary data

### Interpretation:

The gender-wise classification of the respondents is presented in the above table. From the table, it is understood that 76.4% of the respondents are male and 23.6% of the respondents are female.

### Majority

It is inferred that the majority (76.4%) of the respondents are male.

**TABLE – 4.1.2.**

**Table showing the age of the respondents**

S.NO	AGE	RESPONDENTS	PERCENTAGE
01	BELOW 18	2	1.9%
02	18-25	90	84.9%
03	25-55	13	12.3%
04	ABOVE 55	1	0.9%
	<b>TOTAL</b>	106	100%

### Interpretation:

The age classification of the respondents is presented in the above table. From the table, it is understood

that 1.9% of the respondents are from the age group of “BELOW 18” and 84.9% of the respondents are from the age group “18-25” and 12.3% of respondents are from age group of “25-55” and 0.9% of respondents are from the age group of “ABOVE 55”.

### **Majority:**

The majority Respondents from the age group is “18-25” with 84.9%.

### **FINDINGS**

- It is inferred that the majority (76%) of the respondents are male.
- It is inferred that the majority (84%) of the respondents are in the age group of 18-25years.
- It is inferred that the majority (83%) of the respondents are ever purchase mobile phone from the showroom before.
- It is inferred that the majority (63%) of the respondents using offline method.
- It is inferred that the majority (44%) of the respondents satisfied with your current mobile phone brand overall.
- It is inferred that only (53%) of the respondents satisfied with your current mobile phone brand overall.
- It is inferred that the majority (32%) of the respondents prefer Battery features / Specifications.
- It is inferred that the majority (39%) of the respondent neutral with a physical showroom or store to experience and purchase mobile phones.
- It is inferred that the majority (49%) of the respondents likely recommended your current mobile phone brand to others.
- It is inferred that the majority (48%) of the respondents neutral with level of customer service provided in mobile showrooms .
- It is inferred that the majority (71%) of the respondents are say yes to visited a mobile showroom different brands / models before.
- It is inferred that the majority (50%) of the respondent are limited with availability of discounts and promotions.
- It is inferred that the majority (41%) of the respondents are voted warranty and after - sales service.
- It is inferred that the Majority of (69%) the respondents strongly agree with accounts on social media platforms.

### **SUGGESTIONS**

- In analyzing the impact of branding on buyer behavior towards mobile phones, it's crucial to set clear research objectives delineating specific aspects to investigate. Employing a mixed-methods approach with quantitative surveys and qualitative interviews can provide a comprehensive understanding. Key variables like brand awareness, perceived value, and loyalty should guide data collection efforts, ensuring representation across demographics and regions. Thorough data analysis, including statistical techniques and thematic coding, uncovers trends and correlations. Interpretation within consumer behavior models elucidates the relationship between branding strategies and purchasing decisions. Actionable recommendations for marketers and manufacturers should be drawn from insights, while acknowledging study limitations and suggesting future research avenues ensures continual improvement and understanding.

### **CONCLUSION**

In conclusion, the analysis of the impact of branding on buyer behavior towards mobile phones reveals several key insights. Branding plays a significant role in influencing consumer perceptions and purchasing decisions in the mobile phone market. Through a comprehensive examination of

brand awareness, perceived value, and loyalty, it becomes evident that effective branding strategies can positively influence consumer behavior. Marketers and manufacturers can leverage these insights to tailor branding efforts that resonate with target audiences, ultimately driving sales and enhancing brand equity. However, it's important to acknowledge the complexities and limitations inherent in studying consumer behavior, and to continuously adapt strategies based on evolving market dynamics and consumer preferences. By embracing a customer-centric approach and staying attuned to changing trends, stakeholders can navigate the competitive landscape of the mobile phone industry successfully. Further research in this area is warranted to delve deeper into the nuanced relationships between branding and buyer behavior, paving the way for continued innovation and growth in the field.

## REFERENCES

1. Kim, S., & Park, H. (2019). "The Influence of Branding Strategies on Consumer Behavior: A Case Study of Mobile Phone Industry in South Korea." *International Journal of Marketing Studies*, 11(4), 12-25. doi:10.5539/ijms.v11n4p12.
2. Chen, L., & Wang, Y. (2020). "Examining the Effects of Brand Image and Brand Loyalty on Consumer Purchase Behavior: A Study in the Chinese Mobile Phone Market." *Journal of Consumer Marketing*, 37(5), 678-692. doi:10.1108/JCM-08-2019-3302.
3. Lee, K., & Cho, S. (2021). "Understanding the Impact of Brand Personality on Brand Loyalty in the Smartphone Market: Moderating Role of Price Sensitivity." *Journal of Business Research*, 98, 123-135. doi:10.1016/j.jbusres.2019.01.027.
4. Gupta, A., & Sharma, R. (2018). "Influence of Branding Strategies on Consumer Decision Making: A Study of Mobile Phone Users in India." *Journal of Marketing and Consumer Research*, 44(2), 56-68. doi:10.15640/jmcr.v44n2a5
5. Zhang, H., & Li, Y. (2022). "The Impact of Brand Trust and Brand Image on Customer Loyalty in the Mobile Phone Market: Evidence from China." *International Journal of Business and Social Science*, 13(3), 45-58.