

THE REVIEW OF STIGMATIZATION ON CLIENT SHOPPING BEHAVIOR

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Abstract: The analysis paper is regarding the understanding of client shopping behavior associated with Indian setting & highlights the complete issue that extremely influences client involvement in product purchase. Complete data may be an important issue because the client is a lot of awake to the complete & he has all the data regarding its worth, quality etc. a lot of he is attracted towards that complete. Stigmatization may be a set of selling and communication strategies that facilitate to differentiate a corporation from competitors and build a long-lasting impression within the mind of the client. The key parts that kind of a complete tool chest embodies a complete identity, complete communication, complete awareness, complete loyalty, and varied stigmatization methods. Complete equity is that the measurable totality of a complete price and is valid by assessing the effectiveness of those stigmatization parts.

Keywords: Consumer buying behavior, brand knowledge, brand identity, brand communication, brand awareness, brand loyalty, brand equity.

Introduction: The origin of word “Brand “could be traced to the Norwegian word ‘brandr’ meaning to burn. Owners of livestock (cow’s n sheep) had the habit of putting some identification mark on the body of animals by using a burning hot iron, to distinguish their possession. Similarly, companies started resorting to branding to distinguish their marketing offerings (products n services) by their competitors. Amul, Nirma, Lux, Titan, Nokia are the example of popular brand names. “A Brand is a name, term, sign, symbol, or design, or a combination of these, that identifies the maker or seller of a product or service.”(Phillip Kotler).Consumer perceive brand as an important part of a product and branding add value to a product. Brands can be considered as the major enduring assets of a company. Brands are like human begins. They are born, fed and nurtured, made strong n responsible so that they can be faithful friends of the people, form mutually beneficial and satisfying relationships with them and become their co. for life. Such brands, make their parents (org. or corporate) proud of them. The best brand brands are the ones who help in forming and sustaining strong long term “parent-brand-people” Brands vary in the amount of power and value they have in the market. A powerful brand has high brand equity.”Brand equity is the positive differential effect that knowing the brand name has on consumer response to the product or service.

A measure of a brand equity is the extent to which customers are willing to pay more for the brand.(Phillip Kotler).for example, compared to the price of Rs.500/-for an unknown brand of walkman, a customer may be willing to pay Rs.1000 for an Philips or Sony.

David A.Aaker has proposed a structure of five assets underlying brand equity which create value for both customers and the marketer.

- ✓ Brand loyalty
- ✓ Name awareness
- ✓ Perceived quality
- ✓ Brand associations
- ✓ Other assets

Aaker's brand equity model and Keller's customer based brand equity model are viewed as the most authentic and valuable models that mainly consider the consumer perceptions and their buying decisions basis on the evaluation of their knowledge about brand, their association with specific brands and how the purchase will affect them if they purchase a recognized brand.This paper presents the study of impact of branding on consumer buying behavior and purchase decision. The research will attempt to find whether there is positive relation between the positive effect of the brand and the consumer purchase decision. It discusses the significance of the proposed research along with it limitation.

Advantages of Branding

- ✓ Easy to Advertise.
- ✓ Easy to identify the products.
- ✓ Creation of separate market.
- ✓ To get more price.
- ✓ Easy to expand more product mix.

Objectives

- ✓ To study the influence of brands on consumer buying behavior.
- ✓ To study the impact of age and gender as the factors affecting branded products.
- ✓ To assess whether positive feelings towards a brand will translate into a consumer purchase decision.

Role of Consumer Buying Behavior: Buying Behavior is the decision processes and acts of people involved in buying and using products. Need to understand:

- ✓ Why consumer purchase?

- ✓ Which factors influence consumer purchase?
- ✓ Which demographics factors changing in our society?

Consumer buying behavior refers to buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for buyer reaction to a firm's marketing strategy has a great impact on the firm's success. The firm should also analyze the marketing concept stresses that a firm should create a marketing mix that satisfies customers, therefore need to analyze to what, where, when, and how consumers buy. Understanding buying behavior pattern is not enough without understanding the composition and origin of the customers. Today's most of the Indian customers are attracted by the branded goods because of their high quality. As Indian companies seek to be major players in global markets, one of the key challenges they face is building global brands. While brands may not necessarily translate into premium prices, they help companies gain higher market share in a crowded market place as they convey an assurance of quality and reliability. A Brand gives a reason to the consumer to buy one product instead of another. It does this by adding something intangible to purchase, ownership, or use of the product. These benefits are affected by Brand image. Brand image has traditionally been thought of as method for acquiring customers, but it also influence current customers. Owner is more satisfied with a product which has an image of overall quality.

Factors Affecting Consumer Impression Of A Brand: Defined impression as the procedure by which information is received, chosen, sorted out and Interpreted by an individual. A percentage of the factors that impact consumer impression of a brand include:

Quality: This is one of the factors which consumers consider when settling on their decision of brand. As Indicated by (Uggla, 2001), quality is an integration part of brand identity.

Price: (McDonald and Sharp, 2000), expressed that price can be utilized as an reason for brand decision in two ways; either by trying at the lowest price in order to escape monetary risk or the highest price so as to attain quality. As per (söderlund, 2000), price, place and brand are three essential factors when choosing consumers buy decision in regular product.

- Influence by others: as per (Kotler et al., 1999), influence by others assumes an indispensable part in customer's decision processes.
- Consumers have the propensity for counselling each other regards to another product or brand and looking for their recommendation.
- The advices of other people have a strong influence on consumers purchasing behaviour. In any case, the level of such influence relies on upon the situation or individual.

- Later connectors have a tendency to be more influenced than early of schedule connectors. Influence by others can't be honed by marketers.
- A purchaser can likewise be influence culturally i.e. quality, behaviour and inclination from family or other institution or socially i.e. by a little group like family or participation group.
- Purchase decision could likewise be influenced by attitude of others.

Methodology -Methods of data collection

1) **Primary data-** Primary data is that data which mainly collected by the researcher on his own to carry out the desired research.

- Observation method – Through personal observation

- Personal interview – Through questionnaire

II) **Secondary data:** Secondary data is that data which already been collected for other purpose rather than the present purpose. This process of secondary data is comparatively easy and information can be easily collected from different sources.

- Internal sources

- Marketing activity

- External sources

- Journals

- Book

Literature Review: Branding is a popular subject having a significant amount of work done by academics as well as researchers on new product launch and brand awareness. Brands are more powerful in terms of forging relationship with customer which is sustainable and profitable compared to regular unbranded products. Through the literature ascertained, it has been derived that brand awareness can be created through the presentation of brands to the customer which turn to develop stimuli like response from them where they are able to relate, recognize, recall and be on the whole aware of brand. Existing brand trend to use Brand reinforcement techniques to build on their brand awareness programs. The new products on the other hand make use of advertising and promotion to increase the awareness of product amongst the existing and potential consumers of the product. Strategies that can be employed by business to increase awareness of brand include making us of attitude advertising and management of the brand image.

Behavior of customer associate with their purchase of products in the market is largely based on elements of their value framework. For consumer in the market place value framework is made up of items like brand image, the class association, of the brand, its price and its overall awareness in the market relative to others. Purchase decisions made by consumers on a cognitive level are influenced by brand image. Market research also provides that brands that have a higher level of associated brand image and awareness amongst the consumers are likely to be purchased again and again by consumer. (Hoyer, Wayne, D., & Steven P. Brown, 1990). Therefore specifically for inducing repeat purchase behavior in the consumers, brand awareness can be considered as significant contributor for example (Macdonald). New products can increase their awareness in the market place amongst consumers through a number of different strategies employing new as well as traditional media. Traditional media based advertising and promotion using ATL techniques have the widest reach in the market but can be expensive to manage for new products. As a result new BTL launch a techniques, are innovatively employed by businesses to introduce new brands into the marketplace in a more personal way in which consumer in the market can relate to the new brands more effectively while reducing the overall cost incurred. Popular new media strategies that are being employed by businesses include using internet and mobile based network marketing strategies. Brand loyalty can be expanded by building strong customer relationship and consumer loyalty programs. Clarify brand loyalty as continual purchasing ethics. Brand loyalty is not a onetime stroke however a continual process. It helps the organization to get customer preference, buy intention and secured profitability. Brand loyalty is the interpreter of organizations financial performance. Brand loyalty is actually accomplished when the customer show repeated buy behavior towards the particular brand. Loyalty comes as a consequence of the customer fulfillment, if customers are fulfilled from the brand functions then they demonstrate loyalty towards the brand and they turn into the heartless of price factor and they will indicate strong interest to purchase the product at any expense. (International journal of Business and social science Vol.6, No.1; January 2015). Brand loyalty serves to augment the brand value in the area. There are sure behaviors which created in the buyers as an after effect of the brand loyalty. Brand image which make the entire image of the brand which are; positivity, strength, and peculiarity. Clarify the brand image as the general personality reflection and conviction about the specific brand by remembering its unique qualities which make it not the same as the others. The brand image is important aspect towards buy expectation. It drives the customers to expend more esteem on the particular brand having good brand image. It helps the consumers to choose whether which brand is a superior choice for them and they are compelled to make purchase expectations a few of times.

For internet marketing it is critical for companies to be learned about factors such as consumer attitudes, values, convictions, feelings, purchasing habits, and purchasing decisions in different settings furthermore they should to perceive many measurements of human behavior and decision-making is constituted by national society found the electronic communications design being used inside online social media permits research into how one individual can hold impact over an another. They likewise found that these patterns are of great utilization to advertisers "who scan for new popular marketing strategies to encourage new product diffusion" Their objective was to confirm the assumption that network data can help recognize influences to or far from potential customer adoption of a potential product.

Findings: The researcher in this paper studies the influence of brands on consumer purchase behavior. We find that in current scenario the effect of a brand on the purchase of a particular good is very effective. The today's customer is very brand conscious. They prefer branded products for various reasons like good packaging, no bargaining, effective quality, recommended by particular agency, etc. Normally, we find that the only young customers were prefer branded products but in today's scenario, we find that there is no any difference between the age and gender regarding influence of purchase decision of branded products. The male and female both are recommend the branded products for various reasons specially in these categories like cosmetics, apparels, consumable goods, etc. We further finds that the age factor is also not influence the purchase of branded products. But we can say that the frequency of young customers related to purchase of branded products is more compare to another aged group. Today's customers were very intelligent. They mostly aware about the various brands available in the market related to different products. They prefer branded products for gaining various benefits like status symbol, good quality, easy availability, no bargaining, easy complaint against fraud goods and easy replacement, benefit of guarantee and warrantee, etc. The different age groups and different gender does not influence the consumer buying behavior, mostly customers of different age and gender prefer branded products. That's why the profits of companies increasing very rapidly who deals in branded products. The brand name is the most important factor towards consumer buying decision which discussed by various researchers. So the importance of study this factor is the need of hour.

Managerial Implication: Brand image of any product and evolving both in the minds of customer should be strength for the product in building the image in the minds of the public so it can be a strategic asset in carrying out marketing activities to influence customer in choosing a product to pursue higher value of that product.

A good brand image is shown to have advantages and better reputation, trustworthy and always provide service Excellency and to better known to the public.

Suggestions

- ✓ The development of e-branding, for example, might also be an interesting topic to Consider.
- ✓ Policy makers have to consider branding as an important aspect of marketing to enhance a product.
- ✓ Other marketing concepts like pricing, promotions can also be researched into.
- ✓ The companies should introduce new varieties of products for attracting the various age group and different gender.
- ✓ India is known as the group of 'Cultures'. They have different festivals to celebrate. Every festival has their own tradition to celebrate. So, the companies have opportunity to provide different varieties of products in different region according to their festival tradition to capture the new era of competitive market. Because for the sake of reputation or status symbol, the mostly customers purchased branded products for exchanging gifts. From the study we found that brand is the most important factor which motivates the customer regarding consumer purchase decision. So, the companies have to more focus on their brand name.

- ✓ The companies have to establish the link of their brand name with the customers through different sources of communication. Because ultimately the customer is the only one who buy their products which helps the company to increase their market share as well as profit earning.
- ✓ The companies also focus on the different group of incomes of the society. There are some people who wish to buy branded products but they cannot afford it. So the companies plan to commence the new range of products especially in fast moving consumer goods with low price that can be afforded by the low income group also.
- ✓ The uniqueness of the product is essential for the customer's point of view. Every time when customer goes to market for shopping they find unique product from the stock available in the market. The companies required to introduce the new variety of products with time to time so that the link between customer and brand will be exist permanently.

- ✓ The purchasing decision of customers also influenced by advertisement. In today scenario, there is a big role of advertisement in the market. The company needs to take care of their promotional tool of advertisement. Because sometimes the impact of advertisement adverse the role of society as well as market orientation which effects the image of a particular brand.
- ✓ There are various brands available in the market to become the most popular brand among the customers. The company needs to establish a good relation with the customers.
- ✓ To establish a good relation with customers, company use the social networking sites platforms. The companies make their 'accounts' or make a 'page' on various social networking sites like Facebook, Twitter and other social sites to make a link with the customers. There are some companies who also initiate on this part.
- ✓ With the help of social networking sites, the company share their important information to the customers related to their new products, new discount scheme or any other incentive schemes, combo offers and many more. This procedure helps the companies to increase their list of customers.
- ✓ The company also make their own web link on the internet, which help the customers to locate the companies store in anywhere at any time. It also helps the customers to see the new range of products which launched by a particular brand, new offers of the company at their home with the help of internet services.
- ✓ Some companies also initiate on this part. They option on their web link to register their e-mail id for forwarding the news related to new offers and new variety of a particular brand by the company The companies have to improve on these factors for improve the purchase decision of customers.

Research Limitation: The research made an attempt to assess whether consumers feel a positive affinity towards certain brands. However it is possible that the gender of the respondents will play a part when assessing the affinity towards certain brands. For example, woman will tend to feel a stronger affinity to say cosmetic products rather than males. To this effect an attempt would be made to include only generalized brands thus avoiding gender bias. There is however a possibility that gender bias affected the affinity that respondents feel towards a product. It would not be possible to control other factors that may affect the research. The answer that respondents give may, for example, depend on their current mood, which may affect their answers. However such factors could not be controlled since this research will not be carried in laboratory controlled environment.

Conclusion: Branding plays very important role in enabling consumers to arrive at a decision to purchase a product. People are switching from the local product to branded products. They like to use branded products in order to show the status, power and wealth. So there is positive correlation among branding and consumer buying behavior so it is concluded that branding have a great impact on consumer buying behavior. This research will be important to marketers and students of marketing. It is hoped that the research will offer the latest insights in to whether branding affects the consumer final decision purchase. At a present time mostly consumers like a style and social status and brand conscious in the society.

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