The Impact of Branding on Consumer Buying Behavior

Fatima Sarwar\(^1\), Muzamil Aftab\(^2\), Muhammad Tahseen Iqbal\(^3\)

\(^{1,2}\) Department of Management Sciences. The Islamia University Bahawalpur, Punjab, Pakistan. Bahawalpur, Punjab, Pakistan
Email Fatima_sarwar112@hotmail.com, Muzamil_aftab134@hotmail.com, Tahseeniqbal@hotmail.com

Abstract—the research paper is about the impact of branding on consumer behavior. Brand knowledge is a very important factor. As the consumer is more aware of the brand and he has all the knowledge about its price, quality etc., the more he will be attracted towards that brand. The loyalty level increases with the age. Family is the most influential reference group. The consumers, who are more social, are affected by their friends like on Facebook. The consumers who are more status conscious are more status conspicuous than those who are not status conscious. The next part is methodology and analysis. According to the research, all the factors are statistically significant but just gender is the only variable which is not statistically significant and its value is different from the 0. In the reliability table, it is calculated that the research validity and reliability is 89.6% which is great. In the end, it is concluded that the branding impacts the consumer behavior in relation to the different dependent and independent variables.

IndexTerms—Brand knowledge, brand image, consumer behavior, emotional exploitation, loyalty.

I. INTRODUCTION

According to Gajjar products are made for consumers and consumers are those who buy different product according to their needs. They consume those products in order to satisfy their needs and wants. Consumer buying decision is a process that involves different steps like the recognition of need, search for the information, evaluation of alternatives, selection and in the last post purchase behavior. There are lots of factors which affect the consumer behavior and those factors lead him towards purchasing. IN this research paper we will see the impact of branding on consumer behavior means the factors of consumer behavior which helps him to choose a particular brand according to his need and choice. Globalization leads the entire world to become one market. Whole world led to Becoming single Universal community to serve different cultures. With the increase in global competition, the company’s focus to serve local markets has find themselves at a disadvantage and loosing competitive edge that they so much strived to achieve. This all led to decline the importance in national borders and more emphasis on what the consumers actually demand. From consumers’ point of view, the reaction toward global brands seems differently among different people. On one hand consumers appraise global brands as their status symbol and on other hand globally known brands are criticized to threatening national customs by imposing their culture that’s led to loss of cultural identity.

O’Cass said that due to the globalization, competition is increased and every time innovation is needed for making the brands globally known and for maintaining their status. For every brand to be successful, brand identity and recognition is very important. Now people perceive the brands as their recognition, achievement, and status symbol. On the other hand Woods explained that consumers are emotionally attached to different brands of their choice. Like if the brand ambassador of a brand is favorite celebrity of a consumer. He will buy that product because if he will also want to look like his favorite personality.

So celebrity branding is basically leads to arousal of emotions and we can say that branding influence the behavior of consumers and consumes behave in response according to various dimensions of consumer behavior. So here we will examine those dimensions of consumer behavior which influence them in selecting a branded product and impact of brands on consumer behavior. We will try to explicit the relationship between branding and consumer buying behavior.

Organizations start to do business in order to gain money in terms of profitability which is exceed of income then their expenses utilize in the business when organization start business they think for the whole scenario of consumer purchase behaviors with intention to gain more income and growth than the competitors so they create a long term bond with consumers in the shape of brands that will take the organization towards success and higher profit margins also results in strong market position \([1], [2], [3]\).

People perceive the brands differently according to their preferences and sometimes may be depends on past experiences and their decisions are directly or indirectly related to these perspectives.
Aaker’s brand equity model and Keller’s customer-based brand equity model are viewed as the most authentic and value able 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 [4].

What is needed for Researchers and practitioners is that they should develop a complete and brief model of qualitative and quantitative variables at same time and analyze their connection with each other and how they are playing role in order to achieve the ultimate goal that is to increase profit. We will discuss how these variables are connected and how they are affecting people purchase related decisions. Three types of important variables are discussed quantitative variables are based on people mentality and perceptions about brand and could be measured through asking questions directly or indirectly to the people and also in many ways to determine knowledge of brand.

Qualitative variables are those which show the attachment of consumers with brands and at the last behavioral outcome variables that are related to consumer’s reaction or purchase behavior in light of above two variables. Innovation is to bring or create something new in market which is totally or slightly different from the existing one. It is also found that the process of merger and acquisition leads to innovation in business. Due to which brands is considered more valuable [5].

But in case of luxury vehicles this process has not been viewed as such beneficial or truly participate in expanding brand market. Merger and acquisition strategies in automotive industry leads to “brand corrosion” means companies ignored their special attributes in order to gain large target market not for the purpose of their brand image but to increase profit by huge production with a less focus on quality perspective and high to cast saving.

There is difference between the choices of younger and mature consumers in order to consume products or make purchase related decisions [6]. Here is the question from what age maturity starts and younger hood ends. According to nielson and curry it is difficult to find out when maturity comes at the age of 50, 55 or 60 or after 60. In UK most of the retailers ignored younger’s preferences and offer them mass products as it is as they purchase from outlet [7]. In contrast with mature consumers retailers has more focus on mature market segment because they have enjoying high level of incomes due to which high level of consumption and also enjoying strong relationships within community which may affect brand knowledge and image so this market is more valuable for retailers.

Children of below the age of 15 are being considered a large target market for different fast moving consumer goods brands. At that level their mind sets are forming they are exploring their wants and needs and become attached to those who can best satisfy them accordingly.

It is difficult to understand values and preferences at that level but fortunately now researchers begin to focus on identifying and understanding the buying behaviors and preferences of such important market segment.

II. LITERATURE REVIEW

The factor which drive the consumer behavior vary according to the type of brand, the consumer decides to buy. Brand loyalty is very important for the success of every type of brand. Consumers can be loyal to a specific brand according to the dimensions of consumer behavior [8]. Loyal consumers help in gaining a high market share. To make new customer loyal, it needs to invest five times more cost than to retain the current and existing consumers. Loyal consumers can provide the competitive edge against competitors which is a significance factor for success [9], [10].

The word loyalty usually refers to the association and recognition. When a consumer is loyal to brand, he will always prefer that brand upon other brands and he is purchasing that product from many years. Whenever he will need to buy a particular product, the same brand will come to his mind which he always buys due to his attachment and satisfaction which he expects from that brand [11]. With the growing pace of globalization, competition is increasing and to compete with other brands, innovation is needed [12].

Brands create the sense of status consciousness in many consumers which leads to the sense of recognition and using different brand products is the new trend of fashion. People feel pleasure when they are recognized in society, friends and family in connection of specific brand which is mostly used by a person. Now people want to have very thing branded from the food they eat, clothes they wear to the decoration of their homes. Status and conspicuous consumption are also factors which affect the consumer behavior.

Consumers now use the expensive and branded products in order to show their status. The brands which are used for showing off the luxury, power and wealth are known as status brands [13]. The wish to have a high status is the factor which compels the people to use brands as status symbol. Brands are consumed to show that the person who used it is highly status conscious, trendy and wealthy and these brands can be categorized as status brands [14]. As the wish increases, the usage of brands increases [15].

When branded products are displayed intentionally or shown especially to others for making them realize the power and wealth, by the person who uses them, we can say that it is conspicuous consumption [16]. It means the display of your wealth through the consumption of different brands for just showing the high status is conspicuous consumption and it is a very important dimension of consumer behavior for

[Fatima Sarwar] | Introduction 55
influencing his behavior towards brands and also the impact and power of branding in influencing and moldings the consumer behavior.

Brands are mostly used by rich females to show their wealth and high class status. It is a trend in Pakistan due to the increasing number of brands and fashion that if you are rich, you cannot buy the unbranded products [17]. So it is further argued that status consumption and conspicuous consumption are related to each other and status consumption is the reason of conspicuous consumption [18].

Consumers should have the Brand awareness. It basically includes awareness of brand and the information or image of brand in the mind of consumers. Awareness of brands help consumers to recall the brands easily and it creates a positive image about the brand in consumers’ mind. Awareness of brand leads to the creation of brand image in consumer’s mind which helps in future purchases of the same product. Brand image is basically the association and attachment of consumer with the brand [19].

Whenever he thought about it, the image of brand means how the brand looks and its usage comes to his mind. On the other hand relationship of consumers with brands has significant effect on consumer behavior [20]. Relationship with the brands build through trust and satisfaction provided by the brand to consumers and satisfaction and trust leads to the attachment with the brand. So for creating a relationship in long term with brands, attachment and association with the brand is necessary because these are the variables that affect the current and future prices of consumers. Association with a brand also helps the consumer in saving the switching cost. Brand Image and Brand Awareness leads to Brand Knowledge [21].

It is said that consumers behavior towards branded products or services according to their age, gender and personality traits and people get social according to their personality traits. The research explicated that individuals behave differently towards the same brand according to their gender. So gender is the basis of determining the consumer behavior [22].

It is explored that females are more innovative, enthusiastic and interested in fashion industry and introducing new brands than males. Females feel pleasure in show off and display of their branded clothes for making other realizes that they belong to high status [23], [24]. So people show different behaviors towards different brands according to their gender.

It is found that the growing age and the loyalty factor have direct link [25]. It is proposed that the consumers tend to become more loyal to brands with their growing age [26]. But the attitude towards purchasing is almost similar among older and the younger age group because of the factor of low income. As both the groups (younger and older) have low income and due to the low income, they have to bargain which decreases their loyalty level. The people who are more price conscious as older and younger consumers, they tend to become less loyal than those consumers (middle age group) who are rich, less concerned about prices. It is further argued that low income is the main factor which decreases the loyalty level among older and younger consumers and due to the problem of low income, they are usually compelled to do bargaining and sometimes the switch to low price brands [27].

Middle aged consumers (25 to 44 years old) are found more committed, associated and loyal to brands [28]. The richer the consumer, the more he is loyal. So we can say that the high income and middle age are indicators of loyal customers. Another driver of consumer purchasing behavior is emotions. The relationship between brands and emotions is significant. Now the marketers just focus on emotional exploitation. They are trying at their best to connect their product emotionally to the consumers. Advertisements are the best way to make an emotional connection of product with consumers [29].

When people watch different advertisements like mother caring about the health of his child by telling him to use Safeguard to kill germs, then a mother in real life will try to use the same product for the safety of his child because she is emotionally exploited and concerned about his child health. He further said that we can take here the example of brands related to telecom industry who give the message to ‘stay connected to your loved once’ to the consumers in order to attract them.

It is argued that some brands use the images, videos for arousing the emotions among consumers; these types of stimuli are known as mood boards because they are directly related to the mood of consumers [30]. Sometimes text is written in order to create the connection with the consumers and awareness about the benefits and pricing of particular brands and it is known as positioning statements.

The relation between choices of brand by consumers according to their personal values is explored. Childhood is the time when individuals start to recognize their values and try to adjust them in certain groups of society in which they feel comfortable. Values are personal beliefs and are learnt by individuals by their elders and society [31]. They learn these values through cognitive process and they as a part of their life, guide the individuals in many actions their daily life. They are internally embedded in every individual’s mind. They affect the consumer behavior because consumers buy their products according to their values.

Values create the link between individual and its surrounding environment. It is found that means-end theory which involves the cognitive process. According to means-end theory, attributes of the products which are selected by consumer provided him the benefits which in turn lead to the satisfaction of the values. So there is a significant relationship
between the behavior of consumer in choosing a brand and the personal values of consumers which are satisfied by the usage of that branded product. Every consumer has his own meaning of choosing their brands. So the hidden dimensions of consumer behavior can be found through applying means-end theory [32].

Another dimension of consumer behavior is the influence of reference groups on consumer behavior. It is argued that the important reference group for consumers is the family which affects their behavior and attitude towards brands and also the selection of brands. The reference groups includes the purchasing behavior is influenced by the reference groups family, friends, neighbors and colleagues etc. [33].

Inertia is also a factor which influences the consumer behavior. Some consumers buy the same brand every time in order to save time, it is the inertia of saving time which compels and influence the buyers to buy the same brand again [34].

To examine about the consumer behavior of younger and older consumers in relation to the factors like income or age. Degree of loyalty is also influenced by the type of product, importance of product and also the characteristics of brand. It is proposed that the products like toothpaste which consumers use every day and for long time, they rarely think about changing these types of products.

Sometimes consumers stay loyal to a brand and avoid switching brand, because they want to be saved from mistakes and it regulates their buying behavior. It is also found that the reference groups influence the consumers to choose such type of products which leads to status consumption and display of wealth and high status which is basically, conspicuous consumption [35].

The degree to which consumers is influenced by the groups with whom they interact and the wish to display the brands are the two dimensions of Conspicuous Consumption. Now the products are not consumed only for the satisfaction and getting benefits, although the branded products are used as the symbol of high status and richness. The brands have the power to make them others realize the status of consumers and also what they think about them.

The consumers who use the branded products as status symbol are more involved in being social and making friends. They like to be known as ‘Social’. The consumers who use the branded products as status symbol are more involved in being social and making friends. They like to be known as ‘Social’. Brands help the consumers in letting them know that people idealize them because of the usage of specific brands [36].

### III. Research Methodology and Analysis

#### TABLE I. RELIABILITY STATISTICS OF FACTORS

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.896</td>
<td>42</td>
</tr>
</tbody>
</table>

According to the analysis of Table I, the reliability of my research is .896 or 89.6% and the numbers of items which are evaluated are 42. The reliability value is high and it shows that the research is valid to 89.6% out of 100%.

#### TABLE II. GENDER

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>44</td>
<td>56.4</td>
<td>57.1</td>
<td>57.1</td>
</tr>
<tr>
<td>female</td>
<td>33</td>
<td>42.3</td>
<td>42.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>77</td>
<td>98.7</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>1.3</td>
<td></td>
<td>1.3</td>
</tr>
<tr>
<td>Total</td>
<td>78</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The research methodology used for analysis is survey by using the questionnaires. Questionnaire was distributed among 80 people. On basis of analysis of Table II, the total number of responses of questionnaires were 78, from which 44 were male and 33 were females. The validity percentage is near to 100. In the SPSS, the label given to male was 1 and for the female it was 2.

#### TABLE III. AGE GROUPS INCLUDED IN THE RESEARCH

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>less than 30</td>
<td>76</td>
<td>97.4</td>
<td>98.7</td>
</tr>
<tr>
<td></td>
<td>60+</td>
<td>1</td>
<td>1.3</td>
<td>1.3</td>
</tr>
<tr>
<td>Total</td>
<td>77</td>
<td>98.7</td>
<td></td>
<td>100.0</td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>1.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>78</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The research is conducted among the two age groups, less than thirty and 60+. The Table III shows that the total replies were 78. The number of individuals who are in age group less than 30 gave 76 responses. On the other hand, only one person in old age group (60+) gave response. The validity and cumulative percentage according to the above table III percentage is near to 100%.
<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid undergraduate</td>
<td>13</td>
<td>16.7</td>
<td>16.9</td>
<td>16.9</td>
</tr>
<tr>
<td>graduate</td>
<td>26</td>
<td>33.3</td>
<td>33.8</td>
<td>50.6</td>
</tr>
<tr>
<td>post graduate</td>
<td>37</td>
<td>47.4</td>
<td>48.1</td>
<td>98.7</td>
</tr>
<tr>
<td>PHD</td>
<td>1</td>
<td>1.3</td>
<td>1.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>77</td>
<td>98.7</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>1.3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Fig. 1. Factors That Effect Relation of Branding and Consumer Buying Behavior

The education level of consumers is divided among the four groups; undergraduate, graduate, post graduate and PHD. The frequency is different for every group as it is mentioned in the table; frequency of undergraduates is 13, for graduates it is 26, for post graduates it is 37 and for PHD it is 1.

According to the analysis of Table IV, the total responses are 78 and cumulative percentage is near to 100%. The scale used is 1-5.

TABLE V. INCOME GROUPS OF RESPONDENTS OF QUESTIONNAIRE

<table>
<thead>
<tr>
<th>Income Group</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>below 15000</td>
<td>40</td>
<td>51.3</td>
<td>51.9</td>
<td>51.9</td>
</tr>
<tr>
<td>15000-25000</td>
<td>15</td>
<td>19.2</td>
<td>19.5</td>
<td>71.4</td>
</tr>
<tr>
<td>25000-35000</td>
<td>11</td>
<td>14.1</td>
<td>14.3</td>
<td>85.7</td>
</tr>
<tr>
<td>35000-45000</td>
<td>4</td>
<td>5.1</td>
<td>5.2</td>
<td>90.9</td>
</tr>
<tr>
<td>above 55000</td>
<td>7</td>
<td>9.0</td>
<td>9.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>77</td>
<td>98.7</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>1.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>78</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to the above table V, there were five income groups. Each has its own frequency according to the number of respondents and the cumulative percentage is 100%. The scale used is 1-5.

TABLE VI. STATUS GROUPS OF RESPONDENTS OF QUESTIONNAIRE

<table>
<thead>
<tr>
<th>Status Group</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>student</td>
<td>41</td>
<td>52.6</td>
<td>53.2</td>
<td>53.2</td>
</tr>
<tr>
<td>employed</td>
<td>25</td>
<td>32.1</td>
<td>32.5</td>
<td>85.7</td>
</tr>
<tr>
<td>businessman</td>
<td>2</td>
<td>2.6</td>
<td>2.6</td>
<td>88.3</td>
</tr>
<tr>
<td>unemployed</td>
<td>6</td>
<td>7.7</td>
<td>7.8</td>
<td>96.1</td>
</tr>
<tr>
<td>housewife</td>
<td>3</td>
<td>3.8</td>
<td>3.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>77</td>
<td>98.7</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>1.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>78</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The analysis of Table VI shows that the status of individuals are also grouped into five categories which are; student, employees, businessman, unemployed and housewife. The frequency differs for every group according to the number of responses. The scale used is 1-5 and the cumulative percentage is 100%.

TABLE VII. MODEL SUMMARY (FIGURE 1)
Figure 1 basically shows the result of survey and it interprets the relation of dependent and independent variables. It is the summary of the model. In our research model, branding is independent variable which includes the following factors; gender, personal and cultural values, age, brand knowledge, reference groups and emotional exploitation. On the other hand, the consumer buying behavior is dependent variable which includes the following factors; social status, status conspicuousness, brand loyalty, brand perception, quality and social factors.

Here we have to define the relationship between dependent and independent variables according to the results of above model. The R in the Table VII represents the correlation which is .740 and it represents that there is a moderate degree of correlation between dependent and independent variables. The next is R square which indicates that the variability of dependent variable according to the independent variable.

Here the analysis of Table VII shows the value of R square is .548, it means the variability level of independent variable is 54.8% which is nears to 55% and is moderate value, and it is not very high but not very low too. So it is found that branding affects the consumer behavior at the variability level of 55%.

Table VIII is known as Anova table. Anova table basically represents the mean values. Here in Table VIII, the mean is 1.945 and the significant value is 0.000 which is statistically significant and smaller than 0.05. So the p=0.000. It shows that all the dependent variables fluctuate according to the independent variable.

Every variable has its own significant level according to the survey results which will be interpreted in the coefficient table.

The scale used in the questionnaire for questionnaires is given below in Table X;

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Neutral</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

I. Hypotheses

1. Brand Knowledge affects consumer behavior.
2. Reference groups are very influential in buying branded products.
3. As the age increases, people tend to become more loyal to specific brands.
4. Emotional exploitation is important for affecting consumer buying behavior.
5. Personal and culture values affects the consumer behavior.
6. Consumer behavior fluctuates on the gender basis.

A. Cause and Effect Relationship between Brand Knowledge And Consumer Buying Behavior

Brand knowledge includes brand awareness and brand image. According to the Table IX, which is known as coefficient table, significance of brand awareness in affecting the consumer behavior (dependent variable) is 0.001, which is very high significance level and 0.001<0.05. It shows that brand knowledge has a great impact on consumer behavior and the coefficient value is statistically significant and different from 0.
Figure 2 shows that more the consumer is aware of brand knowledge, more he will be responsive to the brand and he will buy that same branded product again and again. Brand awareness and a good brand image contribute to the brand knowledge which in turn affects the consumer buying behavior. The more the brand knowledge, the more the consumer will be concerned about the reliability of brand. If he thought it is reliable according to his knowledge level; he will buy that product till his needs remain same. As the needs will change, reliability level will change which will lead to the switching behavior of consumers.

So it is proved according to the analysis of Table IX that there is a positive correlation and cause and effect relationship among brand knowledge and Consumer buying behavior. Consumer buying behavior will increase or decrease with brand knowledge. Hence, the first hypothesis is proved and accepted.

**B. Effect of Reference Groups on Consumer Buying Behavior**

The next is to discover the effect of reference groups on consumer buying behavior. Reference groups include family, friends, neighbors, etc. Every reference group has different power of effect on consumer behavior.

The analysis of Table IX shows that the level of significance of reference group according to the survey results is 0.000 and 0.000<0.05. This value shows that there is high degree of significance and positive correlation among the age and consumer buying behavior. The coefficient value is statistically significant and fluctuates from 0. As the age increases, people become more loyal as the age increases, the level of income decreases which forces the people to switch the branded products. Due to high prices, they shift towards, low price brands.

Brand loyalty leads to the customer satisfaction which in turn helps in creating the trust and commitment towards specific brands among consumers. So the Fig. 4 shows that the hypothesis ‘as the age increases, people tend to become more loyal to specific brands’ is accepted.

**C. Old Consumers tend to be More Brand Loyal**

Age is an important factor in affecting consumer behavior. The results of Table IX significance level according to the survey results is 0.000, and 0.000<0.05. This value shows that there is high degree of significance and positive correlation among the age and consumer buying behavior. The coefficient value is statistically significant and fluctuates from 0. As the age increases, people become more loyal as the age increases, the level of income decreases which forces the people to switch the branded products. Due to high prices, they shift towards, low price brands.

Brand loyalty leads to the customer satisfaction which in turn helps in creating the trust and commitment towards specific brands among consumers. So the Fig. 4 shows that the hypothesis ‘as the age increases, people tend to become more loyal to specific brands’ is accepted.

**D. Perception of Consumers is the Basis of Emotional Exploitation**

The analysis of Table IX depicts that the significance level of emotional exploitation is 0.052 according to the survey and 0.052>0.05. It shows that emotional exploitation also affects the consumer buying behavior and the coefficient value is statistically significant and different from the zero. Positive correlation is there and there is also cause and effect relationship but the level of significance is not very high, it is almost equal to the standard level of significance.
Figure 5 show that every individual perceives the advertisement according to its own values and culture. Emotional exploitation affects the consumer behavior on basis of perception of consumers. So the hypothesis is accepted and proved.

E. **Positive Relationship between Value System and Brand Loyalty**

The values include the personal and cultural values of consumers. According to the results of Table IX, the significance level is 0.043 which is smaller than 0.05. There is positive correlation among the values and consumer behavior according to the consumer behavior. The coefficient value is statistically significant and differs from 0. The consumer behavior differs according to the difference in values among different consumers.

The Fig. 6 throws the light on the loyalty of consumers on basis of their values. Figure 6 and analysis of Table IX shows that the loyalty towards the brands depends on the value system every individual have. If the person is taught to be loyal and consistent in your life, then he will be definitely loyal in all the aspects of his life, although it is buying decision.

This shows that there is cause and effect relationship among dependent (consumer buying behavior) and independent variable (personal and cultural values). So the results are positive and hypothesis is accepted.

F. **Effect of Gender on Consumer Buying Behavior**

The next hypothesis is that the consumer behavior fluctuates on the basis of gender. As the significance level of gender according to the survey and analysis of Table IX is 0.163 which is greater than 0.05 and it shows that the significance level is low. There is positive correlation among the variables but the level of correlation is very small.

According to the survey questions females are more status conspicuous and they do more status consumption than males. But according to the survey results, the coefficient value is not significant in relation to the statistics, which shows the either it is male or female, it does not affect the consumer buying behavior while buying branded clothes.

The significance level is not very large according to the analysis of Table IX; it has some effect on consumer behavior but not to moderate significant level. Hence it is proved that the females are not more status conspicuous and don’t do more status consumption than males. So the hypothesis as the Fig. 7 shows that “Consumer behavior fluctuates on the gender basis” is rejected and is not proved.

IV. Discussion and Conclusion

The independent variables are reference groups, brand knowledge, age, gender, emotional exploitation and personal values. On the other hand, the dependent variables are branding loyalty, Status consumption, status conspicuousness, social factor and quality. All the variables are discussed in detail with different references. Comparing and contrasting is done at every step in order to discuss the views of different authors about different variables in literature review.

According to the research results, coefficient values of all the dependent variables are statistically significant and are different from 0 except only one variable which is gender. According to the results, gender is not so much important and it does not affect the consumer behavior to that extent at which other variables do. So it is proved that branding is very important now days in effecting consumer behavior.
People are switching from the local products to branded products. They like to use the branded products in order to show their status, power and wealth. Reference groups play an important role in choosing the branded products. People tend to become more loyal to specific brands because of their commitment but brand switching increases with the age due to low income problem of aged consumers. So there is a positive correlation among branding and consumer buying behavior. Bargaining habit increases with the age due to low income factor. Survey is used as research methodology, then results are concluded according to the spas calculations and results are interpreted and discussed.

So it is concluded that branding have a great impact on consumer buying behavior. Overall, the research by using survey method is 89.6% valid and reliable. Future researches should be conducted for evaluating the impact of consumer behavior on brands.

REFERENCES


