

Impact of Brand Equity on Consumer Buying Behaviour (An Empirical Analysis on Consumer Buying Behaviour of Selected Car Users In Vijayawada City)

¹Dr. A.V.N.Murty, ²DR. A.Udayashankar, ³B.Vinaya Varma

¹Professor, KLU Business School, K L University, Green Fields, Vaddeswaram, Dist- Guntur, Andhra Pradesh, India,

²Associate Professor ,KLU Business School, K L University ,Green Fields,Vaddeswaram-Guntur,Andhra Pradesh ,India ,

³MBA student KLU Business School, K L University, Green Fields, Vaddeswaram Dist –Guntur, Andhra Pradesh, India ,

Corresponding Author: Dr. A.V.N.Murty

Abstract: *The brand awareness has turned into an important variable that has an impact on customer's perception of a brand. Achievement in brand management that comes out of understanding a brand image and loyalty correctly to create strong characteristics that influences a consumer's buying decisions. The things like brand awareness, brand loyalty, brand image, and consumer behavior help in winning the perception of a consumer towards a brand.*

The terms have different impact on defining the meaning of words in the perception of a consumer. According to academicians and practitioners brand image is a driving force of brand asset and brand performance to sustain in the market. There is a perfect relationship between brand image and brand equity from the perspective of customer equity. The strong brand gives the possibility to company for setting itself in the market avoiding the danger of competitive actions by other companies. Brand equity is a concept of eighties. It is an outcome of business strategies adopted by companies.

Key Words: *Brand, Equity, Perception, Loyalty*

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I. Introduction

A brand is an identification of a product and concept in the minds of the corporate and consumer. Brand equity is the status that matches the mind-set of the buyers it is an attempt by the companies to differentiate itself with the rest of the competitor. Brand adds value to meet its needs it is a personal meaning about a brand stored in consumer memory which is descriptive and evaluative brand related information. Different levels of knowledge such as awareness, attributes, benefits, images, thoughts, feelings, attitudes and experience is linked to a brand and its understanding by the consume. Eminent researchers in the field of marketing like Aaker, Keller, temporal and McDonald have done extensive research in the field of branding, brand management, brand equity, brand retention and brand creation. Over the time these researchers have studied the psychological attributes of an individual linking in to buying behavior like brand loyalty, brand perception, brand awareness and brand association the kind of research the researchers have done are qualitative in nature by approaching different end uses of the products with most selected questions on the impact of attributes over the buying behavior different authors have constructed different models like correlation, regression univariate and multivariate models to validate the study.

Some marketing researchers have concluded that brands are one of the most valuable assets a company has, as brand equity is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one. Elements that can be included in the valuation of brand equity include (but not limited to): changing market share, profit margins, consumer recognition of logos and other visual elements, brand language associations made by consumers, consumers' perceptions of quality and other relevant brand values. Consumers' knowledge about a brand also governs how manufacturers and advertisers market the brand. Brand equity is created through strategic investments in communication channels and market education and appreciates through economic growth in profit margins, market share, prestige value, and critical associations

The purpose of brand equity metrics is to measure the value of a brand. A brand encompasses the name, logo, image, and perceptions that identify a product, service, or provider in the minds of customers. It takes shape in advertising, packaging, and other marketing communications, and becomes a focus of the

relationship with consumers. In time, a brand comes to embody a promise about the goods it identifies—a promise about quality, performance, or other dimensions of value, which can influence consumers' choices among competing products. When consumers trust a brand, and find it relevant, they may select the offerings associated with that brand over those of competitors, even at a premium price. When a brand's promise extends beyond a particular product, its owner may leverage it to enter new markets. For all these reasons, a brand can hold tremendous value, which is known as brand equity.

Automobile Industry Profile In India

The automobile sector is a key player in the global and Indian economy. The global motor vehicle industry (four-wheelers) contributes 5 per cent directly to the total manufacturing employment, 12.9 per cent to the total manufacturing production value and 8.3 per cent to the total industrial investment. A variety of components are exported to OEMs abroad and after-markets worldwide

The two-wheeler industry in India has grown at a compounded annual growth rate of more than 10 per cent (in number) during the last five years and has also witnessed a shift in the demand mix, with sales of motorcycles showing an increasing trend. Indian two wheelers comply with some of the most stringent emission and fuel efficiency standards worldwide. The passenger car segment has been growing at a rapid pace -- from over 6, 50,000 vehicles sold during 2001 to over a million vehicles sold during 2004-05, showing an annual growth rate of 17.36 per cent.

II. Review of Literature

Zhang Yi (2015), says in his paper that Here the brand equity which refers to the consumer's general perception and feeling about the brand and has an influence on the consumer behaviour. The most studies measure brand equity from perspective of consumer or from the company itself. Some researchers believe that consumer's subjective perception of the brand is the key to brand equity although this consumption decision will be influenced by the brand features and attributes. Customer satisfaction refers to customer's general evaluation of the overall shopping experience of some specific product (or) service. The brand image and customer's self-image would enhance customer satisfaction and customer's preference for the brand.

Ahmed Fashion and Sherwani K.U. Najeeb (2015) the Present study examines the relationship between brand equity dimensions, overall brand equity and customer satisfaction. The present literature has evaluated the brand equity from two different points of view. Financial perspective and customer perspective financial perspective is usually referred to satisfaction is essential for the success of long term business. This is also important in terms of firm's economic performance, customer satisfaction also important in terms of firm's economic performance. Customer satisfaction also influences consumer purchase intentions. Based on Aaker's well known conceptual model brand loyalty, perceived quality, brand association and brand awareness are the four dimensions of brand equity loyalty based buying decisions might turn into a habit and this may result from current brand equity the loyal customers would have benefit for an organization in the reducing costs and implementing its works.

Ghodeswar. M Bhimrao (2008), the article explains The different source and levels of knowledge such as awareness attributes, benefits, images, thoughts, feeling, attitudes and experience get linked to a brand and its understanding by the consumer the brand promise is the essence of the benefits that customers can expect to receive from experiencing brands product/services which reflect the heart, soul and spirit of brand. When brand faces aggressive competition in market place brand personality and reputation of the brand help it distinguish from competing offerings the building brand associations re arises a company to understand its brand as we as competitor's brand through the customer research. A strong brand, brand equity is tied both the actual quality of the product or service and to various intangible factors. The brands that are well positioned occupy particular rich in customer's minds. The challenges faced by the company in building brands are to be noticed to be remembered to change perceptions to reinforcement attitudes, and to create deep customer relationships.

Karamali Saad, Saydam Serda (2015), has found in his research that, Brand awareness is treated with independent from different dimensions because of the difference in scale, and more over media and sorts of media affecting on consumer behavior. Trend in the market that has been observed particularly for consumer products over last couple of decades is of high level of brand consciousness amongst consumer's behavior. The purchase decisions made by consumer on a cognitive level are influenced significantly by the brand image and its awareness amongst the target market. Research also proves that brands that have a higher level of the associated brand image and awareness amongst the consumer. The brand loyalty is actually being accomplished when the customer's show repeated behavior towards the brand. These are the behaviors which created in the buyers as an after effect of the brand loyalty that they have the view.

Panda Kumar Rajee, Misra Siddharth (2004), has found in their research that Consumer trend to develop a product-country image through information gathered from either personal experience or via other sources. According to consumer perception the purchasing quality at the same time in support of consumer

perception of superior quality based on companies. The four dimensions respond brands equity namely brand awareness, brand loyalty, perceived quality, and brand associations for measurement of consumer's perception about all the four items previous research done the three hypotheses were formed.

Y.L FayreneChieng, Lee Chai Goi (2011), The present study is the customer- based brand equity which refers to the consumer response to a brand. Customer based brand equity is evaluating the consumer response to brand name. The consumer based brand equity is an asset of four dimensions that are brand awareness. Brand loyalty the consumer's perception of the overall superiority of a product caring that brand name when compared to other brands. Perception rather than any objective indications. Consumer choice of a brand depends on apperceived balance between the price of a product and all its utilities. A consumer is willing to pay premium prices due to the higher brand equity. Trustworthiness as the confidence a consumer places in the firm. . Brand origin as "the place, region or country to which brand is perceived to belong by its customer's country go origin is known to lead to associations in the midst of consumer's country origin is the proposed frame work refer to the brands country of origin.

Krishnaveni. M, Vidya. R (2015) has reviewed and found that India also has the largest base to export compact cars to Europe. Standard motor products do India ltd moved over to the manufacturer of light commercial vehicle in 196 in the period of liberalized policy and intense competition since the 80's the Indian car industry has seen a major resurgence with the opening up of Indian shores to foreign manufactures and collaborate. They had collaborations with Japanese company namely Toyota, Mitsubishi, Mazda, Nissan respectively. From 1982 the government had permitted foreign collaborations for the manufacturing and 1983 Maruti Udyog ltd was started in collaborations with Suzuki a Japanese firm other three car manufacturers namely Hindustan motors ltd, premier auto mobiles ltd. Standard motor production of India ltd also introduced new models in the market. Foreign equity up to 40% was allowed. the Indian auto mobile market in general and passenger cars in particular have witnessed liberalization man MNC's like, Benz, Honda, Toyota, Suzuki, Volvo, ford have entered the market the TELECO has diversified in passenger car segment with Indica. This includes cars that run on liquefied petroleum gas Etc., diesel and small cars that gives better mileage. The automobile industries potential for facilitating this mobility is enormous.

Alahaddad Awadabdullah (2015), has found that the social media seeking to build. Brand equity by building the brand awareness and positive image for brand. In recent days internet advertising has taken new forms which have more advantages over the traditional mediums like print media, TV and radio. The brands are company's most valuable asset, adding both economic and strategic value to its properties and brands have been considered as the second most important asset for a firm after customer in addition high brand equity levels are known to lead to higher consumer preferences and purchase intentions. . The brand image has long been recognizing as an important concept in marketing. The set of beliefs plays an important role in the buyer's decision making process when customers evaluate alternative brands the Keller concept includes the companies view and defines it as "the differential effect of brand knowledge on consumer response to the marketing of the brand. The model indicates that brand image has the bigger effect on brand equity when compared with both advertising awareness and brand awareness. This study does not consider all the dimension of brand equity. It is suggested that future research can expand its participants to general consumers (Tripurasundari. U and Natarajan. P, 2011).

The specific objectives used in the study were

- To identify the factors determining Brand equity in the car industry
- To develop a customer based brand equity model.

The customers' preference towards local and global brands. The researches have adopted cluster-sampling techniques for choosing sample respondents. The study adds to the growing body of literature on brand knowledge, brand applications brand relationships, brand preference and brand loyalty impacts on building up of brand equity in trying to create strong brand equity.

. Hence research methodology was followed was

1. Correlation of brand equity variables
2. Demographic profile of the sample was used.

Tripura Sundari. U, Natarajan. P, (2011) found that the date was collected from 300 car owners through an interview schedule. This process of collecting date was done in Pondicherry 'Place in India' the brand managers realize that after years of look like advertising and over copying with me too brands they now live in a world of product party. In the study tells that in last year more than one million cars were sold in India. The study is based on the both primary and secondary data. The study undertaken by researchers was "descriptive". The study on relevant primary data was collected by field survey. The secondary data necessary compiled from published and unpublished sources. The surly conducted from July to December 2010. Here the researchers

used the “Statistical tool cluster – sampling technique for choosing sample respondents. The primary data was collected from 300 car owners through an interview schedule.

III. Present Study

The present research work is an outcome of marketing strategies adopted by the industries to gain an edge over their competitors in the market. Brand equity is a concept that works in the minds of the consumers because of their awareness, loyalty, positioning, perceived quality matters a lot in the buying behavior of any product. The present study is the outcome of an attempt to analyze the reason for buying cars by the people in Vijayawada city.

Objectives of the research:

1. The first and foremost objective of the study is to know how much people consider brand equity as an important factor for buying a car based on certain conditions.
2. Brand positioning, brand importance, brand management, also has an impact on the buying behavior of car. Keeping the basics of a buying behavior there are other factors also considered for the buying decision.

Sample Size

In the present study, the qualitative research work is considered important. Further there is need to collect information from the car users in the city. After making an in-depth study of the review of the literature and as suggested by many researchers a sample size of 250 was considered to be important covering 25 questions for each individual on different aspects of buying behavior.

Variables

In the present study three types of variables are taken dependent variables, intermediate variables, and independent variables.

Model

Aaker’s model taken to be the base for the present study to establish the relationship between the variables and to test the hypothesis. Linear regression model was used with the help of SPSS package to test the variables and get the result.

IV. Hypothesis

In the present study five hypotheses were developed to test the data

- H₁** – There is significant relationship between Brand Loyalty and customer satisfaction
- H₂**- There is significant relationship between perceived quality and customer satisfaction
- H₃**- There is significant relationship between brand awareness and customer satisfaction
- H₄**- There is significant relationship between brand association and customer satisfaction
- H₅** - Brand equity has significant impact on customer satisfaction

Analysis and Interpretation of Results

An examination of data and facts to uncover and understand cause-effect relationships, thus providing basis for problem solving and decision making. An interpretation is an assignment of meaning to the symbols of a formal language. Many formal languages used in mathematics, logic, and theoretical computer science are defined in solely syntactic terms, and as such do not have any meaning until they are given some interpretation. The general study of interpretation of formal languages is called formal semantics.

Hypothesis-1

Table -1 Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.106	.863		12.876	.000
	BE	.373	.050	.426	7.424	.000

a. Dependent Variable: BL

Loyalty is an important concept in marketing strategy. Generally, loyalty based buying decision may turn in to habit and this may lead to current brand equity. The dependent and variables were found to be fit at Likert five-point scale and after being found suitable the sample was tested through the statistical tool known as regression analysis. The outcome of the test was found to be significant at 0.05 level of significance and as a

result the null hypothesis is rejected and alternative hypothesis is accepted .When we tried to establish the relationship the various components of brand loyalty match with the components of brand equity perfectly and it is an indication both the variables respond to each other.

Hypothesis-2

Table -2 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.497	.877		9.686	.000
	BE	.269	.051	.317	5.262	.000

Quality is considered to be a perception of the consumer to compare the superiority of a product or service with respect to its intending purpose, relative to alternatives. The perception of the consumer is considered to be the perceived quality in the present study the product may be tangible or intangible that the consumer observes. This creates customer satisfaction and influences the purchase decision. The result obtained through regression is very well within the level of significance so alternate hypothesis is accepted and null hypothesis is rejected. The outcome of the test clearly indicates the components of perceived quality with a level of benchmark perfectly match while taking a decision on the brand.

Hypothesis-3

Table -3

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.063	1.016		10.891	.000
	BE	.522	.059	.489	8.822	.000

Brand varies in the amount of power and value they have in the market place there are two extreme outcomes of brand awareness i.e. either the customers do not know anything about the brand or there are brands regarding which customers have the awareness. it is an ongoing visibility which occupies the memory of the customer the third alternate hypothesis is accepted within the level of significance at 0.05% which means null hypothesis is rejected and alternate hypothesis is accepted. The perfection of matching of components of brand awareness with brand equity clearly indicates that most of the consumers are aware of the brand awareness.

Hypothesis-4

Table -4

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.331	1.047		12.731	.000
	BE	.206	.061	.210	3.384	.001

Conceptualization of brand awareness as an antecedent of brand association. For this Brand awareness is a must by every consumer. Consumer is willing to pay anything if he is convinced with the brand association. Here also the alternate hypothesis level is accepted at 0.05 % level of significance is accepted and the test is valid and the null hypothesis is rejected. Strong brand association leads to higher brand loyalty. High brand equity implies that consumers have strong positive association with the brands.

Hypothesis-5

Table -5 coefficient table showing the relationship between brand equity and customer satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.497	1.010		13.365	.000
	CS	.251	.074	.212	3.409	.001

There is an attempt to finally establish the relationship between intermittent variable and independent variable like brand equity and customer satisfaction if the relationship is established between dependent and intermittent variable which intern satisfies the independent variable known as customer satisfaction. The result of regression has been accepted at 0.05% level of significance and hence alternate hypothesis is accepted and null hypothesis is rejected.

V. Findings

The adoption of Aaker's model in the context of present study through application of linear regression model as proved that customer satisfaction as an dependent model is influent by the independent variables through the perception as intermediate variables, while testing the hypothesis one, two, three, four namely brand loyalty, perceived quality, brand awareness, and brand association leads to creation of brand equity which leads to customer satisfaction, a random sample of 250 matching to the needs of hypothesis was framed and individuals was interacted with the help of questioner who are the fond users of the cars. The study was purely qualitative one consisting of primary information of the respondents on different brands of cars. It is also observed in the study that car users fall under different segments within the limitations of their income purchase a car because car industry feel that car is no more product of luxury but it is a mode of small transportation system of the society. The outcome of the results made it very clear that given level of its significance the questions was honestly rightly answered it will not wrong to say that the customers of today look into various aspects of product needs before making a decision either to buy or not to buy a particular product of a brand. Different buyers the pricing range of a car is more important for every consumer to decide in which category of his segments Buying decision fits. The competition in this market is open and tough and the reason for this to increase the sales of respective brands of cars. In the review of literature of past studies of many Indian and foreign researchers it is clearly indicated there are certain attributes like brand awareness, quality perception, brand association and brand loyalty which are very important in occupying the minds of the buyers as far as brand equity is concerned which leads to buying behavior of a consumer.

Most of the studies are based on certain models developed by leading marketing experts like Aaker and Keller this research work is based on the support of Aaker's model where certain parameters of quality research work like preparation of questionnaire, interaction with the respondents, is matched with the base of the theory. Four dependent variables are considered very important in determining the relationship with an intermittent variable called as brand equity which finally leads to customer satisfaction and purchase decision. The important aspect of the study is that all the assumptions of the hypothesis were proved wrong and the outcome of the result is validated with the justification of variables on Likert five-point scale to fit in to regression analysis the results were accurate at 0.05 level of significance.

VI. Further Studies

In future, the study can be extended by taking large sample size by using different sampling methods and more number of dependent as well as the independent variables and taking data for more than district, state, country level by taking time into consideration and their study can be done in the car industry in particular or the same study can be extended to any other industry.

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