
INTERNATIONAL JOURNAL OF ADVANCED LEGAL RESEARCH

EFFECT OF BRANDING IN PRODUCT MARKETING- Ankana Sarkar¹**OVERVIEW**

In the dynamic and competitive world of marketing, businesses are constantly looking for innovative strategies to distinguish their products from competitors. Branding is one of the most powerful tools in this effort, a visual representation that encapsulates the brand's identity and values. This study aims to delve into the profound effect of branding on marketing strategies and consumer behavior. It is a key element of the brand strategy of the company, often acting as the first contact point between the brand and the consumer. The impact of a branding on marketing strategies is multifaceted.

This study examines various aspects of how product brands influence marketing strategies. We'll examine the influence that branding, has on consumers This analysis will provide a clear understanding of how companies use brands to strengthen their brand image and increase market share. From the need for originality and diversity to cultural awareness and the importance of timing, we explore the complexities surrounding brand design and its role in marketing strategy. there is a lot of work involved by understanding the complexities of brand design and its impact on consumer behavior, companies can effectively use the power of brands to strengthen brand image, increase brand loyalty, customers and the ability to drive sales. In conclusion, this paper highlights the critical role that branding play in marketing strategies. By understanding the intricacies of branding and its impact on consumer behavior, businesses can effectively harness the power of their branding to enhance their product image, increase customer loyalty, and ultimately drive sales.

This study provides a comprehensive exploration of the effect of branding on marketing strategies, offering valuable insights for businesses and marketers alike. We aim to shed light

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on the profound impact of branding on consumer behavior and market success through a thorough examination of branding elements, psychological implications, and real-world examples.

INTRODUCTION

1.1BRANDING

Brands are important to advertising effectiveness because they differentiate similar products from different manufacturers. It helps consumers create a brand identity for different manufacturers. Identify the product for the customer and relate it to the brand and product design. Brand advertising has benefits for both brands and consumers. A good brand streamlines the process for the customer, thereby saving the sales force time and effort. If consumers make multiple purchases based on brand identity, it is determined by the quality of your product, customer service, and how you value your product or service. As with any business, any product can be branded. This product is known as a trademark. Trademarks are protected from competition from other companies.

This can increase sales and reduce advertising costs. A brand can accelerate the organization's reputation by selling a new product under the same name for a specific reason. A brand is not just the design of your company. A brand focuses on how consumers interact with its, products and services. Purchasing decisions are not based solely on product features. Customer service and social media presence, basically consumer knowledge and awareness are important factors for brands as they build relationships with consumers.

1.1.2IMPORTANCE OF BRANDING:-

Introduce your company: -Every brand has a unique personality and vision. By giving your products/services distinctive features, you help them stand out from other similar offerings.

Customers and Stake holders trust should be built:-

Consistency in a brand means trust and credibility. People trust brands that stay true to their promises and values. The more trusted your brand is, the more likely you are to get repeat customers.

Gaining competitive advantage:-

Brand helps the business to grow by leaving behind their competitors as consumer tend to be in their favour and would love to buy brand products as they become very loyal for your

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brand. This helps the brand to lose competitors and hence gain competitive advantages.

Connect with your audience on an emotional level:-

Since the customer become loyal to the brand and would purchase its products to fulfil its needs and wants in their life, the brand tend to be connected with the audience on an emotional level and this may help the brand in numerous ways.

Build Employee Satisfaction and Attract New Talents:-

Happy employees will strengthen organization by growth in various ways which may help to maintain a positive brand image. Brand is about customer experience, brand values and company culture.

1.2 Components required for building a brand in product marketing:

In product marketing, developing a brand is a deliberate strategy that incorporates multiple elements to generate a unique identity, build trust, and cultivate customer loyalty. The following are the fundamental elements needed to develop a brand in product marketing:

Brand Identity:

Brand identity encapsulates the visual and verbal elements that distinguish a brand from its competitors. This covers the tagline, colours, typography, and brand name and logo.

Consistency in brand identity across all touchpoints is crucial to creating a cohesive and memorable brand image that resonates with consumers.

Logo Design:

The company logo is the display of the company's logo and brand identity. Brand statistics show that 75 percent of customers recognize the brand as theirs.

Brand Positioning

It defines how a brand wants to be perceived in the minds of consumers relative to competitors. It involves identifying the unique value proposition and competitive advantage that the brand offers.

Effective brand positioning requires understanding their needs, the target market, preferences, and perceptions, and crafting messaging that communicates the brand's distinctive benefits and attributes.

Brand Values and Personality:

Brand values represent the guiding principles and beliefs that the brand stands for. These values help to humanize the brand and connect with consumers on an emotional level.

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The human qualities and features that are associated with a brand, known as its "brand personality," influence how consumers view and interact with the brand. It affects how brands behave and how communications are toned.

Brand Storytelling:

Brand storytelling involves crafting narratives that communicate the brand's history, mission, values, and unique selling proposition in a compelling and engaging manner.

By sharing authentic and relatable stories, brands can create emotional connections with consumers, foster trust, and differentiate themselves in the market.

Target Audience Identification:

Understanding the target audience is essential for effective brand building. This involves conducting market research to identify consumer demographics, psychographics, behaviors, and preferences.

By segmenting the target audience and tailoring branding efforts to address their specific needs and aspirations, brands can resonate more effectively with consumers and drive engagement.

Brand Consistency:

Consistency in branding across all touchpoints is critical for building brand recognition and trust. This includes consistency in messaging, visual identity, tone of voice, and brand experiences.

By maintaining consistency in branding, brands reinforce their identity, build credibility, and create a cohesive brand image that resonates with consumers.

Brand Experience:

Brand experience encompasses every interaction that consumers have with the brand, from initial awareness to post-purchase engagement. This includes product quality, customer service, packaging, and user experience.

Delivering positive brand experiences at every touchpoint helps to build brand loyalty, advocacy, and positive word-of-mouth recommendations.

Brand Communication Strategy:

A well-defined brand communication strategy outlines how the brand will communicate with its target audience across various channels and platforms.

This includes advertising, public relations, social media, content marketing, and influencer partnerships, all aligned with the brand's identity, values, and objectives.

Brand Monitoring and Adaptation:

Building a brand is a continuous process that necessitates keeping an eye on consumer input,

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industry developments, and rivalry.

In order to remain relevant and preserve their competitive advantage, brands must adjust to shifting consumer tastes, shifting market conditions, and new opportunities.

Building a brand in product marketing involves integrating these essential components into a cohesive strategy that resonates with the target audience, communicates the brand's value proposition effectively, and fosters long-term relationships with consumers. Companies can develop a powerful and distinctive brand that increases market share, fosters consumer loyalty, and ensures long-term success in the marketplace by investing in brand building initiatives.

1.3 PRODUCT MARKETING

Product marketing is all about promoting or positioning a product to differentiate it from competitors, increase visibility and demand, and ultimately generate sales and profits. This process often involves a combination of advertising, public relations, advertising and other marketing activities designed to reach existing and new customers. Manage the three key stages of consumer content: acquisition, engagement and retention. This focuses on raising awareness of a product or service through advertising and other marketing activities during the purchase phase. In the relationship phase, convert prospects into buyers. Through customer relationship management and post-purchase assistance, product marketing maintains clients' satisfaction and interest in the product. Furthermore, it encompasses a wide range of tasks beyond merely advertising and can be crucial to the overall success of the product. Determining consumer wants and needs is another matter. But it emphasizes getting more information about the customers who buy the company's goods. Creating value is the primary responsibility of product managers. Product sellers, on the other hand, focus on demonstrating product value. Creating buyer personas, positioning what appeals to prospects and customers, and developing effective marketing strategies are all part of marketing. It also involves developing strategies for product distribution and promotion.

1.3.1 The Product Marketing Framework

Product marketing is at the heart for the success of the companies. PMM plays a critical role in helping businesses achieve their goals by working with key teams such as marketing, sales, and customer success. There are five fundamental phases of product marketing: -

Discover-

This is the stage where you gather information and insight to change your predictions into

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educated hypotheses. Customer feedback and addressing the competition are just two key elements, both of which sell gold dust.

Strategize-

Strong product marketing always comes with a strategy. This helps the brand to strategize their move and be ready for some pros and cons in the future.

Grow-

To ensure brand product thrives and grows in its market, and brands after-sales must begin.

Define-

Define is all about identifying personas and building what you get from the branding phase to the customer journey and communication.

1.3.2 The benefits of strong branding on product marketing are: -**Increases the brand recognition:-**

Recognition of a brand indicates worth. It demonstrates how your target market sets your product apart from that of competitors.

Positive word of mouth advertising:-

People purchase things either they need it or are emotionally connected to it. They are brand ambassadors. Word of mouth is social proof of a brand's credibility.

Improve customer loyalty towards brand:

Customer loyalty is a natural result of ongoing positive emotional experiences, satisfaction with the product, and strong brand recognition. It is based on a person's personal experience with the company. Loyal customers prefer product over another brand.

Higher advertising effectiveness on customer:-

Advertising effectiveness refers to how likely your customer is to buy your product after seeing your ad. The higher the effectiveness of the ad, the more likely the customer will buy product.

Lower price sensitively:-

Pricing sensitivity is the amount to which a product's price influences a certain market's ability to make purchases. The less it influences their choice—that is, the more they like the brand to take its price into consideration—the better. Customers who don't care much about price are more likely to be happy with the brands they buy from or to feel a strong emotional connection to them.

Higher advertising effectiveness on customer:-

Advertising effectiveness refers to how likely your customer is to buy your product after seeing your ad. The higher the effectiveness of the ad, the more likely the customer will buy product.

Engage employees who are proud to work with brand:-

When the company's brand is strong, its personnel take pride in its accomplishments. They feel happier in life and at work as a result, strengthening their bond with the brand.

1.3.3 IMPACT ON PRODUCT MARKETING BECAUSE OF BRANDING

Branding is important for business because it affects the overall impact of your business. The result can be a good/bad reputation. Understanding and using markup means taking power & controlling the shape of your image. Therefore, it is recommended to think about your items from the beginning of your org.

Good belief, branding is not "just an expensive marketing tactic used by big brands. "Instead, branding has a work to do with public perception & has a huge impact on the market you enter

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& the level you want to play at. A brand includes a consistent combination of different skills & functions, so its cost can vary. Of course, top-notch consultants and impeccable execution are worth more than the bottom. Likewise, branding an international, multi-product company is more complex and requires more resources than a local company. There is no one-size-fits-all approach.

Branding shows organization importance

Branding is imp. when building a future prospect, & a strong established brand can increase the value of a business by giving it more exposure in the org. A strong market position makes it an even more attractive investment opportunity. The branding process creates a brand that embodies the image and value it brings. This value can mean an impression, a price tag, or an opinion. A brand is a business asset that has its own financial value and should take its place on the company's balance sheet because it adds to the overall value of the company. Although this is a controversial & difficult topic for many companies, assigning financial showed to the brand is as workable as the brand itself - this is what "brand valuation" is.

Branding is not just about creating logos or slogans; it's about crafting a unique identity and emotional connection with consumers. In the realm of product marketing, branding plays a pivotal role in influencing consumer perceptions, driving purchasing decisions, and establishing competitive advantage. This paper delves into the multifaceted effects of branding on product marketing, exploring how effective branding strategies can enhance market positioning, foster consumer loyalty, and drive business success.

The Essence of Branding in Product Marketing:

Branding goes beyond mere product promotion; it encompasses the entire customer experience, from initial awareness to post-purchase interactions.

A strong brand evokes emotions, builds trust, and sets products apart from competitors in the minds of consumers.

Brands serve as a shorthand for quality, reliability, and consistency, helping consumers navigate an increasingly crowded marketplace.

Building Brand Equity: The Foundation of Effective Marketing:

Brand equity refers to the value that a brand carries beyond its tangible attributes, encompassing factors like brand awareness, perceived quality, and brand loyalty.

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Strong brand equity enables companies to command premium prices, enjoy higher customer retention rates, and withstand competitive pressures more effectively.

Brand equity is built through consistent branding efforts, delivering on brand promises, and cultivating positive brand associations with consumers over time.

Influencing Consumer Behavior Through Branding:

Branding significantly shapes consumer perceptions and behaviors, influencing purchasing decisions at every stage of the consumer journey.

Brand awareness: Strong brands enjoy higher top-of-mind recall and consideration among consumers, leading to increased purchase intent and market share.

Brand image: Brand perceptions, associations, and emotional connections play a crucial role in driving brand preference and loyalty.

Brand loyalty: Consistent branding fosters trust and loyalty among consumers, leading to repeat purchases, advocacy, and long-term customer relationships.

Differentiation and Market Positioning:

Branding helps products stand out in competitive markets by communicating unique value propositions and positioning them effectively in consumers' minds.

Effective branding enables companies to differentiate their offerings based on factors like quality, innovation, customer service, or brand values.

By aligning branding with target market preferences and aspirations, companies can carve out distinct market positions and gain competitive advantages.

Leveraging Branding for Competitive Advantage:

Strong brands enjoy several competitive advantages, including higher perceived value, customer loyalty, and resilience to competitive pressures.

Brand reputation: Trusted brands command consumer confidence, leading to increased market share, pricing power, and resilience to negative publicity.

Brand extensions: Successful brands can leverage their equity to expand into new product categories, capitalize on brand loyalty, and extend their market reach.

Strategies for Effective Branding in Product Marketing:

Consistency: Maintain cohesive branding across all touchpoints, including messaging, visual

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identity, and customer interactions.

Emotional branding: Connect with consumers on a deeper level by appealing to their emotions, values, and aspirations through storytelling and brand experiences.

Customer engagement: Foster interactive experiences, encourage user-generated content, and involve customers in brand co-creation to build stronger connections.

Innovation: Continuously innovate products, services, and brand experiences to stay relevant and meet evolving consumer needs and preferences.



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Literature Review

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Branding is the most important aspect of business strategy. However, this is one of the mistakes. Brands are sometimes considered to have only a promotional function. Many directors and entrepreneurs argue that product images are an additional work that shows & given from the core org. of branding. The ideal of the publishing strategy is to show a brand that stands out from the market & thus reduce the no. of duplicates in the business. When high brand equity is achieved through brand isolation, the price flexibility of demand decreases, allowing the org. to raise prices and to show more profit. The publishing strategy is built on the interwoven fabric of competitive brand positioning, value chain development, and brand equity operations.

Dae Ryun Chang, Se-Bum Park, 17 October 2012 (Se-BumPark, Schooloforg.,Yonsei University)

This study examines how brand strategies and technological innovations affect the ordering of input goods for previous generations of colonists in subsequent generations. The results of our longitudinal experiment show the importance of serial pioneers, showing that consumers have a strong demand for products from previous generations of invaders while continuing to improve the next generation. More importantly, the results show that frequent exposure to a new brand leads to lower brand preference when technology demands are high. Because in this case, the user receives less skill and new bone than the current bone. On the other hand, widespread brands increase consumer brand preference for previous generation colonizer products in a generation that is stable when technological demands are low. It has theoretical and practical implications for understanding and managing brand advantage and strategy in multinational product preferences.

Smith, D. C. (1991). Brand extensions and advertising: An empirical investigation. Journal of Marketing Research, 28(3), 296-313.

Daniel C. Smith examines the moderate effects of brand strategy on new product market share and advertising effectiveness, brand attribute level, product extension, and competitive product market. The results show that brand extensions gain more market share and increase advertising effectiveness than single brands. Parental brand strength is positively related to

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brand extension market share, but not to advertising effectiveness. The number of products associated with the parent brand does not affect the extension's market share or advertising effectiveness. When comparing the market share of brand extensions, the extension's similarity to other products associated with the brand is not affected. However, if the similarity is high, the effect of advertising effectiveness is increased if it is based on internal features alone. Market share and advertising effectiveness, expansion is primarily experimental, and is enhanced when competing in markets where consumers know little about the product category. The intensity of competition does not reduce the effectiveness of advertising; However, when competing with more competitors in the market, the impact of market share increases. As a result, market share and efficiency impacts decrease as extensions begin to enter the market.

Wang, H., Wei, Yu, C.(2008), "Global brand equity model: combining customer-based with product-market outcome approaches", *Journal of Product & Brand Management*, Vol. 17 No. 5, pp. 305-316.

Haizhong Wang explores that global companies are now more interested in brand building and evaluation. The purpose of this research is to examine the research relationship between CAA & user-based brand equity variables & items marketing result.

Chaudhuri, A., Holbrook, M. Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand affect. *J Brand Manag* 10, 33–58 (2002).

Chaudhuri studies relational exchange in consumer markets using brands as the unit of analysis. They suggest product category factors as determinants of brand commitment & brand performance (market share, advertising sales ratio). Specifically, brand trust and affect relative to the relationship exchange phenomenon is modelled as an intermediate variable of the process. A total of 137 brand-based data were compiled from four separate surveys of consumers and brand managers. The researcher controls brand age, share of voice, uniqueness and number of competitors. Hypotheses about the influence of interest are tested and widely supported, leading to the development of marketing strategies.

Swaminathan, Vanitha, Richard J. Fox, and Srinivas K. Reddy. "The Impact of Brand Extension Introduction on Choice." *Journal of Marketing* 65, no. 4 (2001): 1–15.

Vanitha Swaminathan, Richard J. Fox, and Srinivas K. Reddy, Specifically, the

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author examines the impact of successful and unsuccessful brand extensions on the choice of the parent brand. In addition, the author examines the result of the core brand experience on consumer test and repeat brand extension using home can data on six brand extensions in a national panel. For successful brand extension, the results show a positive effect of the extension effort on the choice of the parent brand, especially among non-users of the parent brand & therefore in the market share. The author found proof of possible harmful effects of failed elongation. In total, research shows that even with the core brand significantly affects accuracy but not extension.

Aaker, D. A., & Keller, K. L. (1990). Consumer Evaluations of Brand Extensions. *Journal of Marketing*, 54(1), 27-41.

Two studies were conducted to obtain insights on how consumers form attitudes toward brand extensions, (i.e., use of an established brand name to enter a new product category). In one study, reactions to 20 brand extension concepts involving six well-known brand names were examined. Attitude toward the extension was higher when (1) there was both a perception of “fit” between the two product classes along one of three dimensions and a perception of high quality for the original brand or (2) the extension was not regarded as too easy to make. A second study examined the effectiveness of different positioning strategies for extensions. The experimental findings show that potentially negative associations can be neutralized more effectively by elaborating on the attributes of the brand extension than by reminding consumers of the positive associations with the original brand.

RESEARCH METHODOLOGY

Research methodology refers to the systematic methods chosen to conduct the research so that we can complete the research with a more accurate and meaningful result. It is a set of methods to collect data, organize, analyze data, interpret data to draw conclusions and achieve research objectives.

In order to collect, measure and analyze the effect of branding on product marketing, a descriptive research method was chosen in the study. This study uses primary data for analysis and secondary data for a focused and comprehensive study of the subject. Secondary information is collected from the Internet by researching the works of various other researchers and authors, and by researching the subject in various books and by professional research.

Primary data is collected through a questionnaire containing research questions to collect their

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responses for analysis. The circular questionnaire was simple and concise and was developed using a google form and was based on a Likert scale. Responses were collected using an indirect method where a link to the form is shared to solicit responses from the target sample population. This study uses quantitative measures to collect and analyze data.

SAMPLE SIZE

Sample data has been collected from randomly selected consumers from markets/ retail outlets of brand employees as well as by the people who are enthusiast for buying a brand. A total of 58 responses have been collected by the people.

RESEARCH OBJECTIVE

Research objectives are the goals that the research is expected to achieve. These objectives may or may not be related to the research hypothesis. Research objectives guide research work. In this study, the following objectives were set, which were to be achieved by collecting, analyzing and drawing conclusions based on data.

The objective of this study is:

- The effect of the brand on product marketing
- How branding and correct marketing style can make a product valuable.
- Why it is important to make brand image.
- Brand contribution to product sale.

DATA ANALYSIS AND INTERPRETATION

In today's competitive market landscape, the significance of branding in influencing consumer behavior and shaping brand perceptions cannot be overstated. This research paper delves into the intricate relationship between product logos and product marketing effectiveness through a comprehensive survey involving 58 participants. By employing robust data analysis techniques, this study aims to shed light on the nuanced ways in which branding impact consumer decision-making processes and brand engagement. Through meticulous interpretation of survey responses, key insights will be unearthed, offering valuable implications for marketers and businesses striving to optimize their branding strategies in an increasingly visual-centric marketplace.

SOURCE OF DATA

Primary data is collected by Google form questionnaire among the students and a various group

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of people who are enthusiast for buying brand.

SAMPLE SIZE

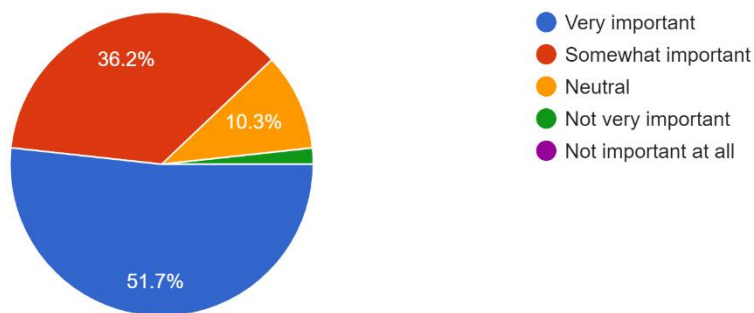
Sample size is 58.

TOOLS FOR DATA ANALYSIS

Data analysis is done through the percentage method and presented in pie charts and graphs.

How important do you consider branding to be in influencing your purchasing decisions?

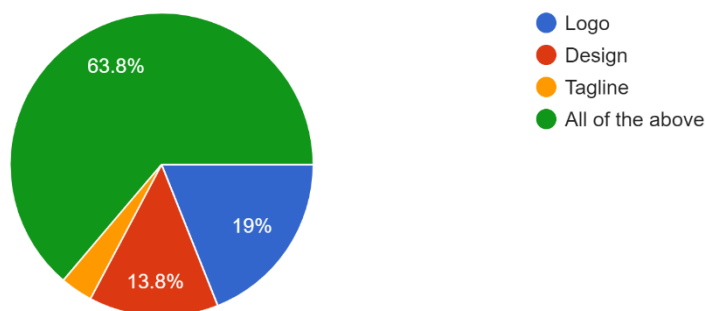
58 responses



According to the pie chart with the survey responses by 58 people in total, it can be stated that approximately 52% of individuals or persons consider branding to be influencing over once purchasing decision.

What are the things you like about your current favourite brand identity?

58 responses



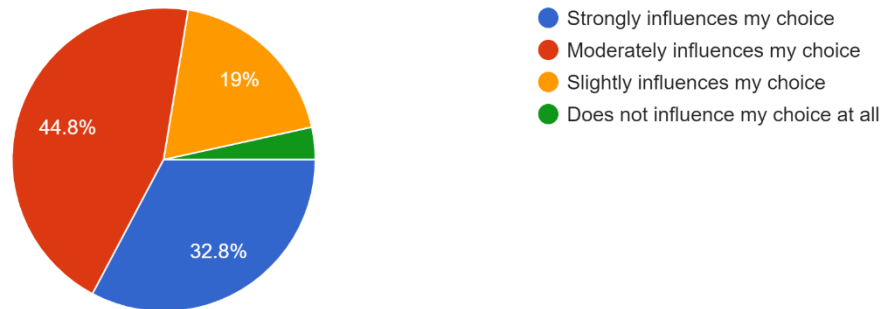
In the above by chart, it can be observed that around 64% of persons or individuals consider all three, i.e., logo, design and tagline; to be there, current favourite brand identity.

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When considering similar products, how much does branding influence your choice?

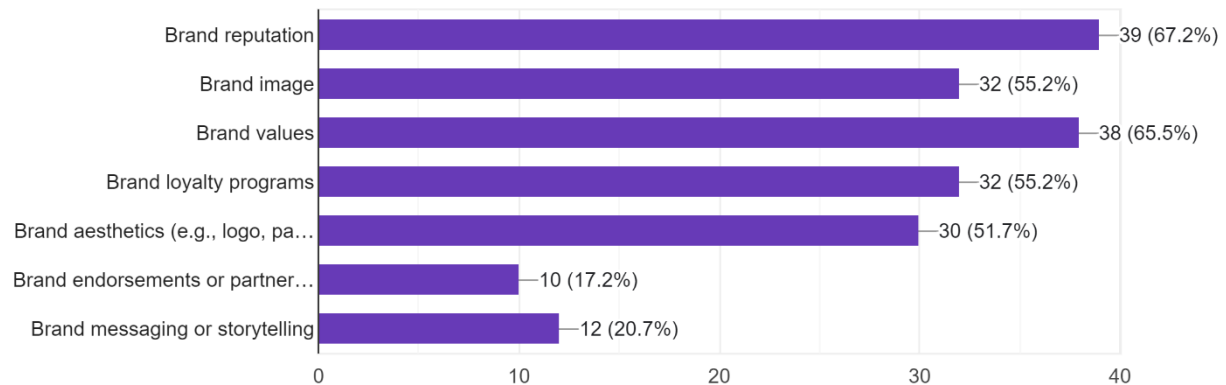
58 responses



The above graph shows that when making a purchase decision. Through the survey conducted, it can be seen that majority that is 44.8% of individuals consider branding influence their choice moderately.

Which of the following aspects of branding do you find most appealing or important when making a purchase decision? (Select all that apply)

58 responses



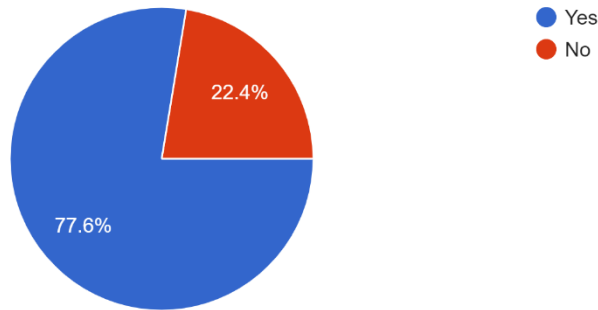
The above graph displays the most appealing or important aspects when making a purchase decision. Through the survey conducted, it can be seen that majority that is 67.2% of individuals consider brand reputation to be of utmost importance.

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Have you ever purchased a product solely because of its branding, even though there were similar alternatives available?

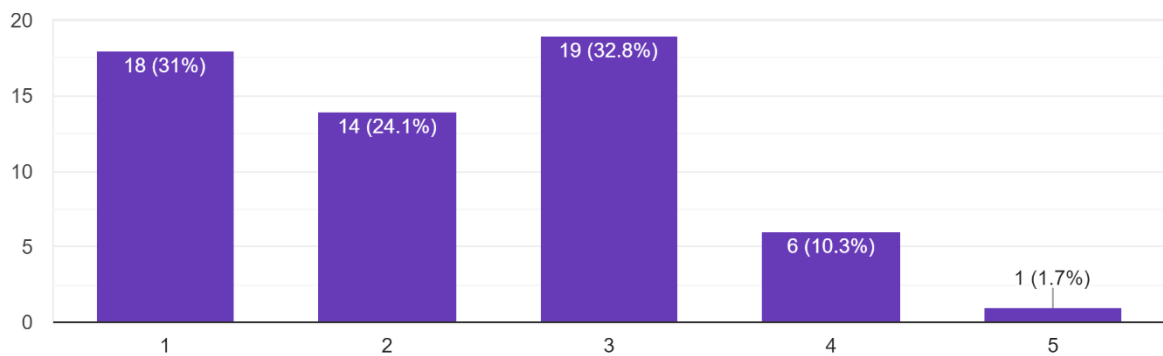
58 responses



Through this pie chart, it can be observed that nowadays individuals tend to buy products solely based on its branding even though they have similar alternative products available in the market that might be available at much cheaper price.

How likely are you to recommend a product to others based on its branding alone?

58 responses



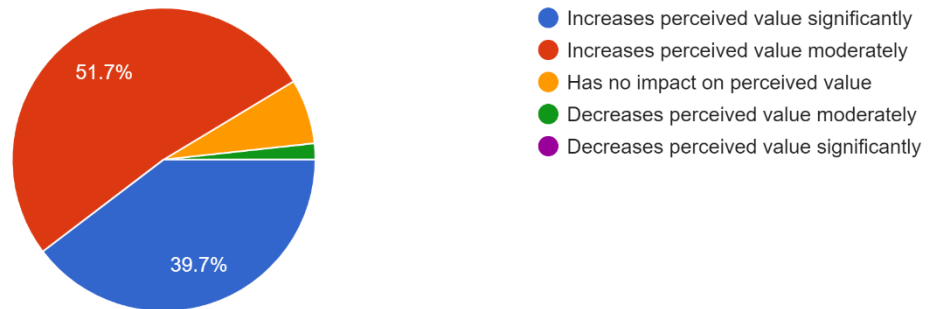
The above bar chart displays the data on, how likely an individual is to recommend a product to others based on its branding alone.

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In your opinion, how does strong branding contribute to a product's perceived value?

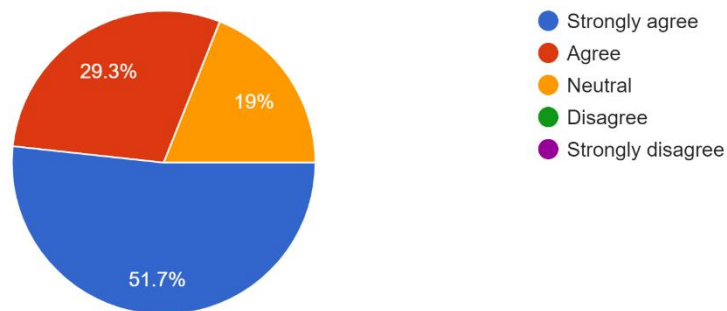
58 responses



According to the recorded response of the survey, it can be seen that 51.7% of consumers believe that strong branding increases the perceived value of the product or products moderately.

Do you think branding plays a role in customer loyalty and repeat purchases?

58 responses



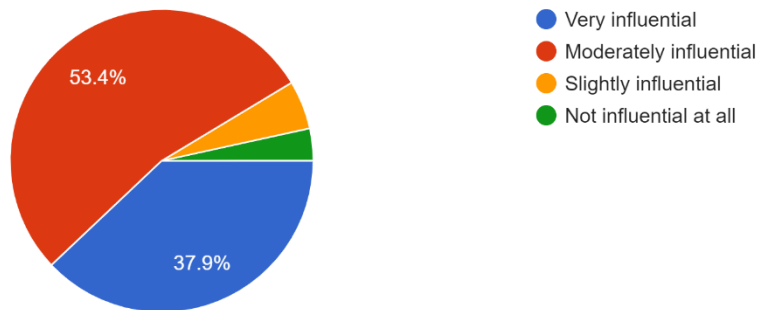
As observed from the above pie chart, it can be clearly stated that 51.7% of individuals strongly agree that branding play a role in both customer loyalty and repeat purchases.

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How much does brand consistency across different marketing channels influence your perception of a brand?

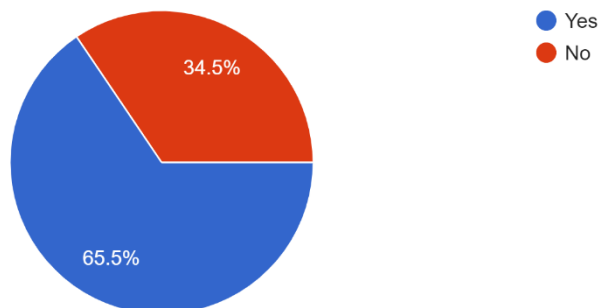
58 responses



The above chart states that approximately 53% of persons think that brand consistency across different marketing channels, moderately influences one’s perception of a brand.

Have you ever switched from one brand to another because of a change in branding or marketing strategy?

58 responses



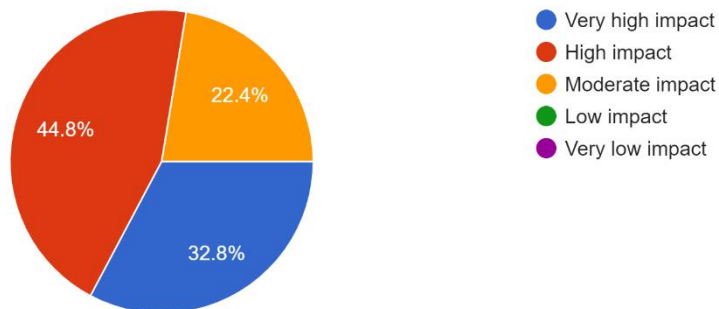
The recorded responses of the survey concludes that a majority of 65.5% consumers switch from one brand to another because of a change in their branding or marketing strategy.

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Overall, how would you rate the impact of branding in product marketing?

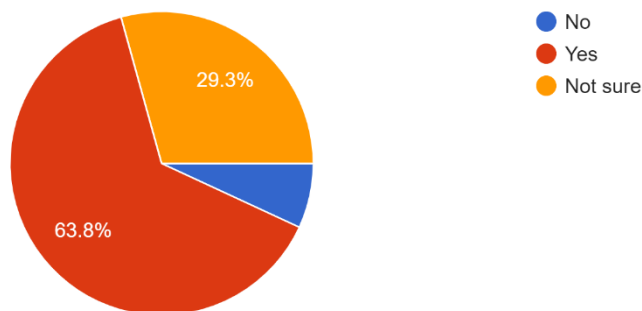
58 responses



An overall approximation of 45% of consumers state a high impact rate of branding in product marketing.

Have you ever switched from one brand to another due to a negative experience with the former brand?

58 responses



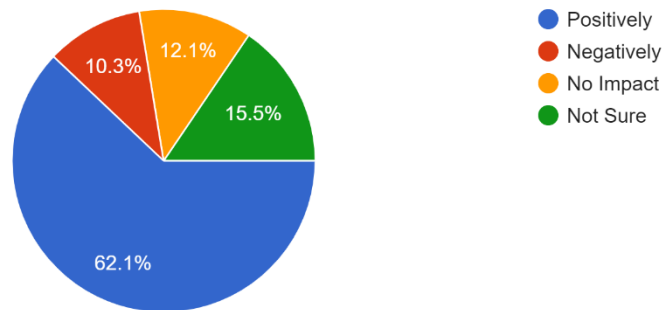
As observed from the above by a chart, it can be seen that consumers nowadays switch from one brand to another due to even one negative experience with the former brand.

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How does consistency in branding across different platforms (online, offline, social media, etc.) impact your perception of a brand?

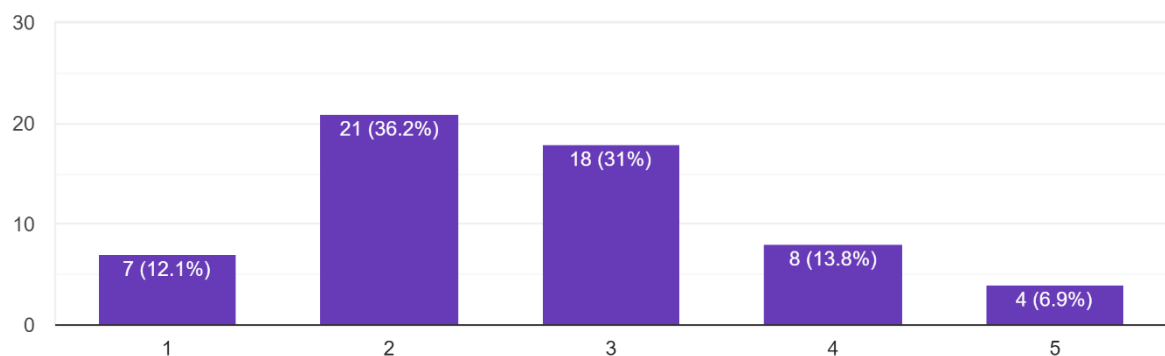
58 responses



According to 62.1% of consumers, consistency and branding across different platforms (online, off-line, social media, etc.) have a positive impact on one’s perception of a brand.

How likely are you to engage with a brand's content on social media platforms?

58 responses



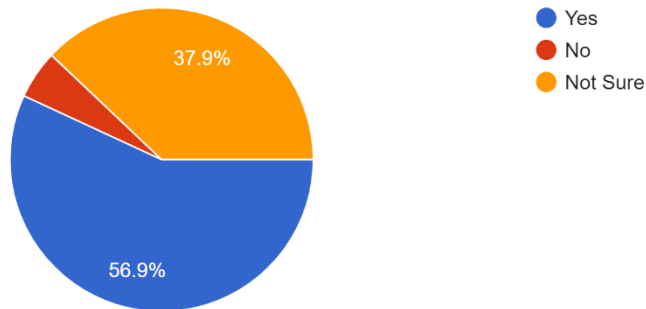
In the above bar graph, a graphical display of how likely an individual is to engage with a brand’s content on social media platform is recorded.

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Do you think branding can influence societal and cultural norms?

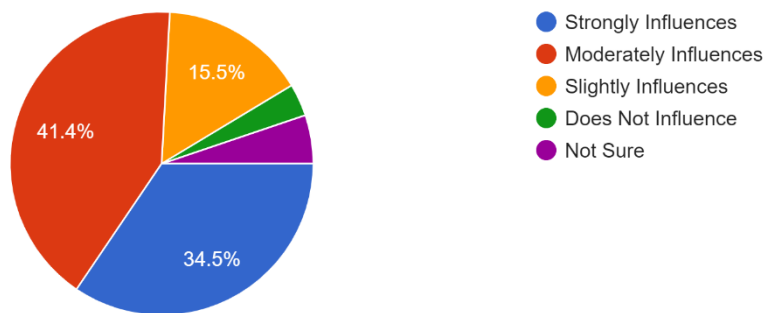
58 responses



Majority of consumers believe that branding can influence societal and cultural norms.

How does a brand's reputation for social responsibility affect your purchasing decisions?

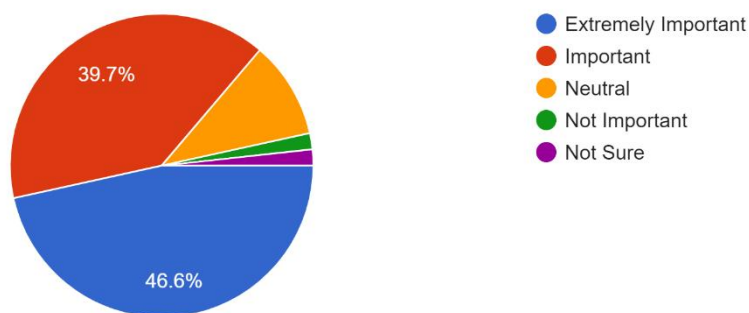
58 responses



As observed from the data of the pie chart, it can be stated that a brand reputation for social responsibility moderately influences the purchasing decisions of an individual.

How important is it for a brand to have a clear and recognizable logo?

58 responses



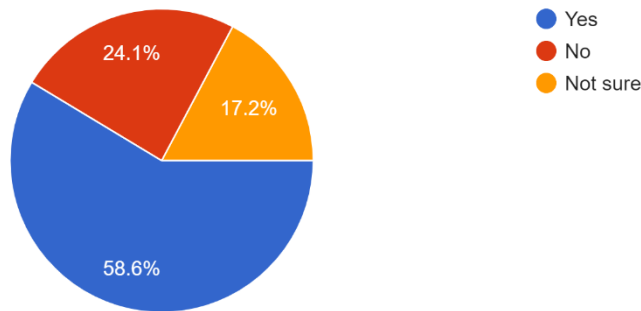
It is extremely important for a brand to have a clear and recognizable logo. The above statement

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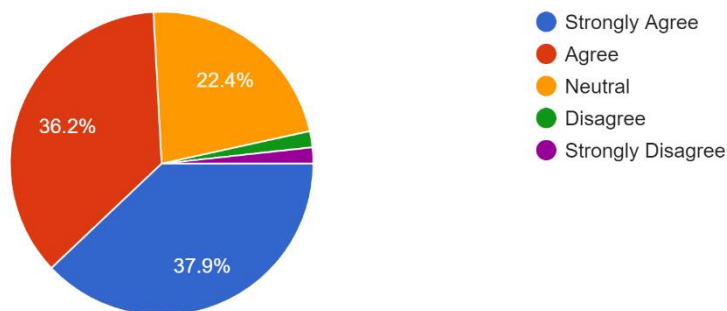
can be supported with the help of the pie chart, in it, we can see that approximately 47% of responses have sided with the option of extremely important.

Have you ever purchased a product simply because it was endorsed by a celebrity or influencer?
58 responses



The pie chart records that 58.6% of individuals have purchased a product simply because it was endorsed by a celebrity or influencer.

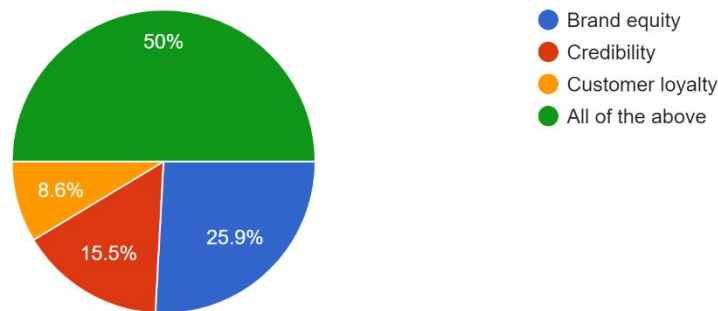
Do you believe that well-established brands have an advantage over newer brands in the market?
58 responses



On a wider scale, it can be stated that majority of the responses believe that a well-established brand has an advantage over newer brands in the market.

What are the effect of branding on product marketing

58 responses



Exactly 50% of responses, state that brand, equity, credibility and customer loyalty are all the effects of branding on product marketing.

Conclusion

Based on the provided data and analysis the impact of branding on product marketing, several interpretations can be drawn:

Frequency of Responses for Categorical Questions

The distribution of opinions among respondents shows a variety of responses to branding-related questions.

The frequency data indicates that age groups 18-25 have the highest frequency of responses (41), which might suggest a younger demographic is more engaged or represented in the survey.

Gender distribution in responses shows 32 females and 26 males, indicating a relatively balanced gender participation.

Branding Influence: A significant portion of respondents considers branding as either very or somewhat important in influencing their purchasing decisions, with a notable frequency count leaning towards branding being very important.

Brand Identity Preferences: Preferences for brand identity elements like logo, design, and tagline show varied importance among participants, with 'All of the above' being a popular choice, indicating that multiple aspects of brand identity are valued.

Brand Loyalty and Switching: There's a notable frequency of participants who have switched brands due to branding or marketing strategy changes, highlighting the impact of branding on consumer loyalty.

Distribution Data

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The distribution data further supports the basic statistics, showing a wide range of responses across different branding aspects. The mean values close to 1 across various questions suggest a general consensus or trend in certain areas of branding influence and consumer behaviour.

Correlation Data

Branding and Purchasing Decisions: There's a positive correlation between the importance of branding and its influence on purchasing decisions, suggesting that as the perceived importance of branding increases, so does its influence on consumer choices.

Social Responsibility: A brand's reputation for social responsibility has a positive correlation with purchasing decisions, indicating that consumers are more likely to purchase from brands perceived as socially responsible.

Brand Consistency and Perception: There's a positive correlation between brand consistency across marketing channels and the positive perception of a brand, emphasizing the importance of a unified branding strategy.

Sentiment Analysis Results

The sentiment scores range from negative to positive, with a mean slightly leaning towards negative. This suggests mixed feelings among participants regarding branding, possibly reflecting diverse experiences or expectations from brands.

Impact of Branding on Product Marketing

Respondents perceive branding as very important and believe that it strongly influences their choice, with several indicating that they have purchased due to branding.

The likelihood to recommend a product based on branding has a mean value of 2.28, which suggests a moderate inclination towards recommendations influenced by branding.

A majority agree that branding contributes significantly to perceived value and plays a role in customer loyalty.

The impact of branding in marketing is viewed as high to very high, and respondents believe that branding has an influence on society.

Social responsibility is also considered by many respondents to moderately or strongly influence their purchasing decisions, and a well-established brand is often seen as having an advantage.

As for the effect of branding on marketing, responses include brand equity, credibility, and customer loyalty.

In conclusion, the dataset reveals that branding is a critical factor in consumer behaviour, influencing everything from purchasing decisions to brand loyalty and perception. The

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importance of maintaining a consistent and socially responsible brand image is evident, as these factors significantly impact consumer preferences and behaviour.

FINDINGS AND RECOMMENDATION

Key Insights

Age Group: The dominance of the 18-25 category suggests that the survey results may be most reflective of this group's attitudes towards logos.

Gender: There is a relatively balanced gender representation, with a slight skew towards male respondents.

Occupation: Students are more prevalent in the survey, which could impact responses related to industry trends and social media engagement.

Trends and Opinions: There is a notable interest in the impact of branding on purchasing decisions, cultural influences, effectiveness, and the role of branding redesign in changing consumer perceptions.

Correlation Patterns: Certain demographic features may influence specific attitudes towards branding, such as the impact of occupation on the likelihood of purchasing based on branding of the product. However, these correlations should be interpreted with caution due to the variability and context of the questions.

Recommendations for Further Analysis

Expand Demographic Categories: Including a wider range of age groups and occupations may provide a more comprehensive view of consumer opinions.

Detailed Correlation Study: A deeper analysis of the correlations with more context could reveal more specific insights into consumer behavior related to logos.

Qualitative Feedback: Gathering qualitative responses could add depth to the understanding of why certain logos resonate with consumers.

CONCLUSION

In the dynamic environment of product marketing, branding emerges as a necessary tool with a transformative power that goes beyond mere product features or pricing strategies. Throughout this study on the impact of branding on product marketing, it became clear that branding acts as the link that connects companies and consumers, catalyzing profound changes in perceptions,

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preferences and purchasing behavior. Branding is essentially the channel through which companies communicate their values, personalities and their promises. It encapsulates the soul of the product or service and gives it meaning and resonance beyond functional utility. From Nike's iconic peak to Apple's minimalist elegance, strong brands evoke emotion, create desire and nurture connections that last beyond the transactional world. The core of a brand's impact is its ability to enhance perceived value. By creating compelling brand stories and building trust and credibility, companies can command premium pricing and build lasting loyalty among consumers. A strong brand acts as a sign of certainty that guides consumers to make choices and inspires confidence in their purchasing decisions. In addition, a brand acts as an effective differentiator in a competitive market. In an age where products often resemble consumer goods, branding provides a unique proposition that differentiates businesses. Whether through a clear visual identity, compelling storytelling or innovative experiences, brands create lasting impressions that resonate with consumers, fostering preferences and loyalty in the midst of fierce competition. In addition to external influences, branding has a significant impact on consumers' internal dynamics of organizations. A clearly defined brand identity acts as a rallying point for employees, uniting teams around shared values and goals. Engaged employees who embody the ethos of the brand become ambassadors who deliver exceptional customer experiences and strengthen the brand's image from within. In addition, branding facilitates market expansion and diversification through a unified framework for managing the product portfolio. Established brands lend credibility and familiarity to new offerings, making market entry easier and adoption faster. Brand extensions leverage existing capital to penetrate new segments, leveraging the trust and recognition created by the parent brand.

However, branding also comes with risks and challenges that require careful navigation. Inconsistency in brand communication or failure to deliver on brand promises can erode consumer trust and erode brand integrity. In today's hyper-connected world, where news travels at the speed of light and social media amplifies every voice, brands must be vigilant to protect their reputation and prevent crises. The impact of branding on product marketing is profound and multifaceted. It goes beyond traditional marketing paradigms, shapes perceptions,

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management behavior and promotes sustainable relationships between companies and consumers. Brands that invest in creating an authentic and resonant identity will benefit from improved competitiveness, unwavering loyalty and continued growth in an ever-evolving market. As such, branding should not be seen as a superficial exercise, but as a strategic imperative that permeates all aspects of an organization and guides it to sustainable success and importance in the hearts and minds of consumers.

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