

# BRAND IDENTITY AND ITS AFFECT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO FOOD PRODUCT

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## ABSTRACT

The concept of “brand image” has drawn significant attention from academics and professional since it was put forward because it was play an important role in marketing activities. Although brand image was recognized as the driving force of brand resource and brand performance, few studies have detailed on the relationship between brand image and brand fairness. Based on the brand image theories, this study analyzed extant studies about the impact of the brand image theories, this study reviewed extant studies about the impact of brand image on consumer from perspective of customer equity it also presented the short comings of current research and pointed out the trends for the future study. Therefore a sample of was 100 was taken and the primary data was gathered through structured questionnaire.

The main purpose of this study is to know brand identity and its effects on consumer buying behavior with special references to food.

Keywords: Consumer buying behavior, Consumer perception, brand identity, Brand loyalty, Brand Awareness.

## I. INTRODUCTION

Brand identity is responsible for creating a distinguished product with unique characteristics. It is how an organization seeks to identify itself. It represents how an organization wants to be perceived in the market. An organization communicates its identity to the consumers through its branding and marketing strategies. A brand is unique due to its identity. Brand identity includes following elements - Brand vision, brand culture, positioning, personality, relationships, and presentations.

Brand identity is the noticeable elements of a brand (for instance - Trademark color, logo, name, symbol) that identify and differentiates a brand in target audience mind. It is a crucial means to grow your company’s brand.

Brand identity is the aggregation of what all you (i.e. an organization) do. It is an organization’s mission, personality, promise to the consumers and competitive advantages. It includes the thinking, feelings and expectations of the target market/consumers. It is a means of identifying and distinguishing an organization from another. An organization having unique brand identity have improved brand awareness, motivated team of employees who feel proud working in a well branded organization, active buyers, and corporate style. Brand identity leads to brand loyalty, brand preference, high credibility, good prices and good financial returns. It helps the

organization to express to the customers and the target market the kind Of organization.

**Brand Identity:** Brand Identity consists of 6 key elements.

- 1.Brand Capabilities
- 2.Brand Culture
- 3.Brand Purpose
4. Brand Community
- 5.Brand Personality
- 6.Brand Self Image

## II. LITERATURE REVIEW

According to Melin (1997) brand identity is what the brand stands for, what gives it meaning, and what makes it unique; it is the brand's fingerprint.

Brand identity can consist of traits, benefits, values, differentiation, and personality; it can be seen as everything the brand owner wants the consumers' to associate with the brand (Roy & Banerjee, 2007).

Kapferer (2008) agrees with the previous researchers and also emphasizes that brand identity is to be seen as the foundation for a brand and that it should reflect the brand's core values. Therefore, brand identity includes factors such as vision, aim, point of differentiation, values and sign of recognition.

Aaker (1996) provides another aspect of brand identity and explains how it can be both the core of the business but also how it can be extended to include value adding perspectives. The brand identity symbolizes the basic characteristics that will be carried with the brand over time. However, he further argues that brand identity should not be considered static, but should be open to change if needed. It should reflect its desired associations, but also its permanent qualities and benefits, prominent or not.

Aaker and Joachimsthaler, (2000) stated that brand identity is a unique set of brand associations implying a promise to customers and includes a core and extended identity. Core identity is the central, timeless essence of the brand that remains constant as the brand moves to new markets and new products. Core identity broadly focuses on product attributes, service, user profile, store ambience and product performance. Extended identity is woven around brand identity elements organized into cohesive and meaningful groups that provide brand texture and completeness, and focuses on brand personality, relationship, and strong symbol association. To be effective, a brand identity needs to resonate with customers, differentiate the brand from the competitors, and represent what the organization can and will do over time.

### Objective and research methodology of the study

This research work will answer the question that how brand identity affects buying behavior of consumers and create brand loyalty and brand awareness with special reference to food products. This is accomplished through the following research objectives-

- To identify relationship between brand identity, brand loyalty and brand awareness
- To measure the affect of brand identity in buying decision process in purchasing food product.

Data analysis and interpretation

**Regression**

Regression analysis is a form of predictive modeling technique which investigates the relationship between a dependent and independent variable(s). This technique is used for forecasting, time series modeling and finding the causal effect relationship between the variables

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	BrandIdentity <sup>b</sup>		Enter

a. Dependent Variable: Brandawareness

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.029 <sup>a</sup>	.001	-.009	.27071

a. Predictors: (Constant), Brand Identity

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.006	1	.006	.080	.777 <sup>b</sup>
	Residual	7.182	98	.073		
	Total	7.188	99			

a. Dependent Variable: Brandawareness

b. Predictors: (Constant), BrandIdentity

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.099	.097		11.356	.000	.907	1.291
	BrandIdentity	.010	.037	.029	.283	.777	-.063	.084

a. Dependent Variable: Brandawareness

**Inference:**The above table shows the R, R-Squared, Adjusted R Square , Std Error .R denotes the correlation between observed and predicted values of the dependent variable. The value of R ranges from -1 and 1. Small values indicate that the model does not fit the data well. In this case, R =.029 .The above table shows the model summary and overall fit statistics. We find that the adjusted R<sup>2</sup> of our model is .040 with the R<sup>2</sup> = .084 that means that the linear regression explains 5% of the variance in the data.

**Regression**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	BrandIdentity <sup>b</sup>		Enter

a. Dependent Variable: Brandloyalty

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.161 <sup>a</sup>	.026	.016	.95631

a. Predictors: (Constant), BrandIdentity

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.377	1	2.377	2.599	.110 <sup>b</sup>
	Residual	89.623	98	.915		
	Total	92.000	99			

a. Dependent Variable: Brandloyalty

b. Predictors: (Constant), BrandIdentity

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound

1	(Constant)	2.729	.342		7.985	.000	2.051	3.407
	BrandIdentity	-.210	.130	-.161	-1.612	.110	-.469	.049

a. Dependent Variable: Brandloyalty

**Inference:-**The above table shows the R, R-Squared, Adjusted R Square , Std Error .R denotes the correlation between observed and predicted values of the dependent variable. The value of R ranges from -1 and 1. Small values indicate that the model does not fit the data well. In this case, R =-.161.The above table shows the model summary and overall fit statistics. We find that the adjusted R<sup>2</sup> of our model is .040 with the R<sup>2</sup> = .025 that means that the linear regression explains 5% of the variance in the data.

### Regression

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	BrandIdentity <sup>b</sup>		Enter

a. Dependent Variable: Consumerbuyingbehaviour

b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.125 <sup>a</sup>	.016	.006	.31490

a. Predictors: (Constant), BrandIdentity

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.155	1	.155	1.560	.215 <sup>b</sup>
	Residual	9.718	98	.099		
	Total	9.873	99			

a. Dependent Variable: Consumer buying behavior

b. Predictors: (Constant), Brand Identity

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound

1	(Constant)	1.610	.113		14.306	.000	1.387	1.833
	Brand Identity	.054	.043	.125	1.249	.215	-.032	.139

a. Dependent Variable: Consumer buying behavior

**Inference:-**The above table shows the R, R-Squared, Adjusted R Square, Std Error .R denotes the correlation between observed and predicted values of the dependent variable. The value of R ranges from -1 and 1. Small values indicate that the model does not fit the data well. In this case,  $R = .125$ . The above table shows the model summary and overall fit statistics. We find that the adjusted  $R^2$  of our model is .040 with the  $R^2 = .015$ . that means that the linear regression explains 5% of the variance in the data.

**Correlations**

A **correlation coefficient** is a statistical measure of the degree to which changes to the value of one variable predict change to the value of another. In positively **correlated** variables, the value increases or decreases in tandem. ... **Correlation** coefficients are expressed as values between +1 and -1.

**Correlations**

		BrandIdentity	Brandawareness	Brandloyalty
BrandIdentity	Pearson Correlation	1	.029	-.161
	Sig. (2-tailed)		.777	.110
	N	100	100	100
Brandawareness	Pearson Correlation	.029	1	.039
	Sig. (2-tailed)	.777		.701
	N	100	100	100
Brandloyalty	Pearson Correlation	-.161	.039	1
	Sig. (2-tailed)	.110	.701	
	N	100	100	100

**Correlations**

		BrandIdentity	Consumerbuyingbehaviour
BrandIdentity	Pearson Correlation	1	.125
	Sig. (2-tailed)		.215
	N	100	100
Consumerbuyingbehaviour	Pearson Correlation	.125	1
	Sig. (2-tailed)	.215	
	N	100	100

**Inference:-** In statistics, the **correlation coefficient**  $r$  measures the strength and direction of a linear relationship between two variables on a scatter plot. The value of  $r$  is always between  $+1$  and  $-1$ . To **interpret** its value, see which of the following values your **correlation**  $r$  is closest to: Exactly  $-1$ .

## CONCLUSION

As Dehradun is not a big city, concept of joint family prevails here. In Dehradun income level of average respondents is also average, because of all these reasons most of the respondents purchase non branded product. Buying pattern of joint families is different from the buying pattern of nuclear families. In joint families people go for yearly storage of the food items taken up in the study and go for bulk purchasing whereas in nuclear families they prefer buying in small quantities as and when required.

Most of respondents are aware about the branded packaged food items; this awareness is highest in the case of branded packaged wheat flour, followed by the packed rice, packed edible oil and least awareness in the case of branded sugar. Quality is the factor that influences most on the branded wheat flour, Taste is the factor that influences most on the buying branded rice, Nutritive value is the factor that influences most on the buying branded edible oil, Quality is the factor that influences most on the buying branded sugar. Most of the respondents prefer to purchase these packaged food items from near grocery store or retail shop.

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