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IMPACT OF BRANDING STRATEGY CONSUMER SATISFATION

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ABSTRACT:

In contemporary consumer markets, understanding the intricate dynamics between branding strategies, consumer satisfaction, and behaviour is imperative for businesses aiming to foster enduring relationships with their target audiences. This research delves into the essence of branding strategies, with a particular emphasis on their influence on two critical dimensions: brand loyalty and consumer trust. With a focus on the strategic utilization of celebrity endorsements as a prominent branding tactic, this study aims to elucidate the potency of such strategies in shaping consumer perceptions and behaviour.

Drawing upon existing literature, the research explores the impact of branding strategies on consumer satisfaction through an analysis of various factors such as brand consistency, emotional branding, innovation, and brand reputation. A quantitative research design is employed, involving data collection from adults and elders, to analyse spending patterns on branding products, recommendation behaviour, and preferences for well-established brands.

Key insights from the study underscore the significance of brand consistency, emotional branding, and innovation in driving consumer satisfaction. Consumers exhibit a propensity to recommend branding products, prioritize recognized brands, and are influenced by celebrity endorsements in their purchase intentions. The findings also highlight the importance of brand recognition, reputation, and packaging in shaping consumer perceptions and behaviours.

Overall, the research contributes to a deeper understanding of the nexus between branding strategies, consumer satisfaction, and behaviour, providing actionable insights for businesses to refine their branding approaches and enhance brand experiences. By leveraging these insights, businesses can effectively tailor their branding initiatives to meet consumer expectations, foster long-term loyalty, and achieve sustainable success in dynamic consumer markets.

INTRODUCTION:

In the ever-evolving landscape of consumer markets, the influence of branding strategies on consumer satisfaction and behaviour stands as a pivotal area of inquiry. Brands, seeking to establish profound connections with their target audiences, recognize the critical importance of understanding how branding initiatives shape consumer perceptions and actions.

This research embarks on an exploration of the essence of branding strategies, focusing particularly on their impact on two fundamental dimensions: brand loyalty and consumer trust. Brand loyalty signifies the depth of consumer commitment to a particular brand over time, while consumer trust forms the cornerstone of enduring relationships between brands and consumers.

In today's media-saturated environment, the strategic deployment of branding tactics, such as celebrity endorsements, emerges as a prominent avenue for brands to imbue themselves with aspirational qualities and foster consumer allegiance. By scrutinizing the effectiveness of celebrity endorsements in bolstering brand loyalty and engendering consumer trust, this study seeks to illuminate the potency of this branding strategy in shaping consumer perceptions and behaviour.

The overarching objective of this research is to unravel the intricate interplay between branding strategies, consumer satisfaction, and behaviour, thereby contributing to a deeper comprehension of the dynamics underpinning contemporary consumer markets. Through an exploration of various branding dimensions, including brand consistency, emotional branding, innovation, and brand reputation, this study endeavors to shed light on the mechanisms through which branding efforts influence consumer attitudes and actions.

By elucidating the nexus between branding strategies and consumer satisfaction, this research aims to equip businesses with valuable insights to refine their branding approaches and forge stronger connections with consumers. Ultimately, by delving into the multifaceted realm of branding strategies and their impact on consumer behaviour, this study endeavors to pave the way for enhanced brand-consumer relationships and sustainable success in today's dynamic marketplace.

PURPOSE OF THE RESEARCH:

The purpose of studying the impact of branding strategies on consumer satisfaction and behaviour is to gain insights into how branding efforts influence consumers' perceptions, attitudes, and actions towards products or services. This research aims to understand:

1. How different branding strategies (such as brand image, brand personality, brand communication) affect consumer satisfaction.

2. How consumer satisfaction with a brand influences their purchasing decisions, loyalty, and advocacy.

3. The mechanisms through which branding strategies shape consumer behaviour, including their preferences, perceptions of value, and brand loyalty.

4. The implications of these findings for marketers in developing effective branding strategies to enhance consumer satisfaction and drive desired behaviours.

REVIEW OF THE LITERATURE:

A.TITTLE : EVALUATING THE IMPACT OF CORPORATE BRAND ON COMSUMER SATISFACTION

CITATION: Anisimova, T. (2013), Evaluating the impact of corporate brand on consumer satisfaction, Asia Pacific Journal of Marketing and Logistics, Vol. 25 No. 4, pp. 561-589.

SOURCE: https://doi.org/10.1108/APJML-12-2012-0132

OVERVIEW: The article by Tatiana Anisimova (2013) investigates the influence of corporate branding on consumer satisfaction. Through empirical analysis with 235 Australian consumers, it highlights the significant impact of corporate branding attributes on consumer satisfaction. The study reveals that consumer-perceived corporate brand, including functional, emotional, and symbolic components, plays a crucial role in determining consumer satisfaction. Additionally, corporate associations and core organizational values emerge as key drivers of consumer satisfaction. Despite limitations in data collection methodology, the research provides valuable insights into enhancing consumer satisfaction through effective corporate branding strategies and communication efforts. Unlike previous studies focusing on consumer loyalty, this research positions corporate branding as both an antecedent and a driver of consumer satisfaction, emphasizing the multidimensional nature of the corporate brand construct.

B.TITTLE : IMPACT OF BRAND ON CONSUMER BEHAVIOUR

CITATION: Henrieta Hrablik Chovanova , Aleksander Ivanovich Korshunov , Dagmar Babcanova, Impact of brand on consumer behaviour(2015) , Procedia Economics and Finance, Vol:34, 615-621

SOURCE: https://doi.org/10.1016/S2212-5671(15)01676-7

OVERVIEW: The article presents findings from primary research conducted in Slovakia between 2009 and 2014, aiming to explore the influence of brands on consumer purchasing decisions. The study involved 1,250 respondents and utilized quantitative questionnaire methods. Data collection spanned six months in 2014, employing the chi-square test for statistical analysis. Two hypotheses regarding the relationship between consumer age and the purchase of branded products and brand preference were formulated and validated. The research reveals that both the purchase of branded products and brand preference correlate with consumer age, highlighting the significance of brands in consumer decision-making processes.

C.TITTLE : BRAND EQUITY, BRAND LOYALTY AND CONSUMER SATISFACTION

CITATION: Janghyeon Nam, Yuksel Ekinci, Georgina Whyatt, Brand equity, brand loyalty and consumer satisfaction, Annals of Tourism Research(2011), Volume 38, Issue 3, Pages 1009-1030, ISSN0160-7383,

SOURCE: https://doi.org/10.1016/j.annals.2011.01.015

OVERVIEW: The article investigates the relationship between physical quality, staff behaviour, consumer satisfaction, brand equity, and brand loyalty in the hotel and restaurant industry. Drawing on established literature, the study employs a questionnaire administered to British nationals. The questionnaire features well-known hotel and restaurant brands to gauge consumer perceptions. Descriptive statistics reveal positive correlations between brand equity dimensions, consumer satisfaction, and brand loyalty. The study underscores the importance of physical quality and staff behaviour as determinants of consumer-based brand equity. It contributes to the understanding of brand loyalty by identifying key factors influencing consumer perceptions in the hospitality sector.

D.TITTLE : THE EFFECTS OF BRAND EXPERIENCES, TRUST AND SATISFACTION ON BUILDING BRAND LOYALTY; AN EMPIRICAL RESEARCH ON GLOBAL BRANDS

CITATION: Azize Sahin, Cemal Zehir, The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands, Procedia – Social and Behavioural Sciences(2011), Volume 24, Pages 1288-1301, ISSN 1877-0428,

SOURCE: https://doi.org/10.1016/j.sbspro.2011.09.143

OVERVIEW: The study examines the impact of brand experiences on consumer satisfaction, trust, and loyalty. It defines brand experience as encompassing sensations, feelings, cognitions, and behavioural responses evoked by various brand-related stimuli. Through a field study involving 258 respondents, the research explores whether different consumers prefer distinct experiential appeals and how experiential types influence the relationships between brand experiences, satisfaction, trust, and loyalty. The findings indicate that brand experiences significantly contribute to building long-lasting relationships between consumers and brands, ultimately fostering brand loyalty.

REASON AND METHODS OF RESEARCH:

The research on the impact of branding strategies on consumer satisfaction and behaviour aims to understand how various branding techniques influence consumers' perceptions, preferences, and actions. By analyzing branding strategies, researchers seek to uncover patterns and correlations between branding initiatives and consumer responses, such as purchase decisions, brand loyalty, and

overall satisfaction. This research helps businesses refine their branding approaches to better connect with consumers and enhance their market performance.The research design chosen is Quantitative research design. There is data randomly collected and with these data from various students the results are going to be analysed.

STUDY AREA:

Adults and elders are selected as a research sample.This study research about how the branding strategy impacts the consumer satisfaction

SAMPLING RESULT :

HYPOTHESES:

- Brand consistency positively influences consumer satisfaction.
- Emotional branding and brand experience significantly impact consumer satisfaction.

OBJECTIVE:

- To analyze the key components of branding strategies that influence consumer satisfaction.
- To investigate the impact of emotional branding and brand experience on consumer satisfaction.

1. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	42	40.4	40.4	40.4
	21-25	32	30.8	30.8	71.2
	26-30	13	12.5	12.5	83.7
	31-35	17	16.3	16.3	100.0
	Total	104	100.0	100.0	

1. Age
- 15-20
- 21-25
- 26-30
- 31-35
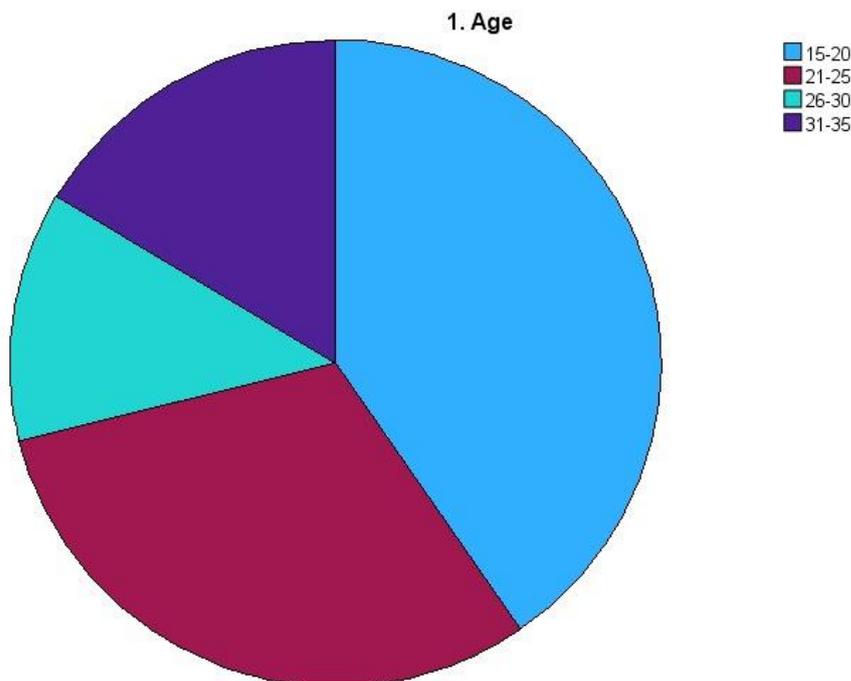
2. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	71	68.3	68.3	68.3
	female	33	31.7	31.7	100.0
	Total	104	100.0	100.0	

2. Gender
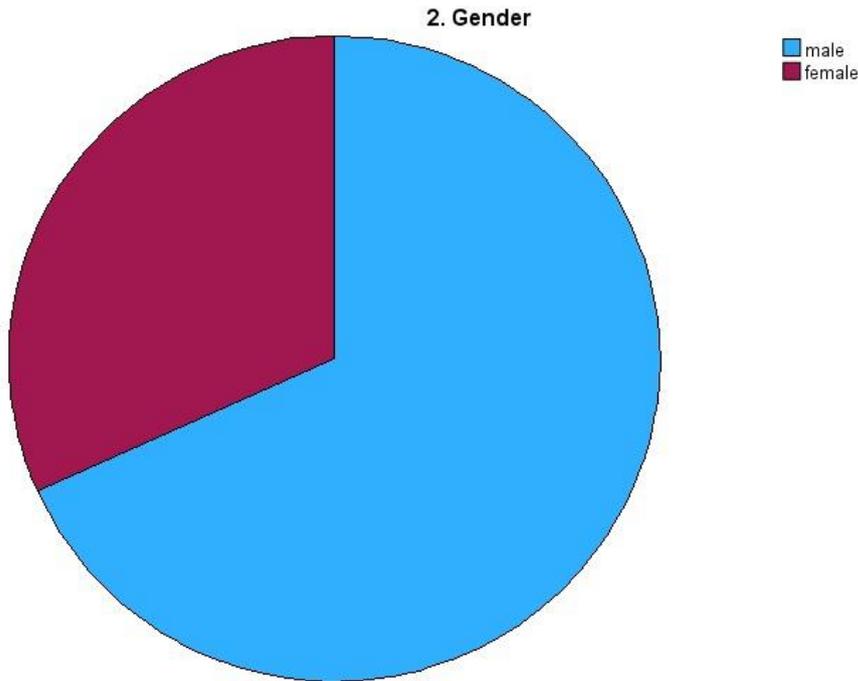
3. How much do you spend on branding products for a year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2500	33	31.7	31.7	31.7
	2500-5000	47	45.2	45.2	76.9
	5000-7500	12	11.5	11.5	88.5
	7500-10000	12	11.5	11.5	100.0
	Total	104	100.0	100.0	

3. How much do you spend on branding products for a year
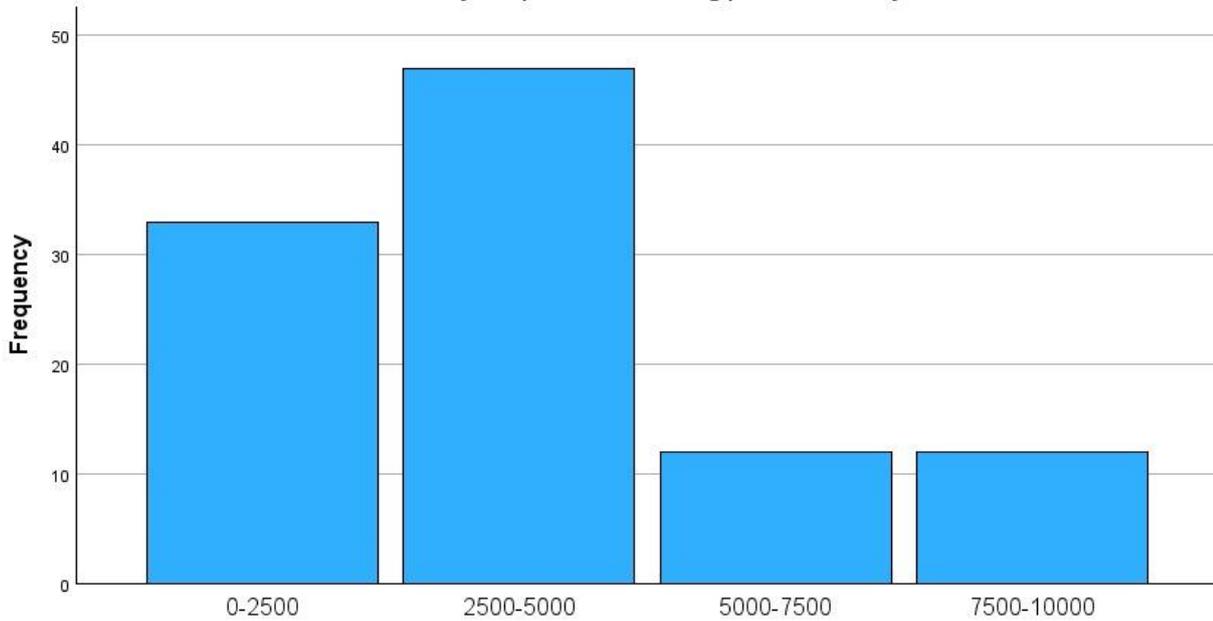
3. How much do you spend on branding products for a year
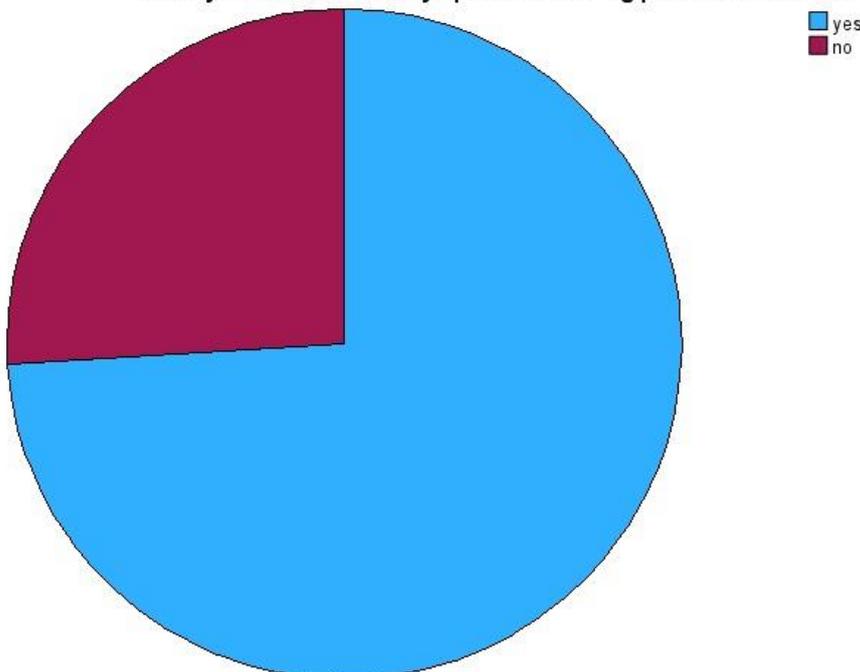
4. Do you recommend any specific branding products to others

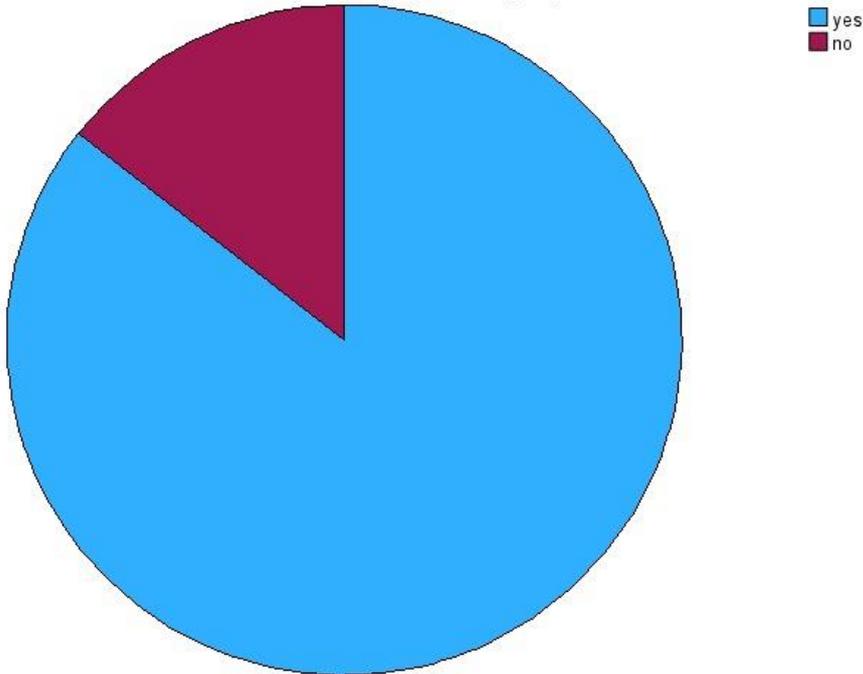|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	77	74.0	74.0	74.0
	no	27	26.0	26.0	100.0
	Total	104	100.0	100.0	

4. Do you recommend any specific branding products to others

5. Does consistent branding positively impact on consumer satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	89	85.6	85.6	85.6
	no	15	14.4	14.4	100.0
	Total	104	100.0	100.0	

5. Does consistent branding positively impact on consumer satisfaction

6.Is brand recognition a significant in influencing consumer satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	90	86.5	86.5	86.5
	no	14	13.5	13.5	100.0
	Total	104	100.0	100.0	

6.Is brand recognition a significant in influencing consumer satisfaction
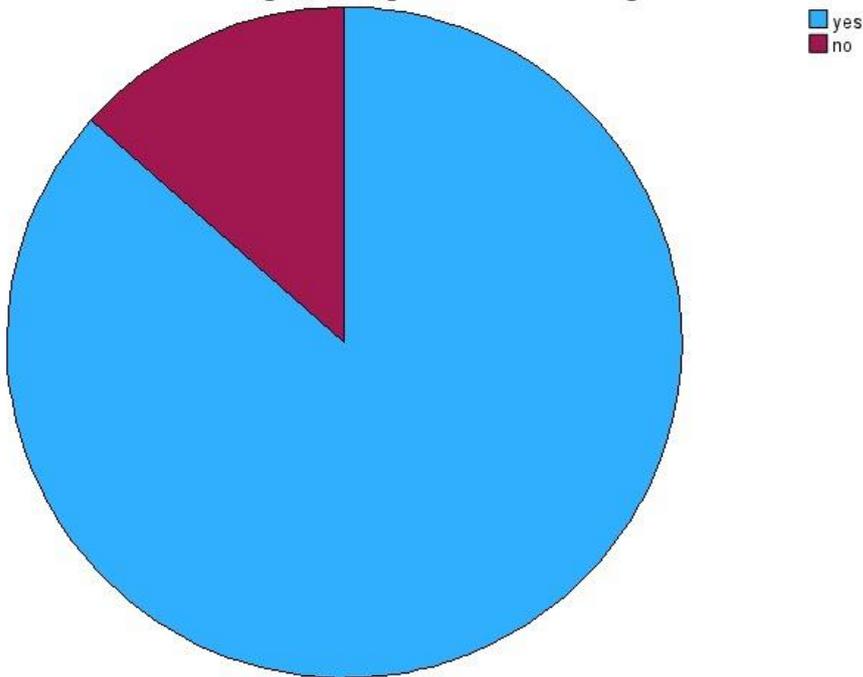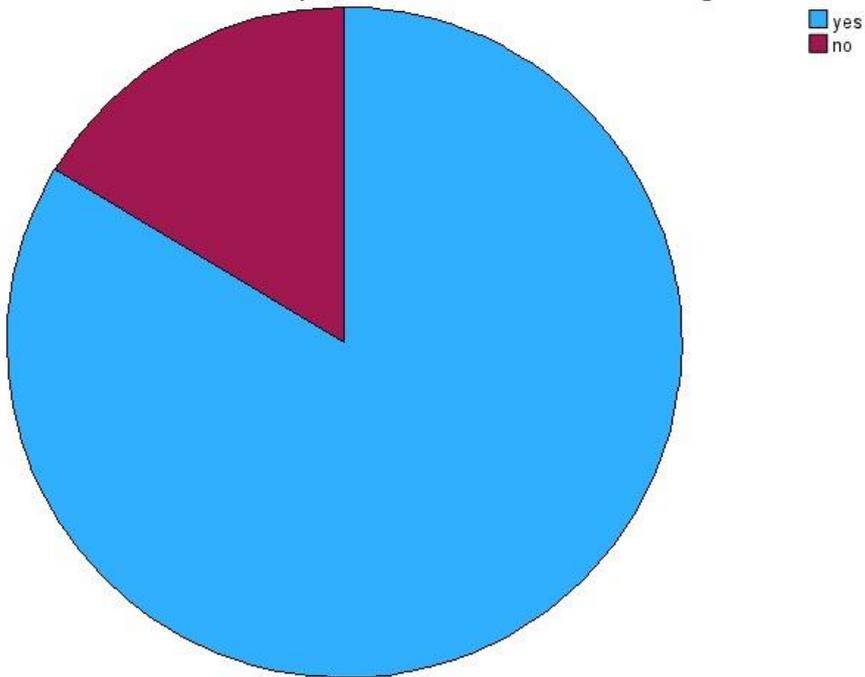

7. Do consumers prefer well established brands for higher satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	87	83.7	83.7	83.7
	no	17	16.3	16.3	100.0
	Total	104	100.0	100.0	

7. Do consumers prefer well established brands for higher satisfaction

yes
no

8. Does brand consistency across various platforms contribute to consumer satisfaction

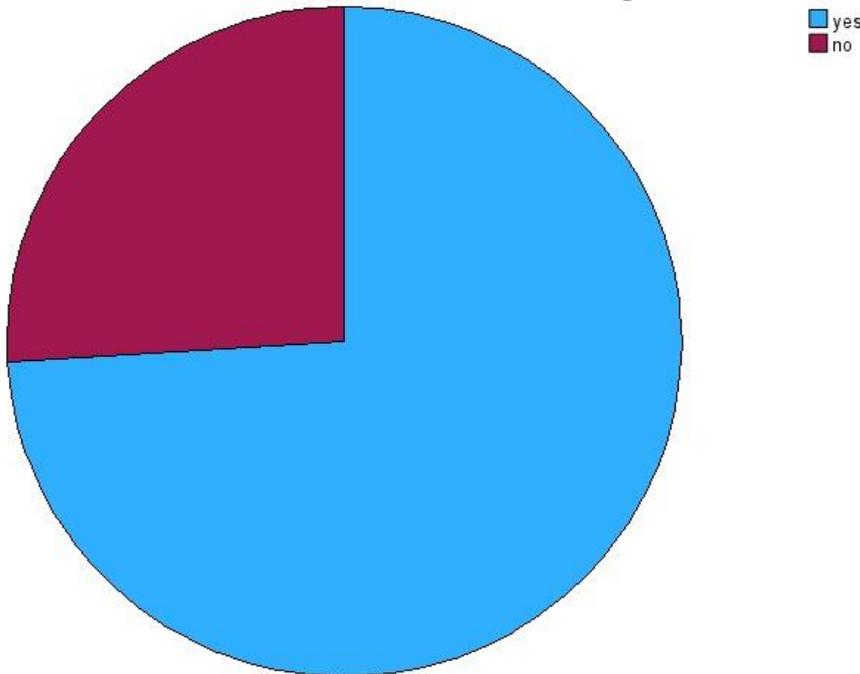|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	88	84.6	84.6	84.6
	no	16	15.4	15.4	100.0
	Total	104	100.0	100.0	

8. Does brand consistency across various platforms contribute to consumer satisfaction
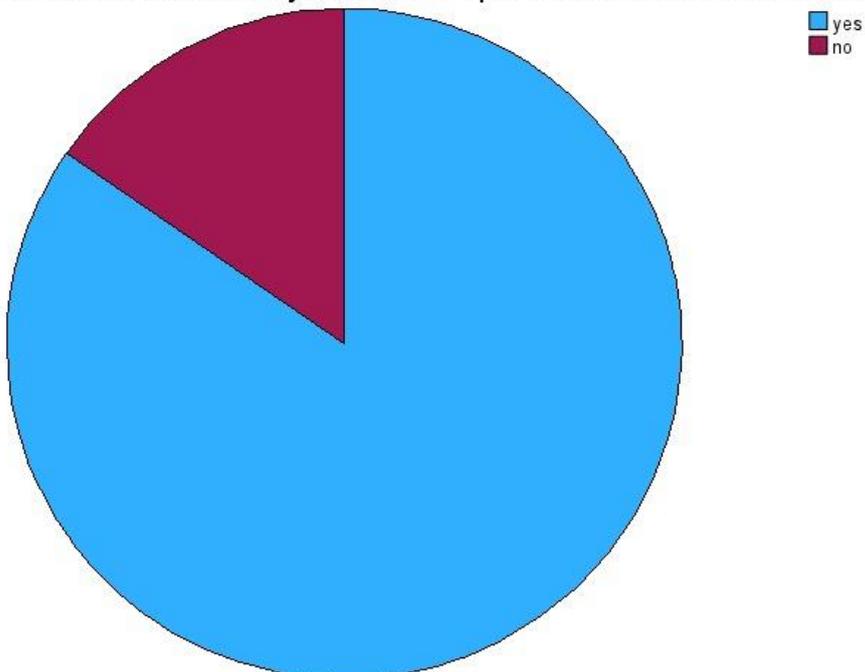
yes
no

9. Is there a connection between emotional branding and consumer satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	77	74.0	74.0	74.0
	no	27	26.0	26.0	100.0
	Total	104	100.0	100.0	

9. Is there a connection between emotional branding and consumer satisfaction

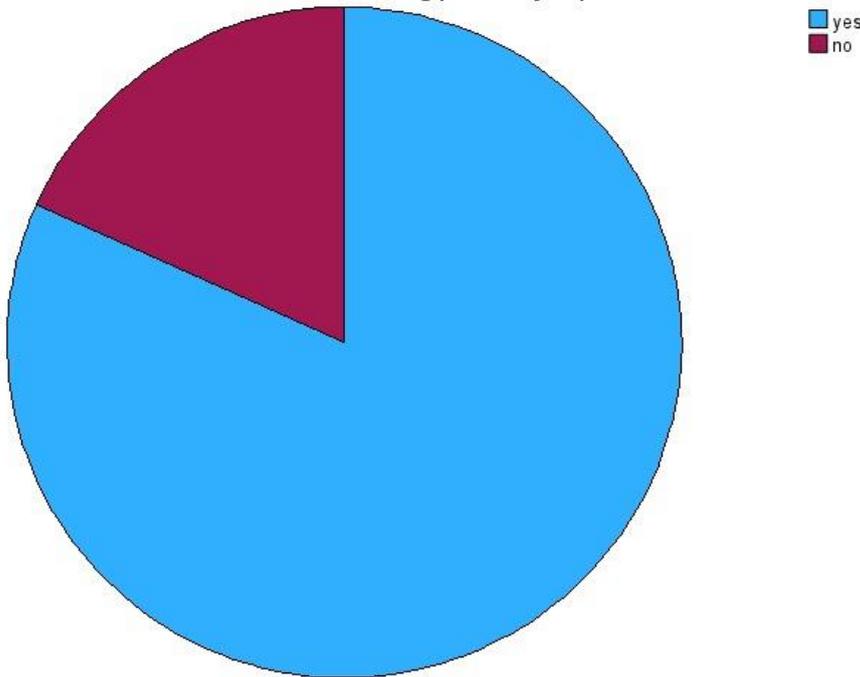### 10. Does innovative branding positively Impact consumer satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	85	81.7	81.7	81.7
	no	19	18.3	18.3	100.0
	Total	104	100.0	100.0	

10. Does innovative branding positively Impact consumer satisfaction

11. Does consistency branding elements such as logo, colour and scheme impact consumer recognition and loyalty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	1.0	1.0	1.0
	neutral	27	26.0	26.0	26.9
	agree	41	39.4	39.4	66.3
	strongly agree	35	33.7	33.7	100.0
	Total	104	100.0	100.0	

11. Does consistency branding elements such as logo, colour and scheme impact consumer recognition and loyalty

Legend:
- disagree
- neutral
- agree
- strongly agree
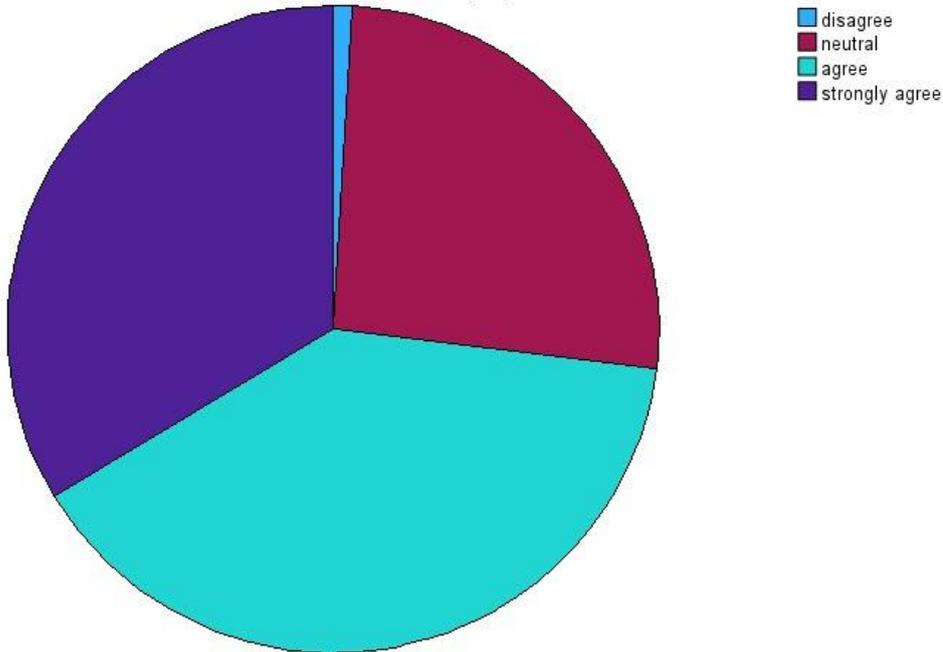
12. To what extent does the perceived personality of brand affect consumer preferences and purchase decision

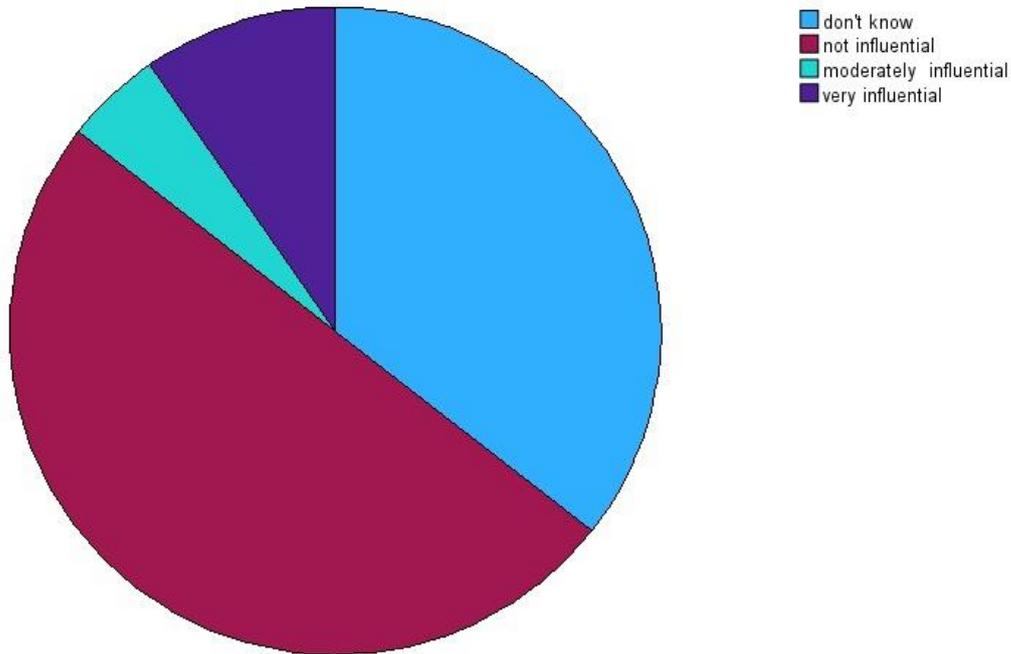|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	don't know	37	35.6	35.6	35.6
	not influential	52	50.0	50.0	85.6
	moderately influential	5	4.8	4.8	90.4
	very influential	10	9.6	9.6	100.0
	Total	104	100.0	100.0	

12. To what extent does the perceived personality of brand affect consumer preferences and purchase decision

- don't know
- not influential
- moderately influential
- very influential

13. Does a brand's Reputation for quality, reliability, trustworthiness influence consumer perceptions and buying behaviour

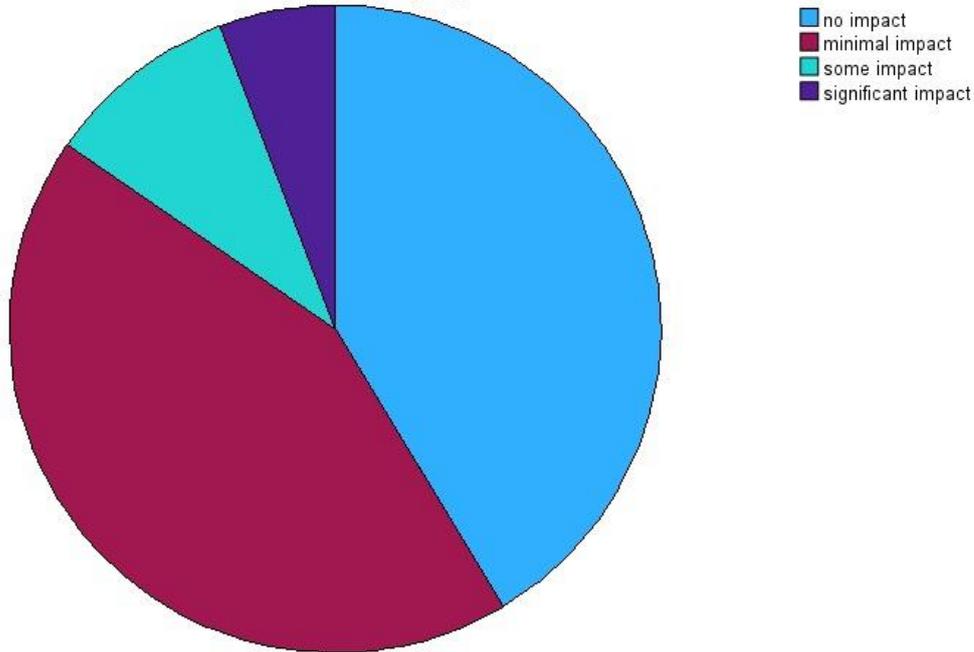|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no impact	43	41.3	41.3	41.3
	minimal impact	45	43.3	43.3	84.6
	some impact	10	9.6	9.6	94.2
	significant impact	6	5.8	5.8	100.0
	Total	104	100.0	100.0	

13. Does a brand's Reputation for quality, reliability, trustworthiness influence consumer perceptions and buying behaviour

- no impact
- minimal impact
- some impact
- significant impact

14. To what extent do celebrities endorsements influence consumer attitude and purchase intentions towards a brand

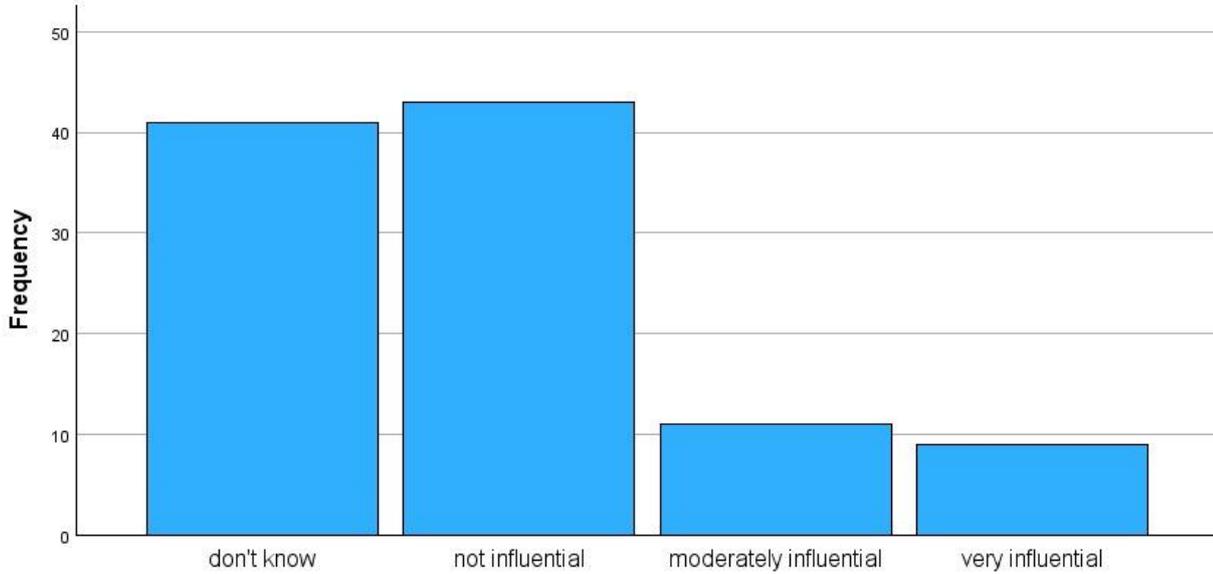|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	don't know	41	39.4	39.4	39.4
	not influential	43	41.3	41.3	80.8
	moderately influential	11	10.6	10.6	91.3
	very influential	9	8.7	8.7	100.0
	Total	104	100.0	100.0	

14. To what extent do celebrities endorsements influence consumer attitude and purchase intentions towards a brand

14. To what extent do celebrities endorsements influence consumer attitude and purchase intentions towards a brand

15. Does brand image influence repeat purchases

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	don't know	54	51.9	51.9	51.9
	minimally	30	28.8	28.8	80.8
	moderately	15	14.4	14.4	95.2
	significantly	5	4.8	4.8	100.0
	Total	104	100.0	100.0	

15. Does brand image influence repeat purchases
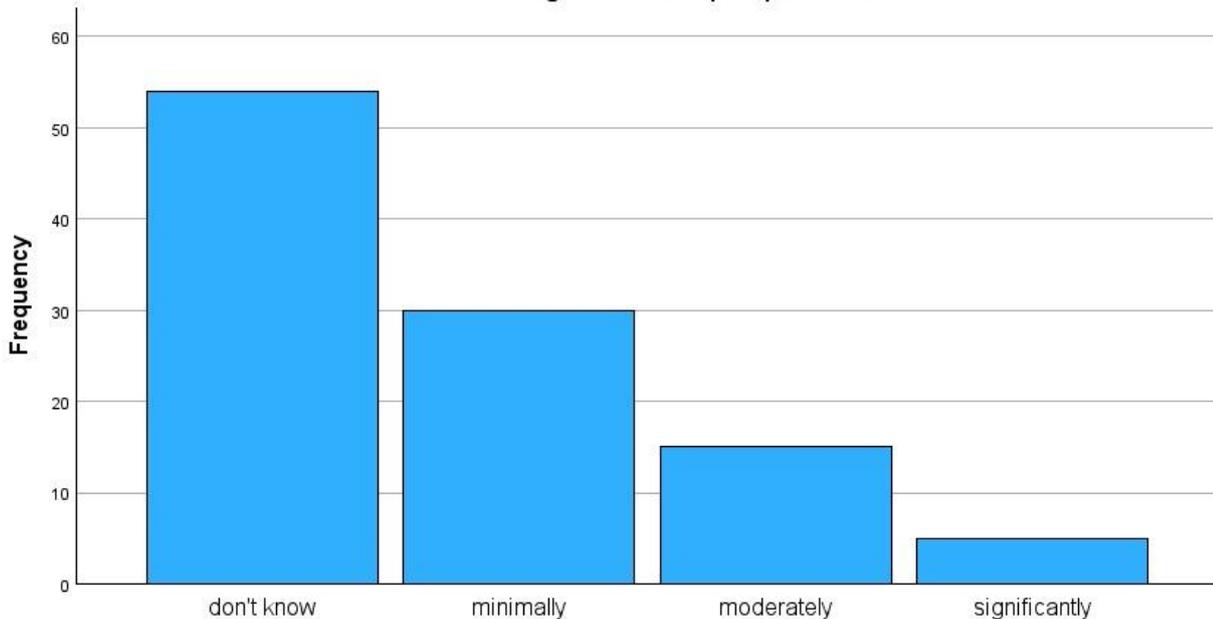
15. Does brand image influence repeat purchases

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16. To what extent does brand loyalty affect consumer willingness to try new products from the same brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	don't know	45	43.3	43.3	43.3
	minimally	46	44.2	44.2	87.5
	moderately	7	6.7	6.7	94.2
	significantly	6	5.8	5.8	100.0
	Total	104	100.0	100.0	

16. To what extent does brand loyalty affect consumer willingness to try new products from the same brand
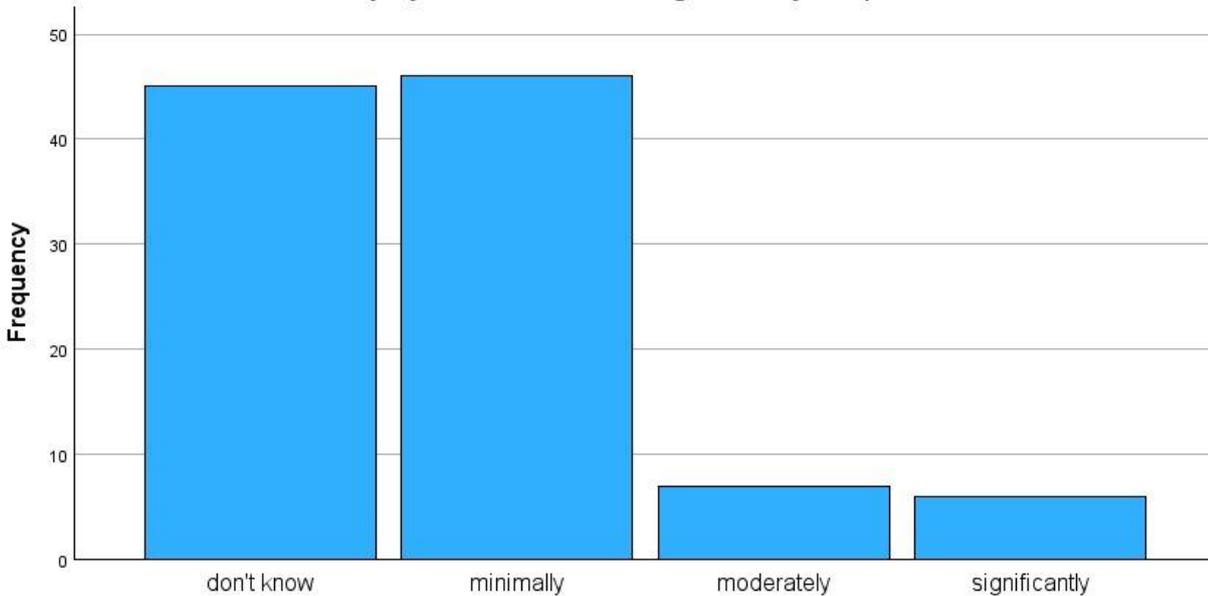
16. To what extent does brand loyalty affect consumer willingness to try new products from the same brand

17. How Likely are loyal consumers to forgive brand mistakes or mishaps

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not likely	46	44.2	44.2	44.2
	somewhat likely	47	45.2	45.2	89.4
	very likely	11	10.6	10.6	100.0
	Total	104	100.0	100.0	

17. How Likely are loyal consumers to forgive brand mistakes or mishaps
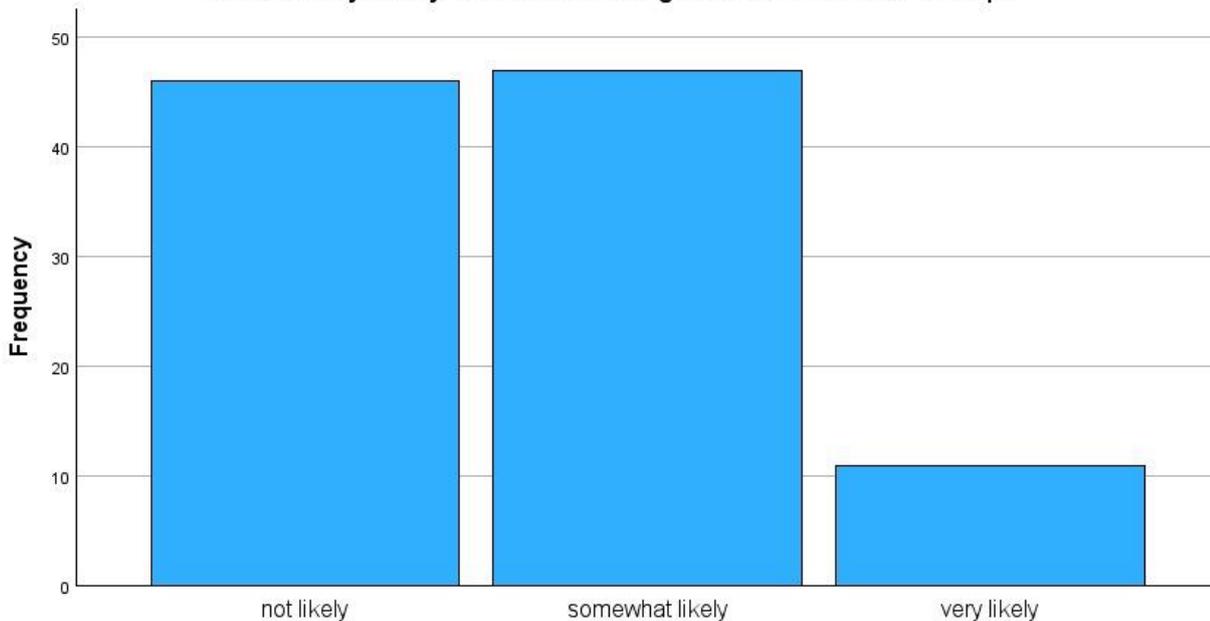
17. How Likely are loyal consumers to forgive brand mistakes or mishaps

Factor Analysis:

One, consistent branding has a significant impact on consumer satisfaction, with a significance value of 0.009. This suggests that consistent branding elements such as logo, color scheme, and messaging can help build brand recognition and loyalty, leading to higher consumer satisfaction.

Two, there is no significant difference in the influence of brand recognition on consumer satisfaction between different genders, with a significance value of 0.166. This suggests that brand recognition is an important factor for all consumers, regardless of gender.

Three, there is no significant difference in consumer preference for well-established brands and satisfaction levels between different genders, with a significance value of 0.531. This suggests that both male and female consumers value quality and reliability in a brand.

Four, there is no significant difference in the connection between emotional branding and consumer satisfaction between different genders, with a significance value of 0.577. This suggests that emotional branding can be an effective strategy for all consumers, regardless of gender.

Five, there is no significant impact of innovative branding on consumer satisfaction across different age groups, with a significance value of 0.908. This suggests that while innovative branding can help differentiate a brand, it may not have a direct impact on consumer satisfaction.

Six, there is no significant influence of celebrity endorsement on consumer attitude and purchase intentions towards a brand across different age groups, with a significant value of 0.534. This suggests that while celebrity endorsements can help increase brand awareness, they may not have a significant impact on consumer behavior.

Seven, there is no significant relationship between brand loyalty and consumer willingness to try new products from the same brand across different age groups, with significance values of 0.838 and 0.138. This suggests that while brand loyalty can lead to repeat purchases, it may not necessarily translate to a willingness to try new products.

Eight, there is no significant contribution of brand consistency across various platforms to

consumer satisfaction across different age groups, with a significance value of 0.747.

This suggests that while brand consistency is important, it may not be enough to ensure consumer satisfaction.

Nine, there is no significant impact of the perceived personality of a brand on consumer preferences and purchase decision across different age groups, with a significance value of 0.196. This suggests that while a brand's personality can help differentiate it from competitors, it may not have a direct impact on consumer behavior.

Discussion:

The findings from the study suggest that while there is no significant difference in the likelihood of recommending specific branding products to others, brand recognition, preference for well-established brands, and emotional branding between different genders, there is a significant difference in consumer satisfaction with consistent branding between gender male and female. This indicates that consistent branding may be more important for female consumers in terms of satisfaction.

Additionally, the study found no significant impact of innovative branding on consumer satisfaction across different age groups, no significant influence of celebrity endorsement on consumer attitude and purchase intentions towards a brand across different age groups, and no significant relationship between brand loyalty and consumer willingness to try new products from the same brand across the different age groups analysed in the study. These findings suggest that while these factors may be important for branding strategies, they do not have a significant impact on consumer satisfaction and behavior.

However, the study did find a significant difference in the influence of brand consistency across various platforms on consumer satisfaction across different age groups. This indicates that brand consistency across various platforms may be an important factor in

consumer satisfaction, particularly for certain age groups.

CONCULSION:

In conclusion, the analysis of the data underscores the significant impact of branding strategies on consumer satisfaction and behavior. The findings reveal that consumers allocate substantial budgets for branding products, prefer well-established brands, and value consistency, recognition, and emotional branding in their brand experiences.

Key insights highlight the importance of brand consistency, emotional branding, innovation, and reputation in driving consumer satisfaction. The majority of respondents recognize the influence of these factors on their perceptions, attitudes, and purchase decisions.

Moreover, the study emphasizes the role of recommendation behavior, brand recognition, and celebrity endorsements in shaping consumer preferences and behaviors. Consumers tend to recommend branding products, prioritize recognized brands, and are influenced by celebrity endorsements in their purchase intentions.

Overall, the findings underscore the multidimensional nature of consumer satisfaction and behavior in response to branding strategies. By understanding and leveraging these insights, businesses can effectively tailor their branding initiatives to meet consumer expectations and enhance brand experiences, thereby fostering long-term loyalty and success.

RECOMMENDATION:

1. Acknowledge the significance of allocating resources towards branding efforts, as indicated by the substantial portion of respondents dedicating a significant budget annually for branding products. Investing in branding can foster consumer trust, loyalty, and positive brand associations, ultimately influencing purchase decisions and long-term brand success.

2.Leverage the propensity of satisfied consumers to recommend branding products to others. Recognize the potential for word-of-mouth marketing and the amplification of positive brand experiences within social networks. Cultivate strong relationships with consumers to transform them into brand advocates and ambassadors, thereby expanding brand reach and influence.

3.Understand the critical role of brand consistency in enhancing consumer satisfaction. Consistent messaging, visual identity, and brand voice contribute to brand coherence and reliability, fostering trust and confidence among consumers. Ensure that branding efforts remain cohesive across various touchpoints to maintain a positive brand perception.

4.Recognize the significance of brand recognition in influencing consumer satisfaction and purchase decisions. Established brands evoke a sense of trust, reliability, and familiarity among consumers, mitigating perceived risks associated with lesser-known alternatives. Invest in building brand visibility and recall to enhance consumer perceptions and loyalty.

5.Explore the potential of emotional branding strategies to deepen consumer engagement and satisfaction. Brands that evoke positive emotions and resonate with consumers' values can forge stronger emotional connections, leading to enhanced brand loyalty and advocacy. Incorporate storytelling, imagery, and experiences that elicit emotional responses to strengthen consumer-brand relationships.

6.Recognize the potential influence of celebrity endorsements on consumer attitudes and purchase intentions. Evaluate the alignment between celebrity endorsers and brand values, and strategically leverage endorsements to enhance brand visibility and credibility among target audiences.

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1.Anisimova, T. (2013), Evaluating the impact of corporate brand on consumer satisfaction, Asia Pacific Journal of Marketing and Logistics, Vol. 25 No. 4, pp. 561-589

2.Henrieta Hrablik Chovanova , Aleksander Ivanovich Korshunov , Dagmar Babcanova, Impact of brand on consumer behaviour(2015) , Procedia Economics and Finance, Vol:34, 615-621

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