IMPACT OF BRAND IMAGE ON CUSTOMER DECISION MAKING A STUDY WITH REFERENCE TO AUTOMOBILE SECTOR IN CHENNAI CITY

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Abstract

The way customer perceives your brand has a lot to do with the success of your business. Brand image perception that people have of a brand based on their experiences, perceptions, and knowledge. It can be created through various touch points such as advertising, packaging, product design, and customer service. It is the result of all the interactions that a consumer has with a brand, including their perception of the brand's products, services, and reputation. The brand image can include product's appeal, ease of use, functionality, fame and overall value from a customer's viewpoints. The image of a brand is ultimately a decisive factor that determines the product sales. The present study is conducted with a view to find out the perception of the customers towards brand image in automobile sector.

Keywords: Brand image, Customer perception, Satisfaction, Automobile sector, Chennai.

Introduction

Growing businesses everywhere in the world have a far and wide objective of building up their brand image. Establishing a strong and consistent brand image has become crucial for the success of any business. It's your brand image that differentiates you from your competitors and builds trust amongst your audience. It also has the power to influence their decision to engage with your brand or even buy your products.

Brand image can be defined as a unique group of associations which creates a perception about an offering within the minds of the target customers. It is the present mindset of a customer about a brand and reflects what the brand stands for at present in the customer's mind. Brand image is not necessarily a mental image, it can have emotional attributes added to it as well. It is a bundle of functions and mental connections with a brand that customers have. Brand image is often not created, it's automatically formed[2]. Brand image can have a significant impact on consumer behaviour and purchasing decisions[3]. The automotive industry is a crowded marketplace, strong brand image gives a business a competitive edge that their competitors might not have.

Objectives of the Study

- To study the perception towards brand image.
- To identify the satisfaction level of customers towards brand image.
- To identify the associations between the demographic factor and decision making using brand image.

Need for the Study

Brand image on consumer decision making plays a major role for the growth of the company in the modern market scenario. The basic idea of the study is to find the impact

of brand image on consumer decision making on automobile sector. The purpose of brand image is not only for retaining the customers but also for attracting new customers and increase the sales. The need of the study was to know the decision making of the customers towards automobile sector and also, the attributes while making a purchase decision and factors relating to their satisfaction level.

Research Methodology

This study is intended to understand the impact of brand image on customer's decision making on Automobile Sector. Primary data were collected from the respondents in the form of questionnaires which depicted the impact of brand image on consumer decision making on Automobile Sector. The sample size for the study was restricted to the maximum of 100. Convenient random sampling method was used.

Limitations of the Study

❖ This study generally focuses on the impact of brand image on customer decision making.

❖ The sample size for the study was restricted to the maximum of 100.

❖ This study is limited to Chennai City only.

Review of Literature

Bitto Benny (2020) conducted a study on impact of brand image on consumer preference among youth. In this study the researcher have studied the preferential option for a branded products from middle class and upper middle class. The economic and social status of the high income group may influence their purchasing decisions. Quality is an important factor that influences customers' preference for branded products and the frequency of buying. Consumers prefer to use branded and unbranded products in the equal proportion for factors such as price, quality and durability of the products. Customers prefer products with high quality and reasonable price range over and above product design and product range.

D. Arockia Prema (2019) conducted a study on Impact of Brand Image on Consumer Buying Behavior. This study reviewed studies about the impact of brand image on consumer from perspective of customer equity. Brand image has strong positive impact on consumer buying behavior as it's an implied device that can change people's buying behavior positively

and teenagers are becoming more and more conscious for branded products to show off their personality symbol. It is suggested that companies that are targeting teenagers should focus more on developing their brand image because it was found that most of the teens were influenced by it.

Data Analysis and Interpretation

Age Wise Classification

Age	No.	%
20-30 years	33	33%
31-40 years	17	17%
41-50 years	18	18%
51-60 years	14	14%
Above 61 years	18	18%
Total	**100**	**100%**

From the above table it can be concluded that majority of the respondents are in the age group of 20-30 years.

Gender Wise Classification

Gender	Respondents	%
Female	46	46%
Male	54	54%
Total	**100**	**100%**

The above table shows that 46% of the respondents fall in the category of female, 54% of the respondents fall in the category of male. Thus, it can be concluded that majority of the respondents are in the gender group of male.

Family Monthly Income Wise Classification

Monthly Income	Respondents	%
Rs. 50,000 – Rs. 1,00,000	24	24%
Rs. 1,00,001 – Rs. 1,50,000	13	13%
Rs. 1,50,001 – Rs. 2,00,000	24	24%
Above Rs. 2,00,000	39	39%
Total	**100**	**100%**

Majority of the respondents are in the income group of earning more than Rs.2,00,000.

Family Members Wise Classification

Family members	Respondents	% of respondents
Less than 3	13	13%
4	29	29%

5	34	34%
More than 5	24	24%
Total	**100**	**100%**

Most of the respondents are in the family members of 5.

Marital Status Wise Classification

Marital status	Respondents	% of respondents
Single	29	29%
Married	71	71%
Total	**100**	**100%**

From The above table shows that 29% of the respondents fall in the category of single, 71% of the respondents fall in the category of married. Thus, it can be concluded that majority of the respondents are in the status group of married.

Occupation Wise Classification

Occupation	Respondents	% of respondents
Government sector	25	25%
Private sector	25	25%
Own business	20	20%
Doctor	15	15%
Lawyer	11	11%
Teacher	4	4%
Total	**100**	**100%**

Majority of the respondents are in government and private sector of occupation.

Role Of Purchase Decision Wise Classification

Purchase decision	Respondents	% of respondents
Self	37	37%
Family	48	48%
Friends	13	13%
Others	2	2%
Total	**100**	**100%**

Majority of the respondents are taking purchase decision with family.

No. of Cars wise classification

No. Of cars	Respondents	% of respondents
Nil	16	16%
1	52	52%
2	14	14%
More than 2	18	18%
Total	**100**	**100%**

The above table concludes that 16% of the respondents fall in the category of nil, 52% of the respondents are possessing 1 car, 14% of the respondents fall in the category of possessing 2 cars and 18% of the respondents fall in the category of possessing more than 2 cars. Thus, it can be concluded that majority of the respondents are possessing 1 car.

Present Brand Car Wise Classification

Present brand	Respondents	%
Maruti suzuki	31	31%
Toyota	1	1%
Ford	3	3%
Hyundai	16	16%
Tata	8	8%
Honda	6	6%
Benz	6	6%
Audi	5	5%
Mahindra	4	4%
Nissan	5	5%
Kia	2	2%
Others	13	13%
Total	**100**	**100%**

From above it can be interpreted that 31% of the respondents possess Maruti Suzuki. 1% of the respondents possess Toyota. 3% of the respondents possess Ford brand and 16% of the respondents possess Hyundai. 8% of the respondents possess Tata, 6% of the respondents possess Honda and 6% of the respondents Benz. 5% of the respondents possess Audi, 4% of the respondents possess Mahindra and 5% of the respondents possess Nissan, 2% of the respondents fall in the category of Kia and 13% of the respondents fall in the category of others like Renault.

Descriptive Statistics Of Attributes Of Purchase Decision Making

	N	Maximum	Minimum	Mean	SD
Design and Model	100	2	5	4.49	.718
Technical Features	100	1	5	4.16	.907
Safety and Security System	100	1	5	4.18	.978
Availability of Spares	100	1	5	3.84	1.143
Consumer Offers and Schemes	100	1	5	3.74	1.050
After Sales Support (Service)	100	1	5	3.77	1.221
Seating Capacity	100	1	5	3.90	1.210
Utility / Purpose for Which Car Is Used	100	1	5	3.54	1.344
Interior Comfortableness	100	1	5	3.91	1.198
Enhances My Social Status	100	1	5	3.09	1.386
Celebrity Endorsement	100	1	5	2.63	1.561
Valid N (listwise)	100				

From the table it can be inferred that design and model having a mean value of 4.49 is the major reason for the purchase decision making. The safety and security system having a mean value of 4.18 is the next major reason for purchase decision making, the mean value of technical features is 4.16 is also another major reason od purchase decision making, and for interior comfortableness mean value is 3.91, seating capacity has mean value of 3.90, and availability of spares is 3.84, while the mean value of after sales support (Service) is 3.77. The mean value of consumer offers and schemes is 3.74 and the mean value of utility / purpose for which car is used is 3.54, and for enhances my social status is 3.09is the second least reason for the purchase decision making. Finally, the mean value of celebrity endorsement is 2.63 is the least reason for the purchase decision making.

Descriptive Statistics On Factors Relating To Satisfaction Level Towards Brand

	N	Minimum	Maximum	Mean	SD
Would Refer The Brand To Others	100	1	3	2.40	.711
Will Purchase The Same Brand In Future Also	100	1	3	2.24	.698
Increase In Price Will Not Affect The Brand Purchase	100	1	3	2.15	.687
Satisfied With The Overall Performance Of The Brand	100	1	3	2.28	.637
Satisfied With The Brand Reputation	100	1	3	2.31	.615
Valid N (listwise)	100				

It can be concluded that Refer the brand to others as the highest mean value of 2.40 for the satisfaction level towards the brand, the second highest mean value for Satisfied with the brand reputation is 2.31 for the satisfaction level towards brand, for satisfied overall performance of the brand is 2.28. The second least mean value of is 2.24 for the purchase of same brand Finally, the least mean value of Increase in Price Will Not Affect the Brand Purchase is 2.15. Thus it can be inferred that the consumers are moderately satisfied.

Association Between Age And Attributes While Making A Purchase Decision

	Value	Df	Asymptotic Significance
Pearson Chi-Square	111.707a	116	.003
Likelihood Ratio	118.270	116	.424
Linear-by-Linear Association	.046	1	.830
N of Valid Cases	100		

From the above table that the significance level of 0.003 is smaller than the standard significance level is 0.05. This shows that there is an association between age and attributes while making a purchase decision.

Association Between Gender & Attributes While Making A Purchase Decision

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.431a	29	.393
Likelihood Ratio	38.073	29	.121
Linear-by-Linear Association	.848	1	.357
N of Valid Cases	100		

From the above table that the significance level of 0.393 is greater than the standard significance level is 0.05. This shows that there is no association between gender and attributes while making a purchase decision.

Association between Monthly Income & Attributes While Making Purchase Decision

	Value	Df	Asymptotic significance (2-sided)
Pearson Chi-Square	44.049a	30	.047
Likelihood Ratio	43.772	30	.050
Linear-by-Linear Association	3.469	1	.063
N of Valid Cases	100		

From the above table that the significance level of 0.047 is smaller than the standard significance level is 0.05. This shows that there is an association between monthly income and attributes while making a purchase decision.

Findings

➢ Design and model, safety and security system, technical features are the major attributes while making a purchase decision. Celebrity endorsement, enhances my social status, Utility/ Purpose for which car is used are the least attributes while making a purchase decision. Consumer offers and schemes, after sales support (service) are moderating attributes of purchase decision.

➢ Refer the brand to others and satisfied with the brand reputation are the major factors relating to satisfaction level towards brand.

Purchase of same brand in future and satisfied with the overall performance of the brand are the least factors relating to satisfaction level towards brand. Increase in brand will not affect the brand purchase is the moderating factor elating to satisfaction level towards brand.

➢ It is found that there is no association between age and gender attributes while making a purchase decision.

➢ It is found that there is an association between monthly income and attributes while making a purchase decision.

Conclusion

Brand image has strong positive impact on consumer buying behavior as it's an implied that it can change people's buying behavior. Most of the customers are loyal with some specific brands. Customers have high awareness about the known brands as compared to an unknown brand. Well-known brand companies maintain the standard of quality, that's why brand name effect the customer choice furthermore these companies are very near to the customer's needs. So when customers intend to purchase a car, brand name influences the customer's decision. Every brand name has its own reputation in the customer's mind. The study also describes that many people watch TV, read the newspaper, magazines and use the internet for regular basic for update information about the different branded products. People's perceptions are very strong regarding branded cars. People are very close to the branded products and brand name and it influences their choice. The auto industry is individualizing vehicles more and more, but one must ensure that brand and its message remains intact. Customization is important because it lets consumers choose exactly what they want. Companies should strive to make the overall experience that people get from any interaction with your company align with your brand and its reputation. Consistency and authenticity throughout your entire company are needed in order for you to pull consumers to your brand.

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