Section A -Research paper

A STUDY ON EFFECT OF BRAND IMAGE ON CONSUMER PURCHASE BEHAVIOUR WITH REFERENCE TO HEALTHCARE PRODUCTS

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ABSTRACT

Brand image is defined as "consumer perceptions as reflected by associations they hold in their minds when they think of the brand." Brand image refers to consumers' desire to utilise brands as markers of their success and personal identity. The success of any product on the market is determined by its brand. Brands are seen as important in the goods market.

Once the brand image has been determined, management will be able to take the required steps to increase the product's marketability. A better brand image will help the organisation and product to be more efficient and profitable. The study sheds light on branding in the context of a healthcare product. The initiative was created with client awareness in mind.The project was created based on customer awareness of the brand image. This project will assist management in determining the product's brand image. Meet or exceed the expectations of numerous healthcare product brands. The major goal is to investigate the impact of brand image on customer purchasing behaviour in the context of healthcare items. The secondary goals are to identify the elements influencing brand image, to investigate the relationship between demographic variables and image, and to make appropriate recommendations to improve the brand image of healthcare products. The convenience sampling strategy was utilised in the research endeavour. To collect responses from 110 healthcare product customers, multiple choice questions were used.The acquired data was analysed using several statistical methods such as Karl Pearson's Correlation, the Chi-square test, and the One-way Anova test. Numerous fresh findings have been gathered

from this research, which has assisted in providing a few recommendations to boost the brand image. This will have an impact on healthcare product purchases by consumers.

Keywords: Consumer behavior, Brand positioning, Brand image and Brand awareness.

INTRODUCTION

A brand can also refer to the immediate image, emotions, or perceptions that people have when they think of a firm or product. A brand represents all of a product's or service's tangible and intangible traits and aspects. A brand embodies a set of emotions and beliefs regarding quality, image, lifestyle, and prestige. Because trademarks represent intangible attributes, the phrase is frequently difficult to define. Intangible traits, sensations, and sentiments are frequently difficult to grasp and articulate.Today, branding is utilised to elicit emotional attachment to healthcare products and companies. Branding initiatives produce an aura of intangible qualities that surround the brand name, logo, or symbol, as well as a sense of involvement and higher quality.Consumer perceptions of a brand are described as the connections they carry in their minds when they think of the brand. Consumers' desire to utilise brands as markers of personal identity and achievement is described by brand image. According to its research, people tend to buy the same brands as their peers, and consumers believe that owning specific brands means they've "made it."When used as a noun, the term "brand" can refer to a corporate name, a product, or a unique identifier such as a logo or trademark.

LITERATURE REVIEW

Numerous studies have been conducted on the relationship between brand image and customer buying behaviour in the healthcare industry. According to Keller and Lehmann (2006), brand image is "a set of perceptions and beliefs that a consumer holds about a particular brand." The authors discovered that brand image has a significant impact on consumer buying behaviour in the healthcare sector, where consumers make choices that directly affect their health and well-being. A study conducted by Mohan, Sivakumaran, and Sharma (2013) discovered that brand image had a positive impact on consumers' inclinations to purchase healthcare items. Specific factors that influence the development of brand image in the healthcare sector have also been studied. According to Pappu, Quester, and Cooksey (2005), a range of elements influence the building of a brand's image, including product quality, price, advertising, and word-of-mouth marketing. In a similar study, Hung and Li (2007) discovered that advertising had a significant impact on customers' views of brand image for healthcare items. Furthermore, it has been

observed that brand image influences consumers' perceptions of the healthcare sector's reliability and trustworthiness. According to a study conducted by Chen and Huang (2012), brand image has a positive effect on consumers' opinions of prescription medicine brands. In a similar study, brand image was revealed to be a significant predictor of customers' judgements of the dependability of over-the-counter drugs.authored by Kim, Han, and Yoon (2010). The impact on the competitive landscape has also highlighted the importance of brand image in the healthcare business. According to Yoo, Donthu, and Lee (2000), brand image is an important factor in brand differentiation and gaining a competitive advantage in the healthcare industry.

OBJECTIVES OF THE STUDY

A Study on effect of brand image on consumer purchase behaviour with reference to healthcare products.

DATA ANALYSIS AND INTERPRETATION

STATISTICAL TOOLS AND ANALYSIS

CHI- SQUARE TEST I – (ψ^2)

1. Gender Vs brand provides a variety of healthcare products

Cross Tabulation:

The cross tabulation has been used to find out the percentages of male and female who feel that the brands have a of healthcare products and the results are interpreted below.

Brand provides a variety of healthcare products

Gender	Strongly disagree	disagree	Neutral	Agree	Strongly agree	Total
Male	**-**	**-**	**19.2%**	**26.9%**	**40.0%**	86.2%
Female	**-**	**-**	**2.3%**	**6.9%**	**4.6%**	13.8%

INFERENCE:

According to the table, 21.5% of respondents are ambivalent about the statement, 33.8% agree, and 44.6% strongly agree.

Using Chi square analysis, an attempt was made to determine the relationship between gender and brand of healthcare products. The research revealed that p value (0.296) > 0.05, confirming the null hypothesis that there is no difference between gender and brand when it comes to providing a choice of health care items.

2. Gender Vs brand is very unique

Cross Tabulation:

The cross tabulation has been used to find out the percentages of male and female who feel that the brands have a of healthcare products and the results are interpreted below.

Brand is very unique

Gender	Strongly disagree	disagree	Neutral	Agree	Strongly agree	Total
Male	**-**	**-**	**20.0%**	**43.8%**	**22.3%**	**86.1%**
Female	**-**	**-**	**4.6%**	**6.9%**	**2.4%**	**13.9%**

INFERENCE:

According to the table, 24.6% of respondents are neutral about the statement, 50.7% agree, and 2 4.6% strongly agree.

Using Chi square analysis, an attempt was made to determine the relationship between gender an d brand of healthcare products.

The research revealed that p value (0.553) > 0.05, confirming the null hypothesis that there is no difference between gender and brand when it comes to supplying a choice of health care items.

3. Gender vs brand image is outstanding and gives me a good impression

Cross Tabulation:

The cross tabulation has been used to find out the percentages of male and female who feel that the brands have a of healthcare products and the results are interpreted below.

Brand image is outstanding and gives me a good impression

Gender	Strongly disagree	disagree	Neutral	Agree	Strongly agree	Total
Male	**-**	**5.4%**	**23.8%**	**37.7%**	**19.2%**	**86.1%**
Female	**-**	**0.1%**	**2.3%**	**10.0%**	**1.5%**	**13.9%**

INFERENCE:

According to the table, 5.4% disagree with the statement, 26.1% are neutral about it, 47.7% agre e, and 20.7% strongly agree with it.

Using Chi square analysis, an attempt was made to determine the relationship between gender an d brand of healthcare products.

The research revealed that p value (0.144) > 0.05, confirming the null hypothesis that there is no difference between gender and brand when it comes to providing a choice of health care

4.The price of healthcare products is reasonable in relation to its gender.

Cross Tabulation:

The cross tabulation has been used to find out the percentages of male and female who feel that the brands have a of healthcare products and the results are interpreted below.

Price of the healthcare products is reasonable

Gender	Strongly disagree	disagree	Neutral	Agree	Strongly agree	Total
Male	**-**	**17.7%**	**20.8%**	**25.4%**	**22.3%**	**86.2%**
Female	**-**	**4.6%**	**3.1%**	**3.8%**	**2.3%**	**13.8%**

INFERNCE

According to the table, 22.3% disagree with the statement, 23.9% are neutral about it, 29.2% agr ee, and 24.6% strongly agree with it.

Using Chi square analysis, an attempt was made to determine the relationship between gender an d brand of healthcare products.

The research revealed that p value (0.634) > 0.05, confirming the null hypothesis that there is no difference between gender and brand when it comes to providing a choice of health care items.

5. Gender vs. I am satisfied with the healthcare items on the market.

Cross Tabulation:

The cross tabulation has been used to find out the percentages of male and female who feel that the brands have a of healthcare products and the results are interpreted below.

I am satisfied about the healthcare products of available in the market.

Gender	Strongly disagree	disagree	Neutral	Agree	Strongly agree	Total
Male	**-**	**19.2%**	**16.9%**	**26.2%**	**23.8%**	**86.1%**
Female	**-**	**1.5%**	**3.1%**	**3.8%**	**5.4%**	**13.9%**

INFERENCE:

According to the table, 20.7% disagree with the statement, 20% are neutral about it, 30% agree, a nd 29.2% strongly agree with it.

Using Chi square analysis, an attempt was made to determine the relationship between gender an d brand of healthcare products.

The research revealed that p value (0.639) > 0.05, confirming the null hypothesis that there is no difference between gender and brand when it comes to providing a choice of health care items.

ONE-WAY ANOVA

Null hypothesis (Ho):

There is no significance difference between the knowledge about healthcare products.

Alternate hypothesis (H1):

There is a significance difference between the knowledge about healthcare products

Descriptives

KNOWLEDGE ABOUT HEALTHCARE PRODUCTS

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
TV	22	1.00	.000	.000	1.00	1.00	1	1
Internet	30	1.00	.000	.000	1.00	1.00	1	1
Social Network	20	1.60	.503	.112	1.36	1.84	1	2
News papers	25	2.00	.000	.000	2.00	2.00	2	2
Others	13	2.00	.000	.000	2.00	2.00	2	2

Descriptives

KNOWLEDGE ABOUT HEALTHCARE PRODUCTS

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
TV	22	1.00	.000	.000	1.00	1.00	1	1
Internet	30	1.00	.000	.000	1.00	1.00	1	1
Social Network	20	1.60	.503	.112	1.36	1.84	1	2
News papers	25	2.00	.000	.000	2.00	2.00	2	2
Others	13	2.00	.000	.000	2.00	2.00	2	2
Total	110	1.45	.500	.048	1.36	1.55	1	2

Test of Homogeneity of Variances

KNOWLEDGE ABOUT HEALTHCARE PRODUCTS

Levene Statistic	df1	df2	Sig.
515.455	4	105	.000

ANOVA

KNOWLEDGE ABOUT HEALTHCARE PRODUCTS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.473	4	5.618	122.898	.000
Within Groups	4.800	105	.046		
Total	27.273	109			

Calculated value = 122.898

Tabulated value = 2.46

F = F cal >F tab F=122.898> 2.46

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

The estimated value of F exceeds the tabulated value.

As a result, we reject the null hypothesis and conclude that there is statistically significant differe nce in knowledge regarding healthcare items.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is a statistical tool used to determine how closely two variables are related li nearly.

Null hypothesis (H0):

There is no relationship between the usage of healthcare products and best feature in healthcare products.

Alternate hypothesis (H1):

There is significant relationship between the usage of healthcare products and best feature in healthcare products.

Correlations

		USAGE OF HEALTHCARE PRODUCTS	BEST FEATURE IN HEALTHCARE PRODUCTS
USAGE OF HEALTHCARE PRODUCTS	Pearson Correlation	1	.953**
	Sig. (2-tailed)		.000
	N	110	110
BEST FEATURE IN HEALTHCARE PRODUCTS	Pearson Correlation	.953**	1
	Sig. (2-tailed)	.000	
	N	110	110

**. Correlation is significant at the 0.01 level (2-tailed).

INFERENCE:

Since r = 0.0953 and positive, there is strong relationship between the usage of healthcare products and best feature in healthcare products.

CONCLUSION

Today, branding is utilised to elicit emotional attachment to healthcare products and companies. Branding initiatives produce an aura of intangible qualities that surround the brand name, logo, or symbol, as well as a sense of involvement and higher quality. A brand embodies a set of emotions and beliefs regarding quality, image, lifestyle, and prestige. Because trademarks represent intangible attributes, the phrase is frequently difficult to define. Intangible traits, sensations, and sentiments are frequently difficult to grasp and articulate.

This study was conducted to better understand the impact of overall brand image on consumer purchase behaviour in the context of healthcare items. Consumer answers have been collected and analysed for this purpose. Several valuable insights emerged from the investigation.. Based on the research findings, the hospital management has been provided a few helpful suggestions such as online marketing, R&D work, and special promotional offers to improve the brand image. This will have an impact on healthcare product purchases by consumers.

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