



Impact of Brand and Marketing on Consumer Buying Behaviour

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ABSTRACT

INTRODUCTION:

According to the 2015 Nielsen report on India's Book Market, India is home to both over 9,037 publishers who directly employ over 40,000 people, as well as over 21,800 organized and unorganized book retailers. India's overall book market, worth INR 261 billion. The Indian publishing sector is also mostly fueled by its sale of textbooks and educational content. The E-media, book, and periodical publishing industry includes various activities related to the production and dissemination of content through various channels such as print, online, and mobile devices.

OBJECTIVE:

The primary objective was to understand the various aspects of sales and marketing on a real-time basis, work on customer acquisition and business development by applying various marketing and sales strategies to achieve the larger goal of creating brand identity increasing customer base, and profitability throughout the e-reading vertical.

RESEARCH METHODOLOGY:

Exploratory research and descriptive research methods were used to achieve the objectives. Primary data was collected using a structured questionnaire by convenience sampling.

CONCLUSIONS:

This study contributes to the existing body of knowledge on the impact of brand and marketing on consumer buying behavior. The findings shed light on the mechanisms through which brands and marketing strategies influence consumers' decision-making processes.

INTRODUCTION

E-Reading Industry in India: A book publication made available in digital form, consisting of text, images, or both, and viewable on the flat-panel displays of computers or other electronic devices is referred to as an e-book (short for electronic book), sometimes known as an e-book or eBook.¹ Despite the phrase "an electronic version of a printed book" being utilized at times some e-books haven't got a printed counterpart. Any computer device with a controlled viewing screen, such as desktops, laptops, smartphones, and tablets, are capable of being utilized to read electronic books. This includes specialized e-reader devices as well as other computer devices.

Despite being in the early stages of commercial growth, eBooks have gradually acquired popularity due to their many benefits, which include mobility, easy accessibility, and lower prices (when compared to print books). According to the Nielsen India Book Market Report, a growing number of Indians are purchasing eBooks, with 56% of those polled in urban areas purchasing at least one and nearly half purchasing three or more annually.²

Market Size: India is home to around 9,037 publishing houses who provide employment to over 40,000 people, as well as over 21,800 unorganized and organized book stores, according to a study in 2015 by Nielsen on India's book market. The total book market in India, estimated to be valued INR 261 billion (USD 4 billion) in 2015, is thought to be the sixth largest in the world, ranking third for English-language books. It is predicted to expand at a CAGR of 19.3% to reach INR 739 billion (USD 11.311 billion) by 2025. However, estimations of its worth and its precise development potential differ because there isn't an ongoing market analysis. Despite this, there is unanimity on the sector's upward rise, which is ascribed to a number of factors, including as India's economic boom and the nation's rising literacy rate, which is expected to reach 90% by 2020.

The sale of textbooks and educational materials is another major source of revenue for the Indian publishing industry, with trade books accounting for only a tiny 6% of total sales. However, out of the commercial books that were sold in India, only 30 were fiction and only 45% were children's books. Physical books and eBooks dominate the book market, while audiobooks make up a minor portion of all book sales. These trends may become more pronounced as India's internet penetration rises from 28% of the population in 2016 to a projected 59% by 2021, according to Cisco. Nearly 60% of urban India's population is already online. Internet users, which indicates that there are still 750 million users who have not joined the network. Given the lower handling costs and ease of distribution associated with eBooks, 62% of publishers now publish eBooks, and 69% of them have set their eBook prices lower than the print version.

Overview of the Industry

The E-media, book, and periodical publishing industry includes various activities related to the production and dissemination of content through various channels such as print, online, and mobile devices. This industry has been traditionally dominated by large publishing companies, but the emergence of digital technologies has made it easier for independent publishers and self-publishing authors to enter the market. One of the primary activities of the industry is content creation. This involves the writing, editing, and production of various forms of content, including books, magazines, newspapers, and e-books. The production typically involves multiple stages, including research, writing, editing, proofreading, and design.

The industry also involves the distribution of content to readers through various channels such as bookstores, libraries, online platforms, and mobile devices. The distribution process can be complex, involving multiple intermediaries such as distributors, wholesalers, and retailers. Another critical aspect of the industry is marketing and promotion. Publishers need to promote

their content effectively to reach their target audience and generate sales. This can involve various activities such as advertising, social media marketing, e-mail marketing, and public relations.

i. Rise of digital books:

The prominence of digital books has been consistently expanding as of late, with additional perusers liking to peruse books on their cell phones or tablets. Digital books are more affordable to produce and distribute, making them a desirable option for independent authors and small distributors.

ii. Growth of Independently publishing:

Independently publishing has turned into a feasible choice for creators, because of the rise of online stages, for example, Amazon Ignite Direct Distributing and Smashwords. These stages permit writers to distribute and circulate their books without the requirement for a conventional distributor.

iii. Subscription-based Models:

Membership-based models have acquired prominence as of late, with organizations, as example, Netflix and Spotify driving the way. In the distributing business, membership-based models are becoming famous. Administrations, for example, Scribd and Encourage Limitless deal perusers limitless admittance to an immense library of books and book recordings for a month-to-month charge.

iv. Audio Books:

The prevalence of book recordings has been on the ascent as of late, with additional users liking to pay attention to books while in a hurry. This has prompted a critical expansion in the creation of book recordings by distributors and independently published writers.

v. Artificial intelligence:

Man-made consciousness (computer-based intelligence) is progressively utilized in the distributing business to further develop different cycles like altering, editing, and content creation. Simulated intelligence can assist with distinguishing blunders, proposing enhancements, and even producing content in view of specific boundaries.

vi. Interactive Content:

Intelligent substance like expanded reality (AR) and computer-generated reality (VR) is acquiring ubiquity in the distributing business, furnishing users with a vivid and drawing understanding experience. Distributors are exploring different avenues regarding these advances to make intuitive digital books and computerized magazines.

vii. Sustainability:

There is a developing worry among perusers about the natural effect of the distributing business, prompting a push for economical practices. Distributors are embracing eco-accommodating practices like utilizing reused paper, lessening waste, and utilizing sustainable power sources.

viii. Social Media Showcasing:

online entertainment has turned into a fundamental device for distributors to advance their substance and arrive at their interest group. Distributors are utilizing virtual entertainment stages like Instagram, Twitter, and Facebook to draw in users, advance their books, and fabricate their brands. In conclusion, the E-media, book, and periodical publishing industry is undergoing significant changes, driven by the emergence of digital technologies and consumer preferences. Publishers need to adapt to these changes and embrace new trends to remain competitive in the market. Digital solutions to help businesses grow and succeed in the digital age.

Objective of the study:**The following are the objectives of the study:**

1. To comprehend how brands, affect customer behaviour in order to gather knowledge on how consumers make decisions.
2. To comprehend the criteria used by consumers to choose a product or service to purchase.
3. Understanding the link between brands and customer behaviour can help businesses foresee and adapt to shifts in consumer preferences and trends, helping them to remain competitive and relevant.
4. To learn more about how consumers, think. On how they engage with brands, and how businesses can use this understanding to develop branding strategies that are successful, generate brand equity, and foster long-lasting relationships with their clients.
5. To determine whether the influence of a brand on consumer behaviour is influenced by monthly income.

Literature review:

Chovanová *et al.* (2015) The major goal of the research, which is discussed in this paper, was to examine how brands affect consumer decisions to buy products. The purpose of the article is to emphasise the influence of brands on consumer decision-making. This article emphasizes the importance of brands in the decision-making process of consumers. Brands provide information and associations that influence consumer behaviour. Brand awareness is an important aspect of consumer behaviour research. Effective marketing can create positive brand associations and encourage the purchase of those brands. The study also highlights the importance of brand management and customer loyalty in a marketplace with a saturation of products. Understanding customer perceptions and meeting their needs is crucial for companies to create loyalty relationships with their customers.⁴

Haralayya (2022) This summary discusses a study on how branding affects the purchasing behaviour of Indian citizens in the Bidar district when it comes to Ford cars. It also suggests marketing methods to attract potential customers to the newer Indian vehicle logo. The report examines how branding affects customer purchasing decisions, including factors such as price, brand image, and reputation. The report concludes with a comprehensive analysis of branding, including brand equity, image perception, and price. This study has shown the power of branding in transforming a person's life.⁵

Bhatia *et al.* (2013) The study of why, when, and how consumers make goods purchases is known as consumer behaviour. It aims to comprehend how consumers make decisions, both individually and collectively. Because it emphasises the value of the customer and places a strong emphasis on customer retention, personalisation, and one-to-one marketing. Relationship marketing is crucial to understanding consumer behaviour. The goal of the study is to look into how brands affect customer behaviour in Kolkata City's South district. According to the study, brand impact is stronger for females and grows with longer stays in the same setting, but declines with higher levels of monthly income. Studies have revealed that brands have a greater influence on customer behaviour among levels. Studies have shown that brand impact on consumer behaviour is higher among women than men, and it is important to maintain a justified price level to prevent quick switching between brands. The duration of a customer's stay with a brand can also affect its impact on their behaviour, and factors such as brand image, loyalty, and personality should be considered. It is suggested that improving the quality of a brand's product can make its impact on consumer behaviour more effective.⁶

Waniet.al (2017) The study of how people decide what to buy is really important. This paper talks about some research that was done to see how much brands influence people's decisions when they buy things. The researchers asked a bunch of people some questions to find out. They found that brands are important when people decide what to buy.⁷

Ayaz(2016) When people decide to buy something, they are influenced by different things like how they feel about the brand.⁸

Malik et.al (2013) The way a company is seen and how they promote themselves is really important for making their business successful. This study looked at how brand image and advertising affect how people in Gujranwala buy things. They asked people questions and found out that when people think positively about a brand and see ads for it, they are more likely to buy its products. Young people are especially influenced by ads and prefer to buy branded products.⁹

Youl Ha (2005) When people shop online, they want to have a good experience that reminds them of the website they are using. Just like when they go to a physical store, they want to feel comfortable and happy while they shop. This study looks at how people feel about a website brand, and whether they trust that brand. The study found that people trust a brand more when they have good experiences with it, are familiar with it, and are happy with their shopping experience. This information can help marketers and teachers understand how to make people trust a brand more when they shop online.¹⁰

Chechani (2018) This research is about how branding affects the way people buy things. This research found that branding helps people remember and keep buying products. Copying other brands can also affect how people see a company. The study showed that it's important for companies to have a clear brand identity. This isn't surprising because people often prefer to buy products from well-known brands. The study suggests that more research is needed to understand why people make certain decisions when buying things.¹¹

Research Methodology

Research design is an essential component of any research undertaking, as it establishes the approach, breadth, and limitations of the study. To achieve the research objectives, two distinct research methods were employed: exploratory research and descriptive research. Using a descriptive research design involved adopting a structured questionnaire as the primary data collection methodology. This enabled to gather of comprehensive information and provide an in-depth portrayal of the subject under investigation. Conversely, exploratory research proved to be particularly valuable when faced with an ill-defined problem. By undertaking exploratory research this was determined the most appropriate research design and data collection method for the study.

Furthermore, yet another research design was incorporated, known as correlational research. Unlike causal research, correlational research does not aim to establish cause-and-effect relationships. Instead, it focuses on examining the association between two or more variables. In this study, the research design enabled to gain insights into how various factors interrelate and impact each other.

The selection and implementation of these research designs were pivotal in this study. By incorporating exploratory research, in depth research problem was expired identify the most suitable research design, and determine the optimal data collection approach. The utilization of a descriptive research design, coupled with a structured questionnaire, provided with detailed and comprehensive primary data.

Additionally, the inclusion of correlational research design expanded understanding of the relationships between multiple variables, shedding light on the intricate interactions and influences among different factors. Through this approach, data gathered was analysed and interpreted, allowing to make informed observations and draw meaningful conclusions.

In summary, research design plays a critical role in shaping the trajectory of a research project. In this study, the combined utilization of exploratory and descriptive research designs, along with the incorporation of correlational research, provided a comprehensive and in-depth understanding of the subject matter. This research designs not only determined the methodological approach and data collection techniques but also facilitated a deeper exploration of the problem at hand and the relationships between various variables.

To examine the impact of brand image on consumer buying behaviour Primary sources were used to collect data. For this research a structured questionnaire method on a five-point Likert scale as a source to obtain primary data was used. As the study's sample size, educational institutions and regular consumers in the market were considered. 100 questionnaires were distributed randomly to the general public and in educational institutes out of which 68 questionnaires were correctly responded by respondents.

For this study, non-probability sampling was adopted due to time and resource constraints. Second, non-probability sampling involves identifying and interrogating respondents based on their past employment and educational history. Additionally, we employed easy sampling methods. Friends, coworkers, and family members of those who responded in India received the questionnaires by email.

The questionnaire design comprises two sections. The first section is related to the personal profile of the respondents including their age, gender, income level, and occupation which is measured by the nominal scale. The second section is related to the questions relevant to variables namely brand image, loyalty and consumer buying behaviour measured by a 5-point Likert scale.

Findings/Recommendations

- Develop and present a powerful organizational site
- Create a portable application viable with IOS and Android stages for the clients
- Provide after-deal administrations through calls, email, or message
- Focus towards pull procedure, inventive offers and customization on the grounds that as per the business we need to continue to change the interaction.
- Keep expanding the number of books in every classification consistently to keep the perusers adhered to our membership.
- Increasing advancements by expanding the notice through different mediums like online entertainment stages, conventional promoting, Website optimization, and so on and making an industry presence.
- There should to be a free preliminary accessible to really look at the nature of the books accessible on our site.

CONCLUSION:

In conclusion, this study aimed to explore the impact of brand and marketing on consumer buying behaviour. Through a comprehensive review of the literature, a theoretical framework was developed, highlighting the significant role that brand and marketing play in influencing consumer decisions.

Overall, this study contributes to the existing body of knowledge on the impact of brand and marketing on consumer buying behavior. The findings shed light on the mechanisms through which brands and marketing strategies influence consumers' decision-making processes. This knowledge can be valuable to marketers and businesses in developing effective branding and marketing strategies that resonate with their target audience and ultimately drive consumer purchase decisions.

CONFLICT OF INTEREST: Nil

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ETHICAL CLEARANCE: Independent Ethics Committee, SIU

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