

The Impact of Brand Image on Consumer Behavior: A Literature Review

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ABSTRACT:

We live in a specific time where success of some several industries and respective components of these industries are significantly dependent on well structured branding strategies. In the frame of constantly developing industries, brands need to be analyzed and studied thoroughly for them to be managed appropriately. It is necessary to get a comprehensive awareness of a company's existence in order to fully comprehend the respective brand. According to Seymour M.G. (2022), essence and meaning of brand lie in the basis of brand's configuration. As Randall (2000) says, once whole analysis has been formed and all challenges and problems are identified with the solutions, a brand could attain a solid continuance in a related industry where a dominant position is filled.

Brand loyalty is an important customer decision that remains a determiner for product choice throughout the entire lifetime of a customer. Our methods to justify brand loyalty specifically shows that customers are highly prone to their own loyal brands for any specific product due to the service and benefit impacts of the product. Based on the brand image theories, this study reviewed extant studies about the impact of brand image on consumers from the perspective of customer equity.

Keywords: *Brand Image, Brand Awareness, Customer Perception, Consumer Behavior*

INTRODUCTION

Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about a brand and has an influence on consumer behavior. For marketers, whatever their companies' marketing strategies are, the main purpose of their marketing activities is to influence consumers' perception and attitude toward a brand, establish the brand image in consumers' mind, and stimulate consumers' actual purchasing behavior of the brand, therefore increasing sales, maximizing the market share and developing brand equity.

Brand equity is the focus of both academics and practitioners; however, there is no paradigm among the brand equity studies by now. Most studies measure brand equity from perspective of consumer or from the company itself. On one hand, some researchers believe that consumers' subjective perception (e.g., attitude, assessment, satisfaction,

etc.) of the brand is the key to brand equity. Although the consumption decision will be influenced by brand features and attributes, it is determined by consumers' perception about the brand image in a deeper sense. Despite the change of consumers' life style and the way of information processing, brand image remains the dominant impact factor of consumption decisions. On the other hand, some researchers believe that brand equity should be evaluated in terms of market share, market value and cash flow.

So the brand image is the impression that potential and existing customers have of your business. The advantages of it if you have a positive impression a strong impression. You can think about two different term frames- the short term and the long term. In the short term if they have a good impression of your business, what is likely to lead to

increased more sales and if they like what they purchased and they want more if it. You might in the long term get repeat sales. They come back and buy that same prime again and if they do that and you get that repeat customer, then you're likely to have created brand loyalty and if you have brand loyalty, you might have a product portfolio. So, you sell other goods, and those customers, might go and buy those other goods. Those the products that you sell. So, you're likely to increase your sales and your revenue even further. And if you increase your sales and your revenue even further. You're going to increase your market share and related to increasing your market share.

Literature Review

According to Park et al. (1986), the construction and maintenance of the brand image is prerequisite to the brand management. Theoretically, all prod-

ucts and services could be demonstrated by functional, symbolic or experimental elements, through which brand image is established. Up to now, scholars haven't come to an agreement on the definition of brand image.

Brand image concept	Definition of brand image
Franklin India Blue Chip fund- Direct- Growth	Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about a brand and has an influence on consumer behavior.
Lee ,L., J., James, J. D., Kim, Y. K. (2014)	Brand image forms the basis for making better strategic marketing decisions about targeting specific market segments and positioning a product. The phrase, brand image, however, has been defined and applied in various ways by different researchers.
Bastos, W., Levy, S., J. (2012)	Brand is a unique blend of functional and emotional characteristic perceived by consumers as an additional value, unique experience and fulfilled promise]. For the company, it is the core strategic resource and most powerful invaluable asset.
Westre, M. (2016)	Branding is now more than a list of attributes from an organisation; it is a promise to the customer. Brand marketing is generally used to promise a unique benefit to customers.

David Ogilvy, “the father of advertising” says that “brand is something what remains us when our factory is burned”. This quote further explains how brand is important for brand owners at two various levels. Firstly, brand serves as a focus for consumer loyalties and hence brand is considered as intangible asset for the company. Loken, Ahluwalia, and Houston (2010) state that brands introduce stability into business and help guard against competitive encroachment and allows investment and planning to take place with improved confidence. Brands are assets to the businesses and are legally protected and shielded from duplication. Building brand takes time and it requires too much effort from company and its marketing professionals. Consumers use brands to classify their choices (Transparency, 2005).

Branding finally works as a signal to make consumer feel about the need. Branding lets consumers to quickly recognize a product as one they are familiar with or one consumer likes. All symbols regarding to the products are involved in brand and it allows consumers remind the product. This symbols or information may be about previous experiences of the brand, brand perception or may be brand associations. The information that stored about brands is important in guiding decision (Winkielman, 2000).

Branding is one of the significant aspects of marketing strategy and branding is the fundamentals of creating customer value, not just images and is also main tool for

creating and maintaining competitive advantage (Holt, 2015). Branding is the process of building a relationship or a connection between a product of a company and emotional perception and association of the customer for the purpose of generating segregation among competition and building loyalty among customers (Hislop, 2001).

Kotler et al., (2013) state that brand management as part of the marketing is the integral aspect of holistic marketing. It is, in our opinion, a specific area of marketing, which uses special techniques in order to increase the perceived value of a brand. Branding and brand-based differentiation are superior techniques for building and sustaining competitive advantage.

Brand Image Value Models

Capital market oriented brand value model. C ernikovaite (2011) stated that capital market oriented brand value models evaluate y that any one brand is as much as possible worth as much as the consumer is willing to buy. The market value-driven model states that the brand value is calculated on the basis of similar trademarks at market prices. Cost-oriented brand value the measurement model is based on the concept of net asset value, which is often used by corporations in the field of evaluation.

Aaker's brand value model, as stated C ernikovaite (2011) Aaker's brand value model is one of the most popular brand value models to highlight the factors that create the product brand value for the consumer. Brand value is understood as a value and liability related to the brand, its name and symbol, which is an integral part or part of the consumer's receipt of the product or service. Aaker separates five brand

value factors - brand loyalty, brand understanding, perceived quality, brand associations and other related values with the brand.

Brand awareness can be a prerequisite for buying product. The high quality of the product or service encourages consumers to buy, and this means additional profit for the manufacturer. The brand associations are a typical consumer attitude to the brand. Other brand values are the legal and institutional benefits the state can afford to offer a brand and thus protect its value.

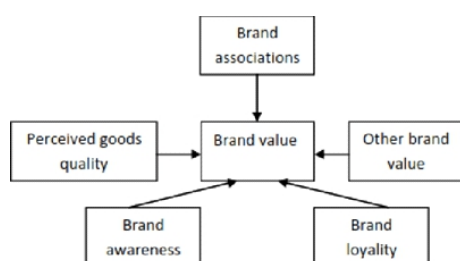


Figure 1. Aaker brand value model (Aaker (1991))

Brand Image and Consumer Behavior

Brand image has been studied extensively since the 20th century due to its importance in building brand equity. In the increasingly competitive world marketplace, companies need to have a deeper insight into consumer behavior and educate consumers about the brand in order to develop effective marketing strategies. In the following paragraph, we will discuss the relationship between consumers' cognition of brand image and consumer behavior.

Impact of Brand Image on Customer's Attitude toward the Brand

Keller came up with the concept "customer-based brand equity (CBBE)"

in 1993, which refers to the various reactions to the branding campaign from consumers who have knowledge of the brand in varying degrees. In other words, brand image and brand awareness are the basis and sources of brand equity. According to Keller (1993), positive brand image could be established by connecting the unique and strong brand association with consumers' memories about the brand through marketing campaigns. In this regard, the brand knowledge should be built and understood before the consumers could respond positively to the branding campaign. If consumers have knowledge of a brand, the company could spend less on brand extension while achieve higher sales.

Following Keller (1993), Lassar et al. (1995) held the opinion that brand equity came from the customers' confidence in a brand. The greater the confidence they place in the brand, the more likely they are willing to pay a high price for it. Specifically, this confidence stems from five important considerations: first, the brand performs its functions as designed; second, the social image is associated with purchasing or owning the brand; third, consumers' recognition and sentimental attachment with brand; fourth, the balance between the brand's value and its functionalities; fifth, consumers trust in the brand. Netemeyer et al. (2004) also approved the dominant impact of brand equity on customer response toward the branding campaign.

According to the self-concept theory, one's self-concept is a collection of perception about himself that includes elements such as capabilities, characteristics, shortcomings, appearance and

personality. For marketers, examining the consistency between the brand image and consumers' self-concept is very important, because consumers might display various self-concepts in different social context. But whatever the context is, consumers would think better of the brand as long as the brand image is in line with their self-concept.

Impact of Brand Image on Consumer's Behavioral Intention

Looking through extant researches, the most widely used predictors of consumer's behavioral intention are customer satisfaction and customer loyalty.

Customer satisfaction refers to customers' general evaluation of the overall shopping experience of some specific product or service. According to Oliver (1980), customers' performance-specific expectation and expectation disconfirmation are the key indicators of customer satisfaction. Specifically, when the product performance exceeds expectation, customer satisfaction increases; when expectation exceeds the product performance, customer satisfaction decreases. Since product performance is an important component of brand image, companies could infer the potential influence of brand image on customer satisfaction by identifying the perceptual difference toward a brand between the existing customers and non-users of the brand.

Brand image has a significant impact on customer satisfaction especially across the E-banking, landline, mobile phone, bank and supermarket industries. Chang et al. (2005) identified store infrastructure, convenience, store service and sales activities as the four components of store image, and they all impact customer satisfaction directly.

Chitty et al. (2007) also empirically proved the dominant role of brand image in predicting customer satisfaction in the hospitality industry. Moreover, the congruence between the brand image and customers' self-image would enhance customer satisfaction and customers' preference for the brand.

Customer loyalty could be recognized as the extension of customer satisfaction. Earlier studies define customer loyalty as repeated purchasing behaviors in a narrow sense. Generally, customer loyalty stems from customers' approval of a brand, which leads to their continuously purchasing behavior of the brand and thus generates profits for the company.

Suggestions for Future Study Enrich the Connotation of Brand Image

In the last decade, emotional branding has become a very influential manner of brand management. As suggested by Roberts (2004), brand emotion is the cultural implication embodied in a brand, and emotional branding is a highly effective way to cause customer reaction, sentiments and moods, ultimately forming connection and loyalty with the brand. Even the traditional brand management pattern based on customer perception now has incorporated emotional branding into it. In the unprecedentedly competitive marketplace, brand emotion is the bond between the brand and the customer, and the key to expanding the market. Future studies could explore the relationship between brand image and consumer behavior from a brand new perspective brand emotion.

Brand Image, Customer Satisfaction and Customer Loyalty

The relationship between brand image and customer satisfaction has been

studied extensively. However, a majority of these researches were conducted in service industry, such as hotel, supermarket and bank, etc. Whether the results generated from the service industry can be applicable to other contexts (e.g., manufacturing industry, finance industry, real estate industry, etc.) remains to be examined.

Moreover, although the positive impact of brand image on customer satisfaction and customer loyalty has been testified, there still exist minor disagreements between different researches. Specifically, some studies prove that brand image not only influences customer loyalty directly, but also impacts on it through other mediating factors. However, some research results demonstrate that brand image exerts no direct influence on customer loyalty, but it can impact on customer loyalty via customer satisfaction. Future studies should further discuss the interrelationships among brand image, customer satisfaction and customer loyalty, and identify a more comprehensive indicator for consumer

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