

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT

Volume 10, Issue 3, March 2023



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.580



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An Empirical Study on the Impact of Brand Personality on Consumer decision making

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ABSTRACT: Brand Personalities positively influences consumer's intention to buy the product. It indicates that consumers start accepting that product, makes them feel good and also as a symbol of status. People get more attracted towards Brand personality endorsed advertisements than the ones that doesn't have celebrities into them. This research study focuses on the impact on the customer's buying behavior and their perception regarding the product or brand of the company.

I. INTRODUCTION

Different industries and companies uses advertisement as their basic tool to sell their goods and services, as it's the best way to give information to the public in an effective and efficient manner. Showing the world a well-known face is considered to be the safest way for brands to develop a bond in the mind of its consumers. Whenever the consumers come across an actor or the most loved sports figure endorsing a product, immediately that product attain high value.

Brand personalities need not to be necessarily an international superstar, but they should be extremely familiar to their target audience. We see celebrities in television, film, radio, magazines. From consumer's perspective, they want to own that brand which gives a good reputation in the market and feels that by using such brands they will gain some status.

II. OVERVIEW

In modern era marketers requires to develop strategies incorporating the elements of emotions etc. The main purpose is to get attention, interest in order to make these strategies into success. Marketers employ famous celebrities because they have the power to create a greater impact on the consumers buying behavior. Many big brands make use of the concept of brand personality as a marketing communication tools.

But this entire process of hiring celebrities and doing the product-celebrity match is not as simple as it seems, as it requires a long procedure. Celebrities are often perceived as idols by many. People want to follow them and try out those products which have the name of celebrities, as celebrities make those products more desirable.

Celebrity endorsement has turned into a very effective strategy to market a product and also it provides a competitive aged over competing brands in a highly competitive surrounding. From a very long time, celebrities are often used as role models especially in the areas of personal appearance. Indians are a major fan of celebrities. The female segment get more attracted towards the brands. Many a times, people rely on advertisements more than their family, friends and the opinion of reference group. Consumer's emotional, psychological and behavioral aspects play a very crucial role during buying behavior.

III. RESEARCH METHODOLOGY

Two main research methods:-

Quantitative methods:- Inputs with numerical data.

Qualitative methods:- On consumers' behavior and interactions with a product.

So many surveys are used to collect data as they can be given out in different ways such as telephone, email, online form and in person.

Advantages

Quantitative research

- It is easy to compare with other sources.
- It is easy to analyze
- It provides perception to relevant trends

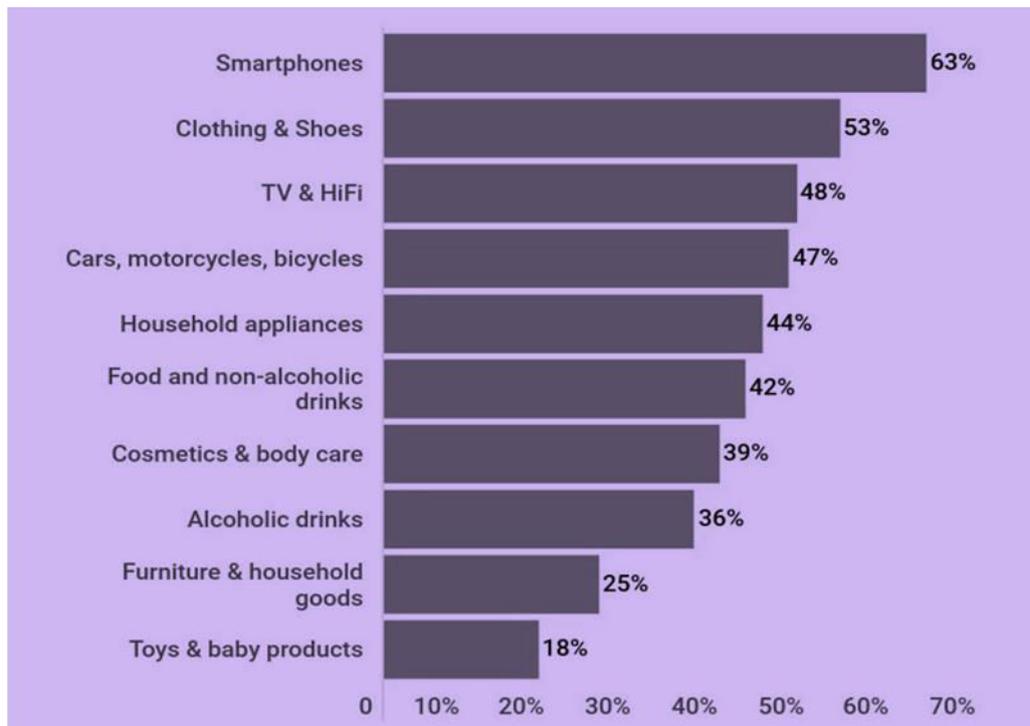


Qualitative research

- It focuses on consumers' expectations
- Modifications in old ones can be done
- Good way to test marketing strategy

IV. ANALYSIS AND INTERPRETATION

Brand chart



63% of customers pay attention to brands when shopping for smart phones.
53% pay attention to shopping for clothing and shoes.
48% for TVs and sound systems, 47% for cars, motorcycles, and bicycles.
42% of customers on purchasing food and drink (non-alcoholic) and 18% on toy and baby product brands.

Branding is to attract and retain a loyal customer base:-

- Consistent brand presentation may increase revenue by up to 33%.
- 86% of consumers prefer an authentic brand image.
- New designs and colour highs brand recognition by up to 80%.
- 77% of customers shop from brands that share their values.
- 83% of shoppers prefer to buy from brands they trust.
- A fully connected customer is someone who is satisfied, can tell the difference between one company's brand and a competitor's.
- Being consistent in brands with colours, fonts, voice, style, and message across all platforms, from social media to product packaging.
- Companies with consistently presented brands are three to four times more likely to have excellent brand visibility than companies with inconsistent branding.
- In order to achieve consistent branding, companies need to establish and enforce branding guidelines for everyone to use across the company.
- The consumers here doing wrong is that blindly trusting of brand just because celebrities are presenting.



- Brand personality is something which converted us in loosing of trust on our self and gaining of trust on them.
- Sometimes it is also dependent on certain circumstances of customers
- Customers do influence by Quality of products while purchasing.

V. SUGGESTION AND LEARNING

Brand personality indicate that we obviously go blindly influenced by celebrities where we have a mindset from beginning as consumer that our favourite celebrity advertising these product and if it's completely new product consumer will try these if a consumer is in a mindset that Katrina Kaif is a favourite celebrity and they try her product and they believe that this will be a good product so when we go purchasing it we will blindly trust our favourite personality easily we don't go for further research. Here what consumer are lacking is that applying of brain thinking etc when the consumer consistently using one Brand for a long period of time than the consumer purchase it. But we often use to get influence by a celebrity advertising. As celebrities made good impression with their hard work to the audience they don't even give a chance to doubt them in their job. We often influence by their work and do take decisions blindly. In these scenarios we start losing trust on ourselves rather than on them. Celebrities have made huge level of impression on us that we blindly trust on them. If an particular brand is been promoted by a celebrity we do trust that and go for purchasing it without any research.

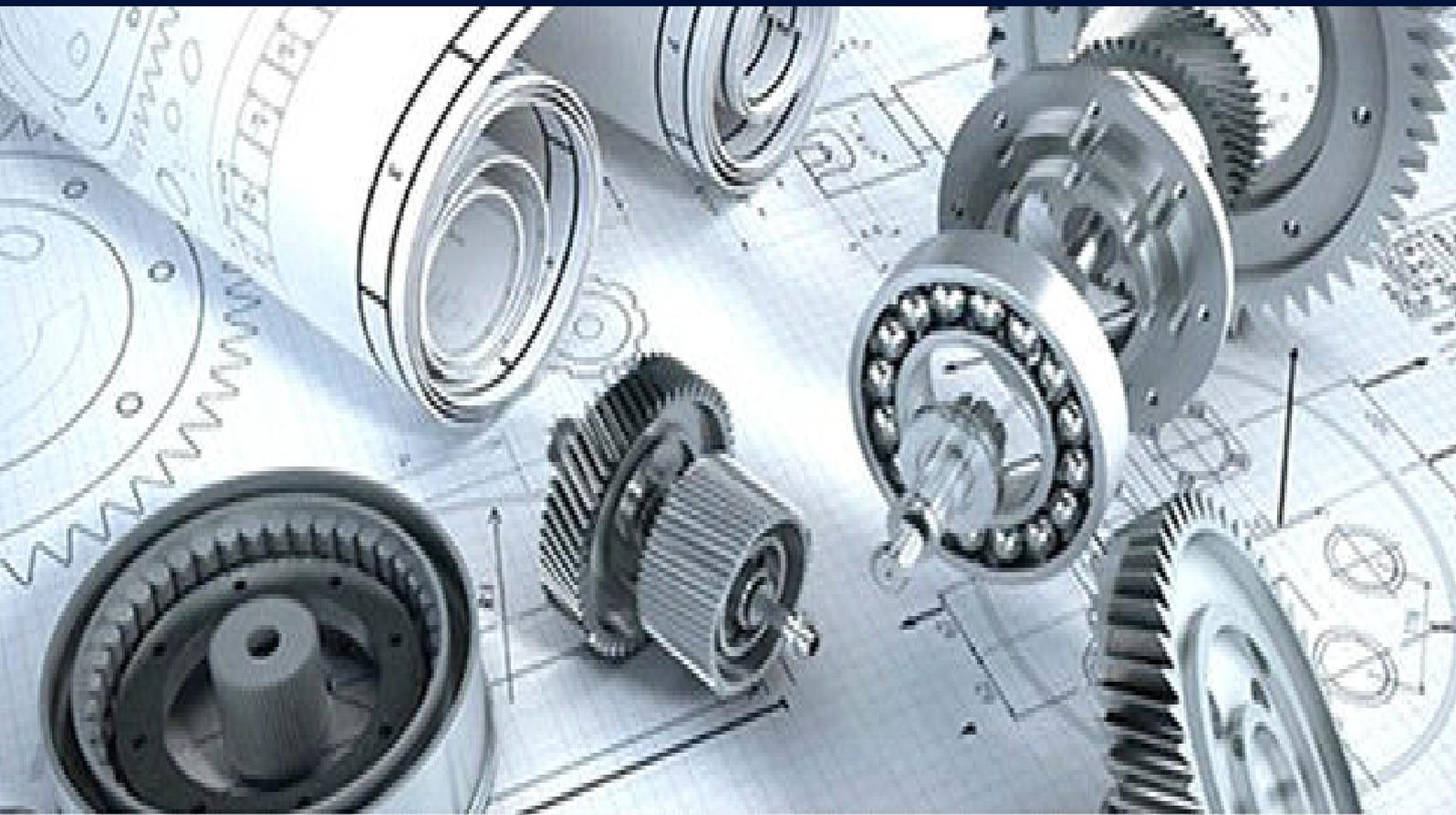
As we know which brand suits us well, Brand personality sometimes turn negatively as many products fails on market. In order to get the market demand for those products the brands are being promoted by celebrities. The consumer is creating mistake here by not going for research or public references. And one of the major suggestions should be that "If you are consistent with a particular brand then definitely you should not get influenced by Brand Personality"

VI. CONCLUSION

The best medium for watching the advertisements is TV and then Internet. As Brand personality has reasonable impact on customers as per their attitude and buying intention. Physical attractiveness, credibility and congruence of the celebrity with the reference to endorsed advertisement all have impact on customer perception about the advertised product. It is concluded that Brand personality advertisements are more attractive than the non-endorsed advertisements.

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INNO SPACE
SJIF Scientific Journal Impact Factor
Impact Factor:
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doi
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