



# INFLUENCE OF BRAND NAME ON CUSTOMER BUYING DECISION TOWARDS AN EMERGING MOBILE PHONE MARKET IN HYDERABAD

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This research study investigates the impact of brand names on customer buying decisions within the context of the emerging mobile phone market in Hyderabad. With the rapid growth of the mobile phone industry and the increasing diversity of available brands, understanding how brand names influence consumer choices becomes pivotal for both businesses and marketers. Leveraging a comprehensive mixed-methods approach, including surveys and in-depth interviews, this study aims to shed light on the intricate interplay between brand perception, customer preferences, and purchasing behaviors. The research reveals that brand names play a significant role in shaping customer buying decisions. The reputation, recognition, and perceived value associated with a brand name influence customers' perceptions of product quality, reliability, and innovation. A positive brand image can create a sense of trust and loyalty, prompting customers to choose a particular mobile phone brand over others. Moreover, the study explores the role of marketing strategies in amplifying brand influence. Effective branding strategies, such as brand positioning, advertising, and endorsements, can enhance brand recall and emotional connections, thereby reinforcing the impact of brand names on customer decision-making. Challenges also emerge, highlighting the potential disconnect between brand perception and actual product performance. Customers' expectations based on brand reputation may not always align with their real-world experiences, leading to post-purchase dissatisfaction. This research contributes to the evolving discourse on consumer behavior in the emerging mobile phone market in Hyderabad. The findings provide valuable insights for businesses seeking to position their brands effectively and tailor their marketing strategies to resonate with the preferences and expectations of customers. Additionally, this study serves as a foundation for future research endeavors focused on brand influence in the ever-changing landscape of consumer electronics markets.

**Keywords:** Customers' Expectations, Quality, Loyalty, Reliability, Innovation.



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## 1. INTRODUCTION

Today's generation follows the pattern of capitalism where human values are measured by, 'you are known by what you have not by what you are'. This

naturally leads to a social structure where everyone seeks uniqueness by possessing things which sets them apart from everybody else. Nowadays, brands not only represent the symbol of a company or product but also

define the daily life of a person to a large extent. Products used by a person often reflect the person's taste, status in society, and economic background. When customers purchase products, the consumer's choice is frequently affected by brand name. Some customers purchase specific brand products only due to brand name. Brand management helps enterprises to protect their image and that a strong brand has a high market share. The actual or prospective purchaser of products or services – customer - is an important category in brand management. A brand can be successful if the brand management system is competent and as a result of relevant marketing activities can be seen loyal and satisfied customer/consumer. Consumer behavior is influenced by a variety of factors interacting in complex ways. With better understanding of customer's perceptions; companies can determine the actions required to meet the customer's need. Due to the current global conditions, the marketplace is becoming a place of a super-saturation of products resulting in brand loyalty disappearance. These conditions can be avoided when companies create loyalty relationships with their customers. Therefore it is necessary that the value proposition of the offered brands meet consumers' values and desires.

## 2. REVIEW OF LITERATURE

**Sarwar et al (2014)**, concluded that consumer are switching from the local commodities to branded products. They like to use the branded products in order to prove their status, power and prosperity. Reference groups play a part an important role in choosing the branded products. People be likely to become more loyal to specific brands because of their assurance but brand switching increases with the age due to low income difficulty of aged consumers. So there is a positive association among branding and consumer buying behavior. Bargaining habit increases with the age due to low income factor.

**Umer Shehzad, et al (2014)**, this study is conducted to understand the effects of brand on consumer choice for the best interest of the public. A brand can influence whether consumer notice the products or not. Moreover branding can influence how consumer quickly buys the product. This depend how consumer feel your product.

**Bulle, Fuad (2020)**, observed that the growth, development, and success of any company largely

depend on the effectiveness and efficiency of its brand, especially the innovative brand, because the name of the innovative brand directly affects the consumer who decides to buy from a particular brand. However, the effectiveness and efficiency of a brand also depend on the quality of the services offered by its customers, depending on the level of loyalty, efficiency, and creativity of these consumers.

**Hafizh Novansa, Hapzi Ali (2017)**, this study variables that have the most powerful influence on purchasing decisions is the price variable. SMESCO Indonesia managers must establish the right pricing strategy to further increase consumer buying interest. Implementation of the discounted price applied, is very effective in attracting consumers to make purchases, this needs to be increased by adding a period of application of discounted prices.

**Henrieta Hrablik Chovanová et al (2015)**, concluded that we have to stress the fact that brand is the factor which has an impact on consumer purchase decision-making process. Brands provide information about products and create associations that affect the mind of the consumer in purchase process. Very important category of consumer behavior research is brand awareness. Suitable forms of marketing activities as a whole can create a positive brand associations and start a purchase action of positively seen brands. Brand represents a certain value in the mind of consumer. Without the psychological linkage would be a product or a service indistinguishable from each other. Our survey was aimed on impact of a brand on consumer behavior. More than a half the amount of respondents chooses their products or services by a brand. Participated survey respondents stated that the quality is the key factor in their decision-making process of purchasing a brand.

## 3. OBJECTIVES OF THE STUDY

This study investigates the influence of brand name on customer purchase decision over the mobile phone in an emerging mobile phone market in Hyderabad District in Telangana. The following objectives have been framed in order to carry the research in this area:

1. To know the different dimensions involved in the customer buying decision.
2. To understand the various attributes involved in the brand name.

3. To examine the influence of brand name on various dimensions of Customer buying decision.
4. To Study the impact of personal and demographic factors on various dimensions of Customer buying decision.

#### 4. DIMENSIONS INVOLVED IN THE CUSTOMER BUYING DECISION

The customer buying decision is a complex process influenced by various dimensions that shape and guide the choices consumers make when purchasing products or services. These dimensions collectively contribute to the decision-making process, which can be categorized into several key aspects:

##### 4.1. Cognitive Dimension:

- **Perception:** How customers perceive a product or brand based on its attributes, features, and overall image.
- **Awareness:** The extent to which customers are aware of a product's existence, its benefits, and its competitive advantages.

##### 4.2. Psychological Dimension:

- **Motivation:** The underlying needs, desires, and wants that drive customers to consider making a purchase.
- **Attitudes and Beliefs:** Customers' opinions, feelings, and beliefs about a product or brand, which influence their overall disposition toward making a purchase.

##### 4.3. Social Dimension:

- **Social Influence:** The impact of family, friends, peers, and social networks on customers' buying decisions.
- **Reference Groups:** The groups or communities to which customers belong and whose opinions and behaviors influence their choices.

##### 4.4. Economic Dimension:

- **Price Sensitivity:** How customers perceive the value of a product in relation to its price, influencing their willingness to pay.
- **Budget Constraints:** Customers' financial limitations and considerations that guide their purchasing decisions.

##### 4.5. Cultural and Environmental Dimension:

- **Cultural Factors:** Societal norms, values, traditions, and cultural influences that affect customers' preferences and behaviors.
- **Environmental Concerns:** Customers' considerations for environmentally friendly and sustainable products.

##### 4.6. Personal and Lifestyle Dimension:

- **Personal Factors:** Individual characteristics such as age, gender, occupation, education, and lifestyle that shape buying decisions.
- **Personal Values:** Customers' core principles and beliefs that influence their preferences and choices.

##### 4.7. Perceived Risk Dimension:

- **Financial Risk:** Concerns about the financial investment in the product and potential monetary loss.
- **Performance Risk:** Worries about the product's ability to meet expectations and deliver desired outcomes.
- **Social Risk:** Fears of negative social consequences or judgments related to the purchase decision.

##### 4.8. Emotional Dimension:

- **Emotional Connection:** The emotional resonance customers experience with a product or brand, influencing their attachment and loyalty.
- **Brand Loyalty:** The degree to which customers remain committed to a specific brand over time.

##### 4.9. Information Seeking Dimension:

- **Information Search:** Customers' efforts to gather relevant information about a product, its features, benefits, and alternatives.
- **Online Research:** Utilizing online platforms and reviews to access information and make informed decisions.

##### 4.10. Decision-Making Process Dimension:

- **Evaluation of Alternatives:** Customers assess different options based on their needs, preferences, and the perceived value of each alternative.
- **Purchase Decision:** The final choice to buy a particular product or service.
- **Post-Purchase Behavior:** Customers' feelings and actions after making a purchase, including satisfaction, repurchase intentions, and word-of-mouth recommendations.

These dimensions are interconnected and dynamic, with customers weighing various factors based on the specific context and their individual characteristics. Businesses that understand and cater to these dimensions effectively can create tailored strategies that resonate with customers and guide them through the buying decision journey.

## 5. THE VARIOUS ATTRIBUTES INVOLVED IN THE BRAND NAME

The brand name encompasses a multitude of attributes that collectively shape consumers' perceptions, attitudes, and associations with a product or service. These attributes contribute to building the brand's identity, reputation, and recognition in the minds of consumers. Here are some of the key attributes involved in the brand name:

- 1) **Memorability:** A brand name should be easy to remember and recall. Catchy and distinctive names are more likely to stick in consumers' minds.
- 2) **Pronunciation:** An easily pronounceable brand name aids in verbal communication and word-of-mouth recommendations.
- 3) **Meaningfulness:** The brand name should convey relevant information or associations about the product, industry, or values it represents.
- 4) **Distinctiveness:** A unique and distinctive brand name sets the product apart from competitors and fosters brand recognition.
- 5) **Relevance:** The brand name should be relevant to the product or service it represents, creating a clear connection in consumers' minds.
- 6) **Positive Connotations:** The brand name should evoke positive feelings and associations, enhancing consumers' perceptions of the product's quality and benefits.
- 7) **Cultural Appropriateness:** Consideration of cultural norms and sensitivities to ensure the brand name is suitable and acceptable in different regions.
- 8) **Simplicity:** Simplicity in the brand name helps consumers grasp and remember it easily, reducing cognitive load.
- 9) **Translatability:** In a global marketplace, a brand name that translates well across different languages and cultures is advantageous.
- 10) **Visual Appeal:** A visually appealing brand name, when represented in logos and design elements, can enhance brand recognition.
- 11) **Emotional Resonance:** An emotionally resonant brand name creates a connection with consumers, fostering brand loyalty and affinity.
- 12) **Timelessness:** A brand name that remains relevant and effective over time helps build a long-lasting brand identity.
- 13) **Flexibility:** A versatile brand name can accommodate potential expansions into new product categories or market segments.

## 14) Legal and Trademark Considerations:

Ensuring that the brand name is legally available and can be trademarked to protect intellectual property rights.

## 15) Ease of Search:

An easily searchable brand name can help consumers find the product online and offline.

## 16) Compatibility:

The brand name should be compatible with the brand's values, mission, and overall marketing strategy.

## 17) Aesthetics:

The visual and auditory aesthetics of the brand name contribute to its overall appeal and recognition.

## 18) Storytelling Potential:

A brand name with a story behind it can create intrigue and engage consumers on a deeper level.

## 19) Evocative Imagery:

The brand name can evoke imagery that aligns with the product's features, benefits, or the desired user experience.

## 20) Association with Quality:

A strong brand name can be associated with quality, reliability, and trustworthiness, influencing consumers' purchase decisions.

## 6. THE INFLUENCE OF BRAND NAME ON VARIOUS DIMENSIONS OF CUSTOMER BUYING DECISION

The brand name wields significant influence on various dimensions of customer buying decisions, shaping perceptions, preferences, and behaviors throughout the purchasing process. Here's how the brand name impacts different dimensions:

### 6.1. Perception and Awareness:

- The brand name can create initial awareness and recognition of a product in the minds of consumers.
- A well-established brand name can signal credibility, professionalism, and legitimacy, leading to a positive first impression.

### 6.2. Perceived Quality and Trust:

- A reputable brand name is associated with quality, reliability, and consistent performance, building trust among consumers.
- Consumers often equate a recognized brand name with a certain level of product quality, influencing their perception of value.

### 6.3. Emotional Connection and Loyalty:

- A brand name that resonates emotionally can foster a sense of connection and loyalty among consumers.
- An emotional bond with a brand name can lead to repeat purchases and brand advocacy.

**6.4. Brand Association and Identity:**

- The brand name becomes a central element of a brand's identity, encapsulating its values, mission, and personality.
- Consumers associate specific attributes, benefits, and emotions with a brand name, influencing their brand preference.

**6.5. Product Differentiation:**

- A unique and distinctive brand name sets the product apart from competitors, aiding in product differentiation.
- The brand name helps consumers identify the product in a crowded marketplace, reducing confusion.

**6.6. Influence on Consideration Set:**

- A reputable brand name can elevate a product to the consideration set when consumers are evaluating options.
- The brand name's positive associations can lead consumers to shortlist a product for further evaluation.

**6.7. Purchase Decision:**

- A trusted brand name can act as a tiebreaker in situations where consumers are choosing between similar products.
- Brand familiarity and positive associations can influence the final purchase decision.

**6.8. Price Perception:**

- A strong brand name can justify premium pricing, as consumers perceive added value and quality in products associated with reputable brands.
- Consumers might be willing to pay a higher price for a well-regarded brand name.

**6.9. Word-of-Mouth and Recommendations:**

- Consumers are more likely to recommend products with recognizable and reputable brand names to friends and family.
- Positive experiences with a brand name drive positive word-of-mouth marketing.

**6.10. Post-Purchase Satisfaction:**

- If a brand name delivers on its promises, consumers' satisfaction with their purchase reinforces their positive perceptions of the brand.
- A satisfying experience can lead to repeat purchases and brand loyalty.

**6.11. Online and Offline Search Behavior:**

- A strong brand name enhances online search ability, allowing consumers to find the product easily.
- Consumers might specifically search for a trusted brand name when looking for relevant products.

**6.12. Ease of Decision-Making:**

- A familiar brand name reduces cognitive effort during decision-making, as consumers rely on their previous knowledge and associations.

**7. THE IMPACT OF PERSONAL AND DEMOGRAPHIC FACTORS ON VARIOUS DIMENSIONS OF CUSTOMER BUYING DECISION**

Personal and demographic factors have a significant impact on various dimensions of customer buying decisions. These factors influence how consumers perceive products, evaluate options, and make purchase choices. Here's how personal and demographic factors affect different dimensions of customer buying decisions:

**7.1. Perception and Awareness:**

- **Age:** Younger consumers might be more receptive to new trends and technologies, while older consumers might have established brand preferences and familiarity.
- **Cultural Background:** Cultural norms and values can influence how consumers perceive products and brands, impacting their initial awareness and recognition.

**7.2. Perceived Quality and Trust:**

- **Income Level:** Higher income consumers might associate quality with higher-priced products, while lower income consumers might prioritize value and affordability.
- **Education:** Educated consumers might engage in more thorough research, seeking information to validate product quality and build trust.

**7.3. Emotional Connection and Loyalty:**

- **Lifestyle:** Consumers with similar lifestyles might feel emotionally connected to brands that align with their values and preferences.
- **Personality Traits:** Personality traits, such as brand consciousness and brand loyalty, influence the emotional connection consumers form with brands.

#### 7.4. Brand Association and Identity:

- **Gender:** Gender-specific marketing and messaging can influence how consumers associate specific attributes with brands.
- **Personal Values:** Consumers with environmental or ethical values might align with brands that share those values, influencing brand associations.

#### 7.5. Product Differentiation:

- **Age:** Different age groups might prioritize different product features, impacting the perceived differentiation of products.
- **Cultural Background:** Cultural preferences and needs can shape how consumers perceive product differences and attributes.

#### 7.6. Influence on Consideration Set:

- **Demographic Profile:** Consumers' age, gender, income, and lifestyle impact which products are included in their consideration set.
- **Online Behavior:** Consumers' online search history and browsing behavior can influence the products that appear in their consideration set.

#### 7.7. Purchase Decision:

- **Family Stage:** Consumers' family status (e.g., single, married, with children) can impact the types of products they choose to purchase.
- **Income Level:** Consumers might make different purchase decisions based on their budget constraints and financial priorities.

#### 7.8. Price Perception:

- **Income Level:** Consumers' income levels influence their perception of what constitutes an acceptable price range for products.
- **Cultural Background:** Cultural attitudes toward pricing can impact how consumers perceive prices and value.

#### 7.9. Word-of-Mouth and Recommendations:

- **Social Network:** Consumers with diverse social networks might receive recommendations from different types of influencers, affecting their purchasing decisions.
- **Age and Generation:** Different generations might trust recommendations from peers of similar ages more than those from other age groups.

#### 7.10. Post-Purchase Satisfaction:

- **Expectations:** Consumers' previous experiences and expectations shape their post-purchase satisfaction and likelihood of repeat purchases.
- **Age:** Different age groups might have varying thresholds for post-purchase satisfaction, influencing brand loyalty.

#### 7.11. Online and Offline Search Behavior:

- **Tech Savviness:** Consumers' comfort with technology influences their online search behavior and the channels they use to find information.

#### 7.12. Ease of Decision-Making:

- **Cognitive Style:** Analytical consumers might engage in more extensive research, while intuitive consumers might make quick decisions based on instinct.

### 8. CONCLUSION

The influence of the brand name on customer buying decisions within the emerging mobile phone market in Hyderabad is a multi-faceted phenomenon that carries significant implications for both businesses and consumers. This study delved into the intricate interplay between brand perception, consumer preferences, and purchasing behaviors, shedding light on the pivotal role that brand names play in shaping the dynamics of this market. The research underscored that a brand name acts as a powerful conduit through which consumers form perceptions of a product's quality, credibility, and relevance. A well-crafted brand name has the potential to captivate consumers' attention, evoke positive emotions, and influence their decision-making process. As the mobile phone market in Hyderabad continues to grow and diversify, brand names emerge as essential tools for differentiation in a crowded landscape. Furthermore, the study illuminated the interconnected nature of marketing strategies and the influence of brand names. Effective branding strategies, including brand positioning, storytelling, and endorsement collaborations, can amplify the impact of brand names, enhancing their recognition and emotional resonance. However, challenges were also identified. The disconnect between brand promise and product performance emerged as a critical concern. Consumers' expectations based on brand names might not always align with the actual experience, leading to potential post-purchase dissatisfaction and erosion of brand trust. As Hyderabad's mobile phone market evolves, the findings underscore the need for businesses to prioritize strategic brand naming. Businesses should meticulously consider factors such as cultural

appropriateness, distinctiveness, and relevance to target consumer segments. Tailoring brand names to resonate with consumers' aspirations, values, and technological inclinations can yield competitive advantages and foster long-term loyalty. The implications extend beyond the confines of the Hyderabad market. This study's insights contribute to the broader discourse on consumer behavior and brand management in emerging markets. The nuances of consumer decision-making highlighted in this study provide a foundation for businesses seeking to navigate the evolving mobile phone landscape, harnessing the potential of brand names to forge enduring connections with their customers. In summary, the influence of brand names on customer buying decisions in Hyderabad's emerging mobile phone market is a dynamic force that shapes perceptions, preferences, and purchasing behaviors. As the mobile phone industry continues its rapid evolution, strategic brand naming emerges as a critical tool for businesses to establish a meaningful presence in the minds and hearts of consumers. This study paves the way for further exploration of brand dynamics in emerging markets and underscores the need for businesses to embrace the art and science of effective brand naming.

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