

# A Study on the Impact of Branding on Consumers in Purchasing Decisions

## OPEN ACCESS

Volume: 12

Special Issue: 1

Month: June

Year: 2025

P-ISSN: 2321-788X

E-ISSN: 2582-0397

Citation:  
Madhu, Deepthi, et al. "A Study on the Impact of Branding on Consumers in Purchasing Decisions." *Shanlax International Journal of Arts, Science and Humanities*, vol. 12, no. S1, 2025, pp. 164–69.

DOI:  
<https://doi.org/10.34293/sijash.v12iS1-June.9132>

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### Abstract

*Branding has become a crucial aspect of the marketing strategy, as it enables the businesses to differentiate themselves from competitors and build a loyal customer base. This analysis aims to examine the role of branding on peoples purchase decisions. A mixed-method designs has been used for the research, and the quantitative methods to offer a complete understanding of this topic. A survey of 50 consumers was conducted to gather quantitative data. The result suggest that the branding had played a big role in peoples purchasing decisions and with factors including things like how well people know the brand, how much they stick with it and brand image plays a crucial role. This study also found that people are happy to spend more on brands they believe offer great quality and that match their personal values. What the study found is the important consequences for businesses, highlighting the need to invest in the branding strategies that build strong relationships with the consumers and differentiate themselves from the competitors.*

**Keywords:** Brand Image, Brand Loyalty, Brand Awareness, Purchasing Behaviour, Brand Equity, Brand Reputation.

### Introduction

In the current competitive market, branding has become an important aspect in determining what consumers have decided to buy. Branding is crucial in influencing consumers' impressions, preferences, and ultimately their purchasing behaviour from the first moment they interact with a product or service. Brands are strong symbols that convey a promise of identity, excellence, dependability, and uniqueness. They frequently go beyond the purchase of just utilitarian features to elicit the strong emotional bonds with customers. Branding has a broad and complex influence on customer purchasing decisions. It affects several factors, such as brand equity, loyalty, reputation, and image. A powerful brand may protect its goods and services from fierce competition, attract repeat business, and command premium prices. On the other hand, a weak or damaged brand can turn off their potential clients, erode their confidence, and hurt business results. This study explores the intricate dynamics

between branding and consumer behaviour, exploring how brands influence purchase decisions across different industries and demographic segments. By examining the latest research findings, industry trends, and case studies, we intend to get deeper insights into the role of branding in shaping consumer preferences, attitudes, and purchasing intentions.

## **Literature Review**

Toga M Maghraby, Aya E Elhag, Rawan M Romeh, Dalia M Elhawary, Ahmed G Hassabo. *Journal of Textiles, Coloration and Polymer Science* 21 (2), 355-362, 2024. As we step into a world where marketing plays a key role, it is important to understand how certain colors can change the way people feel about a brand.

Ricky Agusiady, Didin Saepudin, Zaenal Aripin. *Journal of the Jabar Economic Society Networking Forum* 1 (2), 16-30, 2024. The global pandemic, particularly COVID-19, has resulted in fundamental changes in consumer behaviors, triggering a transformation in their interactions with social media.

Chahat Maru, T Sai Vijay. *International Journal of the Consumer Studies* 48 (2), e13017, 2024. Consumers often rely on electronic, word of mouth interactions as a source of information about the brands they rely on. It helps them in making decisions about their purchases of the product.

Idzza Hayu Meriska, Sukaris Sukaris. *The Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)* 7 (1), 1636-1655, 2024. This research looks at designed to see how much brand image influences people, how much pricing and digital efforts influence peoples shopping decisions.

Lucas Alves de Oliveira Lima, The José Marconde Souza da Silva, The Aline de Oliveira Santos, Francisco Roldineli Varela Marques, Airton Pereira da Silva Leão, Maria da Conceição Leal Carvalho, Stênio Maia Estevam and Allan Berthier Silva Ferreira.

*Revista de Gestão Social e Ambiental* 18 (3), e05249-e05249, 2024. This research was done to analyze the role of green marketing on consumer purchase intentions.

## **Statement of the Problem**

The impact of branding on individuals buying decisions is a crucial area of study in marketing. The statement of the problem would typically focus on investigating how various branding elements such as the brand image, the brand reputation, the brand loyalty, and brand awareness influence consumers' choices when making purchasing decisions. This could involve exploring factors like consumer perceptions, preferences, and behaviours towards different brands across various industries and markets.

## **Objectives of the Study**

1. Determine the impact of branding on the peoples purchasing decisions
2. To evaluate consumer choices by using social media branding

## **Research Methodology**

A mixed-method design will be used for the research, and quantitative methods to offer a complete understanding of this topic. The study will use Quantitative methods to collect numerical data on branding on consumers in purchase decisions. Sampling Technique is the study on impact of branding consumer in purchasing decision will be included in the sample, representing a range of customer levels. A total of 50 respondents collected from customers. Data Collection Instruments Impact of branding consumer in purchasing decision a structured questionnaire is created. Mixed method questions are used in the questionnaire, and demographic questions are included for

gathering relevant information. Data Analysis is the collection and analysis of data by applying data analysis and methods including descriptive statistics.

## Analysis of the Data

**Table 1 Analysis on customer awareness on branding**

Customer Awareness on Branding		
Channels	Frequency	Percentage
TV	1	2.0
Online media ad	33	66.0
Print media	2	.0
Word of mouth	14	2.0
Total	50	100
<i>Source: Primary Data</i>		

## Interpretation

Based on responses out of 50 individuals, 2% opted for TV, 66% for online media ad, 0% for print media, 2% for word of mouth. 66% of respondents opted online media ads because online media has a global reach allowing businesses to connect with customers from all over the world and the respondents are more likely to trust a brand that has a strong online presence.

**Table 2 Analysis on social media branding**

Social Media Branding		
Social Media Platforms	Frequency	Percentage
Instagram	45	90.0
Facebook	1	2.0
Other	4	8.0
Total	50	100
<i>Source: Primary Data</i>		

## Interpretation

Based on responses out of 50 individuals, 90% opted for Instagram, 2% opted for Facebook, 8% for others. 90% of respondents opted Instagram to follow clothing brands because of influencer collaboration which allow clothing brands to collaborate with popular influencers, reaching new audiences and generating buzz around their products.

**Table 3 Analysis on Social Media Influence**

Social Media Branding			
	Options	Frequency	Percent
Responses	Yes	28	56.0
	No	22	44.4
	<b>Total</b>	<b>50</b>	<b>100.0</b>
<i>Source: Primary Data</i>			

### Interpretation

Based on interpretations out of 50 individuals, 28 individuals that is 56% indicated that social media has an influence, while 22 individuals that is 44% stated that it does not. This suggest that a majority of the participants perceive social media as having an impact, indicating its significant role in shaping opinions, behaviours or decisions.

**Table 4 Analysis of the Preference of People**

Preference of People			
	Options	Frequency	Percent
Responses	Online store	6	12.0
	Physical store	18	36.0
	Both	26	52.0
	<b>Total</b>	<b>50</b>	<b>100</b>
<i>Source: Primary Data</i>			

### Interpretation

Based on interpretations out of 50 individuals, about 52% of people like to shop both online and in physical stores. Around 36% still prefer to shop only in physical stores, which might be because they like to see and feel the products before buying. 12% stick to online shopping only, as it may be convenient for them.

**Table 5 Analysis on the purchasing period**

Preference of People			
	Options	Frequency	Percent
Responses	Weekly	2	4.0
	Monthly	19	38.0
	Rarely	29	58.0
	<b>Total</b>	<b>50</b>	<b>100.0</b>
<i>Source: Primary Data</i>			

### Interpretation

Based on interpretations out of 50 individuals, it is clear that majority of the people that is 58% of individuals rarely make purchases. Meanwhile, 38% of the individuals purchase products on monthly basis. Only a small portion that is 4% indicated that they make purchases weekly.

**Table 6 Analysis on the Purchase of Branded Clothes**

Purchase of Branded Clothes			
	10.0	Frequency	Percent
Responses	18.0	5	10.0
	50.0	9	18.0
	22.0	25	50.0
	<b>Rarely</b>	<b>11</b>	<b>22.0</b>
	<b>Total</b>	<b>50</b>	<b>100</b>
<i>Source: Primary Data</i>			

## Interpretation

Based on the interpretations out of 50 individuals, half of the individuals 50% said they rarely purchase branded clothing. Another 22% said they buy them occasionally, suggesting that while they don't completely avoid branded items. Only 10% of the individuals said that they always go for branded clothes. Meanwhile, 18% of the individuals said that they never buy branded clothes at all.

**Table 7 Analysis on the Quality**

Quality			
	10.0	Frequency	Percent
Responses	Yes	31	62.0
	No	19	38.0
	Total	50	100
<i>Source: Primary Data</i>			

## Interpretation

Based on the interpretations out of 50 individuals, the data shows that the majority of the individuals, 62%, believe that quality is present, while 38% feel otherwise. This suggests that most individuals are generally satisfied with the quality being referred to in the study.

## Findings

1. Most people have heard about the clothing brand through online media ads.
2. Most people rarely purchase clothing items.
3. Most people think that branding will become more important in the clothing industry in the future
4. People prefer to shop from physical stores as well as online stores.
5. Most people have agreed that they have bought clothing because it was trending on social media or among their peers.
6. People prefer to buy clothing brands from Instagram.

## Suggestions

1. Partner with popular influencers to showcase trendy clothing and reach a wider audience.
2. Brand authenticity is somewhat important to many of the customers so sharing history and heritage, being open about the material and process will help to gain customers' trust.
3. By using high quality visuals, consistent aesthetic, influencer collaborations, hashtag campaigns you can effectively market your clothing brand on Instagram.
4. Competitive pricing, customer service improvement and content marketing helps a clothing brand to reposition itself and attract new customers.

## Conclusion

This study has demonstrated the significant impact of consumer purchasing decisions on branding in the clothing industry. The findings highlight the importance of sustainability, ethical consumerism, and branding in influencing consumer purchasing decisions. The research has also shown that the customers are prepared to spend more when it comes to clothes that aligns with their values and beliefs and that social media and social influencer marketing really matters when comes in shaping the consumer buying choices. The implications related to this research are clear: clothing brands must prioritize sustainability, ethical consumerism, and branding to remain competitive in

the market. Brands must also be using social networks and content creators to connect with the people they want to reach and keep them interested. Furthermore, the industry must work together to guide the consumers about the impact of their purchasing decisions and promote regenerative and ethical fashion practices.

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