



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

# IJIRSET

International Journal of Innovative Research in  
**SCIENCE | ENGINEERING | TECHNOLOGY**

# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 11, Issue 10, October 2022

**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 8.118

 9940 572 462

 6381 907 438

 [ijirset@gmail.com](mailto:ijirset@gmail.com)

 [www.ijirset.com](http://www.ijirset.com)



# Impact of Brand Communication on Consumer Behaviour - A Study

K. Rakesh<sup>1</sup>, Dr. T. Satish Kumar<sup>2</sup>

Research Scholar, Dept of Journalism and Mass Communication, Osmania University, Hyderabad, Telangana, India<sup>1</sup>

Assistant Professor, Dept of Journalism and Mass Communication, Osmania University, Hyderabad, Telangana, India<sup>2</sup>

**ABSTRACT :** Branding is the really essential instrument in separating serious items. In the market, where there are many competitors, businesses need to build a strong brand as a good way to defend against them. Branding is now essential to all industries, including the real estate sector. Advertising could play a role in the development of a company's brand through strategic communication. Using creative advertisements, leading brands would need to instill in their customers a memorable brand position. As a result, the goal of this study is to find out how property developers can better understand their customers' purchasing decisions by using advertising and brand equity. The research's conceptual framework was based on Aaker's brand equity model. This theory provides a comprehensive explanation of brand equity and is useful throughout the marketing process to increase customer loyalty and purchase decisions. It is typically used to set one organization apart from others. The property developers can use the information gleaned from this study to better understand how advertising and brand equity can help spread awareness of their brand and positively influence customers' purchasing decisions.

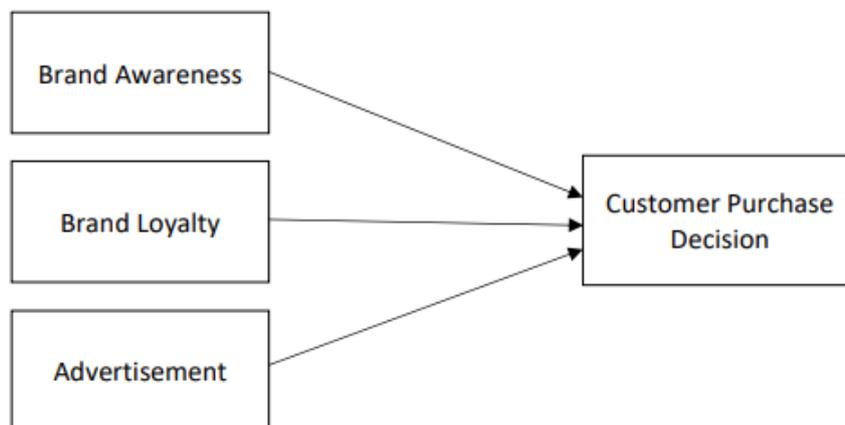
**KEYWORDS:** Brand Equity, Advertisement, Customer Purchase Decision, Property Purchasers, Consumer behaviour..

## I. INTRODUCTION

In today's world, marketing messages are everywhere. A person is being asked to do something whenever they visit a website, check their News Feed, or open their email. Customers make their purchasing decisions using mental shortcuts to avoid feeling overwhelmed. The results of a number of studies that have examined the connection between customer decision-making and brand awareness consistently show that brand awareness is an important factor. Customers who are familiar with a particular brand also sample fewer products, according to studies.

Any business's ultimate objective is to acquire devoted customers. That's exactly what building brand awareness can do by changing how customers shop so they don't have to think twice before choosing your product or service. However, what exactly is brand awareness and how can it be successfully established to help your business achieve its objectives?

The theoretical framework for this study is established with Aaker's Brand Equity Model. A comprehensive explanation of the concept of brand equity, which consists of brand awareness and brand loyalty, can be found in Aaker's Brand Equity Model. It is best to predict a customer's decision to buy a property in the market with the help of advertising. The hypothetical structure is portrayed in the figure given below.



## II. THEORETICAL FRAMEWORK

### Brand awareness

The marketing term "brand awareness" is used to describe how consumers recognize a particular brand and its products or services through associated images, logos, or characteristics. For instance, when you think of the tech company Apple, what comes to mind? The bitten apple in its logo, the brand's colors (silver, black, and white), or the products it sells (such as MacBooks, iPhones, and AirPods) are probably what come to mind. You might even consider other things, like the shopping experience you would have in the store or the CEO's annual Keynote address. Brand awareness occurs when these associations immediately come to mind.

### Importance of Brand awareness

Every time we make a purchase as consumers, we frequently select the same brands. Without even looking at the Sensodyne or the Colgate toothpaste, you might reach for the Dairy Milk without thinking about any other chocolate. However, why is that?

Since 95% of our purchases are subconscious, it is essential for your business to cultivate brand awareness in order to stand out. Because, we trust the brands we see, we frequently purchase the same products. Why would you choose a product or service you don't know much about? Before making a purchase, consumers want proof that a brand, product, or service is reliable and will provide exactly what they need.

Making your brand the first choice is the best way to achieve success because brand awareness is a prerequisite for building customer loyalty. But how do you begin to raise people's awareness of your brand?

### Different levels of Brand Awareness

Understanding the various levels of awareness that influence a buyer's journey is necessary before you can begin increasing your brand's awareness. There are four degrees of brand mindfulness that can be imagined by utilizing a brand mindfulness pyramid. The levels of brand awareness are zero awareness, recognition, brand recall, and top of the buyer's mind, according to marketing tycoon David Aaker's brand loyalty pyramid. To better comprehend the significance of each level of brand awareness, let's break it down.



Level one: Zero Awareness: It's likely that you'll need to raise awareness from scratch when starting a business. You will be at the bottom of the pyramid at this point, with very few customers who are aware of your company. Fortunately, there is ample scope for advancement at this level.

Level two: Brand Recognition: Visual signifiers like a logo, slogan, colour scheme, packaging, or marketing campaigns enable your target audience to immediately identify your company. There are numerous methods for determining your company's brand recognition. One method for determining whether people are familiar with your brand is to conduct surveys.

Level Three: Brand Recall: When a person thinks of your company when they need your products or services, this is called "brand recall." Conversation or association can also trigger it. If someone wants a burger from a fast food restaurant, fast food chains like McDonald's, Burger King, and Five Guys might come to mind. Here, the Burger King establishment has entered the brand review level. At this level, you can conduct brand recall tests and questionnaires to measure your company's awareness. Survey Monkey's brand awareness template includes an example of possible brand recall questions.

Level Four: Top—of –Mind: Top-of-mind mindfulness alludes to the main brand that is related with an item, administration or comparable brand. Recall that rundown of drive-through joints we talked about? Since, McDonald's was at the top of the list; it would have been at the "top of mind" level. This level of awareness is an objective shared by all brands.

The services and products that a person uses the most frequently are frequently included in top-of-mind awareness. As a result, because brand awareness is so important to customer loyalty, you should strive to raise it to the level of top-of-mind.

### **The Drive for Repeat Purchases**

"90 percent of all purchasing decisions are made subconsciously," according to ISPO news. We take mental shortcuts to avoid being overwhelmed by competitors' numerous choices and skip the process. You will be able to more effectively narrow down your target audience and encourage them to feel connected to and empowered by your brand with a successful marketing campaign that is focused on your brand and business model. Perceptions and attitudes are influenced by brand awareness, which drives brand choice and even brand loyalty. As a result, repeat purchases are less likely if customers are unfamiliar with the brand.

### **Increased Market Share and Sales**

You can also increase your market share by increasing brand recognition. If you are the first to get your brand ingrained in the minds of customers, you will make it harder for other businesses to enter the



market."The key factors in increasing brand awareness and converting awareness into market share are aggressive marketing and advertising," states the Strategic Planning Institute. Although brand awareness is a component of the collective marketing effort that drives incremental sales, it does not have a monetary value on its own.

Making a brand have meaning to consumers when they look at it is just as important as making a sales pitch. There are many ways to increase consumer brand awareness. While your marketing tactics may change from year to year, a consistent brand message will help your business stand out to your target market when they are doing comparison shopping.

#### **Five reasons for making a first time customer a life time buyer:**

1. Sales go up because the customer is buying more from you
2. You strengthen your position in the marketplace when customers are buying from you instead of your competition
3. Marketing costs go down when you don't have to spend money to attract a repeat customer, since you already have him. In addition, as a satisfied customer he tells his friends thereby decreasing your need to advertise.
4. You are better insulated from price competition because a loyal customer is less likely to be lured away by a discount of a few dollars.

Last but not least, a satisfied customer is more likely to try other products from your line, thereby increasing your customer base.

A company can afford to pay its employees better when it spends less time trying to get new customers. A chain reaction of benefits is set off by better pay. Loyalty within and outside the company rises when a business is able to keep good employees. Customer defection can have a negative impact on profitability, just as customer retention has a positive effect on profitability. Include the terms "customer loyalty" and "satisfaction" in the Sales Strategic Plan.

#### **People become loyal through stages.**

Stage One: A suspect is anyone who might possibly buy your product or service. We call them suspects because we believe or suspect that they might buy from us – we don't know for sure.

Stage Two: A prospect is someone who has a need for your product or service and is able to buy. Although a prospect has not yet purchased from you, he may have heard about you, read about you, or had someone recommend you to him.

Stage Three: Disqualified Prospect. These are those who don't need, or do not have the ability to buy your products

Stage Four: First time customer is one who has purchased from you one time. This person can be a customer of yours and a customer of your competitor as well.

Stage Five: Repeat customers are people who have purchased from you two or more times.

Stage Six: A client buys everything you have to sell that he can possibly use. This person purchases regularly. You have a strong, ongoing relationship that makes him immune to the pull of the competition.

Stage Seven: Like a client, an advocate encourages others to buy from you. He talks about you and does marketing for you.



Lost customer or Client is someone you once had but has not bought from you in at least one normal purchase cycle. When they become active again, they are regained. They are at – risk if there is a high probability of defecting.

### III. CONCLUSION

Although previous research has provided many insights into the factors that influence customer behaviour when making purchases, little is known about customer decision-making when making purchases in the property development sector. If property developers want to increase sales, they might need to concentrate on their advertising strategy in order to raise buyers' brand awareness and convert potential customers into actual customers. The study provides information about the considerations customers have when purchasing a property, which is helpful to all property developers. Customers do take into consideration the property developers' brand equity, reputation, and public marketing strategies. This study helps real estate developers figure out what kind of image they want to project to the public. Marketers will then be able to decide which kinds of marketing campaigns they want to run to get customers to buy their products or services.

### REFERENCES

1. Anholt, S. (2005). Nation brand as context and reputation. *Place Branding and Public Diplomacy*, 1(3), 224-228.
2. Baker, W. H. J. W., and Nedungadi, M. D. (1986). Brand Familiarity and Advertising: Effects on the evoked set and brand preferences. In Lutz, R. J. (ed). *Advances in Customer Research* (Association for Customer Research: Provo, UT).
3. Belch, G. E., and Belch, M. A. (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective*, New York: McGraw-Hill/Irwin.
4. Bloemer, J. K. (1995). The complex relationship between customer satisfaction and brand loyalty. *Journal of Economic Psychology*, 2.
5. Cohen D. (1988). *Advertising*, Longman Higher Education. Dr. Naveen Kumar and other coauthors.
6. David, L., and Albert, J. D. B. (2002). *Consumer Behaviour: Concepts and Applications*. McGraw Hill Education.
7. Dodds, W. B., and Grewal, D. (1991). Effect of price, brand and store information on buyer's product evaluation. *Journal of Marketing Research*, 28(3), 307-319.
8. Grewal, D., Monroe, K. B., and Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value and behavioural intentions. *Journal of Marketing*, 62(2), 46-59.
9. Gustafson, T., and Chabot, B. (2007). Brand Awareness. *Cornell Maple Bulletin*, 105.
10. Han, H., and Kim, Y. (2010). An investigation of customers' decision in property: Developing an extended model of the theory of planned behaviour. *International Journal of Hospitality Management*, 29(4), 659-668.
11. Hussainy, S. K., Riaz, K., Kazi, A. K., and Herani, G. M. (2008). Advertising styles impact on attention in Pakistan. *KASBIT Business Journal*, 1(1), 28-38.
12. Katke, K. (2007). The Impact of Television Advertising on Child Health & Family Spending. *International Marketing Conference on Marketing & Society*. Retrieved 10-04-2019.



**INNO SPACE**  
SJIF Scientific Journal Impact Factor  
**Impact Factor: 8.118**



**ISSN** INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 **9940 572 462**  **6381 907 438**  **ijirset@gmail.com**



[www.ijirset.com](http://www.ijirset.com)

Scan to save the contact details