



Impact of Brand Image on Consumer Buying Behavior

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How to Cite this Article:

Adak, P. (2026). Impact of Brand Image on Consumer Buying Behavior. International Journal of Creative and Open Research in Engineering and Management, (04). <https://doi.org/10.55041/ijcope.v2i4.898>

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Abstract—

This study examines the impact of branding on consumer buying behavior with specific reference to Janhavi Readymade Homes. In today's competitive business environment, branding plays a critical role in influencing customer perceptions, preferences, and purchasing decisions. The primary objective of this research is to understand how brand image, brand awareness, and brand development programs affect employees and indirectly contribute to organizational growth and customer behavior. The study adopts both primary and secondary data collection methods. Primary data was collected through structured questionnaires from 20 management staff and 35 workers, while secondary data was gathered from company records and published sources. The analysis reveals that a significant majority of employees perceive branding initiatives as effective in improving motivation, communication, productivity, and organizational coordination. The findings also indicate that branding activities positively influence employee satisfaction and contribute to better organizational performance. The study concludes that strong branding strategies not only enhance internal employee engagement but also strengthen external consumer perception, ultimately influencing buying behavior. The research highlights the importance of continuous branding efforts and suggests improvements in training, communication, and employee involvement for better outcomes.

Keywords— List 4–6 relevant keywords separated by semicolons.



I. INTRODUCTION

Branding has become a crucial component in modern marketing strategies, influencing both organizational success and consumer decision-making. A brand is not just a name or symbol but represents the identity, value, and promise of a company to its customers. According to marketing experts, branding helps differentiate products and services in a highly competitive market.

In the case of Janhavi Readymade Homes, branding plays a vital role in creating a strong market presence and influencing customer perceptions toward prefabricated housing solutions. With increasing competition and evolving consumer expectations, companies must focus on building strong brand image and awareness.

Despite the importance of branding, many organizations fail to effectively measure its impact on employees and consumer behavior. This study aims to bridge that gap by analyzing how branding initiatives influence employee performance and ultimately affect consumer buying behavior.

II. LITERATURE REVIEW

Branding has emerged as one of the most critical elements in modern marketing strategy, influencing not only consumer perception but also organizational performance and long-term sustainability. Over the years, several researchers and scholars have contributed significantly to understanding the concept of branding, brand equity, and consumer buying behavior. The literature highlights that branding is not merely a visual identity or a marketing tool, but a comprehensive framework that shapes customer experiences, expectations, and loyalty.

One of the most influential contributions in the field of branding comes from Kevin Lane Keller (2004), who introduced the concept of customer-based brand equity. According to Keller, brand equity is built through four key dimensions: brand awareness, brand associations, perceived quality, and brand loyalty. Brand awareness refers to the ability of consumers to recognize and recall a brand, which plays a crucial role in influencing purchase decisions. Brand associations are the mental connections that consumers form with a brand, including attributes, benefits, and experiences. Perceived quality reflects the consumer's judgment about a product's overall excellence, while brand loyalty indicates the level of commitment a consumer has toward a particular brand. Keller's framework suggests that strong brand equity leads to competitive advantage, higher customer retention, and increased profitability.

Similarly, Schiffman and Kanuk, in their work on consumer behavior, emphasize that consumer buying decisions are highly influenced by psychological, social, and cultural factors, with branding playing a central role in shaping these influences. They argue that consumers often rely on brand names as a heuristic or shortcut in decision-making, especially when faced with multiple alternatives. A well-established brand reduces perceived risk and provides assurance of quality and reliability. This psychological comfort associated with brands significantly impacts consumer preferences and purchasing patterns. Their research highlights that brand perception is not only formed through marketing communication but also through personal experiences, word-of-mouth, and social influences.

III. Objectives of the Study

- 1.To provide Brand related knowledge to the workers.
- 2.To study the process of Brand Image Development

IV. Methodology

The study is based on both primary and secondary data.

Data Collection Methods



Primary Data: Collected through structured questionnaires from employees and management

Secondary Data: Company records, journals, and published sources

Sample Details

Sample Size: 55 respondents

20 Management staff

35 Workers

Sampling Technique:

Convenience Sampling (Management)

Random Sampling (Workers)

Tools Used

Questionnaire method

Percentage analysis

V. Data Analysis / Results

Employee Participation in Branding Activities

Fig 1.1

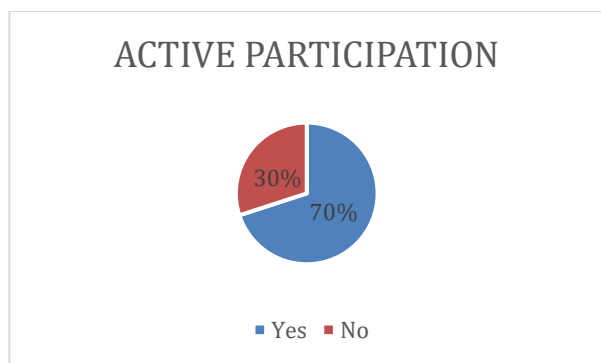
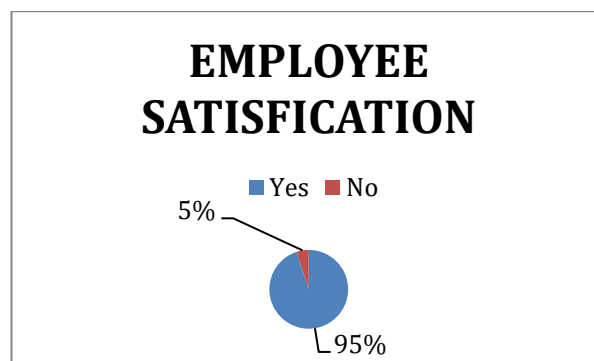


Fig 1.2

No.	Options	No. Response	of	%
1	Yes	19		95%
2	No	1		5%
TOTAL		20		100%

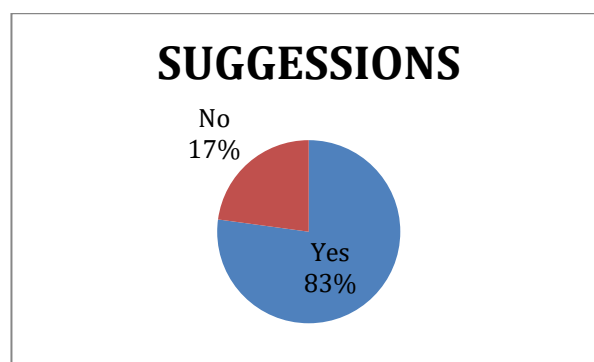
No.	Options	No. Response	of	%
1	Yes	14		70%
2	No	6		30%
TOTAL		20		100%



1.Employee Suggestions & Implementation Impact

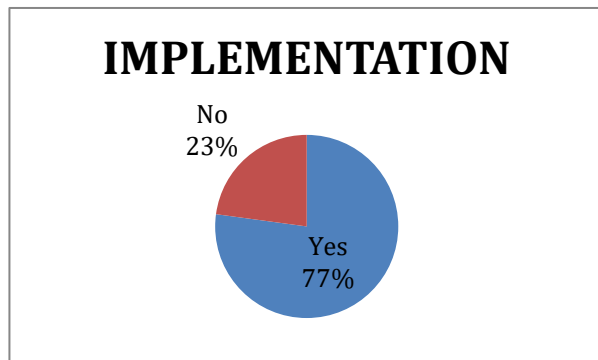
No.	Options	No. Response	of	%
1	Yes	29		83%
2	No	6		17%
TOTAL		35		100%

Fig 1.3



**Fig 1.4**

No.	Options	No. of Response	%
1	Yes	27	77%
2	No	8	23%
TOTAL		35	100%

**Fig 1.4**

Discussion of Results

The results clearly indicate that branding initiatives have a significant positive impact on employee behavior and organizational efficiency.

Employees who are engaged in branding activities show:

Higher motivation levels

Better communication

Increased productivity

Stronger involvement in organizational growth

This internal improvement directly contributes to better customer experience and enhances brand perception in the market. The findings align with previous research that emphasizes the role of branding in building both internal and external value.

Major Findings

Branding programs significantly improve employee motivation

There is strong employee satisfaction with branding initiatives

Communication between employees and management has improved

Branding contributes to increased productivity

Employees actively participate in organizational development

Branding indirectly influences consumer buying behavior

Conclusion

This study focused on understanding the effect of branding on consumer buying behavior, with special reference to Janhavi Readymade Homes. From the overall analysis, it is clear that branding is not just a marketing activity, but an important factor that influences both employees and customers. A strong brand helps an organization create a positive image in the market and also improves internal working conditions.

The findings of the study show that branding activities in the organization have a very positive impact on employees. Most of the employees agreed that branding development programs help in increasing their motivation, improving communication, and enhancing productivity. When employees feel motivated and valued, they tend to perform better in their roles. This directly affects the quality of work and customer satisfaction. Therefore, it can be said that internal branding plays a very important role in strengthening the overall performance of the organization.

The study also highlights that employees are highly satisfied with the branding development programs conducted in the company. A large percentage of employees actively participate in these programs and attend them regularly. This shows that the organization is successful in creating awareness and interest among employees regarding branding activities. When employees are actively involved, they feel more connected to the organization and its goals. This sense of belonging helps in building a strong organizational culture.

Another important conclusion from the study is that branding activities improve communication between employees and management. Good communication is essential for any organization to function effectively. The data shows that most employees



believe that branding programs have helped in improving their communication skills and interaction with others. Better communication leads to fewer misunderstandings, improved teamwork, and smoother workflow in the organization.

The research also found that employees are willing to give suggestions for organizational improvement. A majority of employees have shared their ideas, and many of these suggestions have been implemented by the company. This shows that the organization values employee input and encourages participation. When employees see that their suggestions are considered, they feel more important and motivated to contribute further. This ultimately helps in improving productivity and organizational growth.

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