



Influence of Brand Identity on Consumer Buying Choices of Shampoo A Study with Reference to Kolkata

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1. Executive Summary

This research study focuses on understanding the influence of brand identity on consumer buying behavior in the shampoo market, particularly in Kolkata. Brand identity refers to the visible elements of a brand such as name, logo, design, packaging, and overall image that distinguish it from competitors.

In today's highly competitive market, consumers are exposed to a wide variety of shampoo brands offering similar benefits. As a result, brand identity plays a critical role in shaping consumer perceptions and influencing purchase decisions. The study highlights that consumers tend to rely on brand recognition and reputation while selecting products, especially in personal care categories.

The research findings indicate that a strong brand identity helps in building trust, increasing customer loyalty, and encouraging repeat purchases. Consumers often associate well-known brands with better quality and reliability. However, it is also observed that factors such as product effectiveness, personal preferences, and price sensitivity continue to influence purchasing behavior.

The study concludes that while brand identity is a significant factor, consumers should not rely solely on branding and should evaluate the actual product quality before making a purchase decision.



2. Introduction

Brand identity has become one of the most important elements in modern marketing. It goes beyond just a name or logo and represents the overall perception of a brand in the minds of consumers. In the fast-moving consumer goods (FMCG) sector, especially in products like shampoo, brand identity plays a crucial role in influencing buying decisions.

The shampoo market in India, particularly in urban areas like Kolkata, is highly competitive. Numerous brands compete by offering similar features such as anti-dandruff properties, hair fall control, and nourishment. In such a scenario, brand identity becomes a key differentiating factor.

Consumers today are more informed and have access to a wide range of options through both online and offline platforms. With increasing exposure to advertisements, social media, and influencer marketing, brand perception is shaped by multiple factors.

This study aims to explore how different elements of brand identity influence consumer choices. It also examines the role of trust, loyalty, advertising, and personal preferences in shaping buying behavior.

3. Literature Review

Previous studies have emphasized the importance of brand identity in influencing consumer behavior. Brand equity, which includes brand awareness, perceived quality, and brand loyalty, plays a significant role in determining consumer preferences.

Researchers have found that consumers often associate well-known brands with higher quality and reliability. Brand trust is a crucial factor that leads to repeat purchases and long-term customer relationships.

Studies related to shampoo consumption reveal that consumers prioritize functional benefits such as hair fall control, cleansing, and conditioning. However, brand image also plays a vital role in influencing perceptions of quality.

Packaging, advertising, and endorsements are additional factors that contribute to brand identity. Attractive packaging can grab consumer attention, while effective advertising creates brand recall.

Furthermore, the rise of digital marketing has significantly impacted consumer behavior. Online reviews, ratings, and influencer endorsements now play an important role in shaping brand perception.

4. Objectives of the Study

The study is conducted with the following objectives:

1. To analyze the influence of brand identity on consumer buying decisions.
2. To examine the impact of brand name and reputation on purchase behavior.
3. To study the role of advertising and promotional strategies.



4. To evaluate the importance of packaging and product appearance.
 5. To understand the effect of customer reviews and ratings.
 6. To identify the role of eco-friendly and sustainable branding.
 7. To analyze the level of brand loyalty among consumers.
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5. Research Methodology

The study is based on primary data collected through a structured questionnaire. The questionnaire includes both demographic questions and statements related to consumer perception of brand identity.

A convenience sampling method was used to collect responses from 100 participants in Kolkata. The respondents belong to different age groups, genders, and backgrounds.

The data collected was analyzed using percentage analysis and interpretation techniques. A reliability test was conducted using Cronbach's Alpha, which showed a value of 0.747, indicating acceptable reliability of the data.

The research methodology ensures that the findings are relevant and provide meaningful insights into consumer behavior.

6. Data Analysis and Interpretation

The analysis of the data reveals several important insights:

Most respondents belong to the age group of 20–25 years, indicating that young consumers form a major segment of the shampoo market. A majority of respondents prefer purchasing shampoo online, reflecting the growing importance of digital platforms.

The study shows that brand name plays a significant role in influencing purchase decisions. Consumers tend to trust well-known brands more than lesser-known ones. This indicates the importance of brand reputation in building consumer confidence.

A significant number of respondents associate strong brand identity with high product quality. This highlights the role of branding in shaping consumer perceptions.

Advertising is found to have a considerable impact on consumer choices. Frequent exposure to advertisements increases brand awareness and influences purchase decisions.

Packaging has a moderate influence on buying behavior. While some consumers are attracted to visually appealing packaging, others prioritize product effectiveness.

The study also reveals that many consumers are willing to pay a higher price for trusted brands. This indicates the importance of brand value and perceived quality.



7. Major Findings

The key findings of the study are as follows:

- Brand identity significantly influences consumer buying behavior.
 - Consumers prefer well-known brands due to trust and familiarity.
 - Advertising plays an important role in creating brand awareness.
 - Product quality is closely associated with brand image.
 - Packaging has a moderate impact on purchase decisions.
 - Consumers show willingness to pay a premium for trusted brands.
 - Brand loyalty develops once trust is established.
 - Online reviews and ratings influence consumer confidence.
 - Eco-friendly branding is gaining importance among consumers.
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8. Conclusion

The study concludes that brand identity plays a crucial role in influencing consumer buying decisions in the shampoo market. A strong brand identity helps in building trust, enhancing perceived quality, and encouraging repeat purchases.

Consumers often rely on brand reputation as a shortcut to evaluate product quality. However, it is important to note that brand identity alone cannot guarantee product effectiveness.

Companies need to focus on both branding and product quality to achieve long-term success. A well-balanced approach that combines strong marketing strategies with high-quality products is essential in today's competitive market.

9. Recommendations

For Consumers

- Avoid relying solely on brand name while making purchases.
- Evaluate product quality and suitability for personal needs.
- Consider reviews and feedback from other users.

For Companies

- Focus on improving product quality along with branding.
 - Build a strong and consistent brand identity.
 - Invest in effective advertising and promotional strategies.
 - Emphasize customer satisfaction and trust-building.
 - Adopt eco-friendly and sustainable practices.
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10. Limitations of the Study

The study has certain limitations:

- It is limited to Kolkata and may not represent other regions.
 - The sample size is relatively small.
 - Convenience sampling may lead to bias.
 - Consumer preferences may change over time.
 - External factors such as price and availability were not fully considered.
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11. Overall Conclusion

In conclusion, brand identity has a significant impact on consumer buying behavior in the shampoo market. It influences perceptions, builds trust, and drives loyalty.

However, consumers should make informed decisions by considering both branding and product quality. Companies, on the other hand, should focus on delivering value through both strong branding and effective products.