

The Impact of Brand Image of Marketer on Consumer Behavior in the Retail Industry

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Abstract

This research aims to observe the impact of the brand image of marketers on consumer behavior in the retail industry. Consumer decision-making and purchase behavior are greatly influenced by brand perception. In contrast to the brand image of the goods being sold or the services being provided, the specific effects of marketers' brand images have yet to receive much focus in the literature so far. A thorough analysis of pertinent academic papers, business reports, and consumer surveys will be carried out in order to fill this research gap. This study attempts to offer useful information for retail marketers by investigating how consumers perceive the brand image of marketers and how that view affects many aspects of consumer behavior, such as buying intentions, loyalty to the brand, and word-of-mouth recommendations. This will lead to customer satisfaction and success in the competitive retail sector.

Keywords: Brand Image, Consumer Behavior, Industry, Marketers, Retail Industry

Introduction

For marketers, creating and sustaining a strong brand image is essential in the dynamic and very competitive retail industry. The perceptions, assumptions, and associations that customers have with a brand are included in a company's brand image. It is essential in influencing consumer behavior, including purchasing choices, loyalty, and referrals. A lot of research has been done regarding the effects of brand image on the behavior and choices of buyers, but little has been done to specifically examine the brand image of marketers. The perceptions and standing of the people or groups in charge of publicizing and representing the company's image to the target market are referred to as the brand image of marketers. Through a variety of marketing initiatives like advertising, public relations, social media participation, and in-person contacts, marketers

have a massive influence on how consumers perceive a company. Customers frequently build relationships with marketers based on their experience, trustworthiness, integrity, and general professionalism.

Retail marketers must comprehend how their brand image affects consumer behavior if they are to properly position their businesses and get a competitive edge. Companies may increase customer trust, loyalty, and engagement by creating a good brand image for marketing. Additionally, consumers' opinions of brands can be influenced by marketers' reputations, which can enhance sales and market share. An in-depth investigation into the connection between customer behavior in the retail sector and the brand image of marketers is the goal of this research. It aims to close the research gap by concentrating on the impact of marketers' brand perceptions, as opposed to those of the goods or services they are promoting. An extensive evaluation of pertinent literature will be done so as to accomplish the aims of this paper. The theoretical and practical components of brand image and its relationship with customer behavior in the retail industry will be better understood through the analysis of academic articles, industry reports, and consumer surveys. This study's findings are anticipated to benefit both theoretical and applied fields. Theoretically, it will improve comprehension of the part brand image plays in influencing consumer behavior in the retail sector. Practically speaking, the study will offer retail marketers concrete insights to improve their brand image and create plans to impact consumer behavior in a good way.

Literature Review

The brand image of a corporation is crucial in the modern, cutthroat business world, much like the goods or services provided. The majority of corporate firms perceive their brand image as a crucial element of their triumph. Consumers are more probable to use a company's services and goods confidently if they have trust in and recognition of their brand identity. Because of this, successful organizations consistently work hard to develop strong and compelling brands and communicate them in an accordant and understandable fashion (Egan, 2014). Consumer happiness and loyalty are other concerns that are widely acknowledged to affect all businesses, and they are used as marketing performance indicators. Retail service providers must understand the significance of service quality dimensions in the order of importance and apply the proper tactics to gain a competitive edge over local and foreign competitors vying for market share of a

growing consumer base. In addition, findings suggest that conventional retail outlets should spend money on tactics and initiatives that raise consumer happiness and brand recognition. Customer loyalty, which improves store profitability, is significantly influenced by brand image and satisfaction. Therefore, owners of conventional retail businesses ought to spend money on initiatives that could boost their brand's reputation. Furthermore, traditional retail establishments ought to keep placing a priority on customer care and creating a more tailored shopping experience (Neupane, 2015).

According to Disfani et al. (2017), excellent customer service has the ability to significantly increase customers' perceptions of utility. The main focus of traditional retail must be on boosting consumer happiness and satisfaction because the results seem to show a direct relationship between it and loyalty to traditional retail businesses in the case of studies done on retail businesses in the country of Portugal. The benefits of togetherness, dependability, and assurance are valued by customers of traditional retail stores. It seems that service quality will have a big impact on how loyal people behave as long as these expectations are realized. In this way, the results of this study can help managers in traditional retail understand how brand image, customer satisfaction, and service quality all have a direct impact on a customer's loyalty. In order to increase customer loyalty and the positive effects it has on the profitability and competitiveness of the traditional trade, store management should work harder to raise market perceptions of corporate image, satisfaction, and service quality. This can be done through communication actions or by engaging with the community where the store operates. It is undeniable from the perspective of practitioners that an apprehension of the factors that affect customers' contentment, gratification and loyalty may, firstly, aid in the development of retail managers when developing tactics and strategies and, secondly, aid in the betterment of services offered by traditional retail stores, allowing them to better understand one another and progress toward the path of quality service in a constant search for the customer's satisfaction.

The phrase "brand image," which is frequently used in the area of marketing and comes from the old Norse word "brand," which means "burn". As per Lee et al. (2000), it is what consumers think, feel, and expect of a brand. It is "the consumer's general perception and impression of a brand, and the perceptions of a product's total attributes" (Newman, 1985). The assessment of the

effects of brand image on customer purchasing patterns, however, has generated interest in studies. Kumar et al. (2009) evaluated the indirect and direct effects of brand-specific variables, individual self-concept, and product orientation variables on the purchase intentions of Indian customers toward both local and foreign businesses and brands. Horvath and Birgelen (2015) connected the brand's function to the actions and purchase choices of Dutch non-compulsive and compulsive purchasers.

An earlier study that looked at the effect of brand image on consumer-perceived quality and contentment in China was followed up by a study by Ogba & Tan in 2009. The study aims to build on previous studies that have looked at the brand image and how it affects consumer behavior, including how customers perceive quality and satisfaction. In more precise terms, the highlighted problems from works on the influence of brand image on the perceived quality and satisfaction of consumers gave rise to the need for this study. There is not enough thorough empirical research addressing the implications and results of consumer-perceived satisfaction and quality, despite evidence from related works demonstrating that brand image has a significant effect on contentment and quality. Though in terms of theory it could be contended that perceived quality and customer gratification will result in loyalty to the company as the brand image is thought to represent the aspect of the market offering that enables firms to create associations in the minds of the consumers and add extra value in the form of emotional benefits, which extend beyond attributes of the products and benefits in terms of functions (Martensen et al., 2004). However, both Western and non-Western markets have not yet been sufficiently tested for this premise.

Successful brands have many wonderful characteristics. The characteristics of a successful brand may be wholly unique, yet they all transmit traits like a well-priced product, constant quality, and the ability to be remembered, dependable, and unstoppable (Murphy, 1998). Because it is intriguing, a successful brand is memorable. Because it is different and distinctive, customers are drawn to it. Customers are confident about their experiences after using successful brands as they are honest and trustworthy. Eminent brands can be relied upon because they are consistent. Additionally, successful brands are unstoppable due to their diversity and clients' insatiable desire for them due to their strength and confidence. For instance, Apple keeps demonstrating

that it is more than just a computer firm. Customers wait patiently in line at the shopping malls to purchase its many intriguing goods because of its abundance. Nothing stops them from improving—high competition, the recession, etc. In 2010, the corporation brought in \$65 billion in revenue and made \$14 billion in profits.

A successful brand possesses distinctiveness, competitiveness, leadership, passion, consistency, and innovation. Great brands, he continued, always put an emphasis on innovation to avoid becoming complacent and stale. They never stop pressing. Examples of successful brands in the market include Samsung, Apple, Coca-Cola, and McDonald's. However, they do not cease innovating; rather, they keep putting emphasis on both. Genuinely amazing businesses always hold their customers' attention, ensure that they are experts in their fields, and emphasize doing it effectively. The drive of successful companies keeps them going forward; they adore what they do. Customers may depend on and have faith in the brand because they are reliable. A brand's lack of consistency indicates that the business is allowing customers to shop elsewhere (DeLong et al., 2004). Strong competitive spirit is used to motivate great successful brands, and they are always ready to adapt and develop. Because competition causes firms to up their game and better the quality of their services and products, it is generally seen to be wonderful for both customers and businesses.

Objective:

To measure the impact of brand image of marketer on consumer behavior in the retail industry

Methodology:

This study is descriptive in nature in which the data were obtained from the 180 respondents to find the impact of brand image of marketer on consumer behavior in the retail industry. A checklist question was used to analyze and interpret the data. In a checklist question respondents choose “Yes” or “No” for all the questions.

Data Analysis and Interpretations:**Table 1 Impact of Brand Image of Marketer on Consumer Behavior in the Retail Industry**

SL No.	Impact of Brand Image of Marketer on Consumer Behaviour in the Retail Industry	Yes	% Yes	No	% No	Total
1	Brand image affects consumer buying intentions	187	93.50	13	6.50	200
2	Affects loyalty to the brand	183	91.50	17	8.50	200
3	Word-of-mouth recommendations	177	88.50	23	11.50	200
4	Marketers take initiatives to raise the consumer happiness and brand recognition	192	96.00	8	4.00	200
5	Enhance shopping experience	181	90.50	19	9.50	200
6	Provide excellent customer service	174	87.00	26	13.00	200
7	Provide good quality and well-priced goods to the customers	179	89.50	21	10.50	200
8	Companies should emphasise on continuous innovations	190	95.00	10	5.00	200

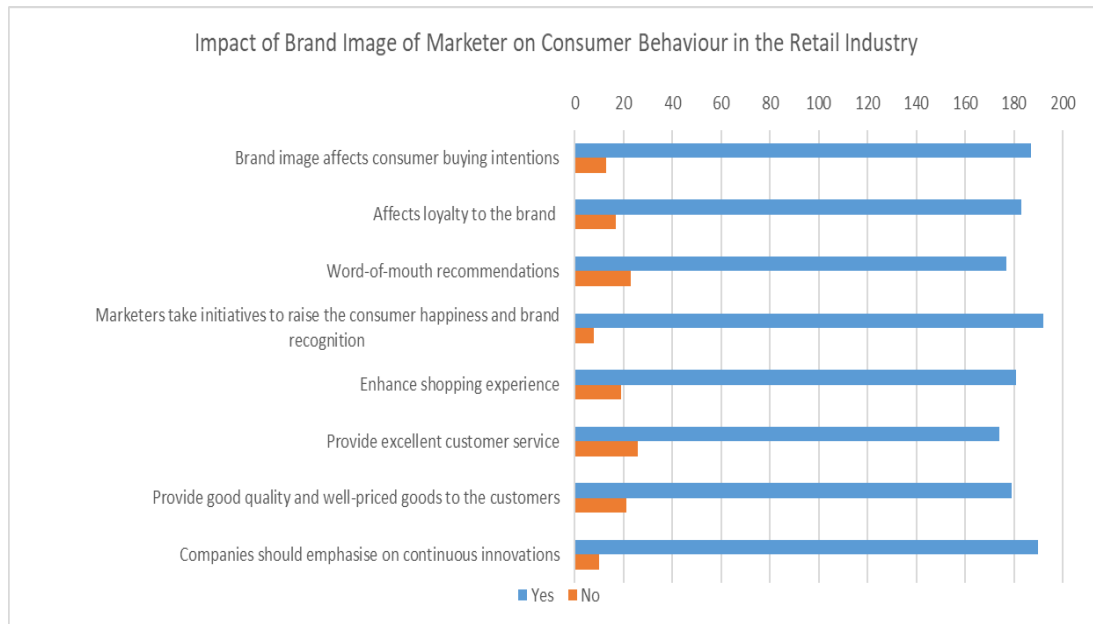


Figure 1 Impact of Brand Image of Marketer on Consumer Behavior in the Retail Industry

Table 1 and Figure 1 show the impact of brand image of marketers on consumer behavior in the retail industry. It was found that around 96.0% respondents believe that marketers take initiatives to raise the consumer happiness and brand recognition, Companies should emphasize on continuous innovations (95.0%), Brand image affects consumer buying intentions (93.5%), Affects loyalty to the brand (91.5%), Enhance shopping experience (90.5%) Provide good quality and well-priced goods to the customers (89.5%), Word-of-mouth recommendations (88.5%) and provide excellent customer service (87.0%).

Conclusion

With regard to the retail industry, this paper looked into the impact of marketers' brand images on customer behavior and decision-making. The outcomes of this essay throw light on the significance of brand image in marketing in affecting many aspects of consumer behavior, such as purchase intentions, brand loyalty, and word-of-mouth recommendations. Based on their authority, knowledge, skill, and professionalism, consumers build relationships with marketers. Increased consumer trust, loyalty, and engagement can be attributed to marketers' strong brand reputations, which eventually result in more sales and market share. Through efficient marketing tactics, communication methods, and face-to-face contacts, retail marketers may concentrate on developing credibility, proving their subject matter expertise, and cultivating trust. The

limitations of this investigation must be acknowledged. The findings may be less applicable to other industries and stakeholders because the research concentrated on the retail sector and consumer views.

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