DETERMINANTS OF BRAND INFLUENCE ON MOBILE PHONE PURCHASING DECISIONS AMONG CONSUMERS IN HYDERABAD

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Examining the Impact of Brand Names on Consumer Purchasing Decisions in the Evolving Mobile Phone Market in Hyderabad. The mobile phone industry is experiencing rapid growth in alignment with the increased availability of brands. Therefore, it is vitally important to understand how brand names affect the purchasing decisions of consumers. Using a comprehensive mixed-methods approach, including surveys and in-depth interviews, this study seeks to investigate the complex relationship between brand perceptions, consumer preferences, and purchasing behaviours. The study indicates that brand names are an important aspect of influencing consumer purchasing decisions. The character, familiarity, and perceived value associated with a brand name affect consumers' perceptions of product quality, reliability, and innovation. A favourable brand image develops consumer trust and loyalty, leading consumers to select a specific mobile phone brand rather than another. The study also investigates the impact of marketing strategies on the enhancement of the brand's impact.Branding techniques include advertising, brand positioning, and the use of brand signaturesall of which can aid in increasing brand recall and emotional attachment and, therefore, contribute to the influence of a vendor's brand name over clients' decision-making processes. There are also limitations to these branding techniques as consumers regularly face challenges, such as the disconnection between how they perceive the brand versus how the product functions; or, when consumers develop an expectation based on brand equity and that expectation does not meet reality, consumers often experience post-purchase dissatisfaction with the product or service. This research adds to the ongoing discourse regarding consumer behavior in the fast-growing mobile phone market in Hyderabad, India. The results provide invaluable information to organizations that wish to position their brands positively and develop marketing plans that align with the needs and expectations of consumers. As well, the research serves as a reference point for future research studies on the effect of branding within an ever-changing landscape of consumer electronics retailing.

Keywords: Customers' Expectations, Quality, Loyalty, Reliability, and Innovation.

Introduction

The way momentary conditions exist is a reflection of the global economic system that is based on capitalism, where the measure of "mortally" valued things is presented based on an axiom: "You are known by the things you have, not by who you are." The result of this is that everyone is trying to find oneness by participating in, and enjoying the effects of, various things which set them apart from all others.. To some degree, everything that people buy and own will be in relation to the different things they have. Companies and brands are no longer just a company-name, logo, or product; they have become large parts of people's lives in many ways. The items that people frequently purchase will demonstrate the kinds of items they enjoy, where they fit in society, and what their financial background may be. The brand that consumers have and use will continually have an impact on how and what people buy. A significant number of consumers buy products simply because of the name or brand associated with them. Brand management allows companies and brands to develop a brand profile, while strong brands often have a higher market share. An important customer segment in brand management is the actual or prospective buyer of the various products or servicesIf successful brands have competent

brand operation systems and appropriate marketing chains, customers will also see the brands as being reputable and producing satisfied clients/customers. Consumers are affected by multiple interrelated elements that create a web of expectations based on their prior experiences and how these expectations will impact future purchases of the same product. By understanding how customers' perceptions are formed, businesses can determine how to behave in a manner that will lead to the satisfaction of their customers. Currently, due to conditions in the global economy, businesses are encountering a super-saturation of products being produced by their competing companies. Companies can create long-lasting relationships with their customers via the construction of brand loyalty through the implementation of trust-based activities. The value propositions provided by brands need to satisfy the customers' expectations and desires.

Review of Literature
According to Sarwar and co-authors (2014), there is a definitive trend where consumers are moving away from traditional goods and moving toward branded or "seasoned" brand products to identify themselves as belonging to a particular group of consumers (i.e., an "in-group"). Reference groups play an important role in the selection of branded or etched products. Consumers in general tend to show more loyalty to certain brands, especially with respect to their trusted brands because they can be sure of the quality of those trusted brands. On the other hand, consumers are also more likely to switch brands based on their age, particularly if they are low-income and thus do not have the resources to afford to meet their basic needs. Therefore, there is a positive correlation between branded consumer purchases and brand perception.

Umer Shehzad and co-authors (2014) completed this research project in order to help them understand the impact of brands on consumer choice in the best interest of society. A brand has a large impact on the likelihood of consumers identifying an item as a product to purchase. Additionally, the manner by which a product is branded may significantly influence the speed with which a consumer purchases that item after seeing the product. These issues are a result of how consumers feel about the product.

It was found by Bulle & Fuad (2020) that a company's growth, development and success depend on how well its brand performs, particularly in terms of the innovative value of the company's product offerings, because a customer views the value of a product based on the customer's brand choice. The brand's effectiveness also depends on the level of service provided by the customer to the brand, which in turn is related to customer satisfaction, efficiency and creativity.

According to Hafizh Novansa&Hapzi Ali (2017), the study of the most important variable affecting consumer purchase decisions shows that price is the most influential variable. To increase interest in purchasing consumer products, SMESCO Indonesia's management must establish an appropriate pricing structure; the use of discounted prices has proved to be successful in promoting the purchase of products and needs to be expanded to continue to offer consumers an opportunity to purchase at a discount.

According to Henrieta Hrablik Chovanová et al (2015), it is important to highlight that the brand is an element that influences a consumer's purchase process. Brands provide information about a product and create associations in the consumer's mind as he/she makes a purchase. Brand awareness is an essential aspect of consumer behavior research. The use of appropriate marketing methods can reinforce positive brand associations and initiate a purchase behavior termed "congenially acquired brands." The brand represents a particular value to the consumer's mind. Without the cognitive relationship, a product or service would be physically the same as another. Our research focused on the effect of brands on

consumer behavior. Over half of the respondents chose to buy a product based on the brand. A large number of respondents indicated that quality was a major reason for their selection of a brand.

Hemamalini.E (2025). The purpose of this research is to examine the impact of digital portmanteau applications on the economy in rural Tamil Nadu with an emphasis on the effects of social status, trust, and the ease of use. This research points out that although there is an increase in access to the economy through digital portmanteaus, there are barriers such as digital illiteracy and issues with the network. The results suggest that there is a need for structural development, financial literacy, and trust structures that use SEM (structural equation modelling) as a means of analysis. By addressing these issues, the potential for increased acceptance and inclusive growth can be achieved. Collaboration between policymakers and fintech stakeholders is critical for maximizing the economic benefit of digital access.

Goals of Research
This research will focus on the effect of using a brand name on purchase decisions by customers in an emerging mobile phone market located in Hyderabad District, Telangana.
The following objectives were established in order to conduct this analysis:
1. Establish which types of dimensions are related to making a customer purchase decision.
2. Learn what types of attributes are associated with brand name.
3. Analyze how brand name affects customer purchase decisions by way of various dimensions.
4. Examine how different characteristics and demographic factors influence customer purchase decisions through the dimensional perspectives of purchase decisions.

Methodology
The theoretical basis of the research study is supported by secondary data (e.g., published articles, handbooks, research papers, reports, or other studies) that reported on consumer purchasing behaviour, brand preferences of consumers, and their mobile phone purchase decisions. Secondary data are useful to build research objectives, develop research tools, and identify gaps in the literature. Customer Buying Decision Overview of Dimensions The customer buying decision is a complex process involving multiple dimensions that influence how consumers choose to process product and service purchases. These dimensions contribute to the overall decision-making process, which has been categorised into several key areas of influence:

Cognitive Dimension
Customer perception will affect how they evaluate a product or brand based on perceived physical characteristics, product features (or lack thereof), and the perceived reputation of the company. 2. Customer awareness will dictate their understanding of a product's (or brand's) existence. 3. The Psychology of the Buyer a. Customer Motivation is the driving force behind a buyer's decision to buy; this includes the buyer's basic needs, wants and preferences before making a final purchase decision. b. Buyer Attitudes and Beliefs affect how the buyer views and feels about a product and/or a brand when deciding whether or not to buy (i.e., favorably or unfavorably). 4. The Sociology of the Buyer Social Influence of buying habits has been significantly influenced by a buyer's family, friends, peers and/or social networks. Reference Groups may refer to a community (e.g. clubs, sports teams, churches, etc.) the buyer belongs to, or an actual buying group of buyers. In either case, reference groups can affect the decisions buyers make.

Economic Dimension
Perception of Price Sensitivity: The way that potential customers evaluate the perceived value of a product versus its price will drive their willingness to pay for a product. The buyer has a budget

constraint, or a limit to the money they can afford to spend or choose to spend. Culture/Environment Dimension:

Cultural Influences: Societal norms and values, cultural traditions and influences, etc., impact customer preferences and behaviours. Environmental Concerns: Issues related to the buyer's desire for environmentally friendly and sustainable products. Personal/Lifestyle Dimension: Personal **Characteristics:** The buyer has certain characteristics that impact their decision to buy, such as age, gender, occupation, education and lifestyle.

Personal Beliefs: The buyer will have certain guiding principles and beliefs that impact their preferences and decisions.

Perceived Risk Dimension:
Financial Risk: The buyer may be concerned about the money they would invest in a product and the money that they might lose due to purchasing a product.

Performance Risk: The buyer may have concerns that the product will not perform as expected or deliver the expected results.

Social Risk: The buyer may fear being negatively judged and/or suffering negative social consequences as a result of the purchase decision.

Emotional Dimension:
Emotional Attachment: The association of a product with how customers feel about that product or brand, their emotional connection, will influence their willingness to stay loyal to a particular product or brand.
Customer Loyalty: The amount of time customers will use or remain committed to a specific product or brand. Journey of Information about a Product/Brand: Information Gathering: The amount of time and effort customers spend gathering as much information as possible about a product, its features, benefits, and alternatives. Internet Research: The actual use of the internet to gather information/reviews on products/brands and then use that information to make an informed decision.

Customer Decision-Making Journey
Evaluating Alternatives: The assessment process to determine how well the alternatives meet your needs and wants as well as their perceived value in relation to your individual circumstances.

Final Purchase Decision: The decision was made to purchase a specific product/service.

Customer Post-Purchase Actions: The emotional response after having made a purchase includes satisfaction, repurchase intention, and recommendations to other customers through word-of-mouth advertising. These five elements are interdependent and interactive and depend on the consumer's evaluation and decision-making process based on the specific context/setting and their personal characteristics. Companies that can recognise and develop these five elements into specific strategies that are relevant to their consumers will have a better chance of building lasting relationships with their customers and helping them work through the decision-making process.

The various attributes involved in the brand name
The brand's name is an important component of its identity and will include different attributes that help shape a consumer's perception and attitude toward, and association with that product or service. The

brand name plays a significant role in building a brand's identity, reputation, and memorability in the consumer's mind.

Some of the most important attributes associated with a brand name can include: **Memorability:** A brand name needs to be memorable and easy to remember. If a brand's name is catchy and/or distinctive, it is more likely that a consumer will remember the brand name. **Pronunciation:**When a brand name is easy to pronounce, it will help customers to verbally communicate the name and recommend the name to others.

Meaningfulness: The brand name of the product must communicate some relevant information or association about the brand, the industry in which it operates, and/or the values represented by the brand.

Distinctiveness: A brand name should be unique and distinct, so that it clearly establishes the difference between the brand and its competitors, and builds brand familiarity. Relevance. The brand name must be relevant to the product to be beneficial to the consumer.

Positive Connotation: A brand name should evoke positive feelings and associations, which will enhance the consumer's perception of the quality and benefits associated with that brand's products. Cultural Appropriateness: Consideration of cultural norms and sensitivities must be included to ensure the brand name is culturally appropriate and acceptable within the region(s) in which it operates.

Simplicity: Consumers can easily understand and remember a simple brand name and eliminate cognitive overload.

Translatability:A brand name that translates well into other languages/cultures helps when selling worldwide.

Visual Appeal:A visually appealing brand name, as presented in logos and other design aspects, makes the brand easily recognisable.

Emotional Connection: An emotional connection with the brand name creates a bond between consumers and the brand to foster brand loyalty.

Timelessness:A brand name that has gained relevance and effectiveness will have a strong, enduring identity.

Flexibility:A flexible brand name can grow into new product categories or new market segments effortlessly.

Legal and Trademark Issues: Verifying that a brand name can be registered, and therefore is legally available, will protect your intellectual property rights.

Ease of Search: An easy-to-find brand name will make it easy for consumers to discover the product either online or offline.

Brand Name Compatibility: A brand's name must match its values, mission statement, and general marketing strategy.

Visual/Audio Aesthetic of Brand Name: Visual and audio aesthetics of a brand name will together provide the overall appeal of the brand name as well as recognition throughout a marketplace.

Importance of Story Behind a Brand Name: A brand name can generate interest and generate a deeper level of engagement with a consumer.

Brand Name Can Evoke Imagery: A brand name can create imagery related to the features, benefits, or intended user experience of a product.

Brand Name Association with Quality: A strong brand name can be associated with quality, security, and reliability and therefore can change the way in which a consumer makes a purchase.

Perception and Awareness: The first-time consumers become aware of a product is through their brand name. A brand name is the first sign of professionalism, credibility, and validity about a company's products, which can create good first impressions.

Perceived Quality and Trustworthiness: When people think of an established, well-known brand name, they think of products or services that will be of quality and perform consistently over time. As such, individuals have trust in well-known brand names. Consumers associate well-known brand names with a particular quality of product, creating value through perceived quality.

Emotional Connection and Loyalty: When a brand name connects emotionally with someone, they develop a feeling of attachment to the brand's name and foster loyalty to the brand. Creating an emotional bond with a brand name can lead to repeat business and a person's recommendation of the brand name to others.

Brand Association and Brand Identity: The brand name is the backbone of every brand's identity and incorporates everything about the brand,its mission, vision, and personality. The consumer will determine the characteristics associated with a brand name and the benefits provided by that brand name, and will ultimately use these attributes and benefits to influence their brand preference.

Product Differentiation: A unique and distinctive name for a brand will help to differentiate the product from its competition (product differentiation). The brand name also allows consumers to easily identify the product when shopping in a crowded marketplace, thus reducing confusion.

The Impact of the Brand Name on the Consideration Set: When consumers evaluate different options, there is a strong likelihood they will include your brand in their consideration set if it has a good reputation. If the brand name has positive associations with consumers, they may choose your product among other products to consider purchasing. The Effect of the Brand Name on the Consumers'

Final Purchase Decision: A well-known and trusted brand name can serve as a "tiebreaker" to consumers who are choosing between similar products. Brand familiarity and positive associations may also contribute to the final purchase decision.

Brand Recognition: A premium price can be justified by a strong brand; consumers see added value or quality in the product when it is from a well-known, reputable brand. Consumers are more likely to pay a higher price for a better-known brand.

Word-of-Mouth and Recommendation: Consumers who have purchased from a known, reputable brand are more likely to recommend the product to friends and family. From good experiences with a brand, positive word-of-mouth marketing is generated.

Post-Purchase Satisfaction: When a brand delivers on its promises, consumers' satisfaction with their purchase enhances their positive perception of the brand. A satisfying experience can create loyalty and repeat purchases.

Online/Offline Search Behaviour: A well-known brand improves the ability of the consumer to find it online, making it easy to locate products. Consumers will typically conduct their search by brand name when searching for a product, because of the trust established by the brand.

Decision-Making Ease: A familiar brand name makes it easier for consumers to decide without using cognitive effort because they use their prior knowledge and associations with the brand.
The impact of personal and demographic factors on various dimensions of the customer buying decision

Customer buying decisions are affected by the personal characteristics of the buyer and the demographic characteristics of the buyer.

These two characteristics affect how consumers evaluate the available consumer products that they wish to purchase. Below is a breakdown of the personal and demographic characteristics and their relation to various dimensions of customers' buying decisions:

1. **Perception / Awareness Age**
Younger people are generally more willing to accept new trends and new technology, while older individuals typically have established brand preferences and have developed familiarity with some brands. Cultural Background - the norms or the values in each culture typically shape consumers' perceptions of brands and their overall awareness.

2. **Perceived Quality / Trust Income Level**
Higher-income individuals believe that when products are priced higher, they are likely to be of better quality, and lower-income individuals are expected to buy products that they can afford or offer value. Education - Educated consumers typically do more thorough research to find out how they can build trust in a brand or product before they purchase it.

3. **Emotional Connection / Loyalty Lifestyle**
Consumers who have similar lifestyles may feel they connect to brands that meet their value system and their preferences. Personality - personality creates a situation where consumers are conscious of the products they purchase and consequently, display brand loyalty.

Brand Association and Identity
1. **Gender:** Marketing messages created specifically for consumers based on their sex may affect their associations of brand characteristics with those brands. Personal values will also have the same impact on a consumer, particularly if environmentally or ethically based values align with those of a particular brand.
2. **Product Differentiation:** Different Age Groups: Different consumers may place more importance on certain product attributes than others, thereby influencing their views on the degree of differentiation between products. Cultural Background: Cultural views, interests, and satisfaction will influence consumers' perception of product differentiation and attributes.
3. **Influence on Consideration Set: Demographics:**The demographic profile of the consumer (e.g., Age, Gender, Income, and Lifestyle) can determine which products they put into their consideration set. Online Behaviour: The search history and browsing activity of a consumer when they are engaged with an online environment will determine the products placed into their consideration set.

Purchase Decision: Family Status: The family status of a consumer (i.e. single, married, children, etc.) will define their expectations of products and provide insight into what products they consider purchasing. Income: Consumers also purchase products based on their financial considerations and constraints.

4. **Price Perception: Income:** Consumers have different personal standards for price, which are defined in an income range.

Cultural Background: Cultural views, attitudes, and behaviours towards price will affect how they view price/acceptability.

Word-of-Mouth and Recommendations:

Social Networks: The diverse types of consumers who have a variety of social networks may receive different types of recommendations from different types of influencers and use that information to make their purchasing decisions.

Generation: Consumers of different ages may trust recommendations from peers of similar ages more than those from different aged peers.

Post Purchase Satisfaction: Expectations of previous experience, along with expectations of a product, will influence post-purchase satisfaction and likelihood to purchase again.

Age: Different age groups may have different thresholds for post-purchase satisfaction and willingness to be brand loyal. Search Behaviour - Online vs Offline: Consumers' technology level of comfort is the factor that affects the channels that consumers use to search and find information online.

Ease of Decision Making: Consumers with an analytical cognitive style may conduct more extensive research before making a decision, while intuitive consumers may rely primarily on their instincts.

Conclusion

The effect of brand name on consumer purchasing decisions in the new market for mobile phones in Hyderabad is a multi-faceted phenomenon with great implications for both businesses and consumers. This study explored the relationship between brand perceptions, consumer preferences, and how consumers cope with the multitude of options available to them. In addition, it showed how significant brand names are in influencing the dynamic of this market. This study indicated that a brand name is an important medium through which consumers develop their perceptions of the quality, trustworthiness, and suitability of a product. A positive brand name has a measure of the ability to attract consumers' attention, evoke positive emotions, and influence consumers' purchasing decisions. With the growth and proliferation of the mobile phone market in Hyderabad, brand names will continue to serve as critical tools for creating distinction in a crowded marketplace. Therefore, the study also highlights the interrelatedness of marketing strategy and the effects of brand names. Effective branding strategies such as brand positioning, partnerships, and co-branding can all enhance the impact of brand names and increase their recognition and emotional impactThe connection between the performance of a product and its brand reputation came up as a serious issue. People may not have similar experiences with products and/or brand names, and this could create a varying level of satisfaction and an erosion of confidence in the brand after they buy it. As the mobile phone industry in Hyderabad continues to grow, these findings illustrate that businesses operating in Hyderabad will need to develop a strategic brand strategy. When developing a brand strategy, businesses need to take into consideration the artistic quality, unique design, and applicability of the brand to the targeted consumers. Aligning the brand with consumers' lifestyles, values and technological preferences will provide businesses with an advantage

over competitors and build customer loyalty. The implications of this research go beyond the mobile phone industry in Hyderabad; the insights from this research will add to the complexity of understanding consumer behavior and brand management in successfully developing markets.This research provides a foundation for companies trying to adapt to the changing landscape of mobile phones by creating lifelong connections with their clients through the use of brand names and their subsequent impact on customer perception, preference and purchasing behavior in the emerging mobile phone market in Hyderabad. Brand names play a significant role in shaping consumer perceptions, preferences and buying behavior as the mobile phone market continues to grow rapidly. As businesses develop their brand strategies, selecting an effective brand will play a vital role in establishing a strong presence in the minds and hearts of their customers. The results from this study provide valuable insights for further research into brand dynamics within emerging markets and reinforce the need for businesses to utilize both the science and art of brand selection effectively.

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