

## INFLUENCE OF BRANDING ON CONSUMER BUYING BEHAVIOR

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**ABSTRACT:** The concept “branding” has drained major attention from researchers. Consumer behavior influence by the components of branding that are price, quality, and country of origin, status symbol, and family & friend’s reference. Today there are a variety of branded products. Therefore, keeping rapidity with this propagation of diverse brands in the market has become terrible for the simple consumer. Buyers view a price of the product’s as high, low or reasonable, which eventually effects on consumer behavior to buy the product. The consumer gives high importance to high quality products. Label of the country and the first choice of customer influence the purchase intention. People feel satisfaction when they recognized in society, friends and family in connection of specific brands, which is mostly used by a person. Now people want to have everything branded from the food they eat, clothes they wear to the decoration of their homes everything. The consumer behavior is also influenced by the group. It is argued that the important reference group of consumers is the friend & family, which affects their behavior and attitude towards brands and the selection of brands. The customer’s behavior is to meet the needs and demands of him/her. Consumer behavior includes the selection of products and consumption of goods and services. The current literature demonstrates that all of the variables present in this paper have a relationship with consumer buying behavior.

**KEYWORDS:** Brand, Price, Quality, Country of Origin, Family & Friends, Consumer Behavior.

### 1 INTRODUCTION

The current market is snowed under a wide variety of product brands. As a result, maintaining pace with this large number of various brands in the market has become difficult for the simple consumer (Suresh, Monahan & Naresh 2012). Organizations create brands with the most important intention to attracting and retaining consumers (Alvarez & Casielles 2005). Academics and practitioners alike have recognized the importance of loyal customers, because such customers usually spend more, buy more frequently, are motivated to search for information, are more resistant to competitors’ promotions and are more likely to spread positive ‘word of mouth’ (Bytyqi & Vegara 2008; Chaudhuri & Holbrook 2001; Dick & Basu 1994; Keller 2008). Attribute related to product linked with packaging, pricing and brand awareness, be liable to create and strengthen the relationship between the customer and the brand (Suresh *et al.* 2012). Customers act in response to packaging found on a set of discrimination, learned reactions and individuals preferences that help to sling certain goods to upper hand in today’s active markets (Aaker 2010). Certain shapes, colors, sizes and quality in nature influence customers to react positively, at the same time as others gives negative reactions (Aaker 2011). With growing customer wealth, customers are many times willing to pay a higher price for the convenience, appearance, reliability and stature of better packaging (Kotler & Armstrong 2010). Corporations have also acknowledged the significant power of pricing in contributing to the immediate credit of the company or brand (Duffy 2003). In addition, brand awareness campaign tends to catch the attention of consumers and convince consumers to venture out to either take on the product or to use the product repeatedly, leading to enlarged sales for the company (McKee 2010). After the years, there has been a sudden increase of research welfare focused on factors influencing branding impact on consumer behavior. Results of such studies are essential because it provides information to marketers about how to place their brands in the market for competitive advantage (Jiang 2004).

## 2 PROBLEM STATEMENT

The problem area on which the research paper is based is the impact of the components of branding that are price, quality, country of origin, status symbol and friends and family on consumer buying behavior.

## 3 OBJECTIVES OF THE STUDY

The following are the objectives of the research.

- To find out relationship between price and consumer behavior.
- To find out the relationship between quality and consumer behavior.
- To find out the relationship of country of origin and consumer behavior.
- To find out the relationship of status symbol and consumer behavior.
- To find out the relationship between family and friends and consumer behavior.

## 4 RESEARCH MOTIVATION AND CONTRIBUTION

The increase trend of “Branding” in our society with the passage of time motivate us to do research on this interesting topic and gather information about its impact on behavior of consumers. We did this research under the supervision of “Miss Shaista Khan” whose extra ordinary guidance boots our moral and helps us to achieve our targets.

## 5 SIGNIFICANCE OF STUDY

The concept Branding has drawn significant attention from academic and practitioners since it were put forward, because it played a major role in marketing activities. This study reviewed extant studies about the impact of Branding on Consumer Behavior. It also presented the shortcomings of current research and pointed out the trends for future studies. The main idea to conduct this research is to find out that how the consumers react with aspect to brand names. We fully tried to enlighten the facts about the components of brands, which particularly include the effects of price, quality and include the founder country of the product on their consumers for which the opinions of their surroundings about the product and their standards matters most.

## 6 LITERATURE REVIEW

### 6.1 BRANDING

A brand is a distinctive name and mark which identifies goods and services of either one sellers or group of seller and differentiates those goods and services from their competitors (Aaker, 1991). Consumer behavior influence by the components of branding that are price, quality, and country of origin, status symbol, and family & friend’s reference. Today there is a variety of branded products. Therefore, keeping rapidity with this propagation of diverse brands in the market has become terrible for the simple consumer (Suresh, Monahan & Naresh 2012). The purpose of organization of developing the brands is to attract and retain consumer (Alvarez & Casielles 2005). Attributes related to product linked with pricing, quality, country of origin is likely to create and emphasize the relationship between the consumer and the brand (Suresh et al. 2012).

### 6.2 PRICE

Price is a lasting factor of original Ps of the marketing mix, may usually be supposed in terms of the specific monetary value that a consumer attaches to goods and services (Kent & Omar 2003). Price is the patronage of the value assigned to something buy, sold or offered for sales, expressed in terms of pecuniary units ( Farahmand and Chatterjee 2008). In addition it is also pertains to how buyers view a price of product’s as high, low or reasonable, which eventually affects consumer’s behavior to buy the product (Ahmad & Vays 2011). Pricing has a direct relationship with the company’s goal and also interact with other marketing mix elements that’s why it is a vital strategic variable (Yesawich 2004). Pricing help companies to define product value, to segment market, create incentive for customer and even give signals to competitors (Atcharyachanvanich & Hitoshi 2007). Price of goods and services must be set in a way that accomplish success for the company, satisfies consumer and also get used to a variety of constraints such as competitors (Sahay 2007). Like other important factors in exchange relationships, price is one of the tackle marketers may use to meet the market, by directly attracting and retaining customers or through fight against competitors (Boonlertvanich 2009).

Furthermore, price presents a distinctive chance to generate loyalty, retain presented customers and attract future customers (Sahay 2007). On this point, the majority of companies, mainly in the service market, use promotional tackle such as price to encourage the sale of a particular product (Campo & Yague 2007). On the other hand, this can only be fulfilled if the system pricing is orchestrated literally, sincerely and clearly, rather than wrongly and irregularly (Dunne & Lusch 2008). Marketers are also face the difficulty of introducing either a fixed price or a discounted price (Abedniya 2011). A fixed price shows to a consumer that the price is non-negotiable or will continue stable whenever they decide to purchase the product (Ahmad & Vays 2011, Nagle & Holden, 1994). The scheme of discount price indicates that the price of a product might be reduced slightly as and when required to increase more sales (Leisen & Prosser 2004). While the fixed price scheme implies that the product is expelled from customer promotions or price discounts (Boonlertvanich 2009). To get hold of the product a consumer gives up the amount of money that is price. Price is classifying into two parts that is objective price and perceive price (Zeithaml, 1988). The Objective price is the real price of the product whereas perceive price is the trust of any person of the price in relative to the quality of the product (Donald R., Lichtenstein & Scot B., 1989). Customer observation with reverence to price is diverse and has a positive and a negative impact on the purchase behavior. The Economic downturns have impact on PLB purchase behavior. When income decreases customers turn into price consciousness and move their preferences to private label brands instead of choosing national brands. Customers who like better to buy more PLBs than national brand are price conscious (Hoch & Banerji (1993). PLB buyers are price seekers-those who seem to be for low price, as an outcome, for a number of customers having reasonably priced product means get high value. On the opposite, several customers may perhaps relate lower price with lower quality (Zeithaml, 1998). Individuals' consumers who think price display quality and companies may decrease the quality of the manufactured goods to diminish the cost. Therefore, to them the high price is a indicator of a superior quality (Bao.Y,Y and sheng .S , 2011) . Private label products' price, predominantly first generation PLBs' is comparatively lower than the national products. Private brand buyer are those who goes for low price, consequently they are not constant, they switch every time if they get a lower price (Baltas, 1997). Price perception has strong influence on purchase intention of PLBs (Schiffman, 2013). On the other hand if the customer is doubtful about the quality of the product the lesser effect it has on the purchasing behavior (Urbany, J. E., Bearden, W. O., Kaicker, A., Borrero, M. S. D., 1997).

### **6.3 QUALITY**

Quality is defined as valuation of fineness and superiority of the product (Zeithaml, 1988). Previous studies say that, a number of researchers argued that quality cannot be defined and quality is goal which can be deliberate. In a diverse thought others supposed quality cannot be calculated. Combining this two approaches quality is classified in to purpose of quality and observation of quality. Purpose of quality is valuation of the manufactured goods based on physical uniqueness. At the same time as perception of quality consider slanted details which are customer use for valuation of the manufactured goods and result that based on some attribute (anselmsson, ULF, & persson, 2007). Perceived quality can be also defined in terms of customer judgment of fundamental attributes (taste, ingredients, nutrition value and on the whole quality (Bellizzi et al 1981, cunnungham et al 1992). The product variability generates perception diversity among customers (Hoch & Banerji, 1993). Customers evaluate the quality in relationship of extrinsic and intrinsic sign. Intrinsic sign is the opinion of quality through physical feature of the product (color, size, flavor or fragrance) at the same time as extrinsic cues are characteristic which have some relationships with the product (package, price, advertising and stare pressure). Because extrinsic cues are extra recognizable with consumers, based on this sign it is easy for them to check the manufactured goods. Quality of PLB may be seen in to two proportions these are the level of quality related to the national brand and unpredictability. National brands are created in high technology and complicated process at the same time as PLBs are created in less technology and simple process this will disseminate the quality unpredictability (Collins (2003). Private labels are unsafe than the national brands for the reason that high product variability and low quality make consumer to be disappointed. Therefore price quality became a significant aspect for the success of retailers and PLBs should meet at least the standard of the company ("NSF's Private Label Assurance") (Richardson 1996). Quality perceptions establish customer proneness to purchase a private brand. On the other hand, product quality judgment appraisal is evaluated by the customers not by the organizations (Richardson, 1996). If the PLBs are as better as the national brand perception significance is increased at the same time as if the PLBs are poorer in quality, significance of perception towards the PLBs will be decreased (Paul s.Trun K. & Alan, 1996). Marketers have to follow perception through product ally and promotion strategies (Zeithaml, 1988, p. 18). Occasionally customers give high importance to lower attribute. In addition to that, customer perception of quality changes over time as an outcome of added information (Richardson, P.S, Jain, A.K and Dick .A, 1996).

#### 6.4 COUNTRY OF ORIGIN

In this modern and competitive period in which global marketing is raising day by day, country of origin, as an important factor has been considered in much research and it is exposed that this factor influences consumer behavior and also their purchasing. Studies shows that people care about which country products come from and where they are made (Parkvithee & Miranda, 2012). Many factors have an effect on this matter of which country of origin plays an important role in competitive markets and consumer behavior. Label of country and the first choice of customer influence the purchase intention. Political system, culture and the economy of the country can be a reason of compassion to people (Teo, Mohamad, & Ramayah, 2011). Researchers have shown that country of origin has been an extrinsic warning for evaluating products since the 1960s, and that it is unmoving a topic of study now. Globalization gives the opportunity to companies to allocate their products all over the world, and presents the opportunity for people to choose between different types of product; therefore, country of origin is an important subject when examining consumer purchase behavior according to foreign products. In addition, it is also a label for brands, which guides the consumers to know the firm and the country of origin (Chen, Wu, & Chen, 2011; Michaelis, Woisetschläger, Backhaus, & Ahlert, 2008). Furthermore, Researcher believes that recounting country of origin is a difficult job in this global market, and they think that “made in” is another label for country of origin. Believe that when the head office of the company are meeting in one country and marketing for that brand, that location is the country of origin of that product (Johansson et al, 1985, Ozsomare and Cavusgil 1991).It is also name as the “home country” of the products. Many researchers also explain the country of origin as the “country of manufacture or assembly” (Bilkey and Nes, 1982, Cattin et al., 1982, Han and Terpstra, 1988, Lee and Schaninger, 1996, Papadopoulos, 1993 and White 1979). As a clear cut example, although Sony is a Japanese brand, there are some products that are accumulated outside of Japan, like Singapore, so they pass on to these as being “assembled in Singapore”, but when they are (Sony products) pull together in Japan they are “made in “Japan (Yasin, Noor, & Mohamad, 2007). Country of origin is also tag by other names like” country of manufacture”, “country of assembly” and “country of design”, in all matter it has a power to evaluating date about products and customer’s purchase behavior, as a effect buyers think about different countries according to their awareness and beliefs, so they think about their purchase in respect of this impact (Jiménez Torres & San Martín Gutiérrez, 2007). The influence of Country of Origin on product estimation and purchase intention has been study since the 1960s. Many researchers who have conducted surveys on country of origin effects on consumer behavior believe that country of origin is a significant factor in influencing international marketing (Cordell in 1992, Brothers and Xu in 2002, Cordell in 1992, Johansson and Ebenzahl in1986, Klein in 2002, Lee, Yun, and Lee in 2005, Nagashima in1970 and Roth and Romeoin 1992).

#### 6.5 STATUS SYMBOL

The consumers who use the branded products as status symbol are more concerned in being social and making friends. Brands make the sense of status consciousness in many consumers that show the way sense of identification and using different brand products is the new trend of fashion. People feel satisfaction when they recognized in society, friends and family in connection of specific brand, which is mostly use by a person. Now people want to have everything branded from the food they eat, clothes they wear to the decoration of their homes everything. Customers become conscious and they recognized the importance of brand. People choose the branded products with higher prices because they think that branded items have more quality then non-branded products. Brand preference is also a symbol of status and if brand will manage successfully, product value loyalty will improve in customers’ mind. Marketers believe a brand as a promise with consumers that product quality will be same in future and due to this promise, sales increase (Khasawneh Hasouneh). Those customers recognize the value of any brand respect to its different functions like guarantee, social and personal identification and status symbol. Status and conspicuous consumption are also factors that affect the consumer behavior. Consumers now use the expensive and branded products to show their status (Del Rio ET al). The brands, which are use for showing off the luxury, power and wealth, are known as status brand. Brands are consumed to show that the person who used it is highly status conscious, trendy and wealthy and these brands can be classified as status brands. As the wish increases, the usage of brands increases. When branded products are displayed intentionally or shown especially to others for making them realize the power and wealth, by the person who uses them, we can say that it is obvious consumption. It is a very important dimension of consumer behavior for influencing his behavior towards brands and also the impact and power of branding in influencing and moldings the consumer behavior.

#### 6.6 FRIENDS AND FAMILY

The consumer behavior is also influence by reference group. It is argued that the important reference group for consumers is the friend & family, which affects their behavior and attitude towards brands and the selection of brands. The

reference groups includes the purchasing behavior is influenced by the reference groups family, friends, neighbors etc. Inactivity is also a factor, which influences the consumer behavior. Some consumers buy the same brand every time in order to save time, it is the disinterest of saving time which makes and influence the buyers to buy the same brand again .To observe about the consumer behavior of younger and older consumers in relation to the issues like income or age. The type of product, importance of product and the characteristics of brand also influence degree of loyalty. Sometimes consumers stay loyal to a brand and avoid switching brand. It is found that the reference groups persuade the consumers to prefer such type of products, which leads to status consumption and display of wealth, and high status. The groups with whom they interact influence the degree to which consumers and the wish to display the brands are the two dimensions of clear consumption. Now the products not consumed only for the satisfaction and getting benefits, while the branded products used as the symbol of high status and richness. The brands have the power to make them others realize the status of consumers and what they think about them.

**6.7 CONSUMER BEHAVIOR**

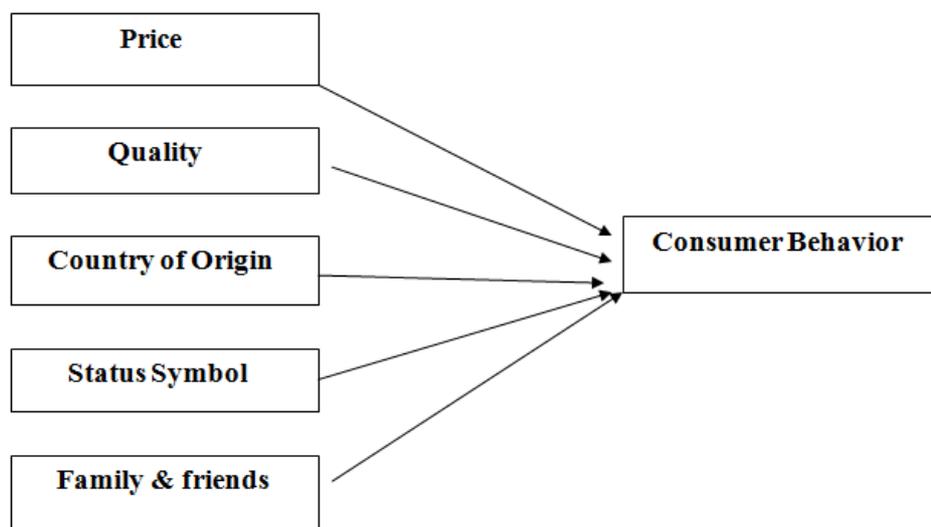
The study of consumer behavior is very important because intentionally or unintentionally we are consumer. With the philosophy of marketing, production trend to marketing trend of consumer behavior has been important. Consumer behavior includes mental activity, emotional and physical that people use during selection, purchase, use and dispose of products and services that satisfy their needs and desires (Kotler, 1999). The customer’s behavior is to meet the needs and demands of him/her. Behavior is a tool to achieve objectives and target consumer derives from his needs and desires. (wilke, 2000). Consumer behavior includes the selection of products and consumption of goods and services. That includes elimination of three steps before buying activities, purchasing activities, activities after purchase. (Rostami, 2001). Consumers in different time can play each of the three roles affective, buyers and consumer. When we buy something for our self we can play that 3 roles. (Golchinfar, 2006). Because people have different desires and needs, so their behavior is different And the difference consumer behavior makes predict consumer behavior more difficult, to resolve this problem can categorize the market. (Abbasi & Torkamani, 2010)

**7 RESEARCH QUESTIONS**

The following are the research question of our study

- Qno1: What is the impact of price on consumer behavior?
- Qno2: What is the impact of quality on consumer behavior?
- Qno3: What is the impact of country of origin on consumer behavior?
- Qno4: What is the impact of status symbol on consumer behavior?
- Qno4: What is the impact of family and friends on consumer behavior?

**8 CONCEPTUAL FRAMEWORK**



## 9 METHODOLOGY

The type of research that is used in this study is quantitative research. Quantitative researchers aim to gather the data by research questionnaire. The Data were obtained from a conveniently selected sample of 150 individuals.

### 9.1 STATISTICAL TECHNIQUES

The dataset were coded and saved in SPSS version 21 and analyzed by using regression statistical test and checked the level of significance.

### 9.2 DATA SOURCE

Data for this study was collected during november 2015 using an online and in hard copy survey Questionnaire. For this study, the online survey questionnaire link was distributed through Google, and other main sources. A total of 150 respondents participated in the survey. The 56 dataset was coded and saved in SPSS version 21 and analyzed by using regression statistical test and checked the level of significance.

## 10 HYPOTHESIS

To prove our research, we develop different hypothesis such as:

**Hypothesis1:** Price has an influence on consumer buying behavior.

**Hypothesis2:** Quality has an influence on consumer buying behavior.

**Hypothesis3:** Country of Origin has an influence on consumer buying behavior.

**Hypothesis4:** Status Symbol has an influence on consumer buying behavior.

**Hypothesis5:** Family and friend reference has an influence on consumer buying behavior.

## 11 RESULTS

### 11.1 MULTIPLE REGRESSIONS

*Table.1 Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.459 <sup>a</sup>	.211	.170	.44082

Predictors: (Constant), Friends and Family Total, Country of Origin Total, Quality Total, Price total, Status Symbol Total

This table gives us the R-value, which represents the correlation between the observed values and predicted values of the dependent variable's-Square is called the coefficient of determination and it gives the adequacy of the model. Here the value of R-Square is 0.211 that means the independent variable in the model can predict 21.1% of the variance in dependent variable. Adjusted R-Square gives the more accurate information about the model fitness if one can further adjust the model by own.

*Table.2 ANOVA<sup>a</sup>*

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.039	5	1.008	5.186	.000 <sup>b</sup>
	Residual	18.849	97	.194		
	Total	23.888	102			

a. Dependent Variable: Consumer Behavior Total

b. Predictors: (Constant), Friends and Family Total, Country of Origin Total, Quality Total, Price total, Status Symbol Total

The above table gives the test results for the analysis of one-way ANOVA. The results are given in the three rows. The first row labeled Regression gives the variability in the model due to know the reasons. The second row labeled Residual gives the variability due to random error or unknown reasons'-value in this case is 5.186 and the p-value is given by 0.000 which is less than 0.05, so we can say the independent variables have significant influence on the dependent variable.

**Table.3 coefficient**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.048	.562		3.646	.000
Price total	.039	.086	.045	.450	.654
Quality Total	.032	.072	.044	.443	.659
Status Symbol Total	.114	.059	.202	1.933	.056
Country of Origin Total	.119	.068	.165	1.738	.085
Friends and Family Total	.219	.077	.274	2.842	.005

Dependent Variable: Consumer Behavior Total

The above table gives the regression constant and coefficient and their significance. Regression coefficient is a measure of how strongly the independent variable predicts the dependent variable and that show the strong relation between dependent variable and independent variables.

**11.2 HYPOTHESIS**

The following are the hypotheses have been developed on the basis of conceptual framework and literature review.

**11.2.1 HYPOTHESIS 1**

**H1:** Price has an influence on consumer buying behavior.

**Table.4 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.009 <sup>a</sup>	.000	-.010	.48371

a. Predictors: (Constant), Price total

This table gives the R-value which represents the correlation between the observed value and predicted value of the dependent variable. Here the value of R-Square is 0.000 that means the independent variables of model cannot be predicted the variance in dependent variable.

**Table.5 ANOVA<sup>o</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	.002	1	.002	.009	.924 <sup>b</sup>
Residual	24.099	103	.234		
Total	24.102	104			

a. Dependent Variable: Consumer Behavior Total

b. Predictors: (Constant), Price total

The above table gives the result for the analysis of one-way ANOVA. The results are given in three rows. F-value in this case is 0.009 and the p-value is given by 0.924 which means this hypothesis is not accepted.

**Table.6 Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.981	.304		13.075	.000
	Price total	.008	.086	.009	.095	.924

a. Dependent Variable: Consumer Behavior Total

The above table gives the regression constant and coefficient and their significance. Now by testing hypothesis, we figure out that the p-value for regression coefficient of price is not less than 0.05. Therefore, the hypothesis is not accepted.

**11.2.2 HYPOTHESIS 2**

**H2:** Quality has an influence on consumer buying behavior.

**Table.7 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.131 <sup>a</sup>	.017	.008	.47958

a. Predictors: (Constant), Quality Total

This table gives the R-value which is represents the correlation between the observed value and the predicted value of the dependent variable. Here the value of R-Square is 0.017 that means the independent variable of model can be predicted 1.7% in dependent variable.

**Table. 8 ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.411	1	.411	1.789	.184 <sup>b</sup>
	Residual	23.690	103	.230		
	Total	24.102	104			

a. Dependent Variable: Consumer Behavior Total

b. Predictors: (Constant), Quality Total

The above table gives the result for the analysis of one-way ANOVA. The results are given in three rows. F-value in this case is 1.789 and the p-value is given by 0.184 which means this hypothesis is not accepted.

Table.9 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.653	.271		13.483	.000
	Quality Total	.093	.070	.131	1.338	.184

Dependent Variable: Consumer Behavior Total

The above table gives the regression constant and coefficient and their significance. Now by testing hypothesis, we figure out that the p-value for regression coefficient of price is not less than 0.05. Therefore, the hypothesis is not accepted.

11.2.3 HYPOTHESIS 3

H3: Country of Origin has an influence on consumer buying behavior.

Table.10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.324 <sup>a</sup>	.105	.096	.46015

a. Predictors: (Constant), Status Symbol Total

This table gives the R-value which represents the correlation between the observed value and predicted value of the dependent variable. Here the value of R-Square is 0.105 that means the independent variables of model can predict 10.5% of the variance in dependent variable.

Table.11 ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.502	1	2.502	11.817	.001 <sup>b</sup>
	Residual	21.386	101	.212		
	Total	23.888	102			

a. Dependent Variable: Consumer Behavior Total

b. Predictors: (Constant), Status Symbol Total

The above table gives the result for the analysis of one-way ANOVA. The results are given in three rows. F-value in this case is 11.817 and the p-value is given by 0.001 which means this hypothesis is accepted.

Table.13 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.326	.202		16.447	.000
	Status Symbol Total	.182	.053	.324	3.438	.001

a. Dependent Variable: Consumer Behavior Total

The above table gives the regression constant and coefficient and their significance. Now by testing hypothesis, we figure out that the p-value for regression coefficient of price is less than 0.05. Therefore, the hypothesis is relevant.

11.2.4 HYPOTHESIS 4

H4: Status Symbol has an influence on consumer buying behavior.

Table. 13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.263 <sup>a</sup>	.069	.060	.46673

a. Predictors: (Constant), Country of Origin Total

This table gives the R-value which represents the correlation between the observed value and predicted value of the dependent variable. Here the value of R-Square is 0.060 that means the independent variables of model can be predicted 6.9% of the variance in dependent variable.

Table. 14 ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.664	1	1.664	7.639	.007 <sup>b</sup>
	Residual	22.438	103	.218		
	Total	24.102	104			

a. Dependent Variable: Consumer Behavior Total

b. Predictors: (Constant), Country of Origin Total

The above table gives the result for the analysis of one-way ANOVA. The results are given in three rows. F-value in this case is 7.639 and the p-value is given by 0.007 which means this hypothesis is not accepted.

Table.15 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.285	.266		12.341	.000
	Country of Origin Total	.190	.069	.263	2.764	.007

a. Dependent Variable: Consumer Behavior Total

The above table gives the regression constant and coefficient and their significance. Now by testing hypothesis, we figure out that the p-value for regression coefficient of price is not less than 0.05. Therefore, the hypothesis is not accepted.

11.2.5 HYPOTHESIS 5

H5: Family and friend reference has an influence on consumer buying behavior.

Table. 16 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.351 <sup>a</sup>	.123	.115	.45296

a. Predictors: (Constant), Friends and Family Total

This table gives the R-value which represents the correlation between the observed value and predicted value of the dependent variable. Here the value of R-Square is 0.123 that means the independent variables of model can be predicted 12.3% the variance in dependent variable.

**Table. 17 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.969	1	2.969	14.470	.000 <sup>b</sup>
	Residual	21.133	103	.205		
	Total	24.102	104			

a. Dependent Variable: Consumer Behavior Total

b. Predictors: (Constant), Friends and Family Total

The above table gives the result for the analysis of one-way ANOVA. The results are given in three rows. F-value in this case is 14.470 and the p-value is given by 0.000 which means this hypothesis is accepted.

**Table.18 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.954	.281		10.517	.000
	Friends and Family Total	.281	.074	.351	3.804	.000

a. Dependent Variable: Consumer Behavior Total

The above table gives the regression constant and coefficient and their significance. Now by testing hypothesis, we figure out that the p-value for regression coefficient of price is less than 0.05. Therefore, the hypothesis is accepted.

**12 CONCLUSION AND RECOMMENDATION**

From the study, we create that brand is the most significant factor, which motivates the customer about consumer purchase decision. Therefore, the company has more focus on their brand name.

The companies have to found the link of their brand name with the customers through different causes of communication. Because in the end the customer is the only one who buys their products which helps the company to increase their market share as well as profit earning.

Customers also influenced by the advertising. In today situation, there is a big role of advertisement in the market. The company needs to take care of their promotional tool of advertisement. Because sometimes the impact of advertisement difficult the role of society as well as market orientation, which effects the image of a particular brand.

There are diverse brands available in the market to become the most popular brand among the customers. The company needs to create a good relation with the customers.

To create a good relation with customers, the company uses the social networking sites policy. The companies make their ‘accounts’ or make a ‘page’ on various social networking sites.

With the help of social networking sites, the company shares their important information to the customers related to their new products, new discount scheme or any other incentive schemes, combo offers and many more. This procedure helps the companies to increase their list of customers.

The company besides make their own web connection on the internet, which help the customers to set the companies store in anywhere at any time. It also helps the customers to see the new range of products which launched by a particular brand, new offers of the company at their home with the help of internet services.

Some companies also open on this part. They option on their web link to register their e-mail id for forwarding the news related to new offers and new variety of a particular brand by the company.

The exceptional of the product is necessary for the customer's point of view. Every time when customer goes to market for shopping they find unique product from the stock available in the market. The company introduces the new variety of products with time to time, so the link between customer and brand will be stay permanently.

The company should also take on included marketing communication programs. This way, customers can be showing more commonly to these brands; thereby increases brand awareness, which has an effect on consumer buying behavior.

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