



“A Study on Impact of Branding on Consumer Buying Behaviour Towards Smartphones in Bengaluru”

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ABSTRACT

This study explores the impact of branding on consumer buying behavior in Bengaluru smartphone Market, surveying 150 respondents primarily comprised of young, educated individuals with moderate incomes. Key findings indicate that brand awareness and reputation are critical factors influencing purchasing decisions, as most respondents recognize various brands and stay informed through advertisements. Trust in established brands and perceived quality lead many to prefer reputable smartphones, often willing to pay a premium. Brand loyalty significantly affects choices, with promotions and celebrity endorsements playing a role, while social media influence remains moderate. Despite general satisfaction with current brands, some consumers switch due to dissatisfaction, underscoring the need for high-quality products and services. The study recommends that smartphone brands enhance visibility, improve quality and engage consumers effectively to build a loyal customer base in Bengaluru.

Keywords: Branding, Consumer Buying Behavior, Smartphone Market, Brand Awareness, Brand perception, Purchasing decisions, Brand loyalty, Quality, Promotions, Social Media, Customer satisfaction.

INTRODUCTION

In today's fast-paced world, smartphones have become essential for staying connected, working, and enjoying entertainment. With so many brands struggling for consideration, understanding how branding stimulates purchaser selections is crucial, especially in vibrant and diverse markets like Mysuru. Branding isn't just about a logo or a name; it's about the entire experience and reputation that a brand brings, shaping how consumers perceive a product.



Mysuru, a city with a rich cultural heritage and a rapidly growing urban landscape, is seeing a boom in the smartphone market. People here, much like in the rest of India, are becoming increasingly brand-conscious. When choosing a smartphone, consumers consider various aspects such as brand recognition, loyalty, perceived quality, and even the emotional construction they touch through a brand.

This study focuses on how these branding elements affect consumer behavior when it comes to buying smartphones in Mysuru. It aims to uncover just how much influence a brand has on the choices and preferences of consumers. The understandings expanded from this study could be invaluable for smartphone companies and marketers looking to capture and maintain a strong presence in Mysuru. By understanding what drives consumers in this market, businesses can craft branding strategies that resonate more deeply with their audience, ultimately boosting satisfaction and loyalty.

LITERATURE REVIEW

1. Prasana Rosaline Fernandez, 2009

A study on brand consciousness among Gen Y college students aged years in Klang Valley with specific reference to their apparel choices. It discloses that these school students are brand slaves who confidently follow in the wake of peer pressure, advertising and celebrity endorsements to form their image or identity. The research is specific to a segment at one time point and does not track brand preference shifts in the long run. Product promotions and branding targeting Generation Y should therefore aim at building emotional connections, utilize advertising to manipulate brand image & preference as well as use of high-profile endorsements. For Directors, Marketing must exercise propriety and respect the media-savvy, independent-mindedness of our youth.

2. Muhammad Ehsan Malik, Muhammad Mudasar Ghafoor, Hafiz Kashif Iqbal, Qasim Ali, Hira Hunbal, Muhammad Noman and Bilal Ahmad , 2013

It was the overall analysis of this research describing about impact of different factors on purchaser purchasing performance regarding product image & billboard by focusing in Gujranwala city. Data, using a non-probability convenient sampling technique was composed over survey for 175 responses out of 200 distributed. The results provide evidence that have substantial influence on consumer buying behavior of brand image & advertisement is positive for the people overall. Gujranwala teenagers on the other hand are more of brand conscious and they prefer to buy Twitter based products owing to media coverage. Finally, the study discusses its limitations and implications as well as avenues for future research.



3.Ms Suman Si, Ms Mansi Kapoor , 2014

The study explores that Branding theatres a serious part in shaping consumer purchase behavior, studying the effects of branding on consumer perceptions and opinions Customer centric, emphasizing the standing of pleasant having a look everything to encounter buyer requirements this is what an excellent brand strategy replicates. An empirical study was conducted to collect data of 200 consumers in the FMCD industry, influencing factors examined included economic, social,cultural and psychological factor on buying behavior. The outcomes disclose that the branding strategies are significantly influencing consumer behaviors. Good branding encourages consumers to fall in love with your products or services helping them make the right choices.

4.Fatima Sarwar, Muzamil Aftab, Muhammad Tahseen Iqbal, 2014

The study investigates the effect that a brand has to consumer behavior with more prominence being given to consumers knowledge about brands. The more consumers know about your price, the quality of a brand folder accordingly higher their attraction to that brand and therefore loyalty which only increases as they get older. While family is the greatest point of reference, social consumers are most influenced by friends and acquaintances — particularly on Facebook. First, status-conscious consumers are showier than other people. As exposed in the study's methodology, all aspects are statistically noteworthy except for gender. The research shows a validation and reliability level of 89.6%. From the above discussion, we can conclude that branding has a profound as well as positive impact on consumer behavior by considering different dependent and independent variables.

5.NEYATI AHUJA, 2015

This research explores branding and what we purchase by surveying individuals concerning their brand choice. It also discovered that price and brand are still important in buyer decision making, however as the demography of a user increased so too did their indifference towards manufacturers. Fashion brands are viewed as signifiers of status, with 80% seeing them that way. What clear, however is that branding theatres a vital role in shaping these consumer decisions as evidenced by the research. With such insights, companies can expect to gain better understanding of their customers and be more effective at acquiring and retaining them.

6.Henrieta Hrablik Chovanovaa, Aleksander Ivanovich Korshunovb , Dagmar Babcanovac, 2015

The study has two purposes to understand more about the influence of branding on purchasing decisions and at the same time, present insights based over survey with 1,250 participants in Slovakia [] The research took place over six months in 2014, where scholars looked into how age impacts a brand preference. Data were collected using a questionnaire



that was carefully pretested and revised. The results, analyzed through chi-square test clear the fact that brand preferences keep on changing with age and we tend to buy branded goods significantly. This insight is critical to understanding the way various age groups respond towards branding.

7.Ulas Akkucuk,Javad Esmaili , 2016

In direction to know the dynamics of smartphone brand choosing, this research focuses specifically on how branding impacts. It pulls apart perceived quality, brand awareness, brand association and to measure how they affect the choice of your product through ASDA price comparison models it uses Aaker model. The research was done from December 2015 to March 2016 and analyzed data collected through a survey taken by 170 smartphone users of an esteemed university in Istanbul. We find that brand loyalty and awareness are key to owning smartphones, whereas perceived quality (smartphone slayability) as well as the association with a particular smartphone do not matter. The report highlights the role of brand loyalty and awareness in driving smartphone sales.

8.Mudassir Husnain& M Waheed Akhtar, 2016

The detached of this study is to inspect the upshot of branding on impulse buying behavior in Pakistan FMCG sector, with a mediating role through packaging as communication tool. One hundred eighty university students who often are impulse buyers completed a questionnaire drawn from prior research and the literature. The survey was designed to reveal which elements in product packaging lead most directly to consumers buying the item on impulse. The sampling employed was convenience and multiple regression analysis to measure the impact of branding. The s revealed a major effect of branding on impulse buying behavior, accounting for (some) variance in the latter. The study confirmed that marketers can use high-quality branding, packaging and labelling to intentionally increase impulse purchases. The paper notes that additional studies in other sectors and countries are necessary to draw broader conclusions.

9.Methaq Ahmed Sallam, 2016

Through this research, we explore the roles of brand image and corporate branding in building brand equity reflected on consumer decision-making. It indicates Brand Equity which is mainly influenced by brand perception or corporate branding, in other words how the company appears to its customers and finally products that are chosen. Using path analysis, these relations were observed with 105 smartphone users in Saudi Arabia. The results clearly indicated that corporate branding greatly increases brand equity while the independent effect of brand image seems to be less profound. The study emphasizes the importance of brand equity in CES participation decisions as a whole.



10.Gokhan TEKIN,Sercan YILTAY,Yesra AYZAZ, 2016

This article investigates the part that brand image plays on consumer behavior, and its implications in luxury market. This is an example of why it's important to have a powerful brand image when trying to lure consumers and guide their attitudes. It offers a practical focus by looking closely at the case of LVMH. It is experimental research and the information was collected through secondary literature sources including books, journals, blogs, online articles etc. analyses use quantitative method. DATA COLLECTION A randomly selected sample of 104 individuals was provided a questionnaire to be answered online with esteem to the study questions.

OBJECTIVE OF THE STUDY

1. To Analyze the demographic characteristics of consumer purchasing smartphones.
2. To Assess the level of brand awareness among consumers regarding different smartphone brands.
3. To assess the perception of smartphone brands among consumers.
4. To determine the impact of branding on consumers smartphone purchasing decision.

RESEARCH METHEDOLOGY

Sampling Method

Simple random sampling will be cast-off to select participants, ensuring that the sample is demonstrative of the broader consumer population in Mysuru.

Sample Size

The study included a sample size of 150 responses.

Analysis

PSPP or Excel will be utilized for data analysis, including descriptive statistics, non-parametric test will be conducted by analyzing the data that has been gathered.

SOURCES OF DATA

Primary Data: Collected through structured surveys and questionnaires distributed to a sample of 150 smartphone users in Mysuru.

SecondaryData:Information collected from existing research journals, past project reports, to complement the primary data.

ANALYSIS AND INTERPRETATION

Familiar with Brands.

	Frequency	Percentage
Strongly disagree	2	1.30%
Disagree	4	2.70%



Neutral	42	28.00%
Agree	75	50.00%
Strongly agree	27	18.00%
Total	150	100.00%

ANALYSIS: The information about the familiarity of the brand is shown. 150 are participated in the survey, 2 (1.30%) are Strongly disagree, 4 (2.70%) is disagreed, 42(28%) are neutral, 75 (50%) are agree, 27(18%) are Strongly agree.

INTERPRETATION: The distribution suggests that most of the partakers are aware with the brand and a small portion of the partakers are uninformed about the brands.

Identify brands by logos.

	Frequency	Percentage
Strongly disagree	3	2.00%
Disagree	5	3.30%
Neutral	25	16.70%
Agree	90	60.00%
Strongly agree	27	18.00%
Total	150	100.00%

ANALYSIS: Details on the identification of logo are shown in the table. Among the 150 participants, 3(2%) Strongly disagree, 5(3.30%) disagree, 25(16.70%) neutral, 90(60%) agree and 27 (18%) Strongly agree.

INTERPRETATION: The results shows that 78% of the participants are able to identify the brands by their logo and 5% are not. Overall, majority of the respondents identify brands by their logo.

Stay updated on ads.

	Frequency	Percentage
Strongly disagree	3	2.00%
Disagree	14	9.30%
Neutral	36	24.00%
Agree	81	54.00%
Strongly agree	16	10.70%
Total	150	100.00%



ANALYSIS: Data about the stay updated on ads are given, 3(2%) Strongly disagree, 14(9.30%) disagree, 36(24%) neutral, 81(54%) agree, 6(10.70%) Strongly agree.

INTERPRETATION The information collected from 150 people shows the result that 65% are agree that they keep relevant with the ads about the brand and 12% strongly anguish that they were not aware of the new ads about the brands, the study suggests that majority of the participants are update themselves towards the new ads about the brand.

Discuss brands with others.

	Frequency	Percentage
Strongly disagree	3	2.00%
Disagree	10	6.70%
Neutral	49	32.70%
Agree	75	50.00%
Strongly agree	13	8.70%
Total	150	100.00%

ANALYSIS: Details on the discussion about brands with others are specified in the table.3(2%) Strongly disagree, 10(6.70%) disagree, 49(32.70%) neutral, 75(50%) agree, 13(8.70%) are Strongly agree.

INTERPRETATION: The results show that the half (58%) of the participants agree that they discuss about the brands with their friends and family, 32.70% are neutral they may discuss or may not, 9% are not discuss their brands with the others. The majority of the participants discuss about their brands with others and exchange information.

Brand reputation influences purchase decision.

	Frequency	Percentage
Strongly disagree	1	0.70%
Disagree	4	2.70%
Neutral	36	24.00%
Agree	87	58.00%
Strongly agree	22	14.70%
Total	150	100.00%



ANALYSIS: Information about brand reputation influence purchase decision is given in the above table. 1(0.70%) are Strongly disagree, 4(2.70%) are disagree, 36(24%) are neutral, 87(58%) are agree, and 22(14.70%) are Strongly agree.

INTERPRETATION: The survey which had 150 responses suggests that the reputation of the brand influence the buying choice of the respondents which is agreed by the 72% of the participants and strongly disagreed by the 3% of the participants which shows that brand reputation influence choice.

Top brand seems high quality.

	Frequency	Percentage
Strongly disagree	3	2.00%
Disagree	7	4.70%
Neutral	38	25.30%
Agree	82	54.70%
Strongly agree	20	13.30%
Total	150	100.00%

ANALYSIS: The table shows the information about quality of the top brands, the response collected from the 150 respondents shows the result as 3(2%) Strongly disagree, 7(4.70%), 38(25.30%) neutral, 82(54.70%) agree, 20(13.30%) Strongly agree.

INTERPRETATION: The study examines that 68% of the individuals approve that the top brands have high quality and 7% Strongly disagree. Overall, the top brands seem high quality.

Popular brands are trusted.

	Frequency	Percentage
Strongly disagree	3	2.00%
Disagree	8	5.30%
Neutral	40	26.70%
Agree	75	50.00%
Strongly agree	24	16.00%
Total	150	100.00%



ANALYSIS: Details about the trusts of the popular brands are given in the above table. 150 people are participated in the survey and responded as 3(2%) Strongly disagree, 8(5.30%) disagree, 40(26.70%) neutral, 75(50%) agree, 24(16%) Strongly agree.

INTERPRETATION: The study examines that 50% of the participants trust the popular brands and 2% of the individuals are not ready to trust the popular brand. Overall, the top brands are trustable.

Branded smartphones offer better services.

	Frequency	Percentage
Strongly disagree	3	2.00%
Disagree	7	4.70%
Neutral	59	39.30%
Agree	61	40.70%
Strongly agree	20	13.30%
Total	150	100.00%

ANALYSIS: Details on the information about the branded smartphones offer better services are shown in the table, the survey conducted by collecting 150 responses, 3(2%) are Strongly disagree, 7 (4.70%) are disagree, 59(39.30%) are neutral, 61(40.70%) are agree and 20(13.30%) are Strongly agree.

INTERPRETATION: The 54% of the respondents agreed that the service presented by the branded smartphones are better and 6% are disagree. Overall, branded smartphones offer better services.

Well established brands inspire confidence.

	Frequency	Percentage
Stronglydisagree	2	1.30%
Disagree	5	3.30%
Neutral	43	28.70%
Agree	71	47.30%
Strongly agree	29	19.30%
Total	150	100.00%

ANALYSIS: Details on the information about the well-established brands inspire confidence are given in the table. The response collected from 150 people, 2(1.30%) are Strongly



disagree, 5(3.30%) are disagree, 43(28.70%) are neutral 71(47.30%) are agree and 29(19.30%) are Strongly agree.

INTERPRETATION: The results demonstrates that the most of the respondents approved that the well-established brands increase their confidence to buy the smartphone.

Willing to pay premium for reputable brands.

	Frequency	Percentage
Strongly disagree	2	1.30%
Disagree	14	9.30%
Neutral	50	33.30%
Agree	66	44.00%
Strong Agree	18	12.00%
Total	150	100.00%

ANALYSIS: Details on the willingness of the respondents to pay premium for reputed brands are given in the table .150 replies are composed from several background, 2(1.30%) are Strongly disagree, 14(9.30%) are disagree 50(33.30%) are neutral,66(44%) are agreed, 18(12%) are Strongly agree,

INTERPRETATION: The huge percentage of the respondents are ready to pay premium for the brand where a small portion the respondents disagree to pay premium.

Brand image influences choice.

	Frequency	Percentage
Strongly disagree	2	1.30%
Disagree	6	4.00%
Neutral	48	32.00%
Agree	81	54.00%
Strongly agree	13	8.70%
Total	150	100.00%

ANALYSIS: Details on the influence of choice on brand image is given the table, among the 150 respondents, 2(%) Strongly disagree, 6(4%) are disagree, 48(32%) are neutral, 81(54%) are agree and 13(8.70%) are Strongly agree.

INTERPRETATION: The distribution suggests that maximum of the contributor's choice is influenced by the brand image.



Brand loyalty affects purchase.

	Frequency	Percentage
Strongly disagree	1	0.70%
Disagree	5	3.30%
Neutral	47	31.30%
Agree	76	50.70%
Strongly agree	21	14.00%
Total	150	100.00%

ANALYSIS: The information about the affect of brand loyalty on purchase decision is given in the above table, 150 members participated in the poll, 1(0.70%) Strongly disagree, 5(3.30%) are disagree, 47(31.30%) are neutral 76(50.70%) are agree, 21(14%) are Strongly agree.

INTERPRETATION: The result displays that the 50% of the plaintiffs are unbiased about their decision the brand loyalty may affect their decision or may not.

Promotions from well-known brands impact decision.

	Frequency	Percentage
Strongly disagree	3	2.00%
Disagree	5	3.30%
Neutral	45	30.00%
Agree	82	54.70%
Strongly agree	15	10.00%
Total	150	100.00%

ANALYSIS: Details on the respondent's decision founded on the promotional activity are given in the table. The sample is collected from 150 people, 3(2%) are Strongly disagree, 5(3.30%) are disagree, 45(30%) are neutral ,82(54.70%) is agreed, 15(10%) are Strongly agree.

INTERPRETATION: The result shows that 54% of the people's decision is based on the promotional activity of the brand and 5% of the respondent's decision does not affect by the promotional activity. Overall, the result shows that promotional activities by the well-known brand impacts the consumer decision.



Celebrity endorsements influence smartphone choice.

	Frequency	Percentage
Strongly disagree	10	6.70%
Disagree	21	14.00%
Neutral	44	29.30%
Agree	65	43.30%
Strongly agree	10	6.70%
Total	150	100.00%

ANALYSIS: Details on the influence of celebrity endorsement on choice is given in the table, 150 respondents attended the survey, 10(6.70%) are Strongly disagree, 21(14%) are disagree, 44(29.30%) are neutral, 65(43.30%) are agree, and 10(6.70%) are Strongly agree.

INTERPRETATION: The survey's findings indicate that the bulk of participants are influenced by the celebrity endorsement and some portion of the respondent's choice is not affected by any celebrity endorsement.

Social media presence affects brand perception.

	Frequency	Percentage
Strongly disagree	6	4.00%
Disagree	10	6.70%
Neutral	69	46.00%
Agree	55	36.70%
Strongly agree	10	6.70%
Total	150	100.00%

ANALYSIS: Details on whether social media affects the brand perception is given in the table, among 150 respondents 6(4%) Strongly disagree, 10(6.70%) disagree, 69(46%) stay neutral, 55(36.70%) agree and 10(6.70%) Strongly agree.

INTERPRETATION: Overall, the result shows that 46% of the respondents are neutral, there is a strong acknowledgement of role of social media in shaping brand perception.



Satisfied with current smartphone brand.

	Frequency	Percentage
Strongly agree	2	1.30%
Disagree	4	2.70%
Neutral	31	20.70%
Agree	89	59.30%
Strongly agree	24	16.00%
Total	150	100.00%

ANALYSIS: Details on the state of comfort of the current smartphone brand is given in the table, among 150 respondents, 6(4%) are disagree, 10(6.70%) are disagree, 69(46%) are neutral, 55(36.70%) are agree 10(6.70%) are Strongly agree.

INTERPRETATION: The result displays that 46% of the respondents are impartial about the satisfaction and 10% of the respondents are disagree and strongly upset about the satisfaction. Overall, the study shows that almost all of respondents are OK with their brand as it is.

Recommend brands to others.

	Frequency	Percentage
Strongly disagree	4	2.70%
Disagree	7	4.70%
Neutral	50	33.30%
Agree	70	46.70%
Strongly agree	19	12.70%
Total	150	100.00%

ANALYSIS: Details on the recommendation of brands to others is given in the table.150 responses collected, 4(2.70%) are Strongly disagree, 7(4.70%) are disagree, 50(33.30%) are neutral, 70(46.70%) are agree and 19(12.70%) are Strongly agree.

INTERPRETATION: The distribution suggests that 58% of the respondent's recommend their current brands to others and 6% of the participants disagree about the recommendation. Overall, the study suggests that respondents suggest their brands to others.



Stick with the brand.

	Frequency	Percentage
Strongly disagree	4	2.70%
Disagree	17	11.30%
Neutral	46	30.70%
Agree	69	46.00%
Strongly agree	14	9.30%
Total	150	100.00%

ANALYSIS: The information about the stick with the brand is given in the table, among 150 respondents, 4(2.70%) are Strongly disagree, 17(11.30%) are disagree, 46(30.70%) are neutral, 69(46%) are agree and 14(9%) are Strongly agree.

INTERPRETATION: The survey results that most of the participants are agreed to stick with their current brand and minimal portion of the respondents disagree to stick with the brand.

Brand meets expectations

	Frequency	Percentage
Strongly disagree	5	3.30%
Disagree	7	4.70%
Neutral	56	37.30%
Agree	69	46.00%
Strongly agree	13	8.70%
Total	150	100.00%

ANALYSIS: Details on the brand meets expectation is given in the table. Among 150 respondents, 5(3.30%) are Strongly disagree, 7(4.70%) are disagree, 56(37.30%) are neutral, 69(46%) are agree and 13% are Strongly agree.

INTERPRETATION: The distribution suggests that most of the respondents are approved that their brand meets their expectation and small portion of the individuals were disagree about their brand.



Happy with the brands strategy.

	Frequency	Percentage
Strongly disagree	1	0.70%
Disagree	8	5.30%
Neutral	37	24.70%
Agree	88	58.70%
Strongly agree	16	10.70%
Total	150	100.00%

ANALYSIS: Details on the customers satisfaction about their brand strategy is given in the table. 150 responses were collected, 1(0.70%) Strongly disagree, 8(5.30%) are disagree, 37(24.70%) are neutral, 88(58.70%) are agree and 16(10.70%) are Strongly agree.

INTERPRETATION: The distribution suggests that 68% of respondent's are glad with their branding strategy and 6% of the attenders are not happy with their branding strategy.

Switched brands due to dissatisfaction.

	Frequency	Percentage
Yes	86	57.30%
No	64	42.70%
Total	150	100.00%

ANALYSIS: Details on switching brands due to dissatisfaction is given in the table. 150 responses were collected, 86(57%) said yes and 64(43%) said no.

INTERPRETATION: The results shows that 57% respondents are switched to other brands due to dissatisfaction and 43% are not switched to other brands. Overall majority of the respondents switched their brands due to dissatisfaction.

Research brands online before buying.

	Frequency	Percentage
Yes	123	82.00%
No	27	18.00%
Total	150	100.00%



ANALYSIS: Details on the pre purchase research is given in the table. Among 150 respondents 123(82%) said yes and 27(18%) said no.

INTERPRETATION: The result shows that 82% of the respondent's do research about the brands before purchase and 18% of the respondent's do not research about the brand. Overall large portion of participant's do research before buying.

Influenced by reviews.

	Frequency	Percentage
Yes	93	62.00%
No	57	38.00%
Total	150	100.00%

ANALYSIS: Details on the influence of the review is given in the table, among 150 respondents 95(62%) said yes and 57(38%) said no.

INTERPRETATION: The result shows that 62% of the respondents are influenced by the review and 38% are not influenced by review. Overall, large portion of the respondent's buying decision is prejudiced by reviews.

Follow brands socially.

	FREQUENCY	PERCENTAGE
Yes	44	29.30%
No	106	70.70%
Total	150	100.00%

ANALYSIS: Details on the follow brands socially is given in the table, among 150 respondents 44(29%) said yes and 106(71%) said no.

INTERPRETATION: The result shows that 29% are following brands in various social media platforms and 71% are not following brands socially. Overall, most of the respondents are not following brands socially.

Attended smartphone events.

	Frequency	Percentage
Yes	39	26.00%
No	111	74.00%



Total	150	100.00%
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ANALYSIS: Details on attended smartphone events are given in the table. Among 150 respondents 39(26%) said yes and 111(74%) said no.

INTERPRETATION: The result shows that 39% respondents attended the brand events and 74% are not joined the brand events. Overall, most of the representatives are not appeared any smartphone events.

RELIABILITY TEST

Case Processing Summary

Cases	N	Percent
Valid	150	100.00%
Excluded	0	0.00%
Total	150	100.00%

Reliability Statistics

Cronbach's Alpha	N of Items
0.85	25

The table presents two key metrics from research data. First, the Case Processing Summary specifies that all 150 cases (100%) in sample were valid and included in the analysis, with no cases excluded, ensuring a complete dataset. Second, the Reliability Statistics shows a Cronbach's Alpha of 0.85 across 25 items, demonstrating high internal consistency. This reliability score recommends that the study or scale objects are steadily measuring the intended construct. The high Cronbach's Alpha enhances the credibility and dependability of research findings.

NORMALITY TEST

Table One-Sample Kolmogorov-Smirnov Test

		Familiar with Brands	Identify brands by logos	Stay updated on ads	Discuss brands with others	Brand reputation influences choice
N		150	150	150	150	150
Normal Parameters	Mean	3.81	3.89	3.62	3.57	3.83



	Std. Deviation	0.81	0.81	0.87	0.82	0.73
Most Extreme Differences	Absolute	0.27	0.34	0.32	0.29	0.32
	Positive	0.23	0.26	0.22	0.21	0.26
	Negative	-0.27	-0.34	-0.32	-0.29	-0.32
Kolmogorov-Smirnov Z		3.36	4.11	3.86	3.52	3.89
Asymp. Sig. (2-tailed)		0	0	0	0	0

		Top brand seems high quality	Popular brands are trusted	Branded smartphones offer better services	Well established brands inspire confidence	Willing to pay premium for reputable brands
N		150	150	150	150	150
Normal Parameters	Mean	3.73	3.73	3.59	3.8	3.56
	Std. Deviation	0.83	0.87	0.85	0.84	0.87
Most Extreme Differences	Absolute	0.31	0.28	0.23	0.26	0.25
	Positive	0.24	0.22	0.21	0.21	0.19
	Negative	-0.31	-0.28	-0.23	-0.26	-0.25
Kolmogorov-Smirnov Z		3.79	3.48	2.77	3.2	3.1
Asymp. Sig. (2-tailed)		0	0	0	0	0

		Brand image influences choice	Brand loyalty affects purchase	Promotions from well-known brands impact decision	Celebrity endorsements influence smartphone choice	Social media presence affects brand perception
N		150	150	150	150	150
Normal Parameters	Mean	3.65	3.74	3.67	3.29	3.35
	Std. Deviation	0.75	0.76	0.78	1.01	0.86



Most Extreme Differences	Absolute	0.31	0.28	0.31	0.26	0.23
	Positive	0.23	0.23	0.24	0.18	0.23
	Negative	-0.31	-0.28	-0.31	-0.26	-0.23
Kolmogorov-Smirnov Z		3.77	3.43	3.78	3.15	2.87
Asymp. Sig. (2-tailed)		0	0	0	0	0

		Satisfied with current smartphone brand	Recommend brands to others	Stick with the brand	Brand meets expectations?	Happy with the brands strategy
N		150	150	150	150	150
Normal Parameters	Mean	3.86	3.62	3.48	3.37	3.73
	Std. Deviation	0.76	0.86	0.91	1.3	0.75
Most Extreme Differences	Absolute	0.33	0.26	0.27	0.31	0.33
	Positive	0.27	0.2	0.19	0.23	0.25
	Negative	-0.33	-0.26	-0.27	-0.31	-0.33
Kolmogorov-Smirnov Z		4	3.22	3.3	3.76	4.07
Asymp. Sig. (2-tailed)		0	0	0	0	0

		Switched brands due to dissatisfaction	Research brands online before buying?	Influenced by reviews?	Follow brands socially	Attended smartphone events?
N		150	150	150	150	150
Normal Parameters	Mean	1.43	1.18	1.38	1.71	1.74
	Std.	0.5	0.39	0.49	0.46	0.44



	Deviation					
Most Extreme Differences	Absolute	0.38	0.5	0.4	0.45	0.46
	Positive	0.38	0.5	0.4	0.26	0.28
	Negative	-0.3	-0.32	-0.28	-0.45	-0.46
Kolmogorov-Smirnov Z		4.63	6.12	4.93	5.47	5.67
Asymp. Sig. (2-tailed)		0	0	0	0	0

INTERPRETATION

The One-Sample Kolmogorov-Smirnov Test table evaluates consumer behavior and brand perception statements among 150 respondents. The normal parameters, including mean and standard deviation, indicate the central tendency and spread of responses, with a moderately high agreement shown for statements like "Familiar with Brands" (mean = 3.81, SD = 0.81). The "Most Extreme Differences" section highlights deviations from normality, such as a 0.34 deviation for "Identify brands by logos." The high Kolmogorov-Smirnov Z values and significant p-values across all statements confirm that the data significantly deviates from a normal distribution. This deviation advocates that the responses exhibit inconsistency that does not bring into line with normality assumptions. Consequently, these results should inform the selection of appropriate non-parametric statistical tests for further analysis.

4.33 CHISQUARE TEST

	Chi-square	Df	Asymp. Sig.
Age	282.47	4	0
Gender	3.84	1	0.05
Education	179.4	4	0
Occupation	184.47	4	0
Monthly Income of the Respondent	186.13	4	0
Familiar with Brands	121.27	4	0
Identify brands by logos	166.27	4	0
Stay updated on ads	127.27	4	0
Discuss brands with others	126.8	4	0
Brand reputation influences choice	162.2	4	0
Top brand seems high quality	137.53	4	0
Popular brands are trusted	112.47	4	0
Branded smartphones offer better services	105.33	4	0



Well established brands inspire confidence	108.67	4	0
Willing to pay premium for reputable brands	96	4	0
Brand image influences choice	152.47	4	0
Brand loyalty affects purchase	131.73	4	0
Promotions from well-known brands impact decision	150.27	4	0
Celebrity endorsements influence smartphone choice	76.73	4	0
Social media presence affects brand perception	117.4	4	0
Satisfied with current smartphone brand	165.93	4	0
Recommend brands to others	110.87	4	0
Stick with the brand	95.93	4	0
Brand meets expectations	121.33	4	0
Happy with the brands strategy	164.47	4	0
Switched brands due to dissatisfaction	3.23	1	0.072
Research brands online before buying	61.44	1	0
Influenced by reviews	8.64	1	0.003
Follow brands socially	25.63	1	0
Attended smartphone events	34.56	1	0

INTERPRETATION

The Chi-square test outcomes shows that demographic aspects such as age, education, occupation, and scheduled income have a strong and substantial association with respondents' familiarity and interaction with smartphone brands. Gender shows a marginally significant relationship, suggesting it has some impact on brand-related behaviors. The test also reveals that brand perception, loyalty, and the influence of external factors like promotions and endorsements are significantly impacted by respondents' demographics. However, variables like "Switched brands due to dissatisfaction" and "Research brands online before buying" show less or no significant association, representing that these presentations are not strongly linked to demographic characteristics. Overall, the analysis highlights the importance of demographic factors in shaping consumer behavior toward smartphone brands.

FINDINGS

1. Familiar with Brands

- Half of the respondents (50%) agree that they are aware of brands, while 28% are neutral. Only a small percentage strongly disagree (1.3%).



2. Identify Brands by Logos

- A majority of respondents (60%) approve that they can recognize brands by logos, with another 18% Strongly agreeing. This indicates a good level of brand recognition.

3. Stay Updated on Ads

- Over half of the participants (54%) agree that they stay updated on ads, while 24% remain neutral. Only 2% strongly disagree, demonstrating that most respondents keep up with advertising.

4. Discuss Brands with Others

- Half of the respondents (50%) agree that they discuss brands with others, and 8.7% Strongly agree, showing that word-of-mouth is significant among this group.

5. Brand Reputation Influences Choice

- A significant 58% of participants agree that brand reputation influences their choice, with 14.7% Strongly agreeing. This recommends that brand status plays a vital role in consumer decision-making.

6. Top Brands Seem High Quality

- Over half of the participants (54.7%) agree that top brands seem to be of high quality, & 13.3% Strongly agree, showing a durable association between brand acknowledgment & perceived quality.

7. Popular Brands Are Trusted

- Half of the respondents (50%) agree that popular brands are trusted, with 16% Strongly agreeing. These highpoints the position of brand popularity in building consumer trust.

8. Branded Smartphones Offer Better Services

- The majority of respondents (40.7%) agree that branded smartphones offer better services, though 39.3% are unbiased, representing a probable for skepticism.

9. Well-Established Brands Inspire Confidence

- Nearly half of the respondents (47.3%) agree that well-established brands inspire confidence, with 19.3% Strongly agreeing. This advises that brand longevity contributes positively to consumer confidence.

10. Willing to Pay Premium for Reputable Brands

- A substantial portion (44%) agree they are eager to pay a premium for reputable brands, while 33.3% are neutral. Only 1.3% Strongly disagree, indicating a general acceptance of premium pricing for trusted brands.

11. Brand Image Influences Choice

- Over half of the participants (54%) agree that brand image influences their choice, while 32% are neutral. This highlights the influence of branding on customer preferences.

12. Brand Loyalty Affects Purchase

- Most respondents (50.7%) agree that brand loyalty affects their purchase, with 14% Strongly agreeing. This shows the significant role of brand loyalty in buying decisions.



13. Promotions from Well-Known Brands Impact Decision
 - Over half of the respondents (54.7%) agree that promotions from well-known brands impact their decision, indicating that promotional activities are effective.
14. Celebrity Endorsements Influence Smartphone Choice
 - A considerable Percentage (43.3%) agree that celebrity endorsements influence their smartphone choice, although a notable portion (29.3%) remain neutral, suggesting mixed views on the impact of endorsements.
15. Social Media Presence Affects Brand Perception
 - While 36.7% agree that social media presence affects brand perception, 46% are neutral, demonstrating that social media might have a moderate influence on brand perception.
16. Satisfied with Current Smartphone Brand
 - A majority of respondents (59.3%) agree that they are fulfilled with their current smartphone brand, with 16% Strongly agreeing, showing overall satisfaction with current smartphone brands.
17. Recommend Brands to Others
 - Nearly half of the participants (46.7%) agree that they would suggest their smartphone brand to others, indicating a strong level of gratification and loyalty.
18. Stick with the Brand
 - Most respondents (46%) decide that they would stick with their current smartphone brand, though a significant portion (30.7%) are neutral.
19. Brand Meets Expectations
 - A large Percentage (46%) agree that their smartphone brand meets their expectations, while 37.3% are neutral. Only a small fraction Strongly disagree.
20. Happy with the Brand's Strategy
 - A majority (58.7%) approve that they are pleased with their brand's strategy, with only 5.3% disagreeing.
21. Switched Brands Due to Dissatisfaction
 - Over half of the respondents (57.3%) have switched brands due to dissatisfaction, highlighting the importance of maintaining customer satisfaction to avoid losing them to competitors.
22. Research Brands Online Before Buying
 - A vast majority (82%) research brands online before making a purchase, indicating that online research is a critical part of the buying process for most respondents.
23. Influenced by Reviews
 - 62% of respondents are influenced by reviews when purchasing a smartphone, showing that online reviews play a substantial role in consumer decision-making.
24. Follow Brands Socially



- A smaller portion (29.3%) of respondents follow smartphone brands on social media, indicating that while social media presence is essential, it may not be the primary channel for all consumers.

25. Attended Smartphone Events

- Only 26% of respondents have attended smartphone events, suggesting that events may not be a important factor in the customer's decision-making process.

SUGGESTION

1. Target Young and Educated Consumers: Brands should tailor their marketing strategies to appeal to young, well-educated consumers, emphasizing trends, technology, affordability, and advanced features.
2. Enhance Female Engagement: Promotion drives should resound with female consumers by focusing on aesthetics, usability, and safety features.
3. Address Affordability and Quality: Brands should offer budget-friendly options that do not compromise on quality to capture price-sensitive market segments.
4. Strengthen Brand Awareness and Visual Identity: Continued investment in advertising and consistent visual branding is essential to maintain and increase brand awareness and recognition.
5. Capitalize on Word-of-Mouth and social media: Encourage word-of-mouth marketing and increase social media engagement to better connect with the audience and shape brand perception.
6. Highlight Service Quality and Reputation: Brands should emphasize after-sales services and maintain high standards of merchandise value to build and endure a solid brand reputation.
7. Leverage Reviews, Feedback, and Events: Actively manage online reputation through reviews, address consumer dissatisfaction, and increase participation in brand events to boost engagement.

CONCLUSION

The learning highpoints the serious role that branding plays in persuading customer purchasing behavior towards smartphones in Mysuru. The results recommend that young, educated consumers with moderate incomes form the majority of the smartphone market and their purchasing adoptions are deeply influenced by brand awareness, reputation, and quality perceptions. While many consumers show brand loyalty, there is also a significant portion that is willing to switch brands if dissatisfied.

For smartphone brands to succeed in Mysuru, they must focus on maintaining strong brand visibility, enhancing product and service quality, engaging with consumers through advertising and social media and addressing any sources of dissatisfaction. By aligning their



branding strategies with the preferences and expectations of this market, brands can not only apprehension but also retain a loyal customer base in Mysuru.

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