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A STUDY ON IMPACT OF BRAND IMAGE IN CONSUMER BUYING BEHAVIOR WITH SPECIAL REFERENCES TO CHENNAI

AUTHORED BY - M.RESHMA¹

ABSTRACT:

This study investigates the impact of brand image on consumer buying behavior in Chennai. Branding tends to the man side of any king of organization or business, the side that they can relate to and structure an exciting relationship with. It is this affiliation that will finally drive brand dedication, customer upkeep and, at last, more changes. Branding has a more significant impact after the purchase trade than before the trade. Brands make a bond with people when they're using the thing, thusly, their experience should be stacked up with incredible memories and pleasant notions. People are pruning and changing their spending and consumer affinities to change their lives to the lifestyle they want. Channels, for instance, Instagram and Pinterest are giving consumers spaces where they can share a see of their lives, modifying it to facilitate the lifestyle that they need others to acknowledge they have. It's a charming miracle that has gotten hold, yet one that associations need to see. Consumers are getting more mindful of what their branded things address; their characteristics, morals, wants and companions history. This Research is based on Empirical form in which it consists of Survey, content, analysis, qualitative and the results were analysed in the way of coding. The current research has undertaken simple random sampling with a total sample count of 200.

KEYWORDS: Consumer Buying Behaviour, Brand image, Consumer Buying decision, Brand awareness, Consumer awareness.

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INTRODUCTION:

The study of the impact of brand image on consumer buying behavior has its roots in the early 20th century, when the advent of mass production and advertising led to the emergence of branding as a critical marketing strategy. As markets grew more competitive, businesses recognized the importance of creating strong, positive brand images to differentiate their products and build customer loyalty. Over the decades, scholars like David Aaker and Kevin Lane Keller developed comprehensive theories and models to understand brand equity and its influence on consumer behavior. With globalization and the rise of digital media, the concept of brand image has evolved, becoming more complex and multifaceted. In the context of Chennai, a city known for its vibrant culture and diverse consumer base, the study of brand image is particularly pertinent. The region's unique market dynamics, influenced by socio-economic factors and cultural preferences, provide a rich backdrop for examining how brand perceptions shape consumer decisions. This localized focus helps in understanding the specific strategies brands must adopt to appeal to Chennai's consumers, offering valuable insights for both academia and industry. The Indian government has taken several initiatives to enhance the understanding and importance of branding in influencing consumer behavior, particularly through the Ministry of Commerce and Industry's "Make in India" campaign launched in 2014. This initiative aims to transform India into a global manufacturing hub by encouraging both multinational and domestic companies to manufacture their products within the country. It emphasizes the development of strong brand images for Indian products, promoting quality and innovation. In Chennai, the Tamil Nadu state government has supported this vision through various programs and policies that encourage local businesses to build robust brands. This includes providing financial assistance, organizing trade fairs, and facilitating training programs on modern marketing techniques and digital branding. These efforts help local enterprises enhance their brand image, thereby influencing consumer buying behavior positively by instilling trust and preference for locally produced goods.

Several factors affect the impact of brand image on consumer buying behavior in Chennai, including cultural influences, socio-economic status, technological adoption, and marketing strategies. Chennai's diverse population brings a rich tapestry of cultural preferences that brands must navigate to create appealing images. Economic factors, such as disposable income levels and employment rates, influence purchasing power and brand loyalty. The rapid adoption of digital technology and social media platforms has also reshaped how brands interact with consumers, emphasizing the importance of online presence and engagement.

Current trends show a growing consumer preference for brands that demonstrate social responsibility, sustainability, and authenticity. Local brands that effectively leverage Chennai's cultural heritage and values while embracing modern marketing techniques, such as influencer partnerships and personalized advertising, are gaining traction. This dynamic environment highlights the need for brands to continually adapt and innovate to maintain a positive image and influence consumer buying behavior in Chennai. The impact of brand image on consumer buying behavior varies significantly between India and the United States, reflecting differing cultural, economic, and market dynamics. In India, including Chennai, brand image is heavily influenced by cultural values, family traditions, and social status. Indian consumers often seek brands that resonate with their cultural heritage and offer perceived social prestige. Trust and emotional connection with brands play a crucial role, and word-of-mouth recommendations are highly valued. Conversely, in the United States, brand image is more closely linked to individualism, innovation, and lifestyle alignment. American consumers tend to prioritize brands that reflect their personal identity, values, and aspirations, with a strong emphasis on quality, convenience, and customer service. The U.S. market is also characterized by a higher level of brand loyalty driven by sophisticated marketing strategies, such as personalized experiences and advanced digital engagement. While both markets value authenticity and corporate social responsibility, the pathways to building a successful brand image differ, necessitating tailored approaches to effectively influence consumer buying behavior in each context.

OBJECTIVES:

- To Assess the impact of brand image on consumer buying behavior in Chennai.
- To ensure whether branding is a major factor in initiating heavy cost liability for similar products which are non-branded.
- To Identify the factors that most influence consumer perception of a brand's image in Chennai.
- To Examine how brand image influences consumers' purchasing decisions in the Chennai market.
- To analyze the extent to which brand image impacts consumer decision-making processes in Chennai.

LITERATURE REVIEW:

Dr. J.I.Vijaya shanthi (2024) defined the concept "logo image" has drawn huge attention from scholastics and specialists since it changed into superior, in view that it assumed a considerable element in advertising sporting events. In view of the brand image hypotheses, this examination inspected surviving investigations about the effect of brand image on customers from the viewpoint of client cost. **Bhadrapa haralayya (2021)** For this exploration paper, an example in Delhi, NCR district has been determined to analyze each one of the variables with respect to the tendencies of media vehicles. The meaning of the cutting-edge paper lies in the manner that it's miles required to help the advertisers to 0 in consideration on the numerous media automobiles which are keys as shopping guides for the purchaser. **Mrs. T. Saratha (2023)**. investigated the behavior of such people who are traveling web based totally purchasing locations and investing their energy there, surfing for numerous stuff. in this paper, diverse inquiries are implemented to mine the records set of a predetermined website which brings about the examination of client conduct closer to net based buying. **Mohd Farid shamsudin (2020)** Clarified significance and reasoning for the manufacturing of unique manufacturers. It had the choice to perform this through an exploration of discernment for the manufacturers by way of clients, just as coming across grounds and effective factors during their dedication of precise manufacturers. for that reason, that is with the factor of making a first rate picture z for the items simply as endeavors. **Nalini k (2022)** researched the connections of emblem image, consumer shopping for demeanor, goal, and reliability. Purposive examining is embraced in this investigation and 300 polls are shipped off graduate understudies, who've encounters shopping for in E-exchange. At closing, we reveal that shopping for expectation likewise essentially influences consumer faithfulness. The commitment of this research has tested that logo photo influences buyers' buying demeanor. **Shakeel (2020)** researched the effect of brand picture towards younger patron's perception in selecting drink gadgets. The paper provides to the contemporary group of exam on refreshment buyers especially on younger patron's discernments and assumptions from their picked image. **Prasanna (2022)** the research paper is set the impact of marking on consumer behavior. brand data is a important factor. as the customer is more conscious of the emblem and he has all of the statistics about its cost, excellent and so forth, the extra he could be pulled in in the direction of that emblem. The faithfulness degree increments with the age. circle of relatives is the maximum compelling reference bunch. The customers, who are greater pleasant, are stimulated through their partners like on facebook. **Dr Suja Sundram (2023)** states of their paper that the aftereffects of the essential exploration whose aim became to research the impact of logo on affecting purchasers

to shop for an object. The goal of the paper is to stress the way that the logo impacts customer dynamic interplay. we have found that shopping for of marked gadgets and inclination of emblem inception relies upon the time of consumers. **Washburn J H (2002)** made a greater profound concept of what impact a logo call may have, whilst people cross for buying, pick out the gadgets between numerous brands, especially private automobile like vehicle. except, this paper additionally tries to analyze the connection among manufacturers and the consumer dynamic interaction. **Capella (2001)**. tested how cellular telephone brands can effect customers' shopping for picks. brand cost is a bunch of emblem resources and liabilities related to a brand call and photograph, which upload to or deduct from the really worth given by using an object or management. It upgrades the patron's ability to decipher and take care of records, improves consider in the purchase choice and affects the character of the customer experience. **Lehman D R (2006)**. The study geared toward examining the impact of emblem attention and social media advertising and marketing on the clients purchase selections. The findings of the study discovered that though the impact of brand attention was no longer plenty on the client purchase selection however, content advertising through social media had lots more potent and high-quality impact on the purchase decisions of the purchasers. **Donthu (2000)**.Have examined the impact of social media advertising on brand loyalty and buy intention of Gen Y customers. The respondents have been the students of Malaysian Universities pursuing their commencement. The findings of the study indicated that Gen Y consumers using social media systems have been positively encouraged via virtual advertising communications like eWOM, on-line groups and on-line advertisements. This in flip, resulted in the advertising of loyalty closer to the emblem and additionally lead to the boom in the purchase aim of the clients. **Batra (1993)** .The take a look at additionally investigated the relation between self belief, participation and conduct in social media and at the same time as the usage of facebook. The outcomes of the have a look at indicated fb changed into used as a way of communique for sharing information, photographs, snap shots and songs. at the other hand, the scholars were similarly careful in defensive their social identification and revered the privacy coverage in their friends. **Chaudhuri (2001)** .have a look at examined the elements influencing the buy intention of the customers thru social media advertising. The findings exhibited that Key elements like era, hedonic motivation, habit coupled with interactivity, informativeness and perceived relevance have been significantly and definitely influencing the purchase intentions of the clients. **Delgado (2001)**.of their take a look at they tested the impact of social media advertising through Instagram on the acquisition aim of purchasers moderated through logo fairness. The have a look at disclosed that social media richness supplied by using Instagram

lead to the acquisition purpose of the purchasers undoubtedly and notably. **Mittal (1995)**. The reason of this have a look at is to take a look at the effect of emblem picture and advertisement on client shopping for behavior in most of the people at Gujranwala city. Findings show that emblem photo and advertisement have robust high quality impact and significant courting with purchaser shopping for conduct. humans understand the emblem photo with a fine mind-set. **Lassar (1995)** in keeping with them, customers comprehend the importance of emblem while their buying decisions and customers' demographic traits don't have any significant relation and effect on brand attention. People select branded merchandise with higher costs because they take into account that branded objects have extra nice features than non branded products. brand choice is likewise a symbol of status. **Agarwal, M. K., (1996)**. said that once in a while agencies' socially responsible sports positively affect customers' emblem desire. emblem attitude and photo impacts positively and environmental troubles have an effect on patron shopping for behavior. **Aaker, D. A. (1996)** In "building sturdy brands," Aaker discusses the importance of brand fairness, highlighting that a sturdy emblem image ends in more advantageous customer loyalty and an aggressive edge in the marketplace. Aaker emphasizes the need for constant and strategic emblem management to construct and sustain an advantageous logo photo. **Keller, L. (2001)** Keller's "building purchaser-based totally emblem equity" provides a comprehensive framework for developing robust manufacturers by focusing on purchaser perceptions. The observation underscores that a positive emblem photograph is important for growing customer loyalty and differentiating the logo in a competitive marketplace.

METHODOLOGY:

The Research is based on Empirical form in which it consists of Survey, content, analysis, qualitative and the results were analyzed in the way of coding. The current research has undertaken convenient sampling and the sample size is 200. The Survey can be taken in Chennai but this research made a sample survey through offline platforms to known people. The independent variables are age, gender, Occupation, Living area, Educational qualifications. The dependent variables are Do you think Brand image affects consumer buying behavior, Branding is the major reason to initiate heavy cost liability in similar products which are non branded, According to your perspective, Which of the following factors most influence your perception of a brand's image, Brand image influence consumers purchasing decisions, On a scale 1-5 rate the brand image impact consumer decision-making processes in Chennai change this question into objectives. The researcher had used the SPSS Tool for meaningful results.

HYPOTHESIS:

This research study is assigned to assess the analysis of Brand image affects consumer buying behavior. Using a convenient sampling method various dependent and independent variables have been used as stated above.

H0: There is no significant association regarding the Brand image that affects consumer buying behavior.

H1: There is a significant association regarding the Brand image that affects consumer buying behavior.

ANALYSIS OF DATA

CHI SQUARE:

Case Processing Summary

| | Cases | | | | | |
|--|-------|-------------|---------|-------------|-------|-------------|
| | Valid | | Missing | | Total | |
| | N | Percen t | N | Percen t | N | Percen t |
| Age * Do you think Brand image affects consumer buying behavior. | 200 | 99.0% | 2 | 1.0% | 202 | 100.0% |

Age * Do you think Brand image affects consumer buying behavior. Crosstabulation

Count

| | | Do you think Brand image affects consumer buying behavior. | | Total |
|-------|----------------|--|----|-------|
| | | Yes | No | |
| Age | Below 21 years | 83 | 1 | 84 |
| | 21-30 years | 5 | 32 | 37 |
| | 31-40 years | 2 | 26 | 28 |
| | 41-50 years | 27 | 0 | 27 |
| | Above 60 years | 0 | 24 | 24 |
| Total | | 117 | 83 | 200 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|----------------------|----|-----------------------------------|
| Pearson Chi-Square | 170.468 ^a | 4 | .000 |
| Likelihood Ratio | 216.885 | 4 | .000 |
| Linear-by-Linear Association | 49.214 | 1 | .000 |
| N of Valid Cases | 200 | | |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.96.

INFERENCE:

The expected p value is less than .005, it is an alternative hypothesis because the null hypothesis is rejected between the age and their opinion on Do you think Brand image affects consumer buying behavior.

Case Processing Summary

| | Cases | | | | | |
|---|-------|-------------|---------|-------------|-------|-------------|
| | Valid | | Missing | | Total | |
| | N | Percen t | N | Percen t | N | Percen t |
| Gender * Do you think Brand image affects consumer buying behavior. | 200 | 99.0% | 2 | 1.0% | 202 | 100.0% |

Chi-Square Tests

| | Value | df | Asympototic Significanc e (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---------------------------------------|---------------------|----|---|-------------------------|-------------------------|
| Pearson Chi-Square | 37.783 ^a | 1 | .000 | | |
| Continuity Correction ^b | 36.017 | 1 | .000 | | |
| Likelihood Ratio | 38.636 | 1 | .000 | | |
| Fisher's Exact Test | | | | .000 | .000 |
| Linear-by-Linear Association | 37.594 | 1 | .000 | | |
| N of Valid Cases | 200 | | | | |

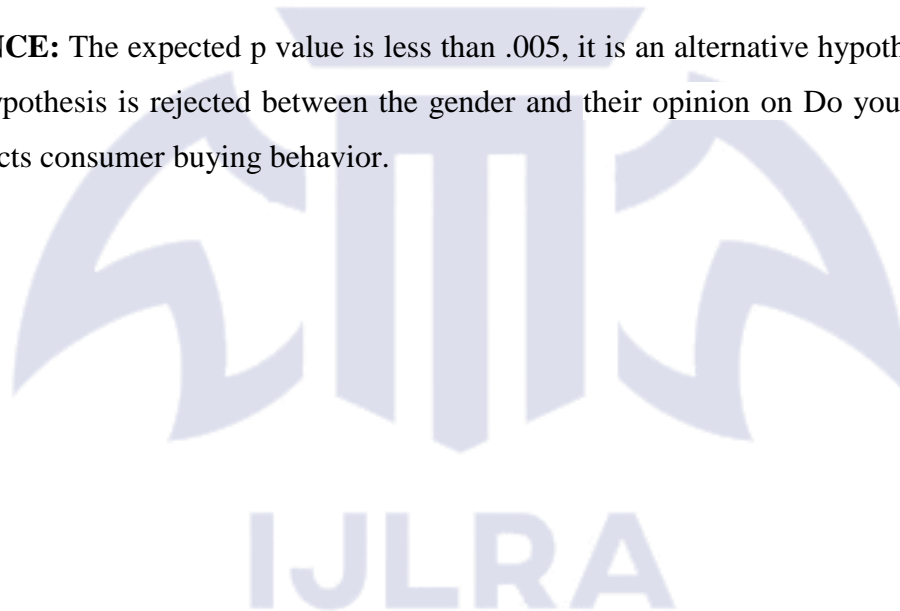
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 34.86.

b. Computed only for a 2x2 table

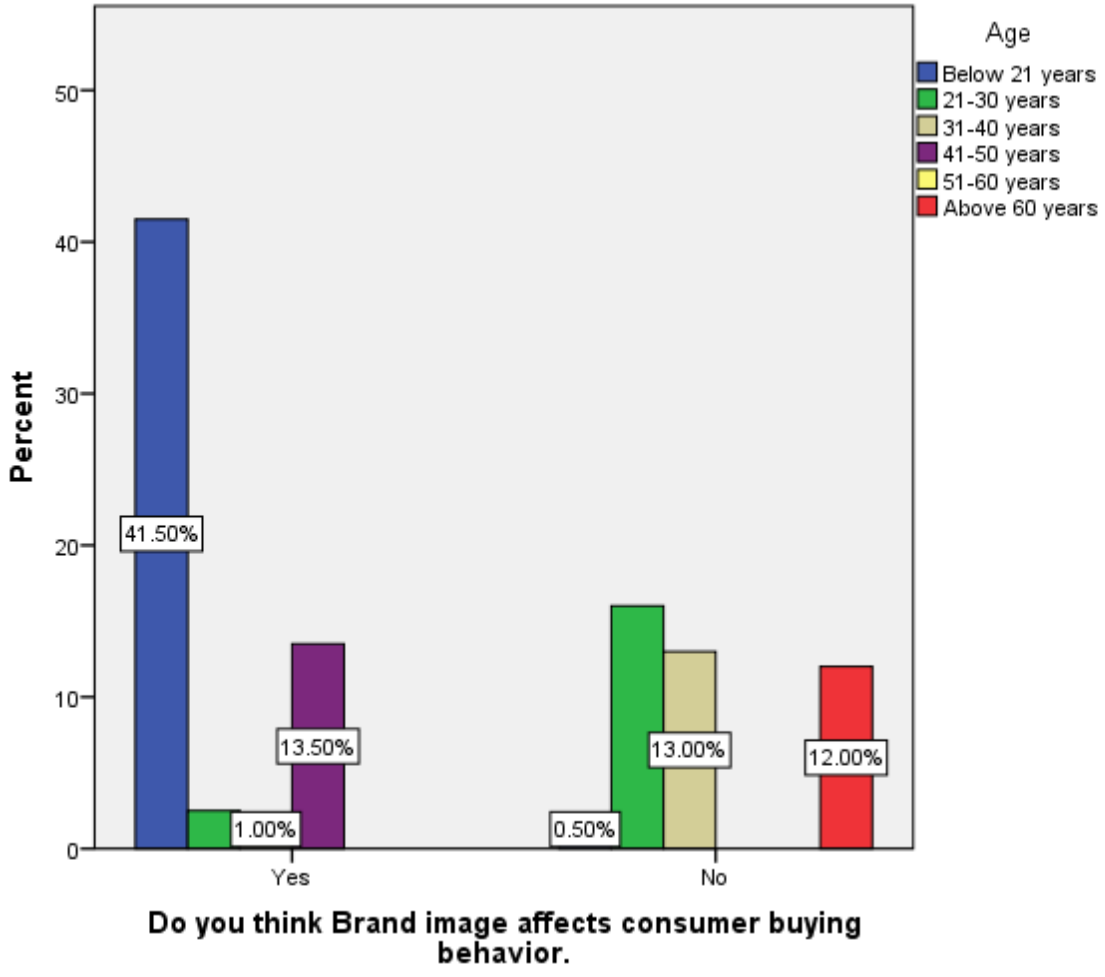
Gender * Do you think Brand image affects consumer buying behavior. Crosstabulation
Count

| | | Do you think Brand image affects consumer buying behavior. | | Total |
|--------|--------|--|----|-------|
| | | Yes | No | |
| Gender | Male | 28 | 56 | 84 |
| | Female | 89 | 27 | 116 |
| Total | | 117 | 83 | 200 |

INFERENCE: The expected p value is less than .005, it is an alternative hypothesis because the null hypothesis is rejected between the gender and their opinion on Do you think Brand image affects consumer buying behavior.

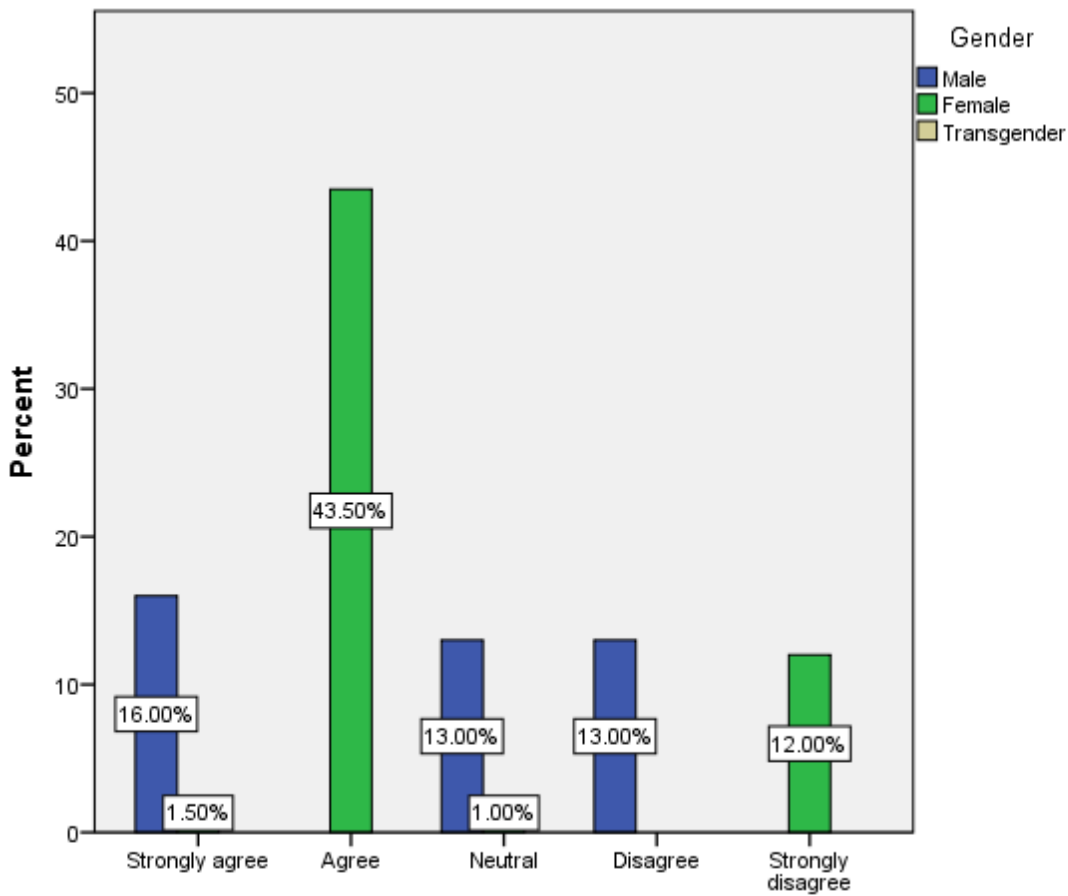


GRAPH
FIGURE: 1



LEGEND: This figure represent the age of the respondent and their opinion on whether brand image affect consumer buying behaviour

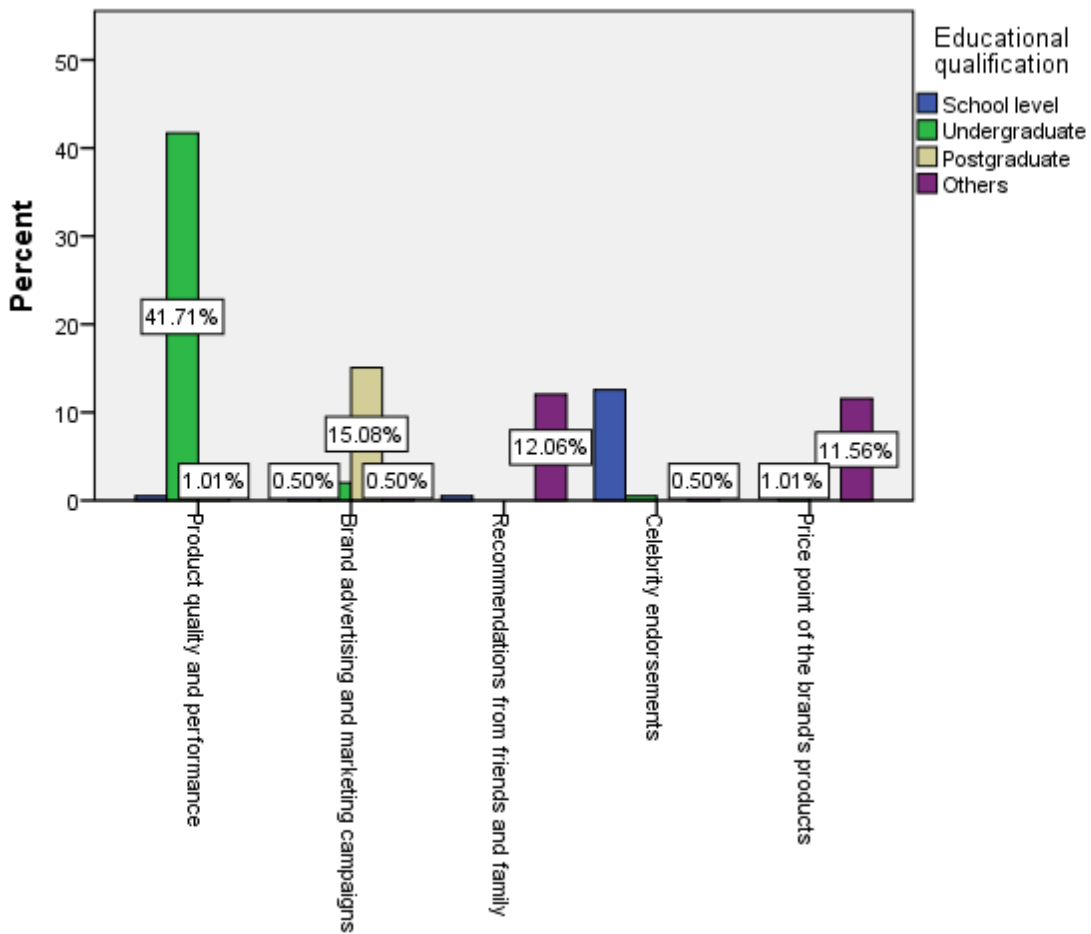
FIGURE: 2



Branding is the major reason to initiate heavy cost liability in similar products which are non branded

LEGEND: This figure represent the gender of the respendent and their opinion on whether branding is the major reason for to initiate heavy cost liability in similar products which are non brand.

FIGURE: 3

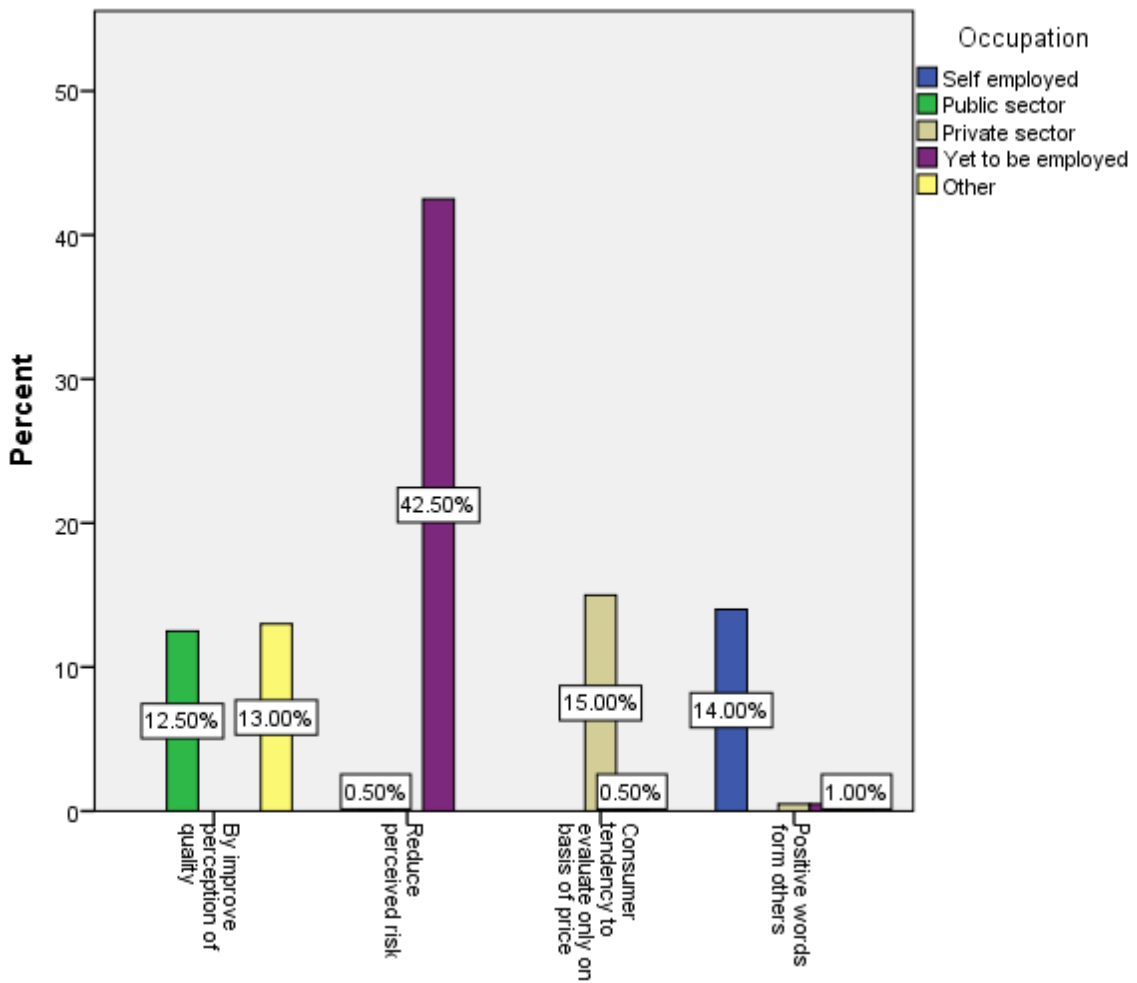


According to your perspective, Which of the ...

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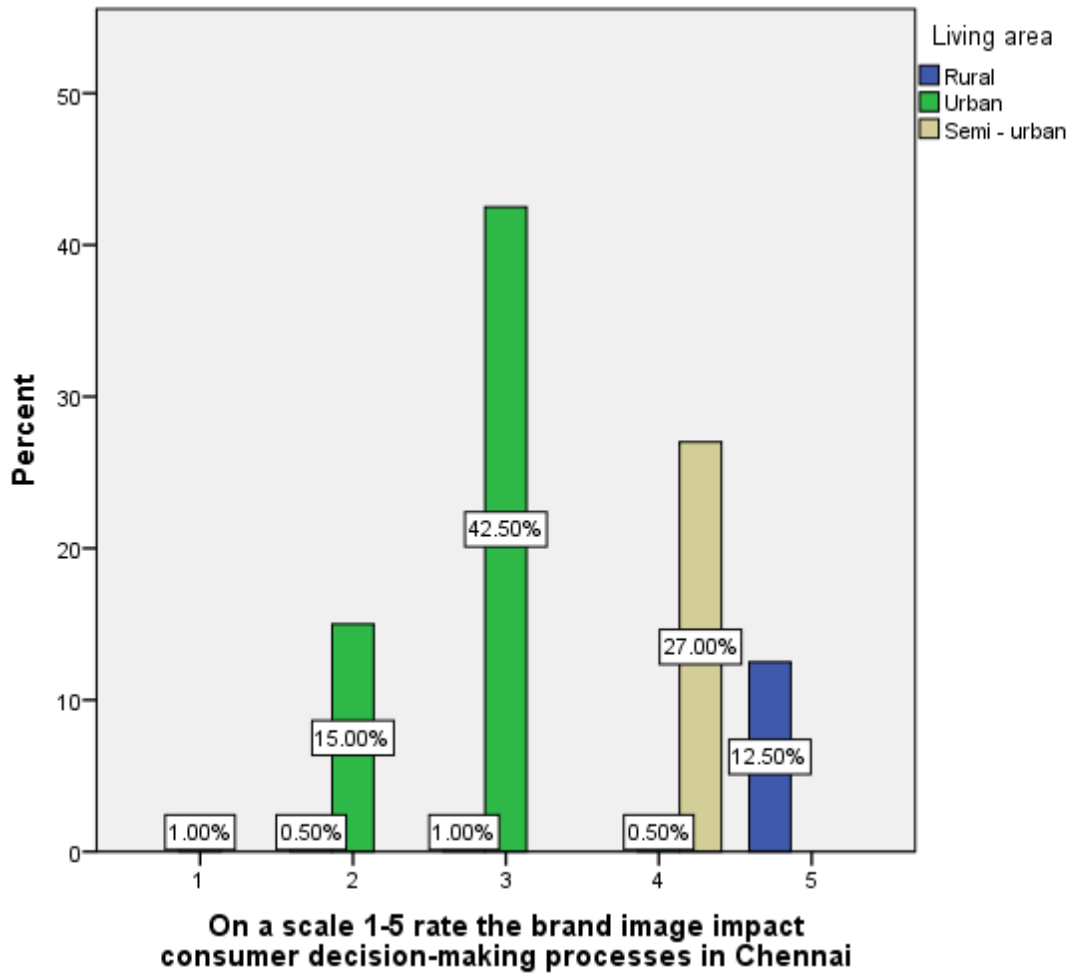
LEGEND: This figure represent the educational qualification of the respondent and their opinion on which factor most influence your perception of a brand's image.

FIGURE: 4



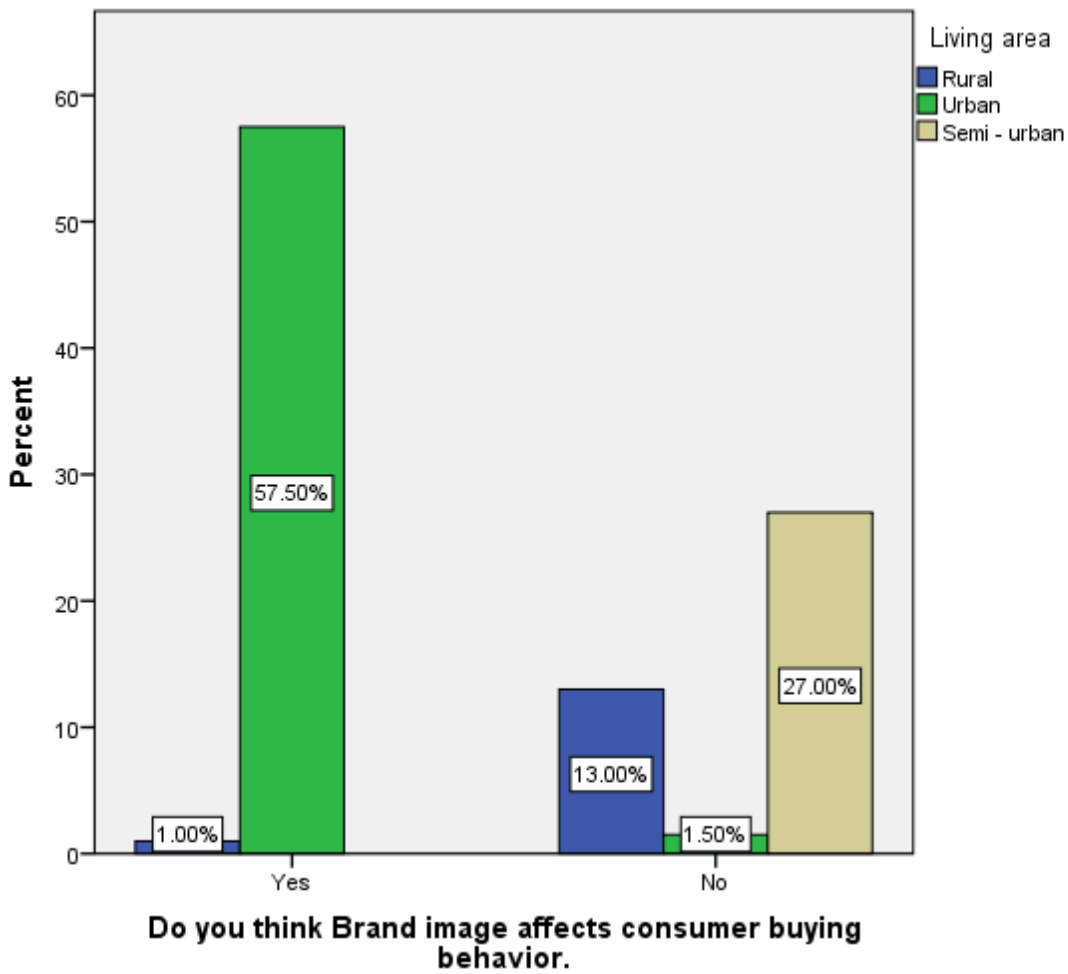
LEGEND: This figure represent the occupation of the respondent and their opinion on whether brand image influence consumer purchasing decision.

FIGURE: 5



LEGEND: This figure represent the living area of the respondent and their opinion on how the brand image impact consumer decision making processes in Chennai.

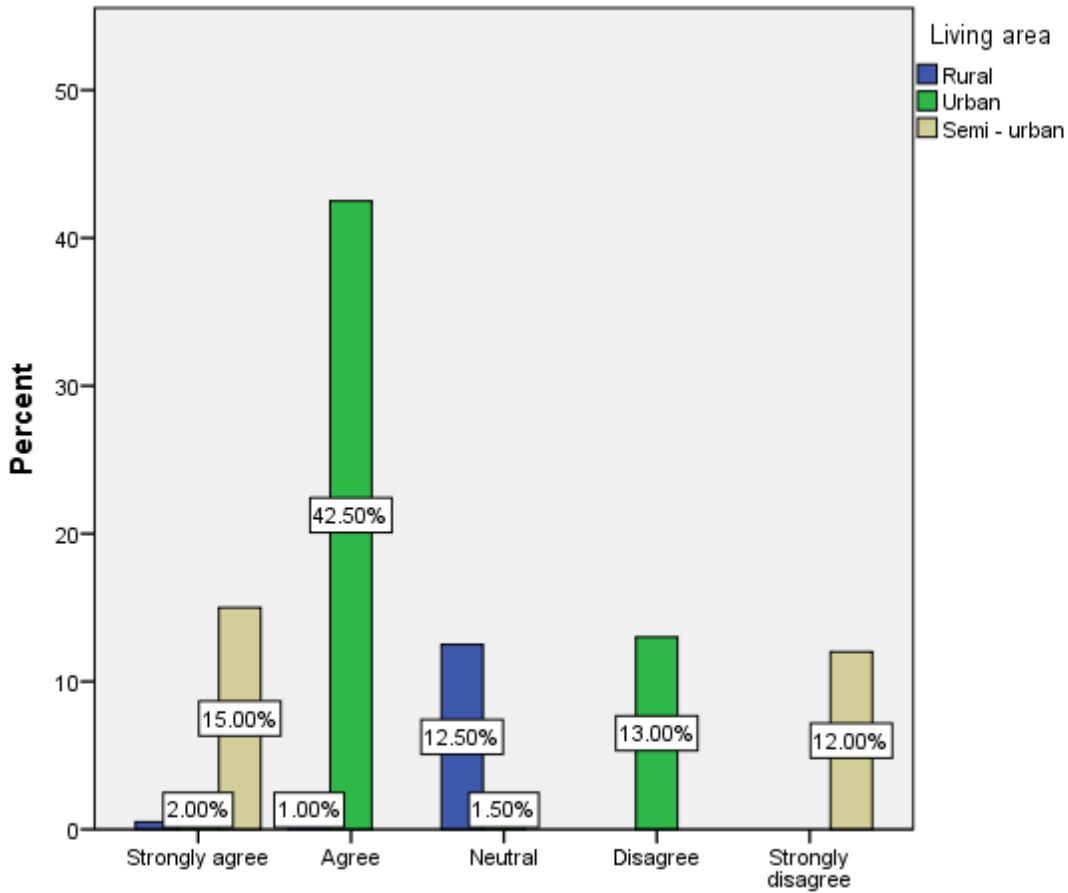
FIGURE: 6



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LEGEND: This figure represent the living area of the respondent and their opinion on whether brand image affect consumer buying behaviour.

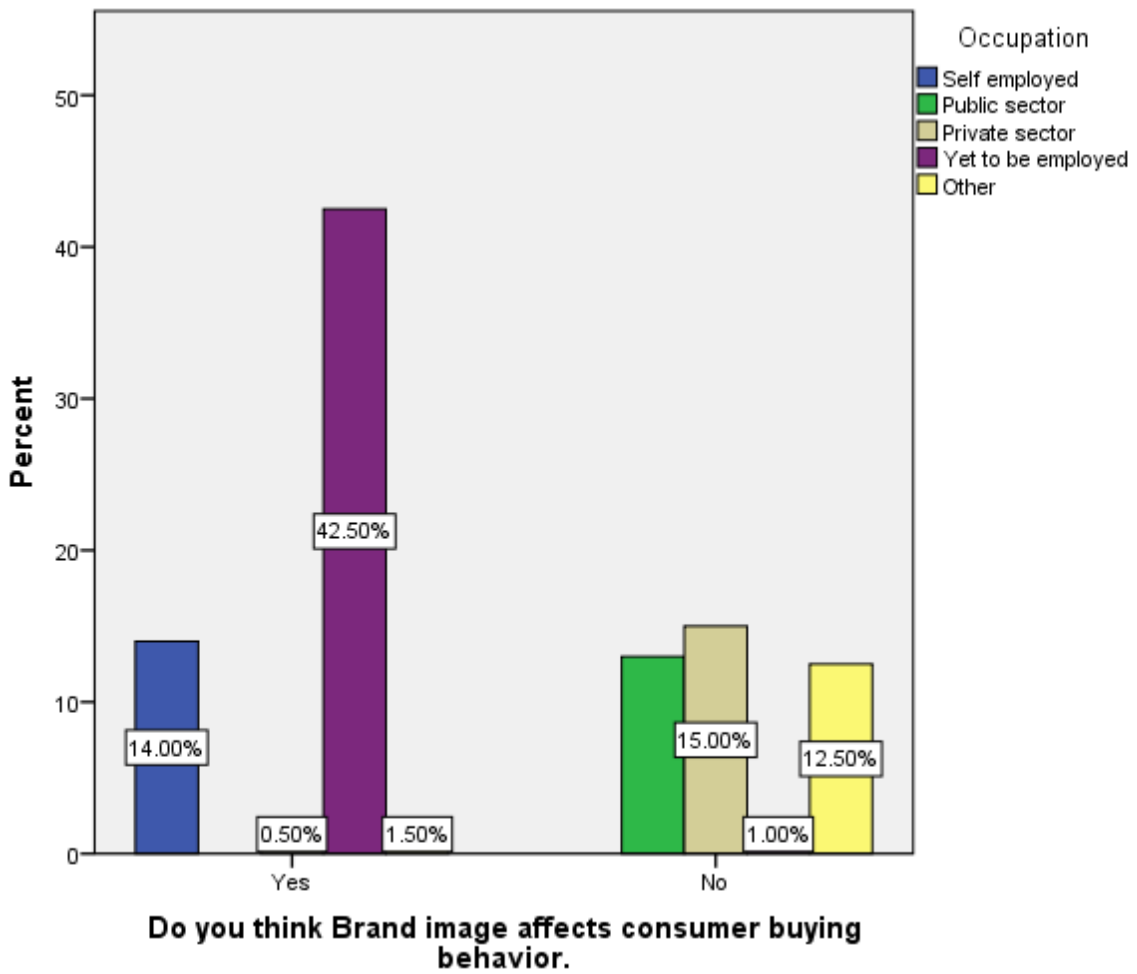
FIGURE: 7



Branding is the major reason to initiate heavy cost liability in similar products which are non branded

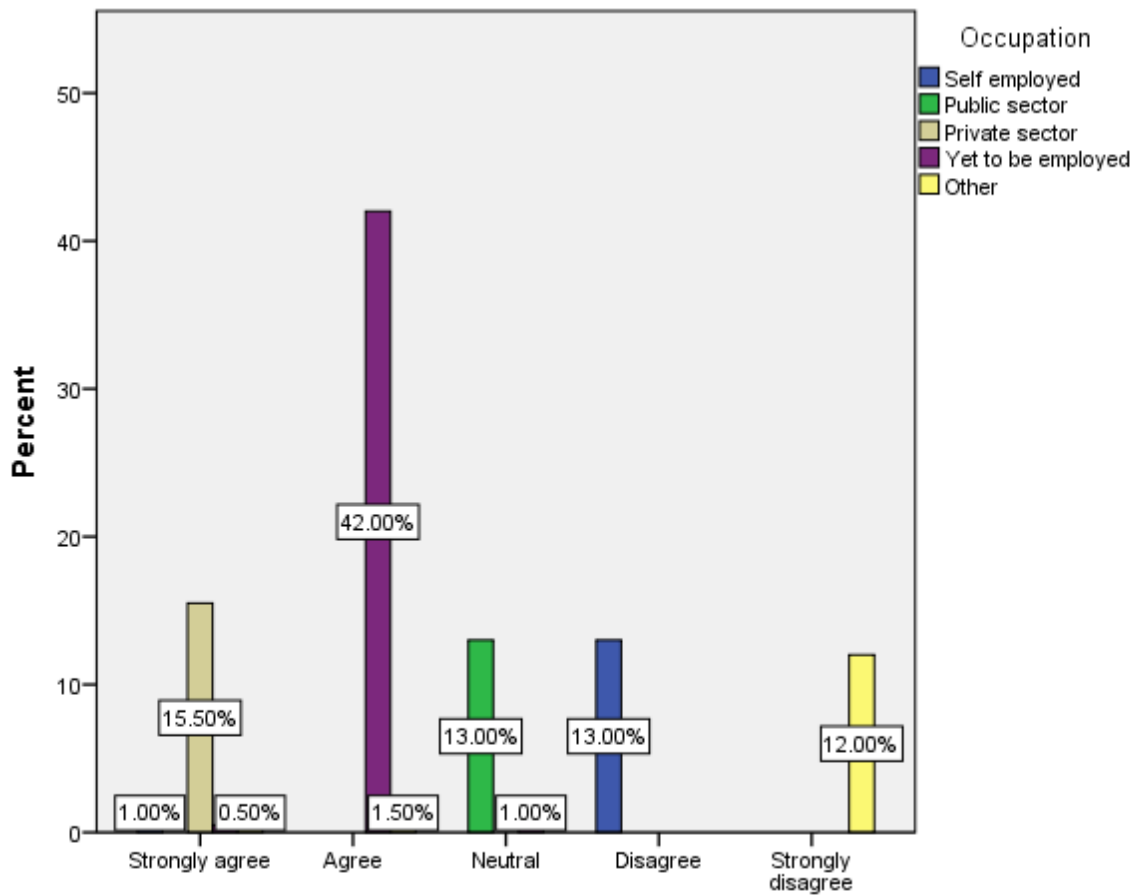
LEGEND: This figure represent the living area of the respondent and their opinion on whether branding is the major reason to initiate heavy cost liability in similar products which are non branded.

FIGURE: 8



LEGEND: This figure represent the occupation of the respondent and their opinion on whether brand image affect consumer buying behaviour.

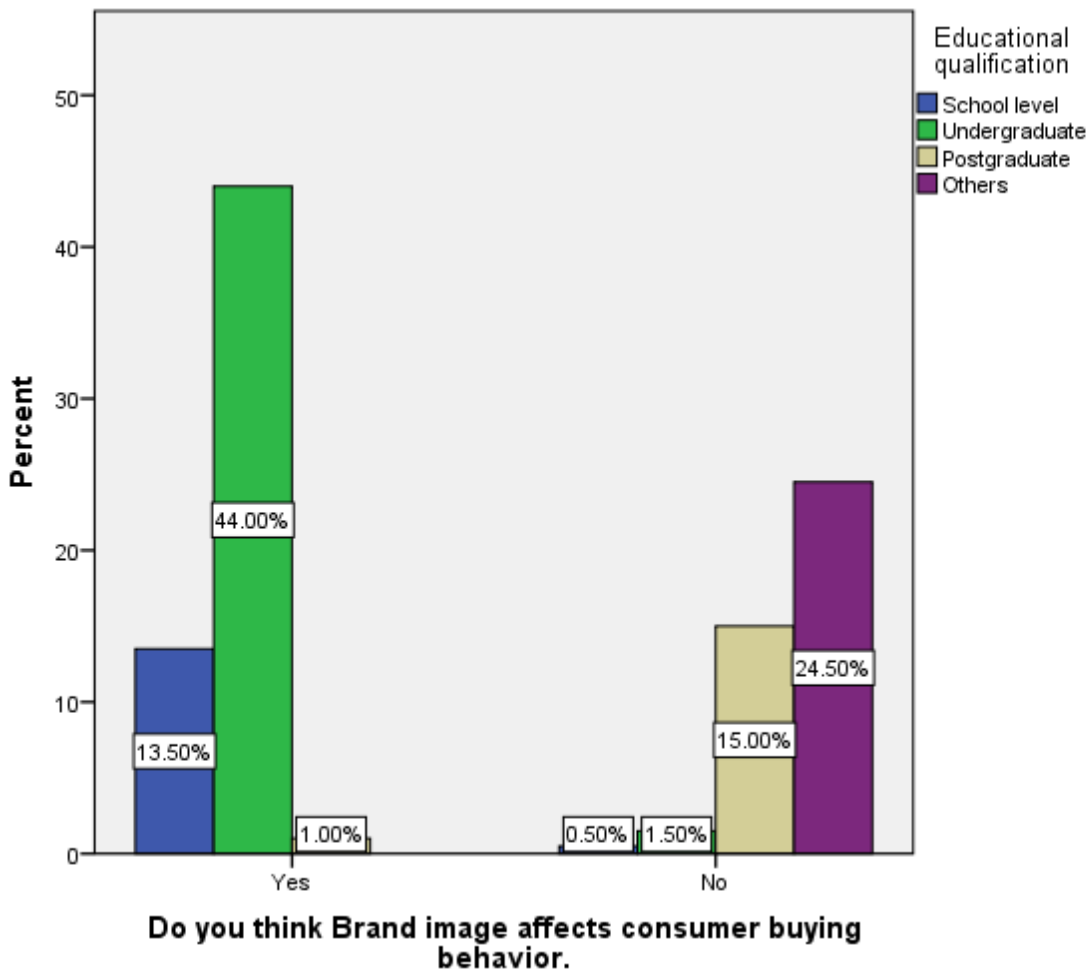
FIGURE: 9



Branding is the major reason to initiate heavy cost liability in similar products which are non branded

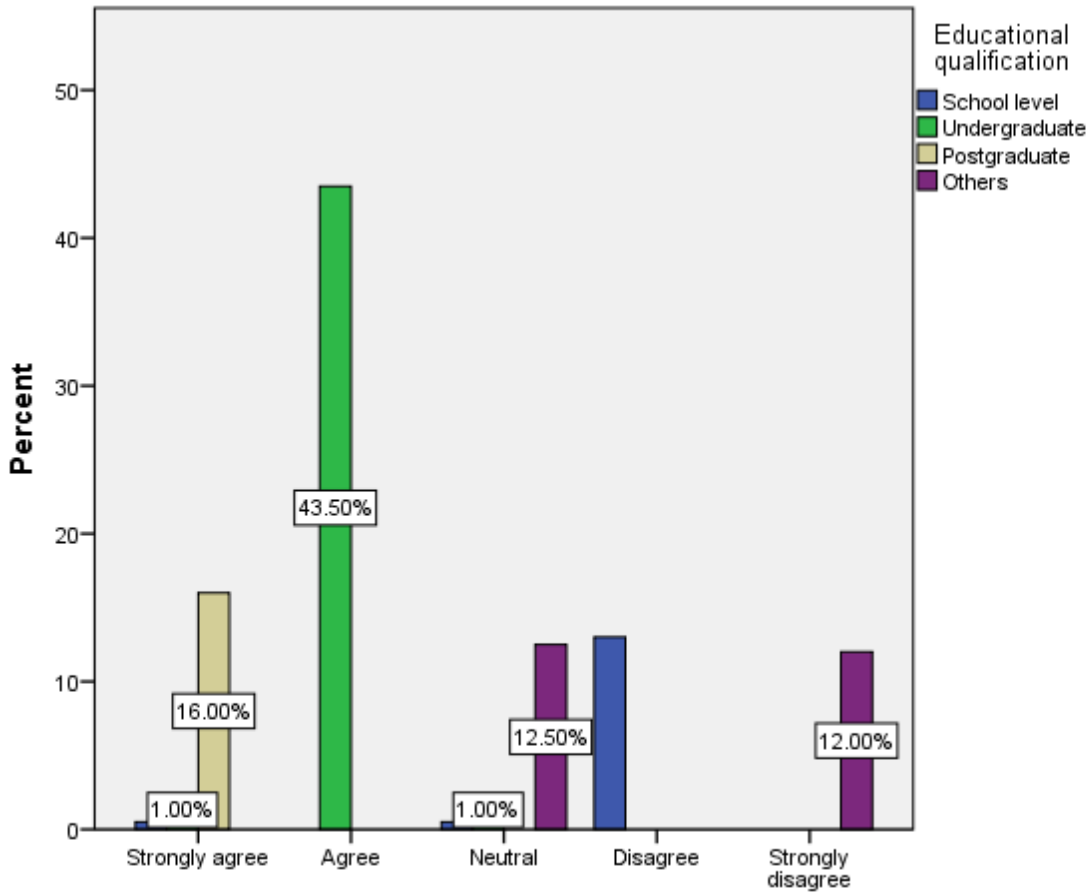
LEGEND: This figure represents the occupation of the respondent and their opinion on whether branding is the major reason to initiate heavy cost liability in similar products which are non branded.

FIGURE: 10



LEGEND: This figure represent the educational qualification of the respondent and their opinion on whether brand image affect consumer buying behaviour.

FIGURE: 11

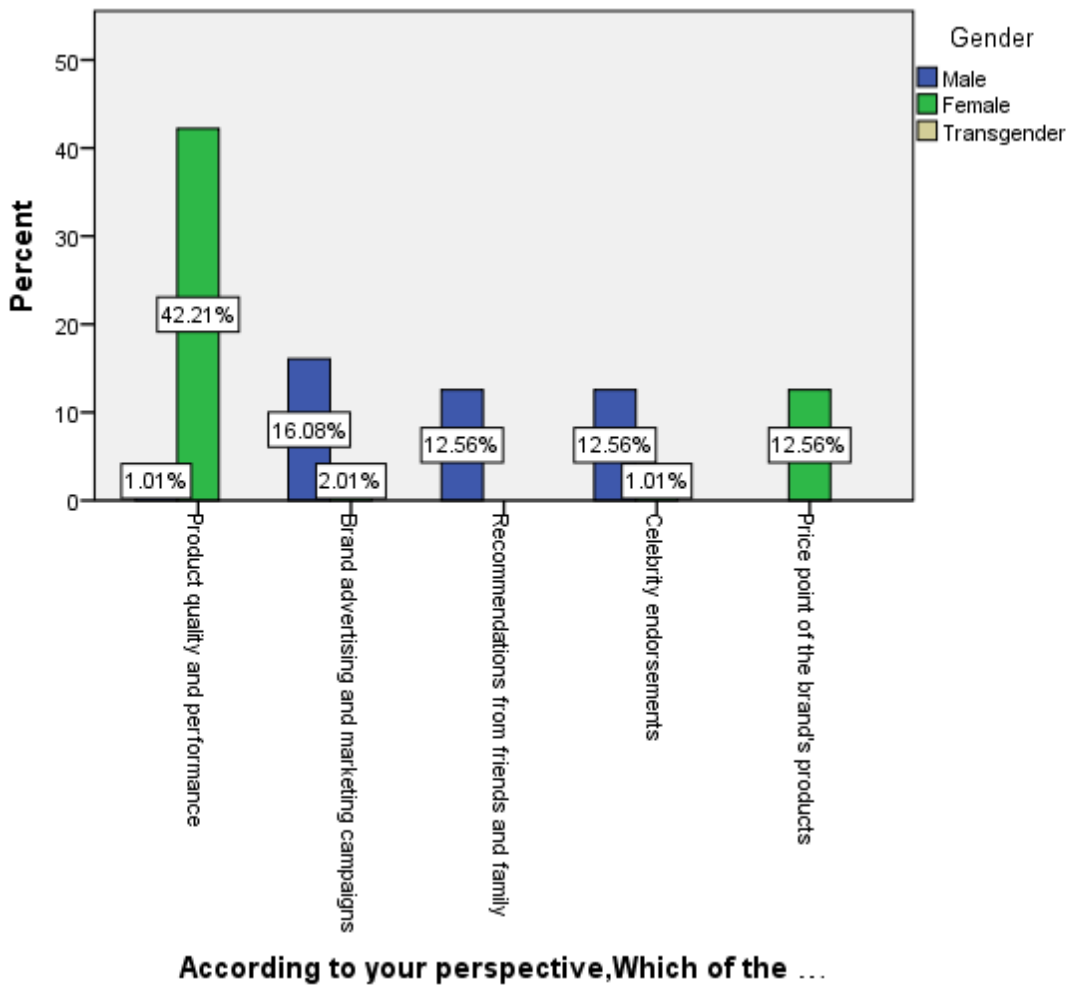


Branding is the major reason to initiate heavy cost liability in similar products which are non branded

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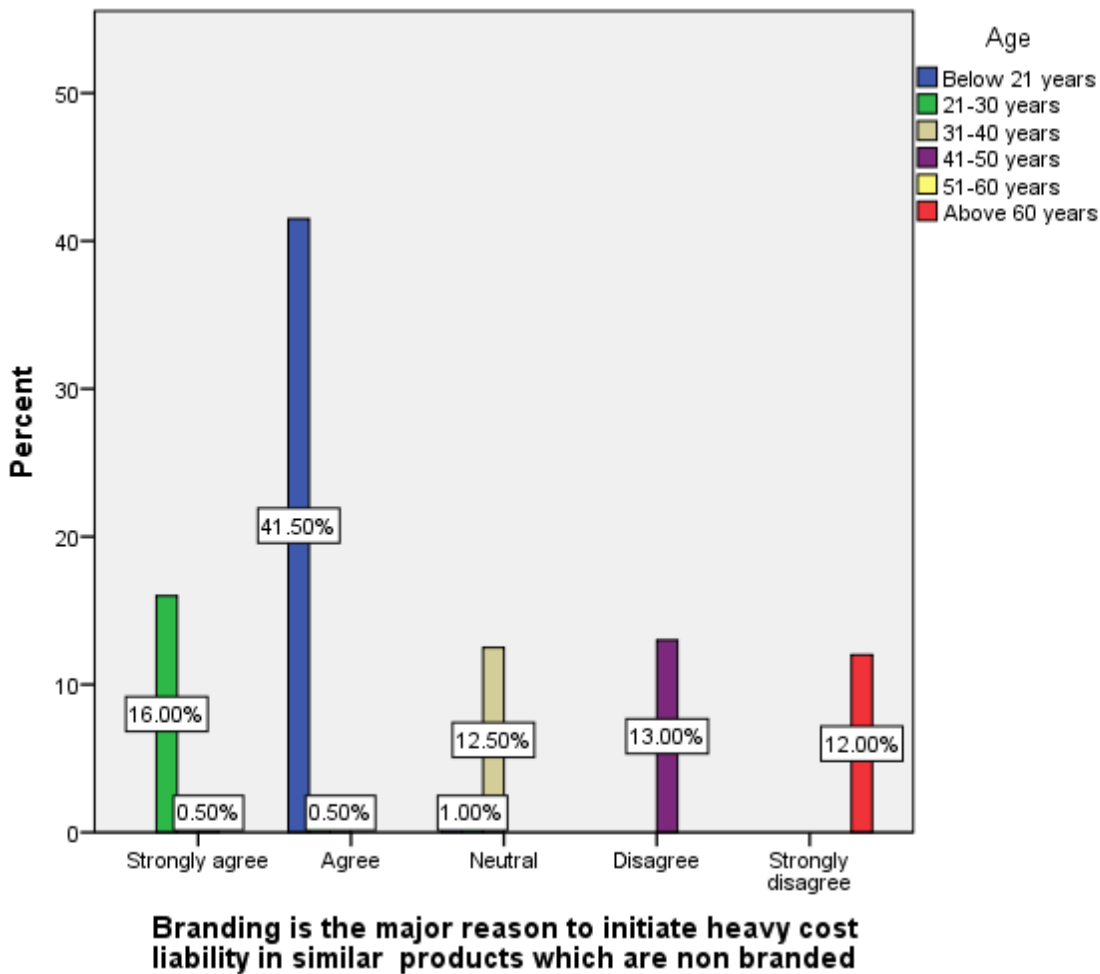
LEGEND: This figure represent the educational qualification of the respondent and their opinion on whether branding is the major reason to initiate heavy cost liability in similar products which are non branded.

FIGURE: 12



LEGEND: This figure represent the gender of the respondent and their opinion on which factor influence your perception of a brand's image.

FIGURE: 13



LEGEND: This figure represents the age of the respondent and their opinion on whether branding is the major reason to initiate heavy cost liability in similar products which are non-branded.

RESULT:

FIG:1 Represent age, the highest rating was given by the below 21 years respondents 41.50 % saying yes and the lowest rating was given by the below 21 years respondents 0.50% saying No that brand image affect consumer buying behaviour.**FIG:2** It represent the gender of the respondents, the highest rating was given by the female respondent saying agree 43.50 % and the lowest rtating was given by the female respondents saying strongly agree 1.50% with the statement that branding is the major reason to initiate heavy cost liability in similar product

which are not branded. **FIG: 3** represent educational qualification of the respondents, The highest rating was given by the undergraduate respondents saying product quality and performance (41.71%) and the lowest rating was given by the other respondents saying brand advertising and marketing camping is the major factor influence your perception of brand image. **FIG: 4** represent occupation of the respondents highest rating was given by the yet to be employed response saying reduce perceived risk for the statement of brand image influence consumer buying behaviour. **FIG:5** represent living area of the respondents highest rating was given by the urban people rate a dash 3 42.5 0 and the lowest rating was given by the male respondents related us to 0.5 0 with the statement that how far the brand image impact consumer decision making process in Chennai. **FIG:6** represent living area ,The highest rating was given by the urban people saying is 57.5 0% and the lowest rating was given by the urban people saying no 1.5 0% with the statement whether brand image of its consumer buying behaviour. **FIG: 7** represent living area, highest rating was given by the urban people saying agree (42.5%) and the lowest rating was given by the rural people saying agree (1.0%) with the statement that branding is the major reason to initiate heavy cost liability and similar product which are non branded. **FIG: 8** represent occupation the highest rating was given by the yet to be employed respondents saying is (42.50%) and the lowest rating was given by the private sector respondents saying yes (0.5 0%) with the statement that brand image affect consumer buying behaviour. **FIG: 9** represent occupation of the respondents the highest rating was given by the yet to be employed respondents saying agree (42.0%) and the lowest rating was given by the yet to be employed respondents saying strongly agree with the statement whether branding is the major reason to initiate heavy cost liability in similar product which are non branded. **FIG: 10** represent educational qualification the highest rating was given by the undergraduate respondents saying yes (44.0%) and the lowest rating was given by the school level respondents saying no (0.5 0%) with the statement that brand image affects consumer buying behavior. **FIG:11** represent educational qualification ,highest rating was given by the undergraduate respondents saying agree (43.5 0%) and the lowest rating was given by the school level respondents saying neutral (1.0%)with the statement whether branding is the major reason to initiate heavy cost liability in similar product which are non branded. **FIG: 12** represent gender the highest rating was given by the female respondents saying product quality and performance (42.21%) and the lowest rating was given by the female respondents saying celebrity endorsement (1.01%) is the major factor which influence the perception of brand image. **FIG: 13** represent age the highest rating was given by the below 21 years respondents saying agree (41.5%)and the lowest rating was given by the 41 to 50 years respondents saying

strongly agree (16.00%) with the statement whether branding is the major reason to initiate heavy cost liability in similar product which are non branded. **INFERENCE:** The expected p value is less than .005, it is an alternative hypothesis because the null hypothesis is rejected between the gender and their opinion on Do you think Brand image affects consumer buying behavior. **INFERENCE:** The expected p value is less than .005, it is an alternative hypothesis because the null hypothesis is rejected between the age and their opinion on Do you think Brand image affects consumer buying behavior.

DISCUSSION:

FIG:1 People under 21 years of age are likely saying yes to the statement because brand image significantly influences their buying behavior. This demographic is highly impressionable and tends to associate brand prestige with social status and personal identity, making them more responsive to positive brand perceptions. **FIG:2** Female respondents might be agreeing at a high rate (43.50%) because branding often plays a crucial role in their purchasing decisions. Branding can instill a sense of trust, quality, and reliability, leading them to prefer branded products over non-branded ones, even when similar non-branded options are available. This perceived value and assurance drive the preference for branded products, despite potential cost differences. **FIG:3** Undergraduate respondents likely say that product quality and performance are the major factors influencing their perception of brand image because they prioritize tangible benefits and value for money. This demographic is typically more budget-conscious and discerning, seeking products that meet their expectations in functionality and durability, thus heavily weighing quality and performance in their brand evaluations. **FIG:4** Yet-to-be-employed respondents are likely saying that a strong brand image reduces perceived risk because they often have limited purchasing power and experience. They depend on well-known brands to guarantee quality and reliability, thus minimizing the uncertainty and potential dissatisfaction associated with their buying decisions. Trusting established brands helps them feel more confident in their choices, reducing the perceived risk of making a poor purchase. **FIG:5** Urban respondents rating the impact of brand image on consumer decision-making as 3 suggests a moderate influence. This rating indicates that while brand image is important, it is not the sole factor driving their decisions. Urban consumers in Chennai have access to diverse information sources and a wide range of products, allowing them to consider other aspects like price, quality, and personal preferences alongside brand image. **FIG:6** Urban respondents, with 57.50% saying yes, believe that brand image influences consumer buying behavior because they often associate strong brands with higher quality, reliability, and social

status. In urban areas, brand reputation plays a significant role in shaping consumer perceptions and trust, making brand image a crucial factor in their purchasing decisions.**FIG:7** Urban respondents, with 42.5% agreeing that branding is a major reason for heavy cost liability in similar non-branded products, likely perceive branded items as higher quality and more reliable. This perception leads them to accept the higher costs associated with branded products, believing that the premium price reflects superior quality and enhanced status.**FIG:8** Yet-to-be-employed respondents, with 42.5% saying yes to the statement that brand image affects consumer buying behavior, likely rely on brand reputation to guide their purchases. Without extensive purchasing experience or financial stability, they trust well-known brands to ensure quality and reduce the risk of dissatisfaction.**FIG:9** Yet-to-be-employed respondents, with 42.00% agreeing that branding is a major reason for initiating heavy cost liability in similar non-branded products, likely perceive branded items as more trustworthy and of higher quality. They may believe that the brand name justifies the higher cost, providing assurance and reliability in their purchase decisions, despite the higher price tag.**FIG:10** Undergraduate respondents, with 44.00% saying yes to brand image affecting consumer buying behavior, likely prioritize brand reputation and perceived quality. They may view strong brands as a sign of reliability, status, and consistency, influencing their purchasing decisions by choosing brands they trust over lesser-known alternatives.**FIG:11** Undergraduate respondents, with 43.50% agreeing that branding is a major reason for initiating heavy cost liability in similar non-branded products, likely believe in the higher perceived quality and reliability associated with branded items. They may view branded products as worth the extra cost, considering them as a mark of assurance and prestige, thus justifying the additional expense for better quality and perceived value.**FIG:12** Female respondents, with 42.21% prioritizing product quality and performance as the major factors influencing brand image perception, likely value tangible benefits over other considerations. They may prioritize reliability and functionality in products, believing that superior performance and quality are indicative of a brand's reputation and influence their perception and trust in that brand.**FIG:13** Respondents below 21 years, with 41.5% agreeing that branding is a major reason for initiating heavy cost liability in similar non-branded products, likely perceive branded items as higher quality and more reliable. They may prioritize the perceived performance and prestige associated with well-known brands, believing these brands offer better quality and value, thus justifying the higher cost. **INFERENCE:** The expected p value is less than .005, it is an alternative hypothesis because the null hypothesis is rejected between the gender and their opinion on Do you think Brand image affects consumer buying behavior. **INFERENCE:** The expected p value is less than .005, it is an alternative

hypothesis because the null hypothesis is rejected between the age and their opinion on Do you think Brand image affects consumer buying behavior.

LIMITATION:

The major limitation of my research was the area in which we took the survey, since we took our survey near our residence and it was difficult to collect proper data as the people were in hurry to do their work and most of the people to whom I collected the data was from a mostly semi-urban area.

SUGGESTION:

To enhance brand image in Chennai, companies should create culturally resonant marketing strategies, leveraging social media and local influencers to engage with consumers. Consistent brand messaging, personalized experiences, and regular market research will strengthen brand loyalty and meet the dynamic needs of the market.

CONCLUSION:

This study explored the significant impact of brand image on consumer buying behavior in Chennai, revealing several key findings. The research identified that brand image plays a crucial role in shaping consumer perceptions and decisions across various demographic groups in Chennai. Factors such as brand trust, perceived quality, and brand loyalty were found to strongly influence consumer preferences and purchasing choices. The study also highlighted regional variations in brand perception, underscoring the importance of localized marketing strategies. Qualitative insights provided a deeper understanding of the psychological and cultural influences driving consumer behavior towards brands in Chennai. The findings suggest that marketers should focus on enhancing brand credibility, building strong emotional connections, and adapting strategies to local cultural nuances to effectively influence consumer buying behavior in Chennai's dynamic market.

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