

ISTANBUL KÜLTÜR UNIVERSITY
INSTITUTE OF GRADUATE STUDIES

**THE EFFECT OF SUCCESSFUL BRANDING ON CONSUMER
BEHAVIOR AND LOYALTY**

MASTER'S THESIS

CHAIMA EL HAJJI

2000005603

Program: Business

Department: Business Administration

Thesis Advisor: Assist. Prof. Kemal Özkan YILMAZ

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ABSTRACT

The study explores the relationship between successful branding and consumer behavior and customer loyalty. Branding is essential in today's rapidly evolving marketplace, affecting customer behavior and purchasing decisions. This research interprets the factors influencing consumer behavior and purchasing decisions and their association with successful branding. The approach utilizes a quantitative research method. The sample comprises 250 respondents, with a comprehensive questionnaire as the data collection tool. SPSS software (IBM SPSS Statistics 28) quantifies the data using frequency, reliability, EFA validity, t-test, correlation, and regression. The study reveals a positive relationship between successful branding, consumer behavior, and customer loyalty. This finding is beneficial for marketing professionals to understand branding's significance, allowing them to make informed decisions about brand management, marketing campaigns, and customer engagement methods.

The research aids practitioners to enhance branding efforts and foster long-term customer relationships. Effective branding is crucial for influencing consumer behavior and encouraging client loyalty. The relationship between branding and customer outcomes is explored using quantitative techniques and SPSS software analysis. The study offers marketers information to improve brand management strategies and nurture enduring client relationships.

Keywords: Successful branding, Consumer behavior, Customer loyalty, Factors influencing consumer behavior, Brand management.

ÖZET

Bu çalışma, başarılı markalaşma ile tüketici davranışı ve müşteri sadakati arasındaki ilişkiyi inceler. Markalaşmanın müşteri davranışını etkilemesi ve günümüz pazarında hayati önem taşıması üzerine odaklanır. Tüketici davranışını ve satın alma kararlarını etkileyen faktörlerin markalaşma ile ilişkisi yorumlanır. Çalışma, nicel bir araştırma yöntemi ve kapsamlı bir anket kullanır. 250 yanıtlayıcıdan oluşan örneklem kullanılmıştır. IBM SPSS Statistics 28 ile veriler analiz edilmiştir. Çalışma, başarılı markalaşma, tüketici davranışı ve müşteri sadakati arasında pozitif bir ilişki olduğunu gösterir. Pazarlama profesyonelleri için markalaşmanın önemini anlamada yardımcıdır.

Araştırma, uygulayıcılara markalaşma çabalarını geliştirme ve uzun vadeli müşteri ilişkilerini teşvik etme konusunda destek sağlar. Etkili markalaşmanın tüketici davranışını etkileme ve müşteri sadakatini teşvik etme üzerindeki etkisi tartışılır. Markalaşma ve müşteri sonuçları arasındaki ilişki, nicel teknikler kullanılarak analiz edilir. Çalışma, pazarlamacılara marka yönetimi stratejilerini geliştirme ve müşteri ilişkilerini sürdürme konusunda bilgi sunar.

Anahtar Kelimeler: Başarılı markalaşma, Tüketici davranışı, Müşteri sadakati, Tüketici davranışını etkileyen faktörler, Marka yönetimi.

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1. INTRODUCTION

In a competitive market, investors in the fields of marketing and business administration are working hard to raise the value of their businesses. Marketing studies (Sun, 2022; Clootrack, 2022) recognize that this value is primarily based on the relationship between the company and the market, mainly between the brand and the consumer (Sun, 2022).

The brand is a mental picture formed by the product, the experience, marketing communication, and the image of those who purchase it (Lalekaei, 2022). It has a role of distinction but also of differentiation. The seller's brand is a guarantee made to the customer (Jabeen et al., 2022).

The consumer is a complex being. He is becoming increasingly demanding because he is faced with similar products that fulfill the same need; given the diversity of consumer products and the multitude of choices offered on the market, he has become attentive to the brand, its values, and the message it expresses.

In this perspective, a company must create and control its brand image to influence the perception of its privileged public in a favorable way. The brand image is essential for a company to differentiate itself from its competitors (Edmeades, 2019). In its broadest sense, the brand image comprises everything that the consumer associates with it. It is within this framework that several studies have been conducted to find out what drives a consumer to choose a particular brand instead of another (Bronnenberg et al., 2022).

The brand is a distinguishing sign of identification that helps a company, a product, or a service to distinguish itself from rivals by providing customers with a critical point of reference. It can be a name, term, sign, symbol, design, or any combination of these that identifies the goods and services of a seller or group of sellers and distinguishes them from competitors. Therefore, one part can be verbal and pronounceable, and the other can be visual and graphic.

The content plans to understand the impact of successful branding on consumer buying behavior. The thesis has five chapters. The first chapter is of introduction. The second chapter comprises the literature review. The third chapter talks about the methodology of the thesis in detail. The fourth chapter talks about analysis, findings, and results. The last chapter is the conclusion and recommendations.



2. LITERATURE REVIEW

2.1. Introduction

In this section, the researcher presents theories related to the topic. This section of the research focuses on relevant literature that is directly related to the research topic. A review of related literature is required to clearly understand the context of the few research studies on this topic. In this regard, the following issues on branding and consumer behavior, and loyalty have been reviewed; its purpose is to shed more light on the various theories and concepts surrounding the study's working objectives.

2.1.1 Hypothesis

The hypothesis suggests that successful branding (independent variable) influences two dependent variables (consumer behavior and loyalty) equally. The influence could be either negative or positive. The study hypothesizes that this influence would be positive (Serazio, 2020). The primary reason rationale for the stance is that branding improves the interaction of businesses with their customers, and they could explain significant characteristics of their products or services to their customers this way. Moreover, the existing literature suggests that consumer branding can have direct impacts on consumer loyalty and behavior. As consumer branding covers multiple elements such as brand reputation, brand image and associations which are vital tools to influence consumer perceptions and preferences. In addition, theoretical frameworks such as brand equity model and consumer-based brand equity theories endorse the idea that consumer branding plays an important role in giving shape to consumer behavior and improving consumer loyalty. Therefore, successful branding could help companies collectively improve their customer loyalty and behavior (Ikäheimo, 2021). Furthermore, consumer loyalty and behavior are closely related concepts so a positive consumer behavior such as repeat purchases and positive word of mouth indicates higher levels of consumer loyalty and by incorporating both the variables in the hypothesis this study aims to explore the combined impact of consumer branding on consumer behavior and loyalty. In order to test the hypothesis quantitative

method has been used, including a questionnaire with nearly 250 respondents as a data collecting tool, and to quantify the data SPSS software has been used with the assistance of tests including Frequency, reliability, EFA validity, t test, correlation and regression.

2.2. Brand and Branding

A brand is a product, service, or idea publicly differentiated from other commodities, administrations, or conceptions to facilitate communication and marketing (Rossolatos, 2020). Branding refers to the process of developing and propagating the registered trademark, as well as its characteristics and character.

2.2.1. Branding

According to the American Marketing Association, "A brand is a name, term, design, symbol or any other feature that identifies one seller's goods or service as distinct from those of other Sellers." Famous brands include Apple, McDonald's, Mercedes-Benz, Sony, Coca-Cola, and Adidas (van der Eem et al., 2022). Branding is the act of imprinting or engraving a brand name or symbol onto a product to give it a distinct individuality.

In today's competitive world, the value of branding cannot be overstated. Brand identity, brand image, and brand equity are all important aspects of branding (Ward et al., 2020). This research summarizes these concepts and explains their significance for the firm and the consumers.

2.2.2. The History of Branding

Brands have existed for almost as long as we can remember. They were born with the first commercial exchanges. At first, they were rudimentary signs inscribed indelibly on products to authenticate their origins. The English term brand comes from the Old French word "Brandon," which designates the iron worn to mark cattle. The oldest brand was discovered in China at the beginning of the third millennium BC (Donzé & Wubs, 2019). At that time, only certain peoples, such as the Phoenicians, Egyptians, or Romans, knew the principle of the brand, and it was generally engraved on pottery, building stones, tiles, or even objects of daily life. These marks could indicate the trade of the craftsman, the geographical origin of the manufacturer, and his recipient when he was powerful; it was also sometimes a simple distinction with the aim of accounting for the objects produced in order to collect his emolument (Brand et al., 2021). Now,

branding comes from the practice of using hot irons to burn marks on livestock and other goods to certify their quality and designated property. Evidence from the Middle Ages indicates that artisans stamped their marks on the products they created to distinguish them from those of other artisans (Li et al., 2019).

More recent indications of mark use among manufacturers include the pottery roads of Josiah Wedgwood, and Wilton's rugs, which were available in the eighteenth century. Thus, the usefulness of marks as a guide to choosing was established, a role that has remained unchanged to the present (Li et al., 2019). At that time, Wedgwood and Wilton were not trademarked because trademark laws had not yet been instituted in Great Britain. But Wedgwood and Wilton can be considered brand names since consumers were accustomed to product names to distinguish Wedgwood pottery from other pottery Wilton rugs from other rugs. The industrial revolution and its nascent mass production produced an increasing number of products that became more readily available during the eighteenth century (Gienow-Hecht, 2019). There was also an increase in the number of similar products with different designs, such as quality and color categories.

This forced the birth of the big brands that exist today, such as Coca-Cola in the food and soft drink industry and Levi-Strauss in the fashion world. However, big brands are often old and need time to build their reputation and establish their legitimacy (Gienow-Hecht, 2019). The modern means of marketing allow today to create brands quickly but at a high price.

2.2.3. The Role of Branding

Branding plays an important role in the success of a business since it allows a company to improve the visibility of a product or a service. The most important thing, in this case, is that branding allows companies to interact with their clients. It means that businesses around the world could use their branding strategies as communication channels. Therefore, they could communicate with their customers via these strategies. It improves consumer behavior initially (Alzoubi et al., 2022). The second thing, in this case, is that branding helps companies improve their consumer loyalty through improved interaction.

2.3 Brand identity

A brand's identity is its outward expression, which includes its name, logo, tone, tagline, symbols, and visual appearance. It is the most basic form of consumer recognition and represents the brand's differentiation from competitors (Favier et al., 2019). The brand identity of a company is how that company wants to be perceived by consumers.

2.3.1. Sources of Brand Identity

The primary sources of brand identity are explained below comprehensively:

- Symbols: Symbols help customers memorize an organization's products and services as they are visual images. These include logos, people, geometric shapes, cartoon images, and anything. For instance, Marlboro has its famous cowboy, Pillsbury has its Poppin' Fresh doughboy, Duracell has its bunny rabbit, Mc Donald has Ronald, Fed Ex has an arrow, and Nike's swoosh (Favier et al., 2019).

- Logos: A logo is a distinctive graphic or symbol that represents a business, product, service, or other entity. Adidas' "Three Stripes" is a well-known brand distinguished by its corporate logo. A logo's components are as follows:

1. Logotype - It can be a short or lengthy name. Kellogg's, Hyatt, and other companies have logotypes that include only the name (Ryu et al., 2019).

2. Icon - A name or visual symbol communicates a market position.

3. Slogan - It is the most effective method of communicating the company's message to customers. For example, consider Nike's slogan, "Just Do It." "Think different," says Apple's tagline (Ryu et al., 2019).

4. Signature tune: It is a distinct tone that reminds customers of a particular company's brand.

2.3.2. Importance of Brand Identity

We now live in a culture that is rich in knowledge but short on time. As a result, the visual identity of a brand is frequently what draws consumers' attention. People frequently form opinions and perceptions about a brand before they even know who it is or what it stands for. This is why visual presence is critical for effectively differentiating a brand from the competition and building consumer trust.

There are significant elements that are important for brand identity. Some of these elements are listed below:

- **Meaning:** Great brands represent something. The identity of a brand must express the organization's distinct mission, history, culture, values, and personality.
- **Differentiation:** Brands are constantly competing for the attention of consumers within their business category (Huang et al., 2020). Because of all of the competition, being unique is no longer enough. Brands must demonstrate and communicate their uniqueness, making it simple for customers to understand.
- **Durability & Flexibility:** To transcend change and remain recognizable, brands must commit to a central idea over time (Huang et al., 2020). An effective brand identity positions companies for future change and growth. It contributes to an evolving marketing strategy.

2.3.3. Brand image

The brand image today is essential for a company to distinguish itself and differentiate from its competitors. Thus, the brand is the main capital of the company, and it creates value for the brand, which motivates to build a strong and positive image in the eyes of consumers, because the consumer is looking for stability and trust in the brand (Ward et al., 2020). The purpose of this section is to better understand the concept of brand image in marketing so that it can be better used at the managerial level.

2.3.3.1. Definition of the brand image

According to Philip Kotler and others: "Brand image is the set of consumer perceptions and beliefs about the brand. Such as they appear in the mental associations stored in memory "(Kotler et al., 2020). According to Jacques Lendrevie: "a brand image is a set of mental, subjective, stable, selective, and simplifying representations of a brand" (Loureiro et al., 2014). He explored that brand image is a "set of mental, cognitive and affective representations that a person or a group of persons have of a brand" He identifies three levels of the brand image:

- **The perceived image:** that is to say, the way in which the target segment (the intended audience on which the image is projected) sees and perceives the brand and the brand image (Loureiro et al., 2014).

- The true image: or the reality of the brand with its strengths and weaknesses, as it is known and felt by the company.
- The desired image: this is the way the company wishes to be perceived by the target segment and which results from a decision of positioning (Loureiro et al., 2014).

From the previous definitions, we deduce that the brand image is the set of material and immaterial representations associated with a brand and organized in the consumer's memory, from which he evaluates the brand and compares it to other brands.

2.3.3.2. The Dimensions of a Brand Image

The dimensions of a brand image are as shown below in Figure 1:

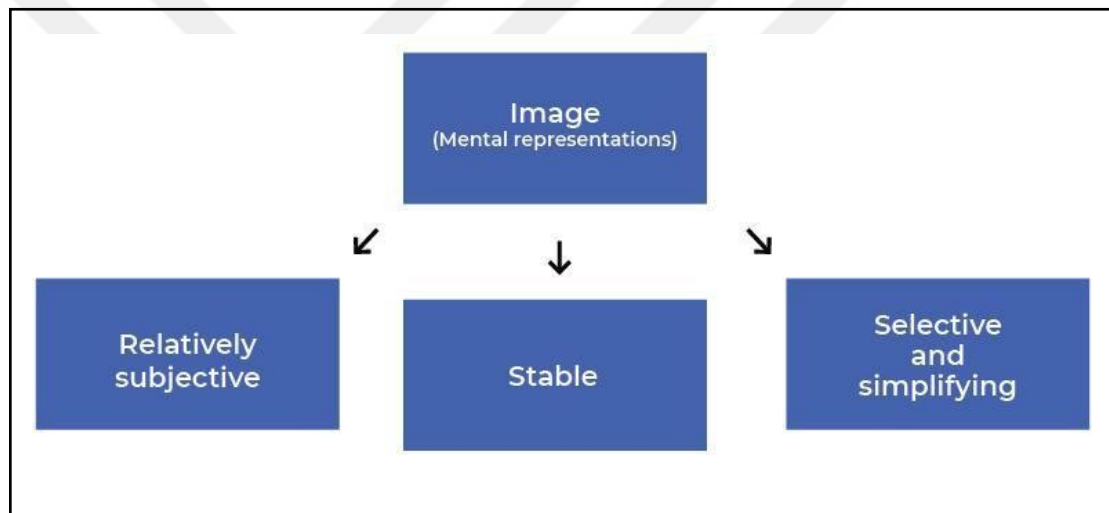


Figure 1: Dimensions of brand image

Source: Pang, J., & Ding, Y. (2021). Blending package shape with the gender dimension of brand image: How and why? *International Journal of Research in Marketing*, 38(1), 216–231. <https://doi.org/10.1016/j.ijresmar.2020.06.003>

2.3.4. Brand equity

Brand equity refers to a marketing term describing the value of a brand. The determining factor in the primary valuation of brand equity is the perception and experience of the consumer associated with the specific brand. Positive brand equity shows that there is a high value in a brand. There are four basic elements of brand equity which are explained in the section below.

2.3.4.1. Brand awareness

The first and most important component of the overall brand knowledge system is brand awareness. In the minds of consumers, reflecting their capacity to recognize the brand in various circumstances: the possibility that the ease with which a brand name will be remembered (Foroudi, 2019). The capacity of a potential consumer to recognize a brand is referred to as brand awareness. While assigning the brand to a certain class (Aaker, 1991). It's thought that brand one of the key areas of brand equity to focus on is awareness. Consumer recall and recognition of the brand in diverse situations is referred to as consumer awareness of the brand. Circumstances and connections to specific memories in memory with the company name, emblem, jingles, and so forth (Aaker, 1991).

As stated by Keller (1998), repeated exposure to the brand can increase brand awareness. Increasing brand identity and connecting it to the Product 10 class are the two objectives that must be completed in order to increase brand recognition. To increase brand recognition, advertising, and celebrity endorsements may be helpful.

According to (Aaker, 1991, p.62), the following levels of brand awareness:

- Brand recognition: The ability of customers to distinguish a certain brand from others, i.e., "supported review." A supported review is a situation in which an individual is requested to recognize a perceived brand name from a list of brands from the same product class.
- Brand review: This is a situation in which a customer is expected to name a brand in an item class. It is also known as an "unaided review" because they are not provided any information from the item class.
- Top of the psyche: This is the first brand that a buyer may review within a certain product category.

2.3.4.2. Brand Loyalty

In the face of an increasingly competitive world, loyalty is becoming a major issue for brands because the customers of a brand are the prospects of a competing brand, and vice versa.

Therefore, the measure of a brand's strength lies, first and foremost, in its ability to loyalty and to establish regular sales forecasts (Bisschoff & Joubert, 2020). But loyalty

is not exclusive, and studying the concept is difficult. Customer loyalty is the essential element of brand equity, as it is easier and much less expensive to keep a customer than to win a new one, and q It is easier and much less expensive to keep a customer than to win a new one, and that a loyal customer generates more turnover than an unfaithful one and can, by word of mouth, develop free of charge the notoriety of the company. Word of mouth develops free of charge the notoriety of the brand image (Bisschoff & Joubert, 2020).

Definition of Loyalty

According to Oliver, loyalty is a "deep commitment to purchase or return to a product or service despite situational factors and marketing efforts that may cause a change in purchase behavior. For Jacob Jacoby, "brand loyalty appears as an actual purchase behavior repeated over time, representing more than half of the purchases in that product category and reinforced by a commitment to the brand (Terason et al., 2021). So, according to this definition, loyalty is the psychological commitment to the brand. The different concepts of loyalty are shown in Figure 2.

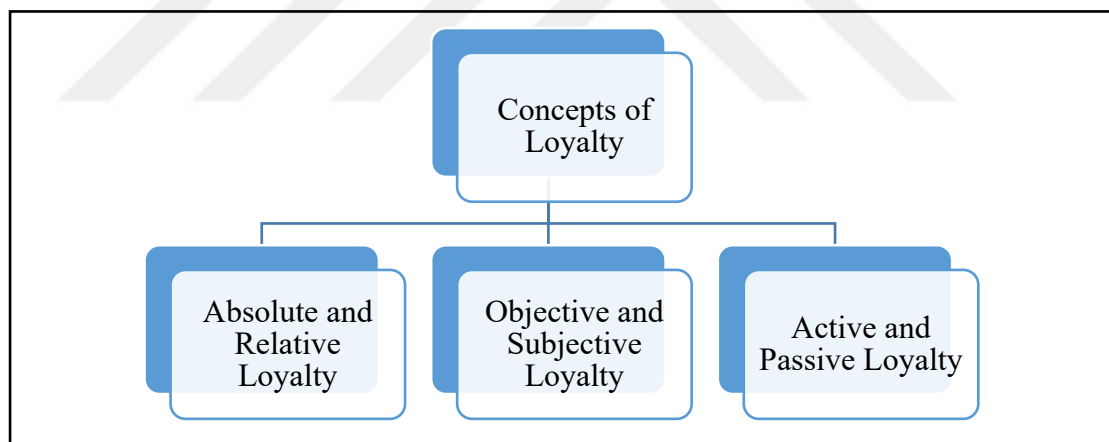


Figure 2: Concepts of Loyalty

Source: (Iryna F., Oksana K., Volodymyr S. (2019) Theoretical aspects of determining the types of customer loyalty

Loyalty could be defined as absolute or relative, objective, or subjective, passive or active in what follows; we are going to see the different concepts of loyalty.

Absolute and Relative Loyalty

In rare cases, loyalty, as conceived by marketing managers and as they seek to obtain it from their customers, is absolute loyalty, exclusive (López, 2020).

This is the case for companies that sell their services by subscription, Turk Telekom, for example, and for whom a customer is loyal if he renews his subscription at the end of the term.

But most often, the conception of loyalty by marketing managers is more modest, in the sense that they consider a customer to be loyal if he makes the majority, or at least a significant part, of his purchases for a given category of products or services with them (López, 2020). The objective of marketing is to increase the degree of customer loyalty.

Objective and Subjective Loyalty

Loyalty can be defined either in an objective way (or behavioral) by referring to effective behavior (for example, buying behavior). Considering that what counts, in the end, is what customers do, rather than what they think or what they say, or in a subjective way, by referring to mental attitudes of attachment, proximity or subjectively, by referring to mental attitudes of attachment, closeness or preference (measured by studies) (Olsen, 2017). Like all attitudes, loyalty has three main components that can be measured by surveys, which are:

- Cognitive (preference for the brand or company).
- Affective (feeling of attachment or proximity to the brand)
- Conative (purchase intention)

Passive loyalty and Active Loyalty

Passive Loyalty: it results from personal factors (routine, perceived risk of change...) or external factors that make it difficult, or even impossible, for a customer to change brands.

Active loyalty: it results from an attachment or a preference, of a rational or affective nature or affective nature, of a customer for a brand or a supplier (Olsen, 2017).

2.3.4.3. Perceived Quality

The word "perceived quality" alludes to the reliability that buyers identify through a vehicle's appearance, sensation, and experience. In a dealership, for instance, the consumer would initially look around the automobile, then unlock the door, sit inside the seat, and inspect the excellence of the components (Arya et al., 2021). It is a customer's impression of an item's total elements, including both physical and

intangible aspects. It could additionally comprise things like efficiency, capabilities, dependability, compliance, longevity, maintainability, and attractiveness.

2.3.4.4 Brand Associations

A brand association is a cognitive link formed by a consumer between a company and an idea, picture, sentiment, encounter, personality, passion, or action. The connection might be instantly favorable or unpleasant, and it exerts a significant impact on purchasing choices. Trademark connections are often classified into three types: qualities, advantages, and emotions (Arya et al., 2021). Trademark connections matter since they influence purchase choices. The brand association enables customers to recall a company and its distinguishing characteristics, such as features that distinguish the company apart from potential competition. The brand association offers clients ideas, pictures, and mindsets that could assist in enhancing brand recognition by developing intimacy and strengthening recognized traits.

2.3.5. Relationship between Branding and Customer Loyalty

Although the association between satisfaction of customers and loyalty is a positive development, there is still some debate about the actual definition of customer loyalty. In terms of conceptualization and measurement, several perspectives have been represented on the topic of loyalty.

Different researchers approach the subject from various angles. According to (Mehta & Tariq, 2020), loyalty symbolizes consumer repeat purchases, which, if understood correctly, may imply that customer loyalty exists only when customers embark on repeating the purchase of a market item.

However, it has been observed that there is a relationship between recurrent purchase and loyalty, in that for a consumer to be considered loyal, it is expected that such a client would continue to purchase a product on a regular basis. It is important to highlight, however, that such a viewpoint does not give a deep practical knowledge of the notion because a consumer may repeat a purchase not necessarily because of a continuing feeling of contentment or as a consequence of the genuine desire to stick with a brand. Yet, this might be due to a great need for a market offering at the time and, as a consequence, may not necessarily entail the word "loyal" to a market offering and or brand since there may be few alternatives. Some authors, including (Wilson, 2018) appear to analyze loyalty as preference and commitment. However, preference

has been identified as an aspect of loyalty; allowing loyalty to directly mean commitment may be problematic, given that both notions follow similar ideas.

In fact, it has been assessed by some researchers that loyalty is a component of commitment. For example, behavioral loyalty or attitudinal loyalty is identified as the primary body of which brand loyalty is only a component. Oliver has elucidated brand loyalty as a deeply held commitment towards rebuying or patronizing a preferred product/service consistently in the future, which will result in purchasing from the same brand, where situational influences and marketing efforts may not affect the decision although they have a strong potential of impacting the purchase decision and switching between the brands.

According to any definition of brand loyalty, as the number of writers with different views appears limitless, the truth remains that brand loyalty exists as a result of the interplay between a customer's relative attitude towards a certain brand and their recurrent buying behavior for that brand. As a result, brand loyalty may arise as a result of recurring purchases or the absence of perceived distinctions between brand alternatives (Andreani et al., 2012). It may also occur as a result of simple habitual buying behavior, which may entail long or short-term participation in the recurring purchasing of a market item or brand. An understanding of brand loyalty is thus required, as the brand image is adjusted to the demands and desires of the customer.

Brand image and reputation may influence relationship marketing and customer loyalty. It appears that there is little empirical evidence that supports the influence of these constructs on customer loyalty.

A loyal customer who has had a good experience with the brand will be more likely to recommend it to their immediate network. Studies have shown that 60% of buyers seek personal peace of mind before making a purchase decision before making a major investment. With increased customer satisfaction, word-of-mouth communication strengthens customer loyalty and influences the purchase decision. It has been explored that by establishing brand loyalty towards consumers, brand values and image can be shared and awareness increased at the same time. This viral marketing phenomenon, which can be used even more effectively today through social media, makes it possible to gain new customers through referrals and thus increase sales.

To ensure continuous communication, it is important to invest in customer loyalty measures. The more benefits companies can offer consumers, the greater the chances of retaining customers by providing differentiated and personalized offers, consumers can be retained. Then it is also possible to survive economic crises and fluctuations without significantly increasing marketing expenses.

2.4. Consumer Behavior

Today any rational company that wants to operate in a targeted market must be able to compete and analyze the environment to have a position in the market. But all this is not enough because many companies focus on the final and industrial consumers of their product and their behavior (Kiseleva, 2021).

So, consumer behavior is an essential step of the marketing approach; the goal of consumer behavior is to study and analyze the necessary information of consumers and to better understand them all by analyzing the different factors and variables that can influence the behavior of the consumer to the purchase decision (Barbu et al., 2022).

The basics of marketing remain the same, whether in industrial marketing, which is a specific field of marketing where the customer and the supplier are both companies, or in consumer marketing, where the supplier is an organization, but the customer is an individual, but the opportunities, the constraints, the modes of operation and the types of reaction to solicitations are all quite different.

2.4.1. The final consumer's behavior

Marketing is generally aimed at the consumer and tries at all costs to attract his intention or even to influence him in a positive way, and for that, it is necessary to say that each individual consumes according to his tastes, his choices, or his desires, but each desire of consumption is influenced by different factors or criteria, these criteria are represented in the "Figure 3" below.

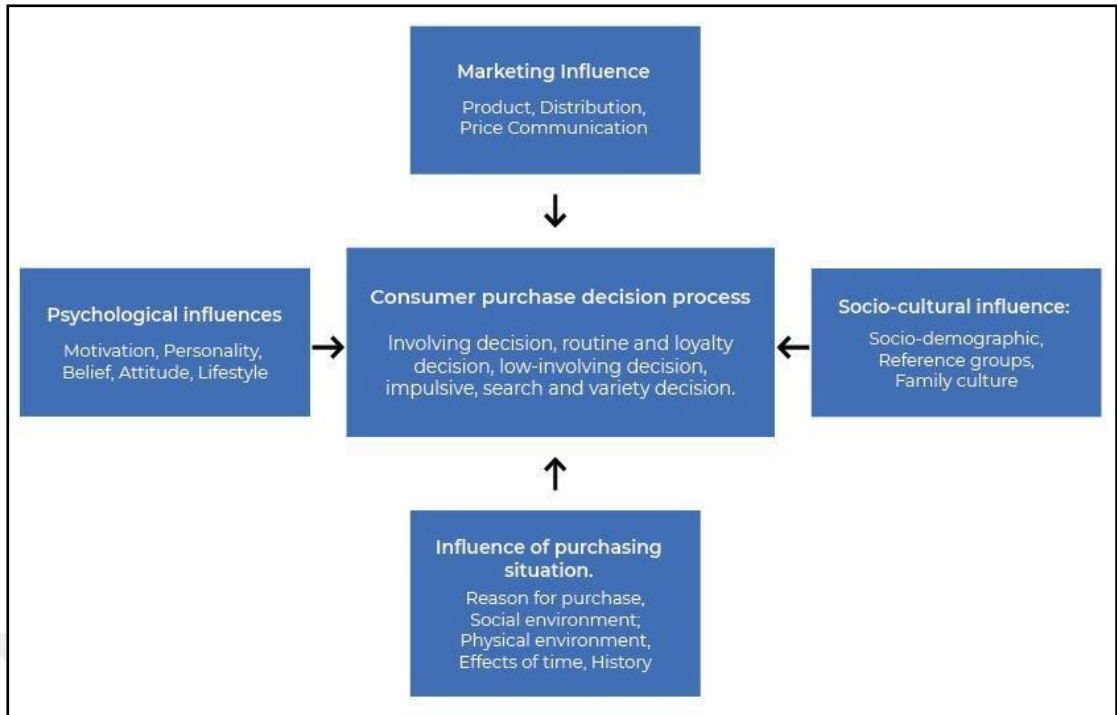


Figure 3: Different Consumption Criteria

Source: (Hu Tao, Di Zhang (2021) The Impact of Consumer Purchase Behavior Changes on the Business Model Design of Consumer Services Companies Over the Course of COVID-19

Figure 3 represents marketing influence (product, distribution, price, communication), socio-cultural influence (socio-demographic, reference groups), and psychological influences (motivation, personality).

2.4.2 Definition of a Consumer:

It has been observed that a consumer is an individual who can purchase goods and services offered for sale to satisfy needs, desires, and wishes, unsatisfied as a person or for his entourage (Secinaro et al., 2022).

Types of consumers:

- The former absolute consumer: is a person who has turned away from a product, a brand, or a service after having bought or consumed it (Nelson, 2018).
- The absolute non-consumer: is a person who has neither the means, nor the tastes, nor the cultural characteristics, nor the traditions, to get in touch with the product or the brand or the offer.

- The relative non-consumer: if some conditions were to change from the previous case, then the consumer could buy or consume the product or the offer that is proposed (Nelson, 2018).

2.4.3. Definition of consumer behavior

It is the whole of the acts, manners, and analysis that an individual can make in front of a product that he wants to buy or, after having bought it, whether he is satisfied or not. It includes the decision processes that precede and determine the action.

The disciplines used in the study of consumer behavior. Many fundamental disciplines have contributed to the emergence and development of the consumer (Secinaro et al., 2022).

We find mainly economics, psychology, sociology, and anthropology. These same disciplines are, in turn, interested in the phenomenon of consumption, but from different angles.

According to Ladwine Richard, some disciplines have combined to structure new autonomous.

Fields, such as economic psychology, psychology, social anthropology, and economic anthropology.

Below is the explanation of these fields:

- Economics: Several fundamental concepts have been introduced by economics. The two most important concepts of the economics of individual behavior are the concepts of utility and rationality (Secinaro et al., 2022).
- Anthropology: Each social group has traditions, values, and rules which influence the behavior of individuals in the consumption of certain goods. Anthropology has provided interesting insights by situating the actions and reaction of consumers in the cultural system that authorizes those (Secinaro et al., 2022). The manager is therefore called upon to take into account this phenomenon which often unconsciously shapes consumer behavior.
- Psychology: Psychology includes many concepts such as motivation, perception, learning, personality, and attitude formation. These internal processes affect consumers' reactions to different marketing actions (Melnik

et al., 2021). This is why it is important for managers to take the psychology of the consumer into account when developing marketing strategies.

- Psych sociology: Sociology is concerned with social satisfaction and social change. Psychology is interested in the functioning of social groups. To the social interactions and influences within the groups inserted in the social life, the consumer undergoes the pressure of the various groups of which he is part (Um et al., 2022). It is expected that this pressure will have an effect on his or her consumption choices.

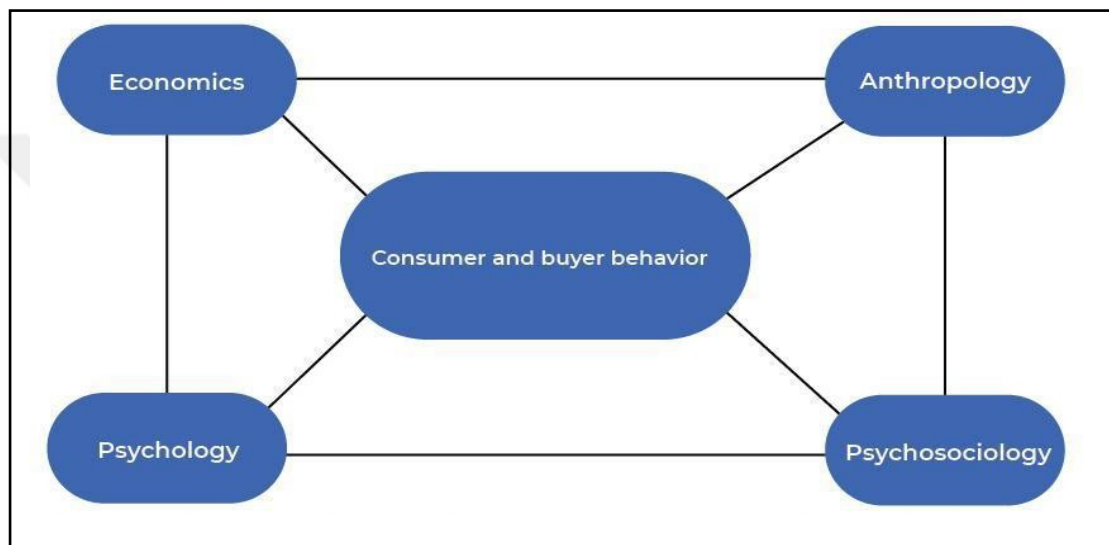


Figure 4: Disciplines used in the study of consumer behavior.

Source: Kang Li Lim, Julie A. Lee (2016) Factors Affecting Investment Intentions: A Consumer Behaviour Perspective

Figure 4 states, it is important to note that consumer and buyer behavior is a complex and interdisciplinary field, and the relationships with economics, anthropology, psychology, and psychosociology are dynamic, with ongoing research and evolving theories enriching our understanding of consumer behavior.

2.5. Factors influencing consumer behavior

There are two types of variables in this regard. These include:

1. Internal factors
2. External factors (Du & Lin, 2022)

The below subtitles are providing detail of these factors:

2.5.1. Internal factors

A consumer's buying decisions are influenced by many internal factors; those that are specific to him or her and reveal his or her psychology (psychological factors); and those that reveal his or her personal characteristics (personal factors), including age, occupation, economic position, lifestyle and personality (Melnik et al., 2021).

2.5.1.1. Psychological factors

Customer conduct is influenced by four psychological factors: desire, observation, experience, and disposition or religious doctrine. While evaluating customer behaviors, the main cognitive aspects to grasp are motivations, judgment, opinions, and views, as well as the environment (Cranfield, 2020). Recognizing such elements can help any advertiser comprehend their customers' behaviors in need to properly attract customers.

2.5.1.2 The needs

Needs could influence consumer behavior negatively as well as positively. For instance, if a person needs something, he or she would buy that thing and vice versa. Some people buy things for luxury as well, but needs are the major target of any company branding its products or services in a target market. Eating, water, housing, and sleeping are examples of fundamental bodily necessities that are vital to human life (Roggeveen & Sethuraman, 2020). Individuals possess interpersonal and psychological demands that are essential to their pleasure and psychological well-being, including a sense of connection, safety, confidence, compassion, and self-fulfillment. Needs are whatever drives the conduct of individuals to undertake a commitment to seek a solution, which in numerous situations is "spending behaviours." Needs are satisfied not by advertisers or societal pressures but by the core biochemical and cognitive components of individual survival (Cloodack, 2022).

Organizations, like consumers, possess requirements that should be met in order to ensure their existence and well-being. The key decisions and the assets necessary to execute the goals, including cash, technology, inventories, commodities, or operations, provide the motivating factor behind a group's demands. A customer's wishes often represent preferred choices for particular solutions to meet a requirement. As a result, individuals frequently desire certain items, companies, or solutions that meet their demands in a particular manner (Cloodack, 2022). If a person is parched yet desires anything sugary, he may opt for a Coke. Somebody might require a new automobile,

yet might prefer a station wagon since they reside on a farm (a pickup would ideally suit their requirements), but they choose Ford since they are strong" or are known to be reliable.

2.5.1.3. Motivations and obstacles

Whenever an individual is sufficiently driven, it effects the individual's purchasing behaviors. Every individual has various requirements, including interpersonal, fundamental, and economic requirements, as well as self-actualization and self-esteem wants. Among each one of these demands, basic necessities and safety requirements take precedence over all others (Team, 2020). Furthermore, obstacles like monetary constraints, poor market conditions, and other such issues like lack of availability of products or services in the target market could influence consumer behavior as well.

2.5.1.4. Perceptions

Perception is a strong cognitive component that has a considerable influence on the purchasing procedure of consumers. Customer perception of an item, operation, or organization impacts whether they will acquire from the firm and want to be committed to it (Bellini & Aiolfi, 2019). That is why firms invest so much revenue promoting themselves, improving client care, and accomplishing everything else possible to positively impact prospective clients' impressions.

2.5.1.5. Attitudes

Consumer attitude could be described as a person's positive or negative attitude towards an item. As everybody understand, a person having an optimistic attitude is more inclined to purchase an item, which leads to the likelihood of loving or hating a commodity (Bellini & Aiolfi, 2019). Such mindsets are frequently established as a result of a combination of causes. Previous experiences are especially impactful since they perform a significant function in creating and cementing specific mindsets.

2.5.2. External Factors

External factors influence buying decisions of consumers like internal factors. Some of the most significant factors in this context include the culture of buyers, the social class of buyers, the influence of their families, and the influence of their religion.

2.5.2.1. Culture

Cultural characteristics possess a significant impact on consumer purchasing behaviors. Cultural Elements are the fundamental beliefs, requirements, desires,

choices, perspectives, and behaviors that a customer observes and learns from close household members and other key individuals in their lives. Whatever seems proper, natural, and attractive is influenced by culture. Retailers who require customers to swim against the societal stream make it more difficult for them to pick their offerings. This is typically a good idea to make it feasible and simple for customers to select your goods inside their ethnic comfort bubble (Williams, 2019). Certain purchasing trends are easier to comprehend because of cultural restrictions against eating things like as liquor or pork or cultural biases for apparel designs. Cultural factors including home structure or the role of women in family management, determine who purchases particular things and in what quantities (Williams, 2019).

2.5.2.2. Social Class of Buyers

The socioeconomic divisions that a person adheres to are the sociological groupings or membership organizations to which he belongs. We frequently find individuals with comparable attitudes, lifestyles, and behaviors in the socioeconomic strata. Therefore, a salesperson or investigator must give heed since, to a certain degree, the purchasing behaviors of individuals in a given social status are comparable. However, the amount of effect could be modest or significant; he could adjust his promotional operations to various socioeconomic groups. The social dimension is a critical factor that determines a person's purchasing behaviors (Muhamad Riski & Satiri, 2022). A low-income individual, for instance, could concentrate on the price while making a purchasing decision, but a higher-income individual might examine the product's quality and distinctiveness. Individuals are frequently affected by a social community to which they do not belong yet seek to interact with anyone else. For instance, at college, a student does not need to acquire a mobile phone but does so in order to be welcomed by that community. Advertisers must grasp these scenarios and organize their tactics appropriately to provide such societal advantages (Muhamad Riski & Satiri, 2022).

2.5.2.3. Family and Religion Influence

Family members may encourage a person's choice to buy a specific item, prevent him from acquiring it, or propose a few alternative possibilities. Parents make up the family. Thus, the familial effect on consumer behaviors may be explained by researching a family member's purchasing responsibilities, family situation, and life cycle stage. Religion's influence on consumer choices can be good or detrimental. Certain religious beliefs and teachings might drive individuals to engage in specific

consuming behaviors (Malinowska, 2020). In other circumstances, religious precepts may prohibit the use of a product or service. Religious followers make choices based on the ethical compass of their selected faith. In other words, individuals will make judgments depending on their religious views and whether they believe they are upholding the credo and discipline of their faith. Belief is important to customers since it may be complimentary or detrimental towards an item (Malinowska, 2020). For instance, although individuals might argue that tea is beneficial and reduces stress, someone else might argue that drinking too much tea is harmful to one's health. Human beliefs are inaccurate, and they might change with circumstances.

2.6. Purchase Intention and Consumer Behavior

The purchase intention of a customer relates to the customer's mindset towards a certain shopping activity as well as the customer's readiness to spend. In simple words, it is good to say that the purchase intention of a consumer refers to his or her purpose of buying a product or a service. It could be for luxury, or it could be for his or her needs or for any other purpose (Kamran & Siddiqui, 2019). The decision behind a purchase is actually purchase intention of an individual.

2.6.1. Role of the Internet in Consumer Behavior

Internet consumer behaviours are the mechanism through which customers create purchasing choices in ecommerce. The actions altogether, including detecting an issue or making a purchase, are dependent on constantly changing assumptions and requirements. The web allows consumers to make more economical and profitable item selections. It additionally assists in comparing prices between different websites and make a more informed decision. Search engines are effective tools for saving time and finding necessary details (Kamran & Siddiqui, 2019). Clients have higher standards. As a consequence of the impact of internet, shoppers' aspirations are at a record peak.

Having internet entrepreneurs always increasing the standard, many consumers contrast the expertise of purchasing from a company to the ones they acquire from Amazon, Netflix, and others.

2.6.2. Word of Mouth

WOM branding (word-of-mouth branding) occurs whenever a user's engagement in a firm's product or service is mirrored in their everyday conversations. Fundamentally, it is complimentary promotion generated by consumer encounters that go above and

beyond whatever they anticipated. Word-of-mouth branding may be fostered via various promotional initiatives organized by businesses or by providing chances for consumer-to-consumer and consumer-to-marketer connections. WOM branding, sometimes known as "word-of-mouth promotion," encompasses buzzing, internet, blogging, emotive, and social media branding (Husnain et al., 2018). Customers are more psychologically attached to a brand if they believe the firm is listening to them. As a result, numerous businesses would have marketing personnel physically talk about their goods and offerings with customers or via a response telephone system. Such type of engagement, together with marketing activities, may spark discussions regarding a company's product.

2.6.3. Consumer Behavior Model

A consumer behaviours paradigm is a conceptual structure that explains how and why people buy. The purpose of consumer behaviours frameworks is to create a consistent pattern of client choices up to conversions, allowing businesses to direct the customer's path at each step. Organizations seek to comprehend consumer behaviours via client behaviours assessment, which entails a subjective and analytical examination of a targeted marketplace. Although this data tells you your client's preferred type of hosiery, it doesn't inform business why someone bought that variety of stockings (Husnain et al., 2018). Client behavior patterns assist businesses in better understanding their specific clientele and attracting, engaging, and retaining them. Such designs can be classified as both conventional and modern. Psychologists created conventional behavioral patterns in order to better comprehend what clients buy depending on their desires and requirements. Modern client behavior definitions highlight intellectual and intentional judgment call procedures above feelings or subconscious wants.

2.7. Impact of Branding on Consumer Behavior

Companies affect customer behavior by seeking methods to integrate in with customers' "consciousness". Advertisements depict degrees of pleasure and professions that clients desire, and these serve as representations of whatever the company symbolizes. Fundamentally, the influence of a business on customer behavior is heavily influenced by way people interpret and respond to the company. Recognizing how individuals see a business helps you to determine whether it portrays a favorable or bad impression. This information could assist businesses generate good

judgments about how to promote the business (Min et al., 2019). Moreover, brand reputation information may assist businesses in understanding whatever customers want and dislike regarding their company, allowing businesses to swiftly address potential errors in their marketing that may be affecting company impression. Evaluating the information throughout time will reveal how effective the business promotion is effective. Corporate reputation may be good and attract numerous consumers, as well as generate solid client relationships and retain commitment.

However, if the corporate reputation is poor, there is unlikely to be consumer repeat and engagement. It is whatever establishes clients' standards about their interactions with the company (Min et al., 2019). A great identity guides its clients toward the encounter business desires them to achieve, and it is certainly an important aspect of the marketing process.

2.8. The concept of Consumer Purchase behavior

Consumer Buying Behavior relates to the activities performed by customers while purchasing an item or service (including online and offline). The procedure might entail using browsers, responding to online network postings, or a range of similar activities. Understanding this technique is beneficial for organizations since it allows companies to better match their promotional activities to the advertising attempts that have effectively encouraged customers to acquire them previously (Lee et al., 2019). The research on consumer purchasing behavior is crucial for advertisers because it allows them to comprehend what their customers anticipate. It is beneficial to comprehend what motivates a buyer to purchase an item. It is critical to examine the type of items that customers want before releasing goods to the marketplace.

Advertisers may learn about clients' preferences and dislikes and concentrate their product offerings on the data. Monitoring customer behavior is critical for a business's financial goods along with prospective launch dates. Each buyer possesses a unique way of thinking and mindset toward purchasing certain goods. If a corporation fails to comprehend a customer's response to an item, the item is almost certain to fail. Customer behavior varies because of evolving styles, innovation, patterns, lifestyle, discretionary money, and numerous comparable things (Lee et al., 2019). A salesperson must comprehend the shifting dynamics so that monetization strategies may be matched properly.

3. METHODOLOGY

This chapter will comprehensively elucidate some of the primary characteristics of quantitative and qualitative research method including epistemological assumptions, Approach to reality, Subject-object relationship. Moreover, it will explain the Methodological process, Methodological design, identification of the population, sample size, sampling technique, data collection tool data analysis used in this research.

3.1 Research Model

The research model will include an explanation of dependent and independent variables as well as Figure 1 will elucidate these variables clearly. The model suggests that successful branding (independent variable) influences two dependent variables (consumer behavior and loyalty) equally. The influence could be either negative or positive.

Independent Variable

- Successful Branding

Dependent Variables

- Consumer Behavior
- Consumer Loyalty

Below is the study model:

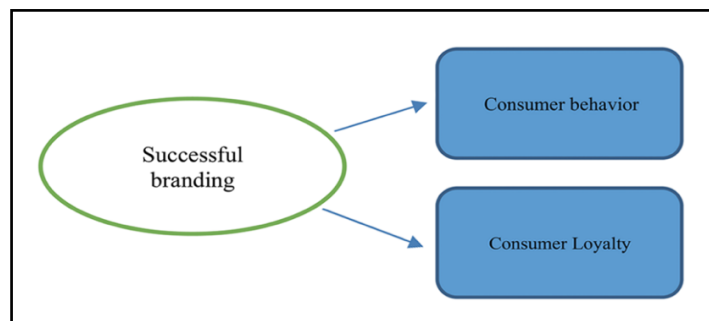


Figure 5 . Cause and Effect Relationship between Successful Branding and Consumer Buying Behavior

Source: Kang Li Lim, Julie A. Lee (2016) Factors Affecting Investment Intentions: A Consumer Behavior Perspective

3.1.1 Hypothesis

The hypothesis developed for this research is mentioned below:

H1: Successful branding practices have a significant positive effect on consumer behavior.

H2: Successful branding practices have a significant positive effect on consumer loyalty.

The model suggests that successful branding (independent variable) influences two dependent variables (consumer behavior and loyalty) equally. The influence could be either negative or positive. The study hypothesis suggests that this influence would be positive (Serazio, 2020). The primary reason rationale for the stance is that branding improves the interaction of businesses with their customers, and they could explain significant characteristics of their products or services to their customers this way. Therefore, successful branding could help companies collectively improve their customer loyalty and behavior (Ikäheimo, 2021).

3.1.2 Epistemological assumptions

Positivism serves as the foundation for quantitative research. By using a distinct technique that is the same for the precise and natural sciences, this investigative strategy increases the unity of science (Park & Park, 2016). It has caused some social science researchers to mechanically apply the research techniques used in the natural sciences to the study of the social world. Its goal is to discover universal principles that account for social behavior in order to seek an explanation for events by identifying regularities in them.

Science should only depend on firsthand experience, observation, and verification for its execution. The examination of actual occurrences must serve as the foundation for knowledge, and each event's description must be as impartial, objective, and thorough as possible. Positivism disproves any value judgment by disproving any statement that does not directly or indirectly accord with the known facts. If knowledge is founded on the methodical observation of reasonable facts, it is considered legitimate. As a result, in order for the human sciences to be considered scientific, they must follow the natural sciences' methodology, notably that of physics.

From this perspective, it is crucial to avoid making any pre-scientific claims that might skew scientific understanding, such as those based on bias, subjective perception, or

preconceptions. Under the criteria of value neutrality inherent to this technique, the observer must entirely disassociate himself from his subjectivity. For positivism, measurement and quantification are crucial. Trends are identified, fresh hypotheses are put out, and theories are constructed by quantifying and measuring a sequence of repetitions; everything is, at its core, done through quantitative knowledge. Since it is impossible to count everything, statistics was developed as a method of getting close to the totality but using samples instead. Statistics is the most appropriate and cogent approach of this positivist worldview since it allows one to quantify everything without having to count each component individually (Patten, 2017)

In contrast, the epistemological foundations of qualitative research are provided by hermeneutics, phenomenology, and symbolic interactionism. Hermeneutic reasoning is predicated on the idea that social actors are more than just things to be studied; they also mean, communicate, and reflect. In addition, they may be seen as subjectivities capable of decision-making and self-reflection, which distinguishes them from basic manipulative and hegemonic tendencies and establishes them as free and independent individuals. Hermeneutical cognition interprets, moves in meanings rather than evidence, and remains open even successful closure.

It is intrigued by the necessity to comprehend phenomena' meanings in addition to their causal explanations. In a method that takes into consideration people's goals, motives, expectations, justifications, and beliefs, it prioritizes comprehension and meaning. The focus is more on practices than facts. Since both the subject and the object are interdependent in the process of knowing, phenomenology rejects the positivist separation of the two. He asserts that there is no reality beyond the subject and that knowledge is mediated by the social and personal traits of the observer. The way that social actors themselves view social processes affects how they are seen by others. There is no universally recognized spirit; objects are contingent on the interests and preferences of individuals who see them. Phenomenology seeks to comprehend phenomena from the perspective of the significance that objects take on for particular people within the context of their "world project," where they first appear.

Phenomenologists give the facts of daily life a specific significance and believe that happenings become meaningful to the degree that they are enlightened by the viewpoints that constitute the social subjects' world projects. According to symbolic interactionism, only in light of the meanings that individuals assign to objects and their

behavior can human behavior be understood and justified. Individuals' realities are investigated from the inside, depending on what they understand from their daily experiences. Interactionism, often known as "actor theory," improves our ability to perceive social reality. He makes the argument that the only way to comprehend human behavior is to look for the significance that it holds for the individual.

3.2. Approach to reality

The quantitative technique often builds its assumptions about predicted correlations between the variables that make up the subject being examined based on theoretical bodies acknowledged by the scientific community. Its validation involves gathering quantitative data under the direction of quantifiable empirical ideas that are generated from the theoretical concepts upon which the conceptual hypotheses are based. The purpose of analyzing the data gathered is to ascertain the degree of importance of the anticipated correlations between the variables. The approach used is hypothetical-deductive and starts with the creation of theory-based hypotheses. Next, the variables are operationalized, and then the data is collected, processed, and interpreted. Testing the researcher's theoretical models and hypotheses is based on empirical facts. The goal of qualitative research, on the other hand, is to document social reality "through the eyes" of the subjects, that is, from their perspective of their own surroundings (Bloomfield & Fisher, 2019)

The researcher derives the characteristics of the issue under study from how "people who operate in the reality under examination guide and interpret their world," in the words of the researcher. He attempts to conceptualize reality based on the behavior, knowledge, attitudes, and values that shape the behavior of the persons investigated rather than beginning with theoretically generated assumptions. He thoroughly investigates the information and beliefs that people share in a certain spatial and temporal environment. Instead of approaching the actual issue with theoretically derived assumptions, he uses inductive reasoning to uncover the normative behavioral norms that people in particular, historically established situations accept based on the observed evidence. It moves forward by analytical induction based on reality observation, from which the researcher derives the knowledge needed to create theoretical frameworks that capture the interpretive frameworks of the groups under study (Mellinger & Hanson, 2016). When using qualitative techniques, researchers look to theory as a tool to direct the research process from the very beginning, not as

a point of reference to produce hypotheses. The information being used as a benchmark is that of the subjects being investigated rather than just that which is accepted by scientific groups.

3.3. Subject-object relationship

Empirical-positivist research creates a clear distinction between the knowing subject and the reality being observed, which is perceived by the researcher as an outside force to it. It implies that social actors can be observed as object-things and from that observation certain results are obtained that allow acting on them considering them manipulable object-things and succeed in the company that derives from it. According to the qualitative technique, there is a strong connection between the subject and the object of knowledge, and reality is not seen as being separate from the subject that studies it. The qualitative perspective of the research exhibits a greater tendency to examine the subject in his interaction with the environment to which he belongs and depending on the communication situation in which he participates, especially with a systemic analysis that takes into account the complexity of interpersonal relationships and the integration of individuals into the social whole (Leatherdale, 2019).

The approach utilized in the quantitative methodology to attain objectivity in the knowledge process is the measurement and quantification of the data. The pursuit of objectivity and quantification aims to calculate averages from the examination of a broad range of topic characteristics. This leads to the deduction of explanatory laws of events that identify the causal connections between social occurrences (Mishra & Alok, 2022). The explanations are put up against objective reality in order to determine how closely they accord with it, which establishes the accuracy and objectivity of the information acquired.

Contrary to this tendency, there is now more of a focus on qualitative data and a wider exploration of the individuals' attitudes, values, views, perceptions, beliefs, and preferences. Research on content analysis, for instance, focus on the meaning that participants in the research usually ascribe to concepts and the communication acts in which they take part (Sileyew, 2019). Beyond quantitative assessments, academics also take an active interest in and act in the subjectivity and affectivity of persons, as well as how people describe and experience events and how they perceive reality. Neutrality and involvement of the spectator are concepts that are directly tied to the

idea of objectivity. To ensure objectivity, it is emphasized from the positivist tradition to maintain a stance outside the field being examined.

This objectivity is characterized by the absence of any emotive components in the bond formed between the observer and the observed. The new trend in qualitative research considers, on the contrary, that an interpretative orientation is necessary, taking into account the existence of the observer and taking advantage of the subjectivity inherent in the act of observation, granting an important place to the perception of events (Hayman & Smith, 2020). Because the facts and social events are not presented as straightforward truths that are fully detached from perceptions of who represents them, the researcher's claim to be value neutral is seriously called into doubt.

When conducting qualitative research, the researcher must be transparent and take the most thorough, unbiased field notes possible in order for the procedure to be considered scientific. Through theoretical triangulation, which entails employing many theoretical models, or through the triangulation of sources, which entails ensuring that the data gathered from each of them agrees with the others (Mishra & Alok, 2022). Also, through independent reproduction, which consists in that a researcher who has not been to the research field analyzes and interprets the data independently of the main researcher. Likewise, the return of the data to the subjects involved allows its corroboration. Carrying out sufficient fieldwork and collecting sufficient data allows for the development of valid interpretations and ensures transferability to broader contexts.

3.4. Methodological process

The components of the research design also demonstrate how they differ between the two methodologies. For instance, the objectives of a certain research can be focused on description, justification, or comprehension. Qualitative research typically has this last objective. Quantitative studies often use the explanatory claim to derive prediction, technical manipulation, and control over events or facts, preferably from the natural world (Coy, 2019). As long as the inquiry is focused on the establishment of causal and functional linkages or relationships of meaning, as corresponds in the latter case to the qualitative interest, the wording of the research topic also demonstrates differences in approach and methodology. The variables or analytical categories also line up with certain research methodologies. The categories allow for a detailed description of the processes and social realities from a qualitative perspective, whilst

the variables are thought of as traits or characteristics that may be measured and statistically treated.

The hypotheses in the same way acquire a particular form of enunciation depending on whether it is a quantitative or qualitative investigation: empirical hypotheses versus sense hypotheses, respectively. It should be noted that positivist research is more concerned with the analytical procedures, that is, by the fragmentation and study of the parts that constitute the social whole (Al-Ababneh, 2020). The predominance of the hypothetic-deductive method implies that social scientists focus their attention on testing hypotheses based on a double referent: "the conceptual body on one side and the concrete reality that is studied on the other side." The scientific method is applied primarily to substantiate; justify and support specific hypotheses that are deduced from a conceptual framework (Loewen & Godfroid, 2019).

Inductively exploring, describing, and understanding social situations is a goal of qualitative research. That is, rather than deductively, based on hypotheses developed by the outside researcher, but rather based on the information that the many parties engaged in them have. This presupposes that people interact with other people in their social environment and impart their understanding of themselves and their world to others (Loewen & Godfroid, 2019). Given the nature of the qualitative approach, the design establishes a point of reference that specifies what will be studied (objectives), how to proceed (the strategy), and what methodologies will be employed, rather than a rigid and immovable structure. (The data collection).

Although the design is expected to be fine-tuned during the process, no stage should be started without a clear definition of the what, the how, and a tentative appreciation of the eventual results. Although an open inquiry scheme is applied that is refined, specified or expanded according to what the researcher understands about the situation, the process must begin with a referential work plan (Zyphur & Pierides, 2020). This must be formulated from a preliminary and tentative characterization of the properties of the situation studied, based on which the exploratory field work must be outlined in its first stage and whose results will be the basic criteria for selecting the population that must be observed, as well as to choose the data collection techniques. There is a diversity of qualitative designs, among which are the ethnographic method, case studies, grounded theory, life histories, among which the first one should be briefly described as an example.

3.5. The Methodological Design

The methodological design of an investigation is the determination of the strategies and procedures that will be followed to respond to the problem and verify the hypotheses, managing the difficulties encountered throughout the investigation process. The design specifies the type of method to be used and, when necessary, how various scientific controls are planned to be implemented to improve the interpretation of results, within a basic experimental or non-experimental design (Hall, 2020). There is a wide range of types of study, among which the researcher will choose the one that best suits the nature of his research problem, being able to act flexibly, also taking into account other factors such as intentionality, resources and the time available for its execution. .

The section below will establish the difference between the two categories of designs mentioned: In the experimental design, the researcher actively introduces a certain type of intervention, while in non-experimental designs, he passively collects data without introducing changes or treatments. For example, if the investigator provides a low-carbohydrate diet to one group of subjects and a low-lipid diet to another group for a given period to assess which method most facilitates weight loss in obese individuals, there is an intervention in the study and considered experimental. If the researcher compares the eating patterns of two groups of people whose regular diets differ (eg, some who tend to eat a low-calorie diet, while others do not) then there is no intervention in the study and it is considered non-experimental. Experimental designs offer greater possibilities of exercising control over extraneous variables than non-experimental ones (Han et al., 2022). However, when the researcher's primary goal is to understand human behavior in natural contexts, the design will inevitably be non-experimental or observational in nature.

Other types of studies are case studies, group studies, case-control studies, cohort studies, evaluative or intervention studies, etc., to mention only a few of them, among which the researcher must choose, counting on the most of the time with different alternatives (Doss et al., 2021). The purpose of the design is to determine the way in which the problem will be verified, establishing the general verification criteria, the approximation system to the specific reality considered and the general strategy to be used.

The methodological design used in this study will be quantitative design and the approach will be descriptive.

3.6. Identification of the population

The population or universe is the set of objects, subjects or units that share the characteristic being studied and to which the findings found in the sample can be generalized (those selected elements of the universe) to be subjected to observation. The definition of the population for a research project responds to the need to specify the group to which the study results are applicable. When the universe is made up of a relatively large number of units, it is impossible or unnecessary to examine each of the units that make it up (Goertzen, 2017). In such a case, a sample is extracted, that is, a set of units, a portion of the total that represents the behavior of the total universe. By using a sample, it is sought to achieve that, by observing a relatively small portion of units, similar conclusions can be obtained to those that would be achieved if the total universe were studied. When the sample reflects in its units what happens in the universe, it is called a representative sample. Before choosing the people who are going to participate in the study, it is essential to know what characteristics they should have.

This population selected for this study are the random customers of different brands purchasing their product from the brand store as well as those who use online platforms for the purchase process. The sample size used in this research will be 250 respondents.

3.7. Selection of methods and instruments.

The researcher must specify the procedures for precisely observing or measuring the research variables in order to address the issue. He must proceed to define each variable's precise meaning after identifying them. This is accomplished through the operationalization process, which converts previously established variables and theoretical notions into more tangible (empirical) measures (Leatherdale, 2019). At high degrees of generality or abstraction, it is impossible to measure qualities or test hypotheses; only at levels of concretization that enable their identification in reality. Choosing a suitable way to measure them, that is, to gather the data, is the next step.

The method of data collection and the type of instrument to be used must be decided as part of the methodological design, which requires consideration of all preceding stages, particularly the study's goals and variables. In order to gather data and accomplish the objectives, a relationship between the researcher and the person being

consulted must be developed (Gürbüz, 2017). This relationship is represented by the technique. Interviews, observations, and questionnaires are a few of the ways. The instrument is the tool the researcher uses to gather and record the data. Forms, directions for observation, psychological tests, opinion and attitude scales, checklists or sheets, and other tools fall under this category. The specific methodologies selected will decide the form, i.e., whether it involves interviews, questionnaires, guidelines, etc.; the substance (i.e., what to ask, what to observe) will be the outcome of the operationalization carried out.

Numerous series of factors are the fundamentals on which the method and instruments are selected including the nature of the investigation, the financial resources available, the human team that will carry out the investigation, and the cooperation that is expected to be achieved from the people. A distinction must be made between quantitative methods and qualitative methods. Qualitative methods tend to have flexible structures that allow subjects full opportunity to behave and express themselves naturally (Loewen & Godfroid, 2019). Quantitative approaches allow for the collection of the same information from each subject and are often more structured, regulated, and include the use of formal instruments. These two aspects of reality are frequently integrated in research, even if sometimes one or the other takes precedence.

The data collection instrument used for this research is an online questionnaire.

3.8. Design of the sampling plan.

Typically, data is gathered from a sample rather than the complete population. The benefit of employing a sample is that it is more cost-effective and practicable than gathering data from all the constituent parts of the population. When utilizing a sample, the goal is to come to conclusions that are comparable to those that would be reached if we researched the entire universe while only viewing a relatively small part of units. We refer to a sample as representative when it satisfies this requirement, or when it represents what occurs in the universe in its units. A sample can be obtained via a variety of techniques (Mishra & Alok, 2022).

The categories of probabilistic and non-probabilistic samples are first developed. The primary distinguishing feature of the first kind is that the sample is chosen using random techniques, giving each member of the population an equal chance of being included. Simple chance, systematic chance, cluster, and stratified sampling are the methods used in probabilistic sampling. Since the researcher selects the units by

accident (accidental sampling) or on purpose (quota sampling), rather than by chance, non-probabilistic sampling is more likely to result in biased or unrepresentative samples (Leatherdale, 2019). There is no way to guarantee that any member of the population can be picked because the final confirmation of the sample will be determined.

The design of a sampling plan entails deciding on the sampling technique, defining the sample size, and laying out the steps for selecting the subjects or components that will make up the sample. The percentage of uncertainty or risk that the selected sample is not representative is first established in probabilistic procedures to determine the appropriate size of the sample, and then the corresponding statistical operations are carried out to calculate the sample size.

At this time, the research process is initiated as it has been designed and all of the activities necessary for its implementation have been completed. The actual data collecting and data preparation for analysis are both part of this study phase. Its length varies according on the project's nature and the tools and procedures that will be used.

This research will use probability sampling method in which simple random sampling will be the most suitable for this research.

3.9. Data collection

The use of the tools specified in the approach is used to gather data using a variety of techniques, including observation, interviewing, surveying, questionnaires, testing, document collection, and others. Data collection is carried out in accordance with a predetermined plan that details the collecting methods, including the locations of the information sources or subjects, the application location, informed consent, and the manner in which to approach them (Disman et al., 2017). The preparation of the community or group on which research is going to be carried out must also be taken into account, in the sense of creating a "favorable climate" for its realization, in such a way that the research personnel are accepted on the ground and facilitated.

Even in simple studies, particular attention should be paid to the selection and training of personnel who will carry out data collection. The investigator must ensure the availability of sufficient material to complete the study and that the participants have been informed of the time and place where their presence will be required and the subject identification procedure itself. If the required information is found in secondary

sources, such as monographs, statistical or census bulletins, etc., it is a question of applying the plan elaborated in the methodological design for its collection (Khosla, 2021). This may require the use of a guiding instrument, such as guidelines for content analysis, whether qualitative, quantitative, or both.

The primary information comes from the application of the instruments defined and prepared in the design: questionnaires, interviews, record of behaviors, objective tests, etc. The information that is gathered in the field supposes the implementation of previously defined procedures to control the choice of the people defined in the sample, use of the instructions to carry out the interviews, quality control of the information collected.

As this research will use a questionnaire as the data collection tool for gathering data from the selected population. The questionnaire will be an online questionnaire based on 5-point Likert scale and all of the questions are close ended questions.

3.10. Preparation of data for analysis

Once the data is collected, some preliminary activities are carried out before doing the actual analysis of the data. In the case of, for example, questionnaires or observation patterns, test records, or any other collection instrument, each of them will have to be examined in order to analyze them internally, discovering possible inconsistencies, omissions or errors, and amending them if possible (Doss et al., 2021). In other words, the entire mass of available information will be systematically reviewed, judging its quality and the degree of confidence that each one deserves and selecting those that can be included in the research report, those that must be corrected or modified in some way (going, if necessary, considered necessary, to a new collection) and those that, due to their serious deficiencies, should be excluded.

Frequently it is necessary to carry out a task of codifying the information to facilitate its processing. This consists of assigning identification numbers to the answers or observations of the different subjects in case it has not been done previously; or to translate verbal data into categories or numerical forms. Another preliminary step is the transfer of written information to computer files for electronic processing, an increasingly frequent activity in research.

In this research, we will use SPSS software for analyzing the collected data. The data will be quantified, and these tests will be used to analyze the relationship between

successful branding, brand loyalty and consumer purchase intention. Frequency, reliability, EFA validity, t test, correlation, and regression.

3.11 Limitations

Despite the rigor and careful design of the methodology employed in this study, it is important to acknowledge certain limitations that may have influenced the results.

The limitations that were faced during this study are as under.

1. **Sample Size and Representativeness:** The study may have relied on a limited sample size or a specific demographic, which could affect the generalizability of the findings. Future research should consider larger and more diverse samples to ensure greater representativeness.
2. **Research Context:** The research may have been conducted in a specific industry or geographical location, limiting the generalizability of the results to other contexts. Replicating the study in different industries or regions would provide a more comprehensive understanding of the relationship between branding, customer loyalty, and consumer behavior.
3. **Self-Reported Measures:** The study may have relied on self-reported measures, such as surveys or questionnaires, which can be susceptible to biases and social desirability effects. Future research could incorporate objective measures or observational techniques to complement self-report data.

The methodology used in this study offered a solid framework for data collection and analysis even with the aforementioned limitations. It is crucial to remember that the limitations may have introduced biases or particular constraints. These restrictions include time constraints for conducting a larger study, the relatively small sample size, and potential measurement errors in the data. Despite these difficulties, the findings still offer insightful knowledge about the effects of successful branding on consumer behavior and loyalty. By increasing the sample size, utilizing more sophisticated data collection techniques, and allowing for longer study durations, future research may be able to overcome these limitations. Researchers can improve the validity and generalizability of their findings by addressing these limitations.

4. ANALYSIS

This section consists of descriptive analysis including mean, standard deviation, frequency, and inferential statistics. Inferential statistics consists of correlation, t-tests, and regression analysis.

4.1. Objective of the data analysis

To check the impact of successful branding on the consumer buying behavior and brand loyalty.

4.2. Descriptive statistics

Descriptive statistics are based on the results of a number of statistical techniques and give observational data. Although the mean provides a basic idea of the overall pattern of responses, the standard deviation allows you to zero in on specific instances when the mean deviates from the norm. In order to identify outliers, it displays them immediately. Large mean values represent respondents' high scores, whereas low mean values suggest respondents' low scores. The frequency, mean, and standard deviation of all variables are shown in below tables.

Frequency analysis was used on the study data. Table 1 showed that out of 250 most participants 30.4% from age 21-30, 23.6% from age 31-40 year, 21.6% from age under 20, while 14% from age 41-50 and 10.4% from age 51 and above. 54.4% male and 45.6% female participated in this study. On being asking their working status, mostly 35.2% participants were working, while 23.3% respondents were students, 28.4% participants were self-employed, 7.2% were retired and 6.0% respondents were from other status.

Table 1: *Frequency analysis of data*

	Frequency	Percent
Age		
Under 20	54	21.6
21-30	76	30.4
31-40	59	23.6
41-50	35	14.0
51 and above	26	10.4
Gender		
Male	136	54.4
Female	114	45.6
Working status		
Working	88	35.2
Student	58	23.2
Retired	18	7.2
Self employed	71	28.4
Others	15	6.0
Total	250	100

Table 2: *Descriptive Statistics of study variables*

	N	Minimum	Maximum	Mean	Std. Deviation
Consumer behavior	250	15	32	22.28	3.720
Brand Loyalty	250	13	36	23.73	4.474
Successful branding	250	10	44	23.60	8.025

Table 2 showed the descriptive statistics (Mean, Standard deviation, minimum and maximum) of study variables (Consumer behavior, Brand Loyalty and Successful branding). (9 items) Consumer behavior showed (M=22.28, SD=3.720, minimum=15 and maximum=32). (9 items) Brand Loyalty (M=23.73, SD=4.474, minimum=13 and maximum=36). (9 items) Successful branding (M=23.60, SD=8.025, minimum=10 and maximum=44).

4.3. Reliability Analysis

The degree to which a scale produces accurate findings despite numerous repeats of measurements is referred to as its reliability. The process of determining the internal correctness of a data collection instrument is known as dependability analysis.

Table 3 shows Cronbach's Alpha value of the study scale, the alpha value is .813 which indicated that scale is highly reliable.

Table 3: *Alpha reliability of study scale*

N of Items	Cronbach's Alpha
27	.813

4.4. Exploratory Factor Analysis

Exploratory factor analysis was performed to test the factor structures of the scale. It is very important to find out the validity of scale structures. The KMO (Kaiser-Meyer-Olkin) measure of the sampling sufficiency Cronbach's alpha construct validity of the scales was evaluated. The findings showed that the KMO values of the scale are at least 0.70. This value is greater than the KMO value accepted in the statistical literature KMO value should be greater than .50. Bartlett's test of sphericity of each scale is significant which used in this study (p value = .000).

Table 4: *Factor Analysis, Validity Assessment, and KMO and Bartlett's Test Results for Scale Structures*

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.703
Bartlett's Test of Sphericity	Approx. Chi-Square	1535.136
	Df	171
	Sig.	.000

The 27 items of the scale were subject to principal component analysis (PCA). Principal component analysis rooting the maximum variance and add them into first factor and then for the second factor and at last factor this process goes on. The suitability of the data for factor analysis was checked before PCA.

The scree plot was used for factor extraction, which revealed that there are nine data points that are above the break, so these nine factors will be considered.

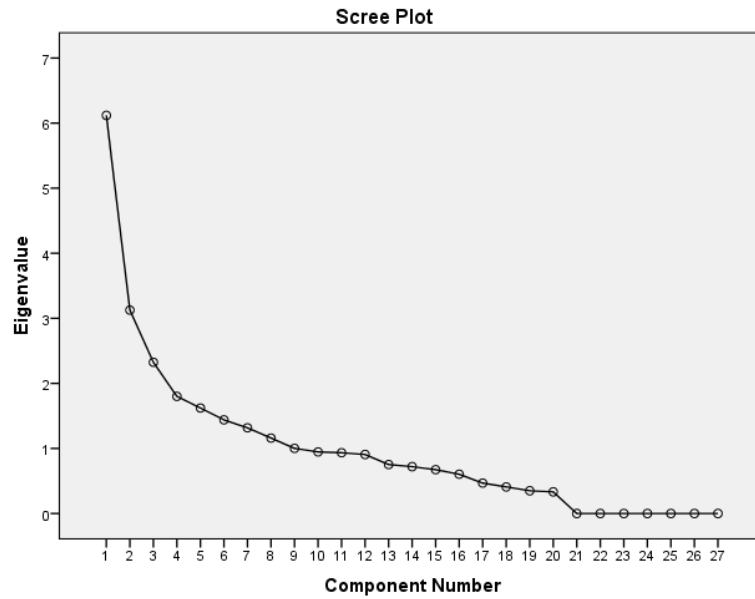


Figure 6: *Scree plot showing distribution of factors by their eigenvalues.*

These nine factors eigenvalue, factor 1 (5.747), factor 2 (3.222), factor 3 (2.243), factor 4 (1.576), factor 5 (1.491), factor 6 (1.474), factor 7 (1.449), factor 8 (1.422) and factor 9 (1.282). Eigenvalues shows the variance out of the total variance explained by that particular factor. (For Eigenvalues and variances see Appendix 2).

In the next step, the selection of Varimax rotation led to generation of Factor Loadings with an acceptable value exceeding 0.55. For the analysis of the rotated solution in the pattern matrix (see appendix 3). 6 items showed factor loadings ≥ 0.91 for factor 1. 3 items showed factor loadings ≥ 0.972 for factor 2. 3 items showed factor loadings ≥ 0.971 for factor 3. 2 items showed factor loadings ≥ 0.737 for factor 4. 2 items showed factor loadings ≥ 0.767 for factor 5. 2 items showed factor loadings ≥ 0.761 for factor 6. 2 items showed factor loadings ≥ 0.550 for factor 7. 2 items showed factor loadings ≥ 0.433 for factor 8. 3 items showed factor loadings ≥ 0.532 for factor 9. All factors value at an acceptable level.

4.5. Correlation Analysis

Pearson correlation coefficient was used to assess the relationship between the variables. Correlation analysis was used to identify correlations between variables, or it is applied to study the link between variables.

The relationship between variables is positive when the variables are pointing in the same direction and the relationship between variables is negative when the variables are pointing in the opposite way. The value of 'r' shows the bond's strength. The Pearson coefficient threshold values are (Values ranging from 0.1 to 0.3 suggest a modest association, values range of 0.3 to 0.5 suggests moderate correlation and value range larger than 0.5 indicates a strong association).

For this research, null hypothesis is proposed as there would be a relationship between consumer behavior, brand loyalty, and successful branding. Thus, both null and alternative hypotheses are formulated as;

Null and Alternative Hypothesis:

HO: Successful branding practices do not have a significant positive effect on consumer behavior.

H1: Successful branding practices have a significant positive effect on consumer behavior.

Table 5: *Correlation coefficient between study variables (consumer behavior, brand loyalty and successful branding)*

Variables	1	2	3
Consumer behavior	-		
Brand loyalty	.404**	-	
Successful branding	.389**	.165**	-
**0.01			

Table 5 showed the relationship consumer behavior, brand loyalty and successful branding. There is significant positive relationship of consumer behavior with brand loyalty ($r = .404^{**}$, < 0.01) and significant positive relationship with successful branding ($r = .389^{**}$, < 0.01) Table 5 showed that brand loyalty has significant positive relationship with successful branding ($r = .165^{**}$, < 0.01).

Findings revealed that social media marketing significantly positively correlated with brand image and purchase intension. Brand image also significantly positively correlated with purchase intention. So, alternate hypothesis is accepted, and the null hypothesis is rejected.

4.6. Regression Analysis

A correlation between variables may be inferred based on a lack of evidence, but this does not provide confirmation of the existence of relationships between variables, according to the Correlation Analysis method. In order for correlation to be beneficial, there must be a causal relationship between the two variables being compared. As a result, regression analysis was used to determine the nature of the causal link between one and another variable.

It is possible to do a regression analysis using two kinds of variables: simple regression or linear regression, which establishes a causal relationship between two variables; and multiple regressions, which establishes a causal link between more than two variables. A linear and multiple regression analysis was used to determine the frequency with which the dependent variable was influenced by the independent variable.

Hypothesis Null and Alternate H1

H1_A: The Successful Branding is a significant predictor of Consumer Behavior.

H1_O: The Successful Branding is not a significant predictor of Consumer Behavior.

Table 6: *Regression coefficients of Successful Branding and Consumer Behavior*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	17.861	.671		26.618	.000	16.539	19.183
	Successful Branding	.187	.027	.404	6.955	.000	.134	.240
R ² =16, F= 48.368, p <.001								
a. Dependent Variable: Consumer Behavior								

The findings revealed that Successful Branding positively predicted Consumer Behavior ($\beta=.40$, $P<.001$). So alternate hypothesis (H1_A) was accepted, which states that the Successful Branding is a significant predictor of Consumer Behavior and reject the null hypothesis.

Hypothesis Null and Alternate H2

H2_A: The Successful Branding is a significant predictor of Brand Loyalty.

H2₀: The Successful Branding is not a significant predictor of Brand Loyalty.

Table 7: *Regression coefficients of Successful Branding and Brand Loyalty*

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	18.617	.813		22.906	.000	17.016	20.218
	Successful Branding	.217	.033	.389	6.641	.000	.152	.281
$R^2 = .15$, $F = 44.100$, $p < .001$								
a. Dependent Variable: Brand Loyalty								

Table 7 showed the impact of Successful Branding on Brand Loyalty. Linear regression analysis was applied to predict the value of dependent variable (Brand Loyalty) based on the value of independent variable (Successful Branding). The R^2 value of .15 revealed that the predicted variable explained 15% variance in the outcome variable with $F(1, 249) = 44.100$, $P < .001$. The findings revealed that Successful Branding positively predicted Brand Loyalty ($\beta = .39$, $P < .001$). So alternate hypothesis (H2_A) is accepted, which states Successful Branding is a significant predictor of Brand Loyalty and reject the null hypothesis.

	Male (N=136)		Female (N=114)			
Variable	M	SD	M	SD	t	p
Consumer behavior	22.60	3.727	21.90	3.694	1.468	.143
Brand Loyalty	23.90	4.234	23.53	4.755	.652	.515
Successful Branding	23.52	8.208	23.68	7.836	-.159	.874

Note, M=Mean, SD=Standard Deviation

Table 8: *Mean comparison of Gender on Consumer behavior, Brand Loyalty and Successful Branding*

Independent samples t-test was applied to check the Gender difference on Consumer behavior, Brand Loyalty and Successful Branding. Table 8 revealed that there is no

significant mean difference between male and female on Consumer behavior, Brand Loyalty, and Successful Branding. Hence, our data rejects the alternative hypothesis H1 and supports the null hypothesis H0. On Consumer behavior, male ($M=.22.60$, $SD=3.727$) and female ($M=.21.90$, $SD=3.694$) with $t= 1.468$, $p>.05$. On Brand Loyalty, male ($M=.23.90$, $SD=4.234$) and female ($M=.23.53$, $SD=4.755$) with $t= .652$, $p>.05$. On Successful Branding, male ($M=.23.53$, $SD=8.208$) and female ($M=.23.68$, $SD=7.836$) with $t= -.159$, $p>.05$.



5. DISCUSSION AND CONCLUSION

The results of the research have shown that there is a strong and positive relationship between successful branding customer loyalty and consumer behavior. Numerous studies have shown that there is a positive relationship between the independent and dependent variables selected in this study. The study states that branding plays a significant role in influencing and molding the purchase intention of a consumer. Moreover, personality of a consumer also has a positive impact which refers to consumer preferences which can impact the decision-making ultimately influencing the consumer to consume certain products and/or services. The application of personality construct to brands in the context of marketing has also resulted in personification and assignment of human characteristics to a brand and as an outcome it is perceived as a "person,"

However, some researchers have stated that the concept of personality evolved to describe and comprehend human individuals, their thoughts, perceptions, and behaviors; so, when this concept is applied to an intangible thing including brand, it changes the initial application of the concept, resulting in changing the relevance of the brand personality with an explanatory model of personality. Finally, it is determined that, despite of its use in marketing, this idea is based on humans and, as such, cannot be used to humanize something intangible like a brand, which is formed by the perceptions and imaginaries of people who produce and consume it.

According to research, the individual's personality has been identified as a critical factor in the study of consumer behaviors. The initial psychological analyses and contributions to consumer behaviors were mainly focused on two aspects: on the one hand, the fundamental processes underpinning consuming. On the other hand, personality qualities that may impact product preference.

As discussed in this study, multiple factors influence individual decision-making, and another study conducted by López-Zafar (2020) states that when a decision is made,

numerous internal and external factors contribute influencing the decision including motivation, perception, learning, attribution styles, personality characteristics, attitudes, or information processing, among others. As a result, psychology's contributions are largely founded on the examination of underlying psychological processes in a real application." As can be seen, brand personality is a characteristic that impacts the decision-making process when it comes to consuming various sorts of products or services. Although various elements impact such decision-making, brand personality is seen as one of a collection of variables that intervene in the decisions that are made.

According to Foroudi, P. (2019), the significance of brand personality has numerous aspects primarily because of its strong associations with the success of the company. as it has been recognized as, an efficient way of distinguishing a firm from its competitors in this competitive era and marketing professionals consider that it has the ability to amplify the effectiveness of advertising and marketing communications. It has become very difficult for the marketing professional and brand managers to make their brands recognizable based on their functional characteristics. Evaluation of brand personality in the context of marketing campaigns may accelerate the process of discovering how the brand is symbolically distinct from its competitors and if communication efforts to position the brand have been successful. Although customers learn about businesses through social media. The importance of the brand's personality in the field of marketing and advertising facilitates the differentiation and uniqueness of products and services that would hardly leave the shelves crowded with them. The personality of the brand, therefore, stimulates the decision and purchase intention processes and influences these processes.

As it has been observed on the study that branding is positively related to the consumer loyalty another study reveals that there is relationship between brand preference and brand loyalty and it is evident from the study outcome. Greater loyalty is observed in the preferred brands, verified both in a greater willingness to repeat purchase and in the willingness to pay a premium and in recommending others. Preferred brands consistently scored higher on all measured variables compared to all other brands across all engagement processes.

Various authors consider how the process of developing the brand's personality influences the development of the brand's image. Parker, (2019) considers that this is

a broader appreciation of all the components of the brand image. Such as a celebrity promoting her, animated characters, etc. Triplett (2014) states that "this "brand personality" is a key component in the brand's image and must be carefully managed.

Studies have strengthened the results as Customer loyalty is defined by recurrent purchases of the same brand's products or services. It displays the buyer's conscious or unconscious preference for one offer over the others. Some firms prefer to recruit new clients rather than cultivate long-term relationships with existing customers. A customer loyalty strategy created across many channels, on the other hand, offers numerous advantages. A satisfied consumer will always return for more. According to studies, businesses may raise their earnings by 25% to 95% with just a 5% increase in loyalty. Building a loyal client base is an evident competitive advantage in a culture where customers are increasingly unpredictable.

A brand loyalist who has had a positive experience with the brand is more likely to suggest it to their immediate network. According to research, 60% of purchasers want personal peace of mind before making a large financial decision. Word-of-mouth communication promotes client loyalty and impacts purchasing decisions as customer happiness rises. Brand values and image may be conveyed while increasing awareness by developing brand loyalty among customers. This viral marketing phenomena, which may now be leveraged even more successfully through social media, allows for the acquisition of new clients through recommendations and hence a rise in sales.

It is critical to invest in consumer loyalty measures to guarantee successful branding and continual communication. The more benefits a company can provide to its clients, the more likely it is to keep them. Consumers may be maintained by giving distinct and personalized offers. It is also feasible to weather economic downturns and volatility without dramatically boosting marketing expenditure.

It has been observed that plethora of companies are offering identical products and services at comparable rates, the method to gain and keep customers is via strategic differentiation. Buyer's marketing is a strong tool that helps brands to promote themselves in a sustainable manner. Customer's marketing success is closely tied to the product's proximity to the potential customer. The brand may provide value by predicting consumer demands and requirements. Buyer marketing not only seeks new consumers but also increases existing customer loyalty. As previously said, firms should focus more on satisfying recurring consumers, and buyer's marketing may.

In this era, Successful Branding entails human encounters that are difficult to achieve with conventional marketing methods. Customers value personal connection on many levels, and it may lead to a long-term relationship between the brand and the consumer. Shopper marketing is also incredibly adaptable since its success can be simply monitored and changed. It is critical to ensure that the buyer's marketing efforts are carried out properly, since they serve as the product's business card for the customer.

5.1 Recommendations

In conclusion, this study has highlighted that successful branding has a significant effect on consumer behavior and consumer loyalty. Based on the results some recommendations have been made to improve successful branding which are as under.

Longitudinal studies are warranted to examine the enduring effects of successful branding on customer loyalty and consumer behavior. By capturing data over an extended period, researchers can gain insights into the long-term dynamics of branding strategies and their impact on customer retention and purchasing decisions.

Cross-cultural investigations are essential to understanding the cultural nuances that shape the relationship between successful branding, customer loyalty, and consumer behavior. Comparative studies across diverse cultural contexts will shed light on the universal and culture-specific factors that influence consumer responses to branding initiatives.

Further refinement and development of measurement scales for brand personality are recommended. The establishment of robust and standardized instruments for assessing brand personality across different industries and product categories would facilitate consistent and reliable research findings in this area.

Future research should delve into the role of online branding and social media in driving customer loyalty and influencing consumer behavior. Given the increasing prevalence of digital platforms and social media engagement, it is crucial to examine how these mediums impact brand perceptions, purchase intentions, and subsequent consumer loyalty.

The impact of experiential branding strategies warrants exploration in relation to customer loyalty and consumer behavior. Research focusing on immersive events, sensory branding, and interactive brand experiences would provide insights into how these strategies create memorable and meaningful brand interactions that shape consumer decision-making.

These recommendations highlight areas where further research can enhance our understanding of the relationship between successful branding, customer loyalty, and consumer behavior. By addressing these avenues, researchers can contribute to the advancement of knowledge in the field of branding and its implications for marketing practice.

5.2. Limitations

In discussing the constraints of the study, there are a few potential obstacles and variables that might have affected the results which need to be considered. First, the issue of causal inference poses a challenge. While the study established correlations between branding, customer loyalty, and consumer behavior, causality could not be definitively inferred. It's suggested that future research employs experimental designs or longitudinal studies to substantiate causal relationships between these variables.

Secondly, it's critical to acknowledge that consumer behavior is a complex phenomenon influenced by many factors beyond branding and customer loyalty. Variables such as price, product quality, and external influences may also play substantial roles. Future research needs to incorporate and analyze the interplay of these variables to capture a more holistic understanding of consumer behavior.

The third constraint arises from the evolving market dynamics. The specific market conditions and dynamics present during the research period might have influenced the study findings. Given the ever-changing nature of markets, future research must explore the relationship between branding, customer loyalty, and consumer behavior within dynamic and fluctuating market environments.

Finally, the study's conclusions might be subject to potential self-selection bias. If participants with a stronger affinity or loyalty towards the brand were more likely to participate, this bias could affect the generalizability of the findings. This aspect should be duly considered when interpreting the results.

In light of these limitations, it's essential to consider them when interpreting the study's findings. The issue of causal inference, in particular, presents a notable end. While these restrictions might have influenced the results, the study still provides valuable insights. Future research can address these limitations to enhance the understanding of the field.



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Appendices

Appendix 1

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.119	22.662	22.662	6.119	22.662	22.662	5.747	21.286	21.286
2	3.126	11.578	34.240	3.126	11.578	34.240	3.222	11.932	33.219
3	2.324	8.607	42.847	2.324	8.607	42.847	2.243	8.307	41.526
4	1.800	6.667	49.515	1.800	6.667	49.515	1.576	5.838	47.364
5	1.621	6.005	55.519	1.621	6.005	55.519	1.491	5.523	52.887
6	1.439	5.329	60.848	1.439	5.329	60.848	1.474	5.458	58.344
7	1.317	4.877	65.725	1.317	4.877	65.725	1.449	5.366	63.711
8	1.160	4.295	70.021	1.160	4.295	70.021	1.422	5.268	68.979
9	1.001	3.707	73.728	1.001	3.707	73.728	1.282	4.749	73.728
10	.946	3.505	77.233						
11	.934	3.458	80.692						
12	.906	3.357	84.049						
14	.720	2.666	89.500						
15	.673	2.494	91.993						
16	.603	2.235	94.228						
17	.467	1.731	95.960						
18	.409	1.514	97.473						
19	.350	1.295	98.769						
20	.332	1.231	100.000						
21	2.183E-16	8.085E-16	100.000						
22	1.184E-16	4.387E-16	100.000						
23	6.244E-17	2.312E-16	100.000						
24	2.945E-17	1.091E-16	100.000						
25	-9.380E-17	-3.474E-16	100.000						
26	-1.137E-16	-4.211E-16	100.000						
27	-1.207E-16	-4.471E-16	100.000						
Extraction Method: Principal Component Analysis.									

Appendix 2

Rotated Component Matrix ^a									
	Component								
	1	2	3	4	5	6	7	8	9
Who influence you to purchase the brand?	.984								
How far the perceived quality aspect is important for you irrespective of the values offered by the brand	.984								
How far the brand loyalty aspect is important for you irrespective of the values offered by the brand	.984								
How far the brand association aspect is important for you irrespective of the values offered by the brand	.984								
Quality perception of a brand plays a crucial role in making a purchase decision	.910								
I purchase from brand which matches with my social identity	.910								
I purchase from a brand because it reflects my personality		.972							
Value added feature of a brand always have a positive impact on purchase decision		.972							
My purchase decision is highly influenced by the brand offering close to my lifestyle		.972							
How much do you agree that social media help in acquiring information about the brands?			.971						
Exceptional functional features of a brand always have positive impact on the purchase decision			.971						
How far the brand awareness aspect is important for you irrespective of the values offered by the brand				.779					
I always have appropriate knowledge of the other brands and their products when I am going to purchase something				.737					
I can recall the brand I want to purchase when I am going to purchase something					.781				
Acceding to me value for money is the most significant factor in making purchase decisions					.767				
I will continue to choose the same brand regardless of the other brands offering lower prices						.768			
I will respond positively to the alternative competitive brands available in the market with more offers?						.761			
Do you follow brands on social networking sites?							.815		
I will motivate others to switch to a new brand							-.550		
How much do you care about using brands?									
I will recommend other to purchase from the brand u chose because u will repeat your purchase if needed?								.805	
What encourages you to take the decision for purchasing your most preferred brand recently?								.443	
Do you think focus on branding while purchasing is correct?									.640
How do you hear about the brands?									-.614
Factors you consider while purchasing?									.532
Extraction Method: Principal Component Analysis.									
Rotation Method: Varimax with Kaiser Normalization. ^a									
a. Rotation converged in 13 iterations.									

BIO

Chaima El Hajji was born in Morocco and completed her high school education in the same country. She then pursued her bachelor's degree in Geomatics Engineering at Aksaray University in Turkey. Later, she enrolled in Istanbul Kultur University to pursue her Master of Business Administration degree. She is currently an experienced sales and marketing professional with expertise in international sales, workflow management, customer relationship management, and market research.