

**THE INFLUENCE OF BRANDING ON CONSUMER BUYING
BEHAVIOUR:**

A CASE OF KINONDONI MUNICIPALITY

**THE INFLUENCE OF BRANDING ON CONSUMER BUYING
BEHAVIOUR:**

A CASE OF KINONDONI MUNICIPALITY

By

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**A Dissertation Submitted in Partial Fulfillment of the Requirements for Award of
the Degree of Masters of Business Administration (MBA) Corporate Management
of Mzumbe University**

2015

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled **Influence of Branding on Consumer Buying Behaviour: A Case of Kinondoni Municipality**, in partial fulfillment of the requirements for award of the degree of Master of Business Administration in Corporate Management – MBA (CM) of Mzumbe University.

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DEDICATION

I dedicate this dissertation to my beloved late mother Anna H. Mkenga, Rest in Peace and my brother Calvin H. Heke.

ABBREVIATIONS AND ACRONYMS

AIO	-	All-in-one
CM	-	Cooperate Management
KM	-	Kinondoni Municipality
MBA	-	Masters of Business Administration
MU	-	Mzumbe University
RMF	-	Rececny, Frequence, Monetary
SRI	-	Social Responsible Investment
VALS	-	Values and Life style

ABSTRACT

Branding play a crucial role to boost up any business performance, is an implied tool which can positively change people's buying behaviors. In Present marketing scenario, the Study of Consumer Behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Consumer buying behaviour has become an integral part of strategic market planning.

The study presented into five chapters the introduction, literature review, research methodology, presentation of the research findings, data analysis and discussion, and summary, conclusion and recommendations. The objectives of the study focus on examine influence of branding on consumer buying behavior, to find out if consumer buying behaviour are influenced by factors such as premium price of branded goods, perceived quality of branded goods, social status and brand name associated with the consumption of brand in Kinondoni municipality and the study will base on three industry mobile phones, drinks and electronics.

Questionnaire survey, interview and observation were used to collect the data. A sample of 110 questionnaires was used in which 106 responses were collected within the period of one month. Findings show that branding has strong positive influence and significant relationship with Consumer buying behavior.

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CHAPTER ONE

1.0 Introduction

This introductory section essentially focuses on the background of the study. This chapter also discusses the reasons that I found on this subject, to be relevant to study. The chapter begins with the background of the problem to be studied which eventually leads to the statement of the problem, general and specific objectives, research questions, significance of the study, scope of the study, limitation and delimitation of the study.

1.1 Background to the Problem

People in our society are so conscious about their status and they prefer to use branded products to show off their status symbol. Brand is considered as implied device through which any business can attain the attraction of people and can enjoy the competitive edge. In our local scenario it also considered as a valuable asset for any business as it can change peoples' buying behavior. It can play a vital role to expand any business. Marketing valuable strategies and tools can develop the brand of any product. If brand is managed in effective ways, a business can enjoy maximum number of customers and can build long term profitable relations with customers. Refine quality of products and social responsibilities of any business can positively affect the behaviors of people regarding brand image, satisfaction and loyalty (World Applied Sciences Journal 23 (1): 117-122, 2013)

In today's business environment, companies must work harder than ever before to achieve some degree of differentiation in their products. Many companies have sought to achieve this differentiation by branding their products, simply putting the company's name on product (Aaker, 1991).

The market is flooded with new and old brands and strength of brand war is increasing day by day. The popularity of a brand is an instrument for survival and success of company in the market. In this respect companies present different packages to customers with the use of different resource weapons in this rivalry war for raising awareness among the customers about the branded product.

Today in a competitive market, the question is about the survival of the company in the market. But the answer depends on companies to survive by packaging, design, price, quality, distribution channel and other means. The proper strategic planning is needed to achieve revenue, sales, quality and market share. A good strategy differentiates company brand to other competitor's brands. The intention to offer marketing package for consumer benefits by a marketer is to win the competition by creating new and decisive consumer value." (Welibacher, 1993 p.130).

Due to increase of globalization an homogenization of consumers preference in the world, global branding has become more widespread. Research in marketing has concentrated more on discussing how to raise sales rather than how to satisfy create loyal customers (Lee 2006). That it is why it is important to be aware of different brands. In Tanzania most of branded goods influence consumers hence industries are in competition to win the market in a manner that, producers should be able to create loyal customers and not concentrate on increase sales only.

While studying the literature, it was found out that there is not much research about branding and consumer behaviour. Most research is focused on more complicated knowledge structures such as attitude, awareness and brand image as Factors Influencing Consumer Buying Behaviour of Luxury Branded Goods (Khor eng tatt 2010) from University sains Malaysia and a study to indicate the importance of brand awareness in brand choice- A cultural perspective (Fred Posner, 2005) from Kristianstad university. Therefore, this research focuses on brand and how it affects consumer's choice.

1.2 Statement of the problem

Consumers have their attributes and forces behind before and during the process of purchasing branded goods/product. If customers trust a brand quality it makes a positive connection to the brand and customers will have a reason to become a loyal to the brand. Loyalty and trust of the customers is very important for a company because it reduces the chance of attack from competitors (Aaker, 1996). In this increasable competitive market, companies are attempting to gain better position for them by becoming more customer-oriented (Hartmann, 2007). Companies are facing wider range of competitors who offer a similar product to same customers at different prices (Kotler, 2005). Usually most of products lack differentiation, competitors and potential competitors are also like to copy what the leading company does. Usually we get information and knowledge during our life. This depends on our judgment and beliefs. As things like education, work and other factors have a continuous influence on human life. Human judgment and beliefs change over time. A good strategy differentiates company brand to other competitor's brands. The intention to offer marketing package for consumer benefits by a marketer is to win the competition by creating new and decisive consumer value (Welibacher, 1993).

1.3 Objectives of the Study

1.3.1 General objectives

The general objective of this study is to focus on influence of branding on consumer buying behavior. This study intends to find out if consumer buying behaviour is influenced by factors such as premium price of branded goods, perceived quality of branded goods, societal status and brand name associated with the consumption of brand.

1.3.2 Specific Objectives

Within this paper, the specific objectives of the research were to reveal

- i) the importance of branding when it comes to consumers' buying decision
- ii) the importance of branding when assessing the perceived risk associated with the purchase,

1.4 Research Questions

The purposes of this study are to evaluate how branding and its branding strategy are impacting on consumer buying behaviour. In evaluating the statement, this study attempts to answer the following questions:

- (i) What are the factors influence consumer buying behaviour on branded goods?
- (ii) What are the importance of branding when it comes to consumers buying decision?

1.5 Significance of the Study

This study is exploring the relations between variables that affect the buying decision of consumer on brands. Understanding of variables such as price, quality, brand name and societal status if are able to help further understand how these variables affect the choice making of consumer. This study help the present Marketing Managers to better reposition their brands and advertising strategy to capture the correct target market to improve the sales in times where economy is at a challenge.

With such study, the impact on advertisement is clearly an influential media to promote branding of products and variables that influence buying decisions is surely a focus to ensure the Marketing Communications are done correctly and effectively. Ensuring effective execution of strategy are by understanding how variables such as pricing, quality, perceived societal status and brand name can influence consumer buying behaviour of branded goods.

1.6 Scope of the Study

This research focus on influence of branding on consumer buying behavior in Kinondoni Municipality- Dar es Salaam. This location is strategic due to the fact that the city is blessed with different types of industries and multi-cultural differences hence it is simple to collect data as due to large number of people living in this city. This study employ just three different items on different industries and will base on consumer only.

1.7 Limitations of the Study

The biggest challenges of this study were:-

Data availability, the ability of a user to access information or resources in a specified location and in the correct format. this is the main problem of using questionnaires as a method of data collection. Due to the fact that this is not a face to face interview kind of questions, sometimes the respondents might not be willing to give exact answers for some questions and they may refuse to respond to a question on the grounds that they are scared on what will be done with the questionnaire, either will sent direct to the responsible companies.

Bureaucracy, this is another problem that the researcher was faced during the fieldwork. Some respondents were not able to provide data until they got permission from their superior. Even though bureaucracies sometimes seem inefficient or wasteful, setting up a bureaucracy helps ensure that thousands of people work together in compatible ways by defining everyone's roles within a hierarchy.

Confidentiality of Data, a property of data, usually resulting from legislative measures, which prevents it from unauthorized disclosure. The procedures in place to prevent disclosure of confidential data, including rules applying to staff, aggregation rules when disseminating data, provision of unit records some of the respondents were not providing their true opinions during the interviews because they regard some of the questions as

sensitive. However, this group was small and the researcher assumed it did not affect the overall results and conclusions.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

A literature review is an objective, thorough summary and critical analysis of the relevant available research and non-research literature on the topic being studied (Hart, 1998). Its goal is to bring the reader up-to-date with current literature on a topic and form the basis for another goal, such as the justification for future research in the area. A good literature review gathers information about a particular subject from many sources. It is well written and contains few if any personal biases. It should contain a clear search and selection strategy (Carnwell and Daly, 2001). Good structuring is essential to enhance the flow and readability of the review. Accurate use of terminology is important and jargon should be kept to a minimum. Referencing should be accurate throughout (Colling, 2003).

The form of the literature review may vary with different types of studies, the basic purposes remain constant: Provide a context for the research, Justify the research, Ensure the research hasn't been done before. Show where the research fits into the existing body of knowledge ,Enable the researcher to learn from previous theory on the subject ,Illustrate how the subject has been studied previously ,Highlight flaws in previous research ,Outline gaps in previous research, Show that the work is adding to the understanding and knowledge of the field ,Help refine, refocus or even change the topic .

2.2 Consumer Behaviour

The Consumer behaviour study involves how an individual or groups select, purchase, use or dispose of products, services ideas, or experience to satisfy their need and desires. The consumer environment influences how the consumers feel, consider and act. The environmental features are, for instance, comments taken from other customers, advertising, packing, price, and product appearance etc.(.Paul & Jerry C, 2005 pg 5)

The consumer behaviour is related to the physical action of a consumer, which can be measured straight. Frequency of visiting stores or shopping malls can be measured. To select a specific store then to go there is very difficult to choose and observe directly. Where different types of behaviour can be measured including a shopping pattern in stores. This kind of measurement is very hard. The behaviour can be analyzed in different ways, by offering lower price, better service and good quality. (Papanastassiou and Rouhani, 2006)

Consumer behavior mainly sheds light on how consumers decide to spend their various resources like time, money etc. on various products so as to meet their needs and requirement. Consumer behavior encompasses study of what, when, why and where the consumers will buy their products. It also focuses on how often the consumers use the products. Furthermore, it also sheds light on how the consumers evaluate the products after the purchase and the effect of evaluations on their future purchases. (Schiffman Kanuk, P.08)

To give an example of how consumer behavior evolves while buying a handset, he will start with recognizing his or her need for a handset. Then come the information collecting and processing stage. After making up his mind to buy one specific brand, for instance Samsung galaxy s6, the consumer makes the purchase. In the post-purchase stage, the consumer evaluates the performance of the handset against the expectations he or she had before buying the handset. In this stage, the consumer is either satisfied or dissatisfied. So, it is evident that study of consumer behavior involves a lot of things.

2.3 Types of consumer buying behavior

Table 2.1: Kotler Wong Saunders, Armstrong, 2005

	High involvement	Low involvement
Significance differences between brands	Complex buying behavior	Variety-seeking behavior
Few differences between brands	Dissonance-reducing behaviour	Habitual buying behaviour

Source: Researcher's findings, 2015

2.3.1 Complex Buying Behavior

Complex behavior can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers' are highly involved in case of expensive and highly self expressive products. The consumer engages in extensive information to search and to learn about product category so as to be able a good purchase decision. For example, when a consumer decides to buy a car, he seeks information about the available brands and compares his collected information about each brand and finally makes up his mind.(Kotler and Armstrong, 2003 pp. 276-277)

2.3.2 Dissonance reducing buying behavior

In case of dissonance reducing buying behavior the level of consumer involvement is also high. Consumers typically undergo dissonance reducing buying behavior in case of costly and infrequent purchase. In this type of consumer behavior the consumers find it difficult to differentiate among the brands. For example consumer buying carpet may come across of dissonance reducing buying behavior, as carpets are usually expensive and self-expressive. In case of carpets, consumers may deem most of the available carpet brands in the market within a certain price range to be of the same quality. Consumers may respond primarily to a relatively better price. After the purchase consumer might

experience post purchase dissonance (after sales discomfort).⁸⁶ (Kotler, and Armstrong, 2003 p.277).

2.3.3 Habitual Buying Behavior

In case of habitual Buying Behavior, consumers' level of involvement is low. This means that consumers don't search much information among the available brands and they don't find significant differences among the brands. An example of low-involvement product is toothpaste. The level of consumer involvement in this sort of product category is very low. In case of habitual buying behavior, consumers merely go to the store to buy the product without a high level of involvement. If the consumers keep buying for the same brand over and over again, it becomes their habit. It is as if that the consumers have developed a brand loyalty for that specific brand rather they buy the product out of habit. Generally speaking, consumers are usually lowly involved when the product is cheap.(Kotler, Wong, Saunders, Armstrong, p.277)

The level of consumer's involvement is also low in case of products that are frequently purchased. Consumers do not usually seek information much pertaining to available brands before making purchase decision. The consumers don't assess different attributes of the available brands and make purchase decision as to which brand to buy. Consumers glean information relating to various brands and their attributes through watching television or reading newspapers.(Kotler, Wong, Saunders, Armstrong, p.277)

2.3.4 Variety Seeking Buying Behaviour

In case of variety seeking buying behavior the level of consumer involvement is low, but consumers perceive significant differences among the brands. In variety seeking buying behavior, consumers very often switch from one brand to another. As an example we can think of confectionery, consumers might have beliefs about a brand and choose a brand without much evaluation. But they evaluate that product at the time of consumption. But when the consumer goes shopping next time, he or she may go for

another brand either because of boredom or simply to test a different brand. Brand switching happens not because the consumer is dissatisfied but because of variety. (Kotler, Wong, Saunders, Armstrong,(2005:277).

Uggla (2001), explain consumer behavior in to two different types i.e *cognitive and experience oriented*. The consumers who have *cognitive behavior* are rational and logical consumers while the *experience oriented* consumers have more emotional motives for buying a product.

In comparison, Dalqvst and Linde (2002) have defined four types of consumer behavior: *rational, unconscious, learned and social behavior*. The different behavior are characterized by the order of three steps: *knowledge, attitude and action*.

Rational behavior: if consumers have a rational behavior, they start to get some knowledge about the product and what the market may offer. By evaluating the information they get an attitude towards the products and finally they act, either buying the product or not. This behavior is more common when consumers are buying expensive products like cars. (knowledge→Attitude→Action).

Unconscious behavior: when consumers have unconscious behavior they start with an attitude towards the products and the attitude comes from emotions and feelings. From the attitudes the consumers find information about the product and from that they get knowledge. At last they have the action, their choice. This type of behavior is common when it comes to voting for politics. (Knowledge→Attitude→Action)

Learned behavior : reflexes settle the choice of product. When the consumers choose a product they do not plan their choice; they do it by habit. This behavior usually occurs when consumers buy newspaper. (Knowledge→Attitude→Action).

Social behavior: when consumers have a social behavior they choose the products depending on what social environment they live in. their lifestyle, status and influence from others decide what product they will buy.

According to Khasawneh and Hasouneh (2010) Customers realize the importance of brand while in their purchasing decisions and customers' demographic characteristics have no significant relation and effect on brand awareness. People prefer the branded products with higher prices because they consider that branded items have more quality than non branded products. Brand preference is also a symbol of status.

2.4 Marketing Influence on Consumer Behaviour

Marketing Strategies are often designed to influence consumer decision making and lead to profitable exchanges. Each element of the marketing mix can affect consumers in various ways. It is in this regard that, Peter and Donnelly Jr. (2004) explain how the marketing mix (4Ps) affects consumer behaviour.

2.4.1 Product

Many attributes of a company's products, including brand name, quality, newness and complexity, can affect consumer behaviour. The physical appearance of the product, packaging and labelling information can also influence whether consumers notice a product-in-store, examine it, and purchase it. One of the key tasks of marketers is to differentiate their products from those of competition and create consumer perceptions that the product is worth purchasing.

2.4.2 Price

The price of products and services often influence whether consumers will purchase them, and what competition offering should be selected. Stores such as Wal-Mart, which is perceived to charge lowest price attract many consumers. For some offerings, higher prices may not deter purchase because consumers believe that, the products or services are higher quality or are more prestigious. However, many of today's value –conscious consumers may buy products merely on the basis of price than other attributes.

2.4.3 Promotion

Advertising, sales promotion, sales people, and publicity can influence what consumers think about products, what emotions they experience in purchasing and using them, and what behaviours they perform including shopping in particular stores and purchasing specific brands. Marketing communication play a critical role in informing consumers about products and services, including where they can be purchased, and in creating favourable image and perceptions.

2.4.4 Place

The marketer's strategy for distributing products can influence consumers in several ways. Products that are convenient to buy in a variety of stores increase the chances for consumers finding and buying them. When consumers are seeking low-involvement products, they are unlikely to engage in extensive search. Therefore, availability becomes very important. Second, products sold in exclusive outlets, may be perceived by consumers as higher quality. In fact, one of the ways marketers create brand equity is by selling them in prestigious outlets. Third, offering products by non-store methods such as on the internet or in catalogues, can create consumer perceptions that the products are innovative, exclusive, or tailored for specific target market.

2.5 Consumer Decision making

The consumer decision making process defines different steps when a consumer goes through to purchase a product. If customer wants to make a purchase he or she takes a sequence of steps in order to do complete this purchase. Problem recognition includes when consumer feel a significant difference between the current state and ideal so consumer thinks there is some problem to be solved. The problem may be small or big. In the second step, the consumer seeks information about the product. The extent of information search relies on the level of consumer involvement. In case of expensive products, the level of involvement is high. Conversely, in case of relatively cheap products the level of involvement is usually low. In the third step, the consumer

evaluates the different attributes of the brands. Consumer may consider the product attributes and compare brand products. In the final step consumer makes his choice about a product. (Solomon, 2005 pp. 304-305).

It's true that a consumer may not necessarily go through all the decision making steps before purchase he or she makes. At times, consumer makes his or her decision automatically and the decision may be based on heuristics or mental shortcuts. Other times, in case of high involvement products consumer may take a long time before reaching a final purchase decision. It depends on consumers' importance of the products like purchase of a car or home. (Solomon, 2005 pp. 305) More over consumers try to make an estimated brand universe on the basis of available information about the brands, and to make an estimated the utility function on the basis of past consumption experience. (Davies, 2005 p 801).

This is another interesting to find out customer's decision making process through my study. When people go for purchasing a car, they go through different steps before reaching a decision for a final purchase, like search information about the cars, evaluate the cars attributes, get to know the experience of different people in their vicinity .

2.5.1 Decision Rules

“Consumer considers sets of product attributes by using different rules, depending on the complexity of the decision and the importance of the decision to them. People rely on a short cut to make a choice. In other cases though, they put more effort and thought into carefully weighing alternatives before they come to decision” (Johanna,, p.24).

The consumer applies a decision rule to the attributes and alternatives chosen. A decision rule can be explained as a strategy used by the consumer when selecting from the alternatives. If a purchase decision is habitual, a simplistic decision rule is likely to be applied. The consumer may simply decide to buy the same brand as last time. The complexity of the decision rule depends much on the level of involvement and the

perceived importance of the outcome of the purchase decision. There is clear division between more complex rules, which are compensatory and non compensatory.

2.5.2 Non Compensatory Decision rule

“When a non compensatory decision rule is applied it means that a weak performance in one aspect will not be compensated by a strong performance in another” (Johanna,1999, p.25). Non Compensatory Decision rule can be defined as a decision making process in which the consumer eliminate all product options that do not fulfill his basic desired attributes. As far as the Non Compensatory Decision rule is concerned, a product with a low standing on one attribute can not make up by being better on another attribute. To put it differently, consumers simply eliminate all available options that do not have some requisite attribute desired by him.

When consumers are less acquainted with a product category they usually resort to non. Compensatory Decision rule. It's also true that when the consumers are inclined to engage in complicated information processing they turn to non Compensatory Decision rule to make their purchase decision. (Solomon,2005 pp. 331) Non compensatory decision rules are divided into three categories. Lexicographic rule, Elimination by aspects rule and Conjunctive rule. When it comes to lexicographic decision rule, consumer opts for the brand that is the based on the most important attribute desired by the consumer. If two or more brands are equally good on the most important attribute, then the consumer makes a comparison among the brands onthe basis of second most important attribute. This process goes on until the consumer can make his purchase decision. (Solomon Michael R, 2005 pp. 331)

Elimination by aspects rule, the buyer evaluates brands on the most important attribute in case of elimination by aspects rule. In elimination by aspects rule the consumer might have particular cutoffs. In “Conjunctive rule”, these two rules lexicographic rule and elimination by aspects rule, the consumer compares the attributes of different brands.

But in the case of conjunctive rule, the consumer makes his decision by comparing brands. (Solomon, 2005 pp. 331-332)

2.5.3 Compensatory Decision rule

“If a compensatory rule is used a perceived strength of one attribute will compensate or even eliminate the weakness of another” (Johanna, 1999, p.24). As far as the compensatory decision rule is concerned, consumers tend to be more involved in the purchase. The consumers are keen to put additional endeavor to reflect on the entire picture in a more meticulous manner. (Solomon, 2005 pp.332) It identifies two types of compensatory decision rules, simple additive rule and weighted additive rule.

In simple additive rule, the consumer just opts for the brand with the biggest number of positive attributes desired by the consumer. When the consumers have limited ability or motivation to engage in complex processing, the consumers tend to use simple additive rule to make their purchase decision. One of the shortcomings of simple additive rule is that a few of these attributes might become insignificant. When it comes to make a purchase decision, weighted additive rule is more complicated than simple additive rule. When customer goes through the weighted additive rule, he takes a decision considering the relative significance of positive attributes. (Solomon, 2005 pp.332) “The fishbein model and ajzen model, states that the consumer total perception of a product attributes is weighted by the salience of these attributes. The consumer’s attitude toward the actual product will be based on the conclusions drawn from this weighting” (Johanna 1999, p.24).

2.5.4 Social Class

Social class is an invisible stratification of the inhabitants of the society into different groups based on some traits of the people. Inhabitants in a society can be divided into different social classes according to their income level, occupation, education and so forth.(Hawkins, 2004 p.131) Social class of a person is determined by a wide variety of

set of variables including income, family background and occupation. (Solomon, 2005 pp.456)

A person's social class can be defined by what he or she does with money. The consumption choice of a person also determines the person's position in society. Every social class varies from each other because of having its own traits that set it apart from other class. Social classes vary in costumes, language patterns and many other activities and preferences. People belonging to the working class usually assess products in terms of utility. This class of consumer will possibly never buy a product on an experimental basis. (Gregori & Heden, 2002 p.173) Social class is very important source to know which social class person belong. Mostly people have different preference and choices from others (Stephens, Sarah and Townsend, , November 2007, p.814).

People of a certain social class will also have different choices and preferences for different products. Members of a specific class will also vary in taste. For example, lower middle class consumers will usually have a strong inclination for T shirts, caps. People from higher social class will have preferences for reputed branded products as they buy products not only to satisfy their needs but also to say who they are through the products.(Schiffman,2004 , pp.398-399) The people's choice and preference shows their social class in the society. People used different branded cars that defines and reflects their social class. When I conducted my survey I considered more deeply that how branded cars define the person's social class.

2.5.5 Conspicuous Consumption

Conspicuous Consumption can be defined as the way of consumption by the people who have the financial ability to afford expensive brands not only just to consume the products but also to show off with the view to inspire envy among others. People of higher class usually go for a wide array of status symbols for consuming conspicuously.(Solomon, 2005 p.474) Conspicuous consumption is related to the person's social class, generally the upper class consumer would purchase and display exclusive items to show-

off their wealth and power. They purchase expensive branded products like cars, latest electronics even if it is not necessary for them to purchase.(Hoyer, MacInnis, 2004 p.341).

2.5.6 Purchase Intention

The purchase intention shows customers preference to purchase the product, whose image is very close to customer. Moreover customers are well aware of certain brand name through advertising, from their past experience or information from their friends and relatives. (Marken, p.02, 2003) The intention of a consumer to purchase a particular brand can be defined as his willingness to buy that brand. After being exposed to a TV commercial, a consumer might be interested about the product but being just interested in a product does not mean that the consumer has the intention to buy the product.

2.6 Characteristics affecting consumer behavior

According to Kotler and Armstrong (2000) in their book of principles of marketing, the following are the characteristics affecting consumer behavior;

2.6.1 Cultural factors

Cultures, are the most basic cause of want and behavior, largely learned, cultural influences on buying behavior vary greatly. Cultural shifts to new market opportunities. Sub-cultural are group of people who share value system based on common life experiences and situations, nationalities, religions, racial groups, geographic locations. Social class Society's relative permanent and ordered divisions, Member share similar values, interests and behavior. Class is defined by a combination of occupation, income, education, wealth and other variables.

2.6.2 Social factors

Membership groups, are persons belongs to, and has a direct influence on the person. Reference groups serve as point of comparison in forming attitudes or behavior. Does not require membership in a group, for example aspiration group is a group to which the persons wants to belong. Opinion leaders are People in a reference group who because of some characteristics exert influence on others. Family most buying organization, interaction of family ties, women are getting jobs, men are making more buying decisions constantly , Role is activities people are expected to perform according to the persons around them and Status reflects the esteem given to role by society.

2.6.3 Personal factors

2.6.3.1 Age and life-cycle stage

Tastes in food, clothes, furniture and other are age related, family situation no longer directly age related. Occupation, Blue collar is more rugged clothes, white collar is more business suits. Economic situation Buying behavior affected by things like income, wealth and business cycle. Lifestyle AIO dimensions Activities like work, hobbies, shopping, sports, social events and also interests like food, fashion, family recreation and opinion about themselves, social issues, business, products. SRI consulting-Values and life styles (VALS) typology actualizers can indulge in all self –orientations abundant resources, Like Principle-oriented, Status oriented, Action oriented Strugglers to few resources to be included in any consumer orientation. Personality and self-concept, Personality is unique psychological characteristic that lead to relatively consistent and lasting responses to one own environment.

2.6.4 Psychological factors

2.6.4.1 Motivation

Motive (drive) need sufficiently pressing to direct the person to seek satisfaction many at the same time is biological and psychological, some needs are not strong enough to cause action (not motives) Freud's theory of motivation he argues repressed when growing up exhibit later in life, a person does not fully understand his/her motives. Motivation research uncover deeper motivation, projective techniques to through "ego off guard (word association, sentence completion, pictures interpretation, role playing). (Abraham) Maslow's theory of motivation, the hierarchy of needs from most to least pressing physiological, safety, social, esteem and self actualization. People always act on most pressing active need first.

2.6.4.2 Perception

How the five senses are processed that is selects, organize, interpret information to form meaningful picture of the world. Perceptual processes selecting attention by screening out of (unnecessary) information , selecting dissertation by interpret to support what you already believe, selecting retention by remember only what supports what you believe.

2.6.4.3 Learning

Changes in an individual's behavior arising from experience, Interplay of drives, stimuli, cues, responses, reinforcement. Drive make strong internal stimulus that calls for action, motive drive actualized towards a stimulus object, cues are minor stimuli, determine where, when, and how persons responds.

2.6.4.4 Beliefs and attitudes

Belief is descriptive thought that a person has about something – can be changed and Attitude is relative consistent evaluation, feelings, and tendencies towards an object or idea – difficult to change that should fit products into existing attitudes and not try to change them.

2.7 Definition of Brand

The American market association (AMA) defines as a “A name, symbol, design, or some combination which identifies the product differentiate them from those of competition (Keller, 2003, p3)

Another definition by Kapferer (2004) says that a brand is a set of mental associations, held by the customer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable). To many, a brand suggests the best choice, while others see a brand as something the customer knows and will react to. Despite the formal definition, the purpose of branding is essentially to build the product’s image (Keller, 2003). This image will influence the perceived worth of the product and will increase the brand’s value to the customer, leading to brand loyalty (Kapferer 2004).

Organizations develop brands as a way to attract and keep customers by promoting value, image, prestige, or lifestyle. By using a particular brand, a consumer can cement a positive image. Brands can also reduce the risk consumers face when buying something that they know little about. Branding is a technique to build a sustainable, differential advantage by playing on the nature of human beings. Only humans can attach meaning and feeling to inanimate objects and a random collection of symbols, which suggests the appeal of branding, is not entirely rational (Keller, 2003).

According to Schmitt (1999), brand cannot only be seen as an identifier. He states that a memorable name and a good image is not enough; a company has to deliver

experiences. Schmitt suggests two approaches to branding; the first is to see the brand as an *identifier* where the names, logos and slogans give the consumers awareness and specific image. The other approach is to see the brand as an *experience provider* where the names, logos, slogans, events and other consumer contact give the consumers sensory, affective, creative relations and lifestyles with the brand. Keller and Armstrong (2004) also believe that brand is more than identifier. It stands for consumer sensitivity as well as emotions to the product.

Keller (2003), states that there is a difference between a small brand and a big brand. A small brand can be defined as in the AMA definition earlier; to create a brand is to create a big brand also means to actually create a small amount of awareness, reputation, prominence etc. in the market place. Kellers states that it is important to recognize this distinction since there are disagreements around the definition of what a band really is.

2.8 Brand function

From the moment a potential customer meets you, views your business card, visits your website, or walks into your office, the building of your brand is at work. Without a solid brand, customers are confused, resources are wasted, and customers won't have the confidence they need to hire you. Getting branding right can make all the difference, and help you grow your company, your assets, and your image (Gumas, 2009).

Over the last decade, firms have markedly increased their investments in the creation and development of brands. In fact, in most economic sectors a gradual brand generalization can be observed, even in those markets that have traditionally been more hesitant to use them (as is the case of food and agriculture or high tech product markets). The creation of a brand implies communicating a certain brand image in such a way that all the firm's target groups link such a brand (and thus the products sold using its name) with a set of associations. Brand equity research in marketing, is rooted in cognitive psychology and focuses on consumer cognitive processes. Thus, this view of brand equity proposes that: one, the brand creates value for both the consumer and the firm;

Second, the brand provides value to the firm by generating value for the consumers; and Third, consumers brand associations are a key element in brand equity formation and management (Keller, 2003).

2.9 Brand Associations

Brand associations may take many different forms. They range from the concrete to the abstract, from the conscious to the unconscious, the direct to indirect. Direct associations are those that occur directly between two elements without the need or presence of a third, intermediary element. Indirect associations are what lead to associative chains, where elements are linked together thorough one or more intermediary elements. Brand associations are categorised into three significant groupings: attributes (product-related or non-product-related), benefits (assist in consumer decision making process) and attitudes (consumers' affective responses to a brand) (Batey, 2008).

Brands have a number of types of associations and must be accounted for all in marketing decisions. Not only are there many different types of associations to link to the brand, there are many different means of creating them. By creating perceived difference between products through branding and developing a loyal consumer franchise, marketers create value that can translate into financial profits for a firm. Therefore, brand is a product that one adds other dimensions that differentiate it in some way from other products designed to satisfy the same need. These differences may be rational and tangible or more symbolic, emotional and intangible. Brand can generate consumer interest, patronage and loyalty as consumers learn to expect certain brands and products that help create an image and establish positioning such as luxury brand goods (Keller *et al.*, 2008).

2.10 Brand Equity

There are different views about brand equity that prevail. Most observers define the brand equity in term of marketing impact that exceptionally attribute to a brand. Brand equity relates to the information that usually gets different result from marketing of a product (Keller, 1991, p.42). David W. Cravens in his book “Strategic Marketing” has narrated the following description of Brand Equity as;

“Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers” (Cravens, p.276) Above explained definition shows that the assets and liabilities have a connection with brand name or symbol so if some changes are introduced in the name or symbol, these may affect assets and liabilities. The changes can be so influential or effective that few of these factors have to be moved out of the brand. Aaker has developed and compiled a group of these assets and liabilities in following five categories to make them easier to understand.

“Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers. For assets or liabilities to underlie brand equity they must be linked to the name and / or symbol of the brand. If the brands name or symbol should change, some or all of the assets or liabilities could be affected and even lost, although some might be shifted to a new name and symbol. The assets and liabilities on which brand equity is based will differ from context to context.

Aaker (1991) approaches brand equity as a set of fundamental dimensions grouped into a complex system comprising mainly: brand awareness, brand perceived quality, brand loyalty and brand associations .However, they can be usefully grouped into five categories” Brand Loyalty, Name awareness, Perceived quality, Brand association, Propriety brand assets.

Brand equity is a valuable asset for a company, which they want to, put in their brands. A power full brand enjoys a high level of customer brand awareness and loyalty. Company can have a competitive advantage through high brand equity (Kotler et.al , 2005) Growing and recognizing brand are valuable and financial assets for a company, recognised by the financial market. The financial value of brand depends on brand strength; investing in product quality and in advertising can further strengthen it (Tuominen,b. 1995).

The brand awareness, brand loyalty, perceived quality and brand association are the core assets for the brand equity. These are important assets for building strong brand equity helps in increasing the brand awareness in the market. The perceived quality and its association with the brand name can effect the customer's satisfaction and gives him the reason to purchase. This results in the high brand loyalty among the customer and greater share in market (Chen, 2001 pp. 439-440) Brand equity also involves the value added of product through customer relations and Perceptions for the specific brand name (Wood, (2000) p.663) Brand equity assets can be described as a way of adding or subtracting value for customers. Brand equity helps the consumers construe process and hold information pertaining to brands. Brand equity may also influence customers' level of confidence in the decision making process (Aaker A, (1991) pp.6-18).

Customer based brands with a positive equity, get more or less, a favourable customer response towards the product, price and promotion of the brand. They perform the similar marketing mix elements. Customer attributes the fictitiously known or unknown version of the product. Customer based brand equity will flourish when brand is well known and posses some favourable, well-built and unique reputation in memory. Favourable response always represents positive customers based brand equity. Companies can progress and have greater profit by improving revenues and lower production and marketing cost. (Keller 1995, p.8).

2.10.1 Brand Loyalty

Brand loyalty is the part of brand equity. Brand loyalty affects consumer's choice of brand to a high extent. When consumers are loyal to a brand, they buy the product of this specific brand on a regular basis. Through this behavior, they can be sure to get what they pay for. Further, by being this loyal, the consumers close their eyes for other brands, which may be even better brands than the chosen one. In that way, brands with many loyal consumers have great advantages.

The four brand loyalties are;

One, Hard core loyal- these are consumers who buy one brand all the time. Thus buying patterns of A, A, A, A, AA represents a customer with undivided loyalty to brand A.

Two, Soft- core loyals – are consumers who are loyal to two or three brands. The buying pattern is AA, BB and AB which indicates a consumer with a divided loyalty between brand A and B.

Three, Shifting loyals – these are customers who shift from favouring one brand to another. The buying pattern therefore becomes AAA, BBB and this would suggest the consumer is shift brand loyalty from A to B.

Last, Switchers – these are consumers who show who show no loyalty to any brand. The buying pattern then is AC, EB, DB etc., and this would suggest that the consumer is either deal prone (buys the brand and variety prone. He/she wants something different (Kotler, 2004, Kerin and Peterson p.9-10).

2.10.2 Name Awareness

According to Rossiter and Prey (1987), brand awareness precedes all other steps in the buying process. A brand attitude cannot be performed, unless a consumer is aware of the brand. In memory theory, brand awareness is positioned as a vital first step in building the bundle of associations which are attached to the brand in memory (Stokes, 1985).

Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so (Keller, 1993).

Brand awareness can be described into brand recognition (consumers' ability to confirm prior exposure to the brand when given the brand as cue) and brand recall (consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other cues). Brand awareness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set. Awareness also affects decisions about brands in the consideration set, even in the absence of any brand associations in consumers' minds. In low involvement decision settings, a minimum level of brand awareness may be sufficient for the choice to be final. Awareness can also influence consumer decision making by affecting brand associations that form the brand image (Keller, 1998).

2.10.3 Perceived Quality

Perceived quality is how a brand's quality is seen by consumers. It is one of the key dimensions in Aaker's brand equity model. There is a connection between price and experienced quality. A strong brand always has a higher price. The higher price becomes a sign of high quality to the consumers. The quality is highly associated with other reasons for buying a special brand. Moreover, if the consumers' image of the brand is high quality, they may buy the brand because of the quality image that they have (Uggla, 2001; Aaker 1991).

A positive link between loyalty and perceived quality has also been found by researchers. Perceived quality makes the consumers satisfied which makes them repurchase the product which leads to loyalty (Lin & Chang, 2003). Further, perceived quality helps consumers to reduce the risk; the consumers trust the brand and know the

brand what they will get (Uggla, 2001). Perceived quality associated with the brand will influence the buying behaviour of consumer of branded goods. How a brand's quality is observed by customers. Good quality can also mean higher price and a better gross margin. How to measure quality in different industries vary.

2.10.4 Brand Association

Brand associations may take many different forms. They range from the concrete to the abstract, from the conscious to the unconscious, the direct to indirect. Direct associations are those that occur directly between two elements without the need or presence of a third, intermediary element. Indirect associations are what lead to associative chains, where elements are linked together through one or more intermediary elements. Brand associations are categorized into three significant groupings: attributes (product-related or non-product-related), benefits (assist in consumer decision making process) and attitudes (consumers' affective responses to a brand) (Batey, 2008).

2.10.5 Propriety Brand Assets

"A competitor is someone who wants to take business away from you" (Falk, 2006, p.38). In the previous categories we have discussed more about how the customer perceives and responds to the brand. This fifth and final category of brand equity will focus on assets like trademarks and channel relationship. A propriety brand asset is most valuable for company assets in the shape of trademark; that cannot be copied easily. A trademark provides the protection to companies, their brand name or symbol. It is not easy for other companies to use their names because majority of customers identify the brand product through trademark design. Companies have to make further protection to their brand. The patent is a very helpful tool for company. It can stop the competitors to copy the product. A brand can control distribution channel through history of the brand performance. (Aaker (1991), p.21)

2.11 Emotional Branding

At present, some successful companies are said to have built relationships with consumer by attractively engaging them in a personal communication that responds to their needs. Marketers have done so by connecting with customers and creating strong emotional bonds with their brands (Making the Emotional Connection, Brand Week, January 2001, Vol. 42, Issue5, P.23) Emotional branding include part of branding but it is quite difficult than regular branding to measure, it is only when companies perform to accomplish their jobs but how they do it, how they do it, how they come cross to the customers and perform their jobs, if they are friendly and reliable.(Green Don, June 2003, Pg12).

When companies want to know what consumer feels about them, they have to build a personal communication with the customers. This is the good way in a company can consider itself because customer perception is very important for companies. However a company can learn a lot by listing to its customer views.(Travis Daryi,2003, p.39) It is essential for companies to correspond by their product by relating to their customers emotionally; otherwise product can be a product and become a brand image in the customer's minds (Papanastassiu and Rouhani, 2006, pp.39&174) Usually branding starts when company design a product with great feature and capabilities better than what their competitors are offering. The company then has a "position" in a product distinct category against competitors. The problem increases when neither of the groups has made efforts to create emotional bond between the customers and the company and its product. Emotional branding is the fine approach that clarifies the values of the company to the customers (Marken G.A,2003,p.12).

2.12 Other Factors influencing consumer buying behavior in branded goods

The consumer can have many reasons of buying a special brand. The reasons can be rational, emotional or self-expressive or the three combined (Uggla, 2001). In comparison, Williams (2002) concluded that the criteria for brand/product choice may

relate to either *utilitarian criteria* (objectives, economic, rational and functional) or *hedonic criteria* (subjective, emotional, irrational and symbolic.). example of utilitarian criteria are low price, warranty, product features and well known brand name. hedonic criteria include prestige, quality and style etc. (Baltas & Papastathopoulou, 2003).

2.12.1 Social Status

Social Status is an important concept to marketers, since consumers within each social stratum often have similar values, lifestyle, and buying behaviour. Thus, the various social class groups provide a natural basis for market segmentation. Consumers in the different social classes differ in the degree to which they use various products and services and their leisure activities. Advertisers often show how the benefits of their products help to perform certain roles. Most often, promotional messages suggest that, using the advertiser's product will help raise one's status in the eyes of others, while using a competitor's product may have a negative effect on state (Solomon et al, 2002).

2.12.2 Beliefs and attitudes

A belief is a conviction that an individual has on something. Through the experience he acquires, his learning and his external influences (family, friends, etc..), he will develop beliefs that will influence his buying behavior. While an attitude can be defined as a feeling, an assessment of an object or idea and the predisposition to act in a certain way toward that object. Attitudes allow the individual to develop a coherent behavior against a class of similar objects or ideas.

Beliefs as well as attitudes are generally well-anchored in the individual's mind and are difficult to change. For many people, their beliefs and attitudes are part of their personality and of who they are. However, it is important to understand, identify and analyze the positive attitudes and beliefs but also the negative ones that consumers can have on a brand or product. To change the brand's marketing message or adjust its positioning in order to get consumers to change their brand perception.

2.12.3 Family

The family is maybe the most influencing factor for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality, acquire values. But also develop attitudes and opinions on various subjects such as politics, society, social relations or himself and his desires. But also on his consumer habits, his perception of brands and the products he buys.

We all kept, for many of us and for some products and brands, the same buying habits and consumption patterns that the ones we had known in our family. Perceptions and family habits generally have a strong influence on the consumer buying behavior. People will tend to keep the same as those acquired with their families.

2.13 Why do we brand products?

Whalley, A (2010), Companies invest millions in the development and protection of their brands, they do so because branded products have distinct advantages over non-branded ones, and this is akin to differentiated versus generic product positioning. A strong brand is now seen as a key to commercial success by providing advantages. Whilst the below mentioned are the advantages there are others and the exact mix of advantages will depend on the context of the brand-product-market environment on a case by case basis. It will also depend on the investment made in building-up a brand; in order to be strong and benefit from the above advantages a brand has to be crafted, designed and invested in. it is not enough just to attach a name and logo to a product and as with products unless they are developed and adopted, brands tends to decline over time. They must be nurtured and carefully managed or they become unfit. The following are the advantages of brands.

2.13.1 High brand equity

The basis of brand equity lies in the relationship that develops between a consumer and the company selling the product or service under the brand name. A consumer who prefers a particular brand basically agrees to select that brand over others based primarily on his or her perception of the brand and her value. Thus a well known brand adds the value to a product both from the customer perspective and from the companies. Indeed brands may be the most valuable assets that a company has, a quick examination of major international business balance sheets will show that their brand equity, usually shown as intangible goodwill is often over fifty percent of their assets value, and in some cases such as coca-cola is over seventy percent over their value- far in excess of their tangible assets.

2.13.2 Increased product awareness

Clearly it is crucial that potential customers should be aware of a product; it is the first stage on their journey to buying it. One of the key roles of advertising is to build that awareness and an easily recognized brand makes that task much more achievable. Product and packaging design play key roles here as well by making the product more visible and reinforcing the brand's values.

2.13.3 Premium pricing and reduced susceptibility to price wars

A good brand name helps a firm to achieve a premium price for its products. Think of the differences in the price of trainers. The well known brands like Nike and Reebok can charge much more for their products than lesser known brands. It is not just a question of having a well known name; the strength of the brand depends upon the values associated with it in that particular market. Marks and Spencer is a well known brand but they cannot get away with charging Nike prices for their trainers even if the price is comparable.

Without a brand, a firm will have to settle for a commodity position in the market where low prices alone drive sales. Some firms actively choose this position, for example the makers of generic pharmaceuticals, but it does not sit well with the concept of marketing as a series of complex management tasks leading to greater future success for the organization. In very price conscious markets, example children's shoes and clothing, or in economic downturns, marketers can come under great pressure to compete on price but this might devalue their brand (assuming it already has a reputation). Aaker (2002) argues that pressure to compete on prices can even undermines attempts to build up a brand as one of the main impetuses for branding that is the differentiation from the competition that allows a firm to charge premium prices, is removed.

2.13.4 Competitive edge

A branded product simplifies shopping by assisting with the customer's product adoption process. If the marketing communications have worked well, then the potential customer will already have built up a set of associations with the brand, short-circuiting a lot of the information searching that they might otherwise have to do. This is good for customers as they save time and effort (this assumes that their image of the brand is correct) and is an advantages to the branded products as it is likely to be preferred to other unknown, or less well thought of, products.

2.13.5 Building relationships

The strength of the customer's relationship with a brand is central to that brands growth.

The relationship is normally between the customer and the brand, rather than between the customer and the brands owner who may even be a company that the customer has never heard of. There are many big companies who own many brands which do not bear their owners name. For example, Diageo is the owner of a large number of drinks brands (Smirnoff, Baileys, Guinness, Johnnie Walker, Captain Morgan) and yet I'll have a Diego please is never heard in bars.

The importance of this brand relationship has prompted companies to develop various relationship-building activities which establish a two-way flow of communication with their customers and encourage them to integrate brands into their lives. Examples of these activities include, club membership, loyalty card schemes, registration of warranties, other products such as T-shirts and bags with the brand name and logo on the website activities. The number of brands communities is increasing rapidly, thanks in part to the World Wide Web, and they form a significant part of a growing number of peoples social lives.

Muniz and O'Guinn (2001) first coined the term brand community and they defined it as, a specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand. Brand communities are characterized by a set of shared attitudes towards, and believe about, the brand (shared consciousness), rituals and traditions connected with the brand and a sense of moral guardianship for the brand. A brand that is well liked enough to inspire a community to grow around it clearly has a number of loyal consumers and therefore this is generally held to be a positive thing for the brand-though members of brand communities can be the brands greatest critics as well as its greatest fans. Brand communities can be very possessive about the importance of understanding their views is illustrated by the creation of loyal customers to the introduction of a new recipe of coca-cola. They boycotted the product and sales slumped so badly that original recipe had to be reinstated. New coke lasted about three months.

2.13.6 Repeat purchases

Most human beings instinctively avoid unnecessary risk. Buying things represents at least a financial risk in that money it may be wasted if the product is not fit for the purpose. There are other possible risks too for example, ego risk if the product is unflattering (e.g. clothes) or ridiculed by others (e.g. an unpopular scent), or physical risk if the product turns out to be unsafe (e.g. faulty machinery). A brand that has been

bought before and found to be satisfactory reduces these risks and so people are more likely to buy that trusted brand again.

A good experience of a brand results in a happy customer who continues to purchase. Conversely, a bad experience can lead to unhappy customer who may very well reject future offerings bearing this brand, no matter how attractive the offerings appears to be. Worse still, they may tell their friends, family and acquaintances of their bad experience, influencing them against the brand. Attraction and retention are the key words when thinking about the development of a brand.

2.13.7 Retail leverage

In many countries, notably the UK, large retailers have enormous power when it comes to setting prices and dictating terms of purchase and sale. Tesco, for example is one of the largest companies in the world much larger than many of the manufacturers who supply it. Resco therefore has a great deal of buying power. However, there are some branded products that are so popular that even a retailer as powerful as Tesko is unlikely to leave them off its shelves, for example; Heinz Tomato Ketchup, Heinz Baked Beans, Kelloggs, Coca cola, Kleenex tissues.

2.13.8 New product success

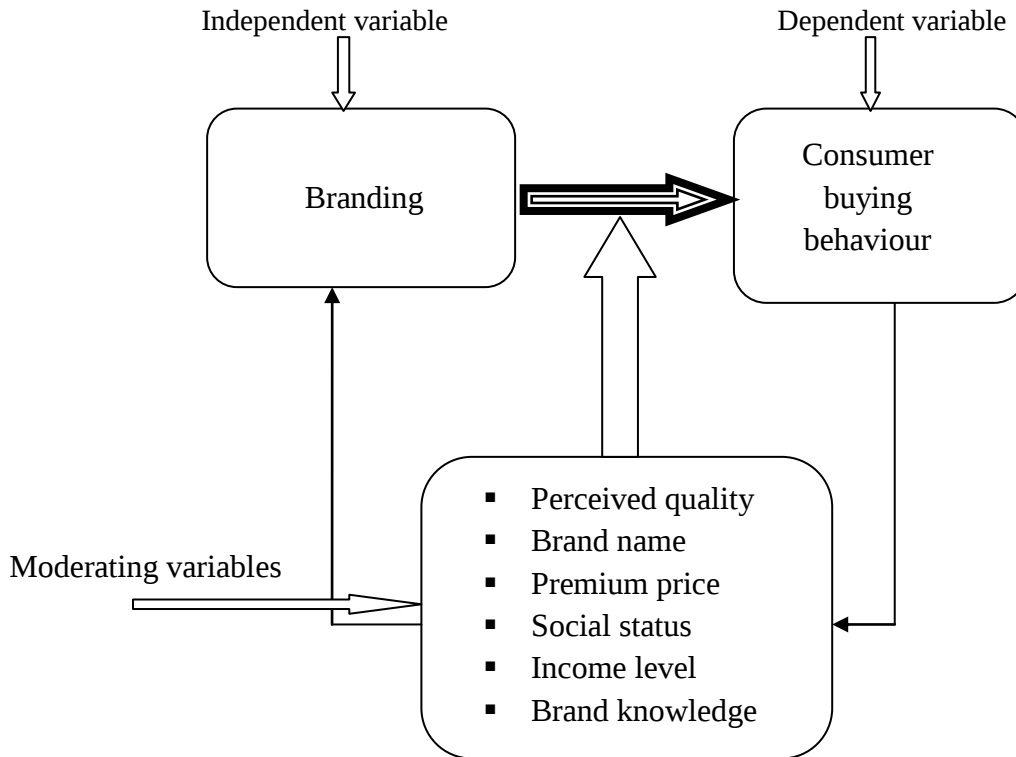
Even the most innovative and high quality new products struggle to make headway in today's markets. Many entrepreneurs have launched seemingly superb products only to watch them fail. A strong brand gives that vulnerable new product a much better chance of success. The customers can call on their experience of previous products of the same brand, and transfer those brand values to the new product. This reduces the risk associated with trying something new and so the new product is more likely to make it into their evoked set of products, and therefore they are more likely to buy it.

2.14 Conceptual Framework

Conceptual framework is the system of concepts, assumptions, expectations, beliefs, and theories that supports and informs your research is a key part of your design (Miles & Huberman, 1994; Robson, 2011). The most important thing to understand about conceptual framework is that it is primarily a conception or model of what is out there that you plan to study, and of what is going on with these things and why a tentative Theory of the phenomena that you are investigating.

The function of this theory is to inform the rest of your design to help you to assess and refine your goals, develop realistic and relevant research questions, select appropriate methods, and identify potential validity threats to your conclusions. It also helps you justify your research. In this chapter, I discuss the different sources for this theory, and how to use theory effectively in your design. I describe the nature of theory in more detail later in the chapter, in dealing with the uses of existing theory. Here, I want to emphasize that your conceptual framework is a theory, however tentative or incomplete it may be. Also conceptual framework identifies variables, shows relationship among variables and help in interpretation.

Figure 2.1: Conceptual Framework



Source: Research, 2015

While the foregoing conceptual framework is relevant in the wider perspective of knowledge sharing, it is also the basis of our choice of variables used in this study. A brief explanation of the variables making up the framework is presented below before we turn to discuss our variables of interest.

From the figure above model shows that, branding is the independent variable that influence the outcome of consumer buying behavior that is dependent variable. Dependent variable is being influenced by moderators that show relationship between them. Moderators in the model are quality, brand name, price, income level and brand knowledge. That is, the existence of moderator measures the outcome of independent variable. And when moderators used will cause the outcome of consumer buying behavior.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology refers to how and where the research is going to be conducted. Is the way to systematically solve of the research problem, (Kothari, 2004). This chapter will presents the selected industry consumers and the selected research method, various research methodologies were used in the whole process of undertaking research around the area occupied consumers. The research methodologies includes research design, population of the study, sampling techniques and sample size, data collection procedures, the reliability and validity precautions taken. Finally, it explains the ethical considerations that the researcher takes into account.

3.2 Research design

Research design is a logical and systematic plan prepared for directing research study. It specifies the relationships among the studies variables and outlines each procedure from the hypothesis to the data analysis. It deals with issues as techniques for data collocation, sampling technique as well as time and cost constrain. (Kothari, 2001). According to Bryman and Bell (2007), a research design provides a framework for the collection and analysis of data. A choice of research design reflects decisions about the priority being given to a range of dimensions of the research process.

Research design is case study, adopt descriptive research design. Descriptive research design is all about describing different things from different people's points of views, opinions, habits et cetera. According to (Orodha, 2003) descriptive design is a method of collecting information by interviewing or administering a questionnaire to a sample of individuals. It can be used when collecting information about people's attitudes, opinions, habits or any of the variety of education or social issues (Orodha and Kombo; 2002).

Descriptive research design has been praised for helping in understanding the characteristics of a group in a given situation offering an idea for further probing and helps make simple decisions (Sekaren 2003). Although there are three possible research designs: explanatory, descriptive and causal design. Confidentiality is the primary weakness of descriptive research. Often subjects are not truthful as they feel the need to tell the researcher what they think the researcher wants to hear. This is particularly difficult during interviews. Hence there is difficult in interview have to employ other data collection instrument like observation and questionnaire in order to overcome.

This research use qualitative research approach and employ descriptive statistical approach in SPSS, the aim is to quantify data in terms of numbers (numerical representation of information) obtained from respondents in the course of various ways include the use of questionnaires to attain tables and numbers, which are in percentage form. Furthermore Qualitative research approach assist to produce findings not arrived by means of statistical procedures. It dealt with opinions and attitudes of respondents.

3.3 Geographical Area of the study

Dar es Salaam Region is one of Tanzania's 30 administrative regions. The regional capital is the city of Dar es Salaam. According to the 2012 national census, the region had a population of 4,364,541, which was much higher than the pre-census projection of 3,270,255. For 2002-2012, the region's 5.6 percent average annual population growth rate was the highest in the country. It was also the most densely populated region with 3,133 people per square kilometer.

3.4 Population

Population is basically the universe of unit from which the sample is to be selected. According to Babbie (1992) a study population is the aggregation of element from which the sample elements actually selected. The population of the study was 1200 consumers. A detailed description of population of consumer buying behavior city region picked

from respective area. This location is strategic due to the fact that the city is blessed with different types of industries and multi-cultural differences hence it is simple to collect data as due to large number of people living in this city.

3.5 Sample size

Sampling is the process of selecting respondents to be involved in the study from the studied population. In addition, it can be defined as the process of obtaining information about an entire population by examining only a part of it (Kothari, 2004). Sample size should be statistical computed by determine required level of accuracy (Krishnaswan 2003). In this research the sample size is 110, the sample depends on gender, age, location and budget.

The reason why samples are important is that within many models of scientific research, it is impossible (from both a strategic and a resource perspective) to study all the members of a population for a research project. It just costs too much and takes too much time. Instead, a selected few participants (who make up the sample) are chosen to ensure that the sample is representative of the population. And, if this is the case, then the results from the sample can be inferred to the population, which is exactly the purpose of inferential statistics—using information on a smaller group of participants to infer to the group of all participants.

3.6 Sampling technique

Sampling is the technique of getting representation of the whole, whose purpose is to enable investigation of the characteristics of the population (Patton, 1990). Kothari (2004, p. 210) defines sampling as that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of a concern, especially for the purposes of statistical inference.

This study employs Purposive sampling. According to Kothari (2004) purposive sampling method involves purposive or deliberate selection of particular units of the universe for constituting a sample which represents the universe. The main goal of purposive sampling is to focus on particular characteristics.

Sample is that subset of study population that the author used to collect data practically and after all author generalized the results for the target population and legitimately for the study population (Elston & Johnson, 2008; Kazerooni, 2001). The selected sample size for the study is 110 consumers (using purposive sampling technique) belong to the Kinondoni Municipality. The justification behind the selection of 110 as a sample size is purposive sampling technique allowed author to take the smart set of respondents. There is advantage of purposive sampling technique over a probability technique that is “*depth info*” from the respondents (Patton, 2005). Respondents that required for the study are consumer those have knowledge about the branding products concept. Purposive sampling gives permission to select such kind of respondents (Bernard, 2011; Lewis & Sheppard, 2006). Non-probability sampling (purposive sampling) is not against of the theory of probability, if it does not negate the probability theory hence it is not against the concept of generalizability (Teddlie & Tashakkori, 2003).

3.7 Data source

Data for this research were both primary and secondary data, as summarized;

3.7.1 Primary data

The primary data are those which are collected afresh and for the first time, and thus happen to be original in character (Kothari C.R 2004). This information was received directly from the respondent based on the researcher needs. Primary data were collected from selected respondent using interview and questionnaire methods on factors influencing consumer buying behavior on branded goods.

3.7.2 Secondary data

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process (Kothar C.R 2004). The secondary data were collected from official documents and reports. Data included identification of branded goods products.

3.8 Data collection instrument

3.8.1 Questionnaire

The data collection method includes the use of questioner. A questionnaire is a data collection technique in which each person is asked to respond to the some set of questions in a predetermined order (Saunders et al. 2003, p. 486). Both the open-ended questionnaires and closed ended questionnaires will be used so as to obtain both quantitative and qualitative data from the sources. This method covered a wide range area and it respond in a short time, it minimizes costs and no bias on both sides.

3.8.2 Interview

Interviews can be conducted face-to-face or by telephone. They can range from in-depth, semi-structured to unstructured depending on the information being sought. Face to face interviews are advantageous since, detailed questions can be asked, further probing can be done to provide rich data and literacy requirements of participants is not an issue.(Bowling, A. 1997).

3.8.3 Observation

Observational research (or field research) is a social research technique that involves the direct observation of phenomena in their natural setting. Significant data were not left behind/ ignored thus observation was put into practice, participatory and non-participatory observation. This differentiates it from experimental research in which a

quasi-artificial environment is created to control for spurious factors, and where at least one of the variables is manipulated as part of the experiment.

3.9 Reliability and validity in the dissertation

3.9.1 Reliability

According to Saunder et al (2003), reliability refers to the degree to which data collection method will yield consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense was made from source. Cooper and Schindler (2003) have defined reliability as many things to people, but in most contexts the notion of consistency emerges. Reliability was improved by the researcher carefully designed directions for measurement with no variation from group to group, by using trained and motivated persons to conduct the research and also by broadening the sample of items used. This improved equivalence aspect.

3.9.2 Validity

Validity is the degree to which the findings really are what they appear to be about. In other words that is a correspondence between what we want to investigate and what we actually investigate (Patel & Davidson, 1994). Validity was concerned with whether the findings are really about what appear to be (Saunders et. al; 2003), validity defined as the extent to which data collection methods accurately measures what they were intended to measure (Saunder, et. al, 2003). Cooper and Schndler (2003) believe that validity refers to the extent to which a test measures what we actually want to measure.

The supervisor helped the researcher to ensure the validity of the questionnaire and the response to the objectives of the study. Content validity was used to establish whether the questionnaire measured what it should measure. The content validity was found by considering the number of items declared relevant divided by total number of items

presented. The face validity was assured by logically consistent questions to guarantee relevance.

3.10 Ethical issues

Confidentiality, The information obtained from respondents are kept confidential and used for research purpose only. The researcher should make sure that, the information obtained will not be disclosed to parties that may not use them well or disclosing them in a way that may bring harm to the providers. This include taking only the needed information and leave what does not concern the research.

Risk of the information, There is risk of the information that was collected from the research been accessed by competitors of the firms under study. These competitors may use the information to hurt the firms under study.

Risk benefit analysis, any research must face some risks. On this research time spent by respondents on filling the questionnaire and attending the interviews result to some risks especially delaying some of their activities but contrary to that the findings help them to clear some doubts and strengthen their goals.

Informed consent, Participants was fully informed about the procedures and risks involved in research. All participants have full information about the importance of this study and if there is any risk the researcher will make sure the participant before filling the questionnaire provide are well informed on what the research is all about. Informing the respondents also enable the researcher to get the concerned data and not otherwise.

Conflict of interest, There was no conflict of interest between the researcher and participants views or responds. Also the researcher makes sure that data collected from participants were not cause conflict of interest between the researcher and participant

and in data collection and analysis the researcher makes sure no conflict of interest with the observations or data collected especially on perceptions occur.

Voluntary participation, the respondents have voluntary participation when filling the questionnaires and attending the interviews. There are no undue influences for the participants. Researcher makes sure that participants are not forced into participating in research.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

In this chapter, analysis of data and research findings have been interpreted in relation to the objectives of the study and with respect to the research questions developed to guide the study. In analyzing the data collected, the research used both quantitative and qualitative techniques. Quantitative data analysis involves the use of mathematical measures such as total and percentage while qualitative data analysis on the other hand involves logical reasoning, interpretation, comparison and explanations of the study findings. In this manner, most of logical reasoning was based on marketing principles and on the overall marketing operation in general. Most of relevant of these findings to support the research objectives are discussed here and the report ends by providing various recommendations and conclusions.

4.2 Analysis regarding the influence of branding on consumer buying behavior

Questionnaires collected total (106) out of (110) distributed, equivalent to (96.4%) while (4) questionnaires equivalent (3.6%) were not collected due to the several reasons.

4.2.1 Characteristics of Responses on Gender

Gender was a way for researchers and activists to counter the belief that our masculinity and femininity were biologically determined, a belief pervading the scientific and lay communities at the time (Krieger, 2003). The term "gender" distinguishes the set of learned expectations, behaviors, and attitudes about being a man or woman from our biologically determined traits collectively termed our sex.

Table 4.1: Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	54	49.1	50.9	50.9
	female	52	47.3	49.1	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Researcher Data (2015)

The study found that both gender were involved in data collection and thus the findings could not suffer from gender biasness. That means, both of them are engaged in branding and consumer buying behavior, both are at the same position to acquire what they wanted. In the table 4.1 above total of 54 male equivalent to (50.9%) and 52 female equivalent to (49.1%) were respondents, where both of them were used in data collection.

4.2.2 Characteristics of Responses on Age

The length of time that a person or thing has existed. The time of life when a person becomes qualified to assume certain civil and personal rights and responsibilities, usually at 18 or 21 years, so we use different ages to make sure research conducted and responded to all people, there is no bias as the table below shown the inclusion of different ages(Krieger, 2003). This will make the research clear because there are no complaints of bias in age.

Table 4.2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	27	24.5	25.5	25.5
	21-30	14	12.7	13.2	38.7
	31-40	10	9.1	9.4	48.1
	41-50	32	29.1	30.2	78.3
	50+	23	20.9	21.7	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Researcher Data (2015)

Also, the study employs respondents of different age in order to get wide answers concerning the subject. According to the table 4.2 above the age of 15-20 were 27 equivalent to (25.5%), 21-30 were 14 equivalent to (13.2%), 31-40 were 10 equivalent to (9.4%), 41-50 were 32 equivalent to (30.2%) and 50+ and they are 23 equivalent to (21.7%), generally 41-50 group have many respondents compared to other groups but different age group employed in this research.

4.2.3 Characteristics of Responses on items selection

The research concentrate on three different industry that is mobile phones, drinks and electronics where the respondents have to choose only one industry and that will be used to answer all questionnaire according to the industry chosen.

Table 4.3: Name of item

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	mobilephone	36	32.7	34.0	34.0
	drinks	42	38.2	39.6	73.6
	electronics	28	25.5	26.4	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Researcher Data (2015)

Actually in this research there is the use of three different items, that are mobile phones, drinks and electronics used in data collection where respondents were not forced to choose any item to answer, they just pick intentionally. 36 respondents choose mobile phones equivalent to (34.0%), compared to 42 respondents choose drinks equivalent to (39.6%) and 28 respondents use electronics to respond questionnaire equivalent to (26.4%). Where by drinks is the most items chosen by the respondents that is 39.6% of respondents decided to choose drinks. This is shown in table 4.3 above.

4.2.4 Responses on reasons that influence consumers on brand selection.

As well the study intends to understand the reason behind as to why consumer choose different brands, what particularly inside them force them to choose, which means people choose brands they wanted due to different reasons that made them to choose. There are so many reasons but in this research respondents were allowed to choose what was directed in questionnaire and if the reason is not there they are also allowed to state what it is.

Table 4.4: reasons for choice of brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	brand name	18	16.4	17.0	17.0
	quality	65	59.1	61.3	78.3
	availability	5	4.5	4.7	83.0
	other	18	16.4	17.0	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Researcher Data (2015)

According to the questionnaire there is, brand name were 18 respondents said it is the reason influence them in a brand choice equivalent to (17.0%), 65 respondents equivalent to (61.3%) they choose quality as the reasons for the choice of brand, compared to 5 respondents equivalent to (4.7%) they choose availability of the item as the reason influence them, while the other 18 equivalent to (17.0%) said there are other

reasons influence them such as taste, the first brand to enter in the market, price, income and other. According to the table 4.4 above according to this research most of respondents said quality is the most attribute they prefer when it comes to the choice of the brand. Quality frequency is 65 equivalents to (61.3%) of the respondents.

4.2.5 Characteristics of Responses on different times the brand has been used.

Frequency is defined as the number of times that a customer has made a purchase from a seller. It is an integral part of the trilogy called Recency, Frequency, Monetary (RFM) analysis that is used to predict customer response in direct marketing promotions. Frequency is often a powerful predictor of response, but it is seldom as powerful as Recency. We can easily illustrate the differences by comparing the response rates of the same group of people based on their recency and their frequency (unknown).

Table 4.5: number of purchases

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	22.7	23.6	23.6
	2-5	28	25.5	26.4	50.0
	5+	53	48.2	50.0	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Researcher Data (2015)

Consumer behavior prefers the brand they use several times before, this is because they avoid perceived risk on the new one. The table above 4.5 shows that 25 respondents equivalent to (23.6%) they buy the brand the use once and they can choose a brand even if it was the first time either to use or in the market but they are confident to choose and use, these are risk taker, compared to second group where they say they use such a brand 2-5 times where 28 respondents equivalent to (26.4%) they respond and say they prefer the brand they use several times and the can use it as long as they want because they have confidence, while the last group they prefer the brand the use more than 5, 53 respondents equivalent to (50.0%) said they like brands they use most of the time

because it give them confidence and trust, so many people in this research prefer brands they use several times . frequency of purchasing shows the customer loyalty on such a brand.

4.2.6 Characteristics of Responses on brand knowledge

Brand knowledge isn't a stand-alone idea. Instead, it's a combination of two things: brand awareness and brand image. Brand awareness is the level of brand recall and recognition that consumers have of a particular brand and its specific product category. Brand image is the set of mental associations with a brand that influence the buyer(Nepalia 2011). Although different brands may mean different things to different people, brand knowledge is always a function of awareness and image.

Table 4.6: Brand knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	advertisement	56	50.9	52.8	52.8
	reference	14	12.7	13.2	66.0
	friends	25	22.7	23.6	89.6
	other	11	10.0	10.4	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Research Data (2015)

This research just wanted to know where the consumers get to know different brands. table 4.6 above 56 respondent's equivalent to (52.8%) it was through advertisement, 14 respondents equivalent (13.2%) they say it is through reference, compared to 25 respondents equivalent to (23.6%) said from friends and 11 respondents equivalent to (10.0%) said through other, it is concluded that advertisement is the most tool where most of consumer know the brands and it is their behavior.

4.2.7 Characteristics of Responses on preferably attribute influence consumer behaviour

According to this research on what are the attributes consumers prefer when they wanted to choose a particular brand, due to different behavior there are also different attributes consumer prefer the most. There are so many attributes consumers prefer while choosing or buying such item like quality, cost, availability and other.

Table 4.7: Preference Attribute to the brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	quality	32	29.1	30.2	30.2
	cost	24	21.8	22.6	52.8
	price	24	21.8	22.6	75.5
	availability	23	20.9	21.7	97.2
	other	3	2.7	2.8	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Research Data (2015)

The research shows 32 respondents equivalent to (30.2%) agreed quality is their preferable attribute, 24 respondents equivalent to (22.6%) said it is cost, compared to price where 24 respondents equivalent to (22.6%) respond while 23 respondents said availability is the most attribute they prefer equivalent to (21.7%) and 3 equivalent to (2.8%) other factors apart from the table 4.7 and only three respondents said it is warranty that made him to trust a brand. According to the table above we can see that consumer buying behavior prefer quality attribute the most and the other factors come next.

4.2.8 Characteristics of Responses on social status

Social status can be understood as the degree of honor or prestige attached to one's position in society (Solomon, 2002). Most of the people in the society do things according to their social status. This study also intends to look if social status is also a

moderator on consumer buying behavior, when it comes to item brand also consumer have different behavior.

Table 4.8: Brand According to social status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	4.5	4.7	4.7
	disagree	7	6.4	6.6	11.3
	neutral	31	28.2	29.2	40.6
	strongly agree	42	38.2	39.6	80.2
	agree	21	19.1	19.8	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Research Data (2015)

The table 4.8 above use five scale to determine the characteristics of response according to social behavior (1 strongly disagree5 agree), and 5 respondents equivalent to (4.7%) they strongly disagree that means their behavior on branding didn't depend on status they in the society, also the second group 7 respondents equivalent to (6.6%) also disagree, the third group 31 respondents equivalent to (29.2%) they are neutral that it depends they are not sure if it is their behavior to consume brands according to their social status but sometimes yes sometimes no, the forth group 42 respondents equivalent to (39.6%) they strongly agree that it is their behavior to consume the brands according to their social status and the last group was responded by 21 equivalent to (19.8%) agree with the statement. So consumer buying behavior influenced by social status on brand choice of different items as the table below shows 39.6% responds to strongly agree and is the highest percent compared to other groups.

4.2.9 Characteristics of Responses on brand name

Brand name constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect proprietary rights in relation to a brand name through trademark registration

and such trademarks are called Registered Trademark (kotler,2005) Brands enable customers rapidly to recognize the makers of goods or providers of services. Over time, and with consumer experience, brands acquire reputations for quality, value, price-level, reliability, and many other traits that help consumers choose among competing offerings. They are convenient and highly abbreviated tools of communication. Also the study intends to explore whether brand name influence consumer buying behavior. The name of the brand may influence the consumer or not, that is the name could be known or unknown but still the consumer can be influenced by such a brand.

Table 4.9: Brand name

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	14	12.7	13.2	13.2
	disagree	13	11.8	12.3	25.5
	neutral	35	31.8	33.0	58.5
	strongly agree	21	19.1	19.8	78.3
	agree	23	20.9	21.7	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Research Data (2015)

According to this research (also use five scale) table 4.9 shows 14 respondents equivalent to (13.2%) strongly disagree if the brand name can influence them in consume a brand, also 13 respondents equivalent to (12.3%) disagree that it is not their behavior to be influenced by the brand name , compared to 35 respondents equivalent to (31.9%) they are neutral that brand name can influence them or cannot, compared to forth group where 21 respondents equivalent to (19.8%) they strongly agree also the last group that agree there are 23 respondents agree equivalent to (21.7%) means brand name influence their behavior on buying The study discover consumer buying bahaviour are not influenced directly by brand name because most of respondents are neutral but indirectly they are influenced because they agree side id responded by many respondents compared to disagree side.

4.2.10 Characteristics of Responses on brands with experience

Also respondents when it comes at consumer buying behavior they consider brands with experience, that is, they prefer the most the brand they already knew before, and that they use several times hence they have trust on particular brand.

Table 4.10: Brands with experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	15	13.6	14.2	14.2
	disagree	9	8.2	8.5	22.6
	neutral	22	20.0	20.8	43.4
	strongly agree	25	22.7	23.6	67.0
	agree	35	31.8	33.0	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Research Data (2015)

This is evidenced in the table 4.10 above where 15 respondents equivalent to (14.2%) strongly disagree, 9 respondents disagree equivalent to (8.5%), while 22 respondents equivalent to (20.8%) said neutral, compared to strongly agree and agree collide, where both 25 respondents each respond to it equivalent to (22.7%) and 4 missing equivalent to (3.6%).. This shows consumer behavior base on the brand they have knowledge before.

4.2.11 Characteristics of Responses on brand price

Price is regarded as the most important motive affecting the decision to purchase on different brands among the respondents as displayed. Also this research intends to find out that, if price influence consumer on choosing a brand. Respondents have different view concerning price of the item when it comes at consumer buying behaviour.

Table 4.11: Brand price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	15	13.6	14.2	14.2
	disagree	21	19.1	19.8	34.0
	neutral	26	23.6	24.5	58.5
	strongly agree	18	16.4	17.0	75.5
	agree	26	23.6	24.5	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Research Data (2015)

The table above 4.11 shows, 15 respondents equivalent to (14.2%) strongly disagrees, 21 of them equivalent to (19.8%) disagree, 26 respondents were neutral equivalent to (24.5%), while 18 equivalent to (17.0%) strongly agrees and 26 respondents agree equivalent to (24.5%). This means that when consumers wanted to choose a product brand price is what moderate them, as it was evidenced on the table below, that 24.5% of the respondents agrees means most respondents agrees. This shows that price had affected their decision making at least relatively much.

4.2.12 Characteristics of Responses on Income Level

Consumer choices are predicated on various circumstances, and recognizing the relationship between these circumstances and an individual's purchasing behavior allows economists to recognize and predict consumer choice trends. One of the central considerations for a consumer in deciding upon their purchasing behaviours is their overall income or wage levels, and thus their budgetary constraints. These budgetary constraints, when applied to a series of products and services, can be optimized to capture the most utility for the consumer based on their purchasing power.

Table 4.12: Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	21	19.1	19.8	19.8
	disagree	19	17.3	17.9	37.7
	neutral	23	20.9	21.7	59.4
	strongly agree	19	17.3	17.9	77.4
	agree	24	21.8	22.6	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Research Data (2015)

According to the table 4.12 above on income level respondents equivalent to (19.8%) they strongly disagree on income as a source on consumer buying behavior, while 19 equivalent to (17.9%) disagree, neutral are 23 equivalent to (21.7%) and 19 agree equivalent to (17.9%) at last 24 they strongly agree equivalent to (22.6%), this shows that income level is not the only factor for purchasing behavior because most of respondents are neutral so there are other influencing factors.

4.2.13 Characteristics of Responses on problem of previous brand

Switching behavior served as the basis for analysis while repurchase behavior was accumulated as past experience with the same brand. To obtain consumer satisfaction with the previously consumed brand, lagged variables of satisfaction and switching behavior were computed.

Table 4.13: Problem of previous brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	19	17.3	17.9	17.9
	no	87	79.1	82.1	100.0
	Total	106	96.4	100.0	
Missing	System	4	3.6		
Total		110	100.0		

Source: Research Data (2015)

Although consumer have tendency of switching behavior there is no problem with the previous brands but they just want to taste and see what the best is. This is shown in the table 4.13 above where 19 respondents equivalent to (17.9%) said there is problem with the previous brand hence they decided to switch but 87 equivalents to (82.1%) who said there is no problem but they just decided to switch.

4.2.14 Characteristics of Responses on brand bonus

Chandon, Wansink, and Laurent (2000) indicated that sales promotion may be gorgeous for well promotion prone consumers for reasons beyond price savings. Many consumers change brands so that they could receive greater deals that replicate and build up their smart buyer self-perception, and these consumers are favorably promotion prone, these consumers make an attempt to try a new product or service that have been promoted. The table above shows that people have the tendency of purchasing where there is bonus given.

Table 4.14: Brand bonus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid transportation	13	11.8	12.3	12.3
discount	9	8.2	8.5	20.8
warrant	27	24.5	25.5	46.2
other	57	51.8	53.8	100.0
Total	106	96.4	100.0	
Missing System	4	3.6		
Total	110	100.0		

Source: Research Data (2015)

According to the table 4.14 above also consumers buying according to what they get in return. There are different bonus they get like 13 respondents got transportation equivalent to (12.3%), while 9 equivalent to (8.5%) get discount, warranty are 27 respondents equivalent to (25.5%) and 57 equivalent to (53.8%) get other bonus. This shows that consumer also prefer bonus they were given while purchasing.

CHAPTER FIVE

SUMMARY, CONCLUSION AND POLICY IMPLICATIONS

5.1 Introduction

In this chapter, the researcher has provided the summary of findings and conclusions based on the objectives and the findings of the study. Then after, recommendations on this study and for further studies on the research topic have been provided accordingly.

5.2 Summary of the study

Branding activities are guided by principles which have to be adhered to. The influence of branding on consumer buying behavior can be assessed from the preferably attribute the consumer desire. This study intends to find out the influence of branding on consumer buying behavior especially at Kinondoni Municipality and it is based on consumers only and not branding company. The required data relating to different variables of the study were gathered by distributing questionnaires to 50 consumer's respondents. The data collected were processed and analyzed by use of percentages. On the finding it was observed that although there are different and many attributes but quality is the best attribute most of the respondents said influence them. The conclusions emerged out of the study were presented here under.

5.3 Conclusion

Conditions of competition are changing rapidly today and companies that strategize and react to these changes promptly and quickly are the most successful. Due to technological developments, physical differences of products have decreased. Differentiation should be made on the meanings products bear instead of on their physical features. A successful brand differentiation can be possible by building personality. Thanks to brand personality, consumer sees brand as friend since it provides him with emotional benefits.

Overall, it is argued that the study of consumer behaviour is rapidly evolving as researchers recognize and implement new techniques and trans-disciplinary perspectives to understand the nature of purchase and consumption behavior. This wider view attempts to study consumer behaviour in the light of rapidly evolving lifestyles, values, priorities, and social contexts. Various theories on consumer research were not tested empirically until the middle twentieth century. The distinctly practical emphasis awaited development of the field of marketing in the business curriculum. In particular the buying process of consumer behaviour is of more importance to marketing practitioners than the consumption process.

The conclusion emerged out of this study are presented objective wise. Based on the findings of the two research questions that is does premium price influence buying behaviour of consumer branded goods?, does perceived quality associated with the brand will influence buying behaviour of consumer branded goods?, does social status of owning a branded goods influence the buying behaviour of consumer on branded goods?, does brand name influence the buying behaviour of consumer on branded goods? It can be concluded that:

When answering the question, It was found that, premium price influence consumer buying behavior on branded goods, it is the important factor that can identify the quality of the brand. Respondents believe that even when they purchase at the first unknown brand the price may lead them. Also price is important as brand awareness for their choice of brand. Among other factors, premium price is the important factor for brand choice both at the first purchase and the purchase today. We believe that choosing brand that has high price, is a sign of security and safe for decision making. However other attributes like quality can be linked to premium price in the way that the consumers have confidence on such brand. In that case, premium price is still the most important factor on brand choice.

It is company aim to provide the best product for the consumer and they believe that if the products have quality the consumer will pay the price; “Perceived Quality” is considered the customer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose and compared to its alternatives/competition. Financial performance is deemed to be linked to a brand’s perceived quality – a distinct relationship between them.

Perceived quality is an intangible and overall feeling about a brand and can’t essentially be objectively determined, partly because it is a perception and also because judgments about what is important to customers differ sharply in their personalities, needs, and preferences. However, perceived quality is based on essential factors which include characteristics of the products to which the brand is attached to such as performance and reliability. This research finds that consumer behavior usually prefer quality the most among other variables when it comes to branded goods. They believe that quality branded product also determine their social status. It was evidenced in table 4.7 above where respondent’s valid percent of 30.2% agree that quality is the most attribute among other when it comes at branded goods.

The position of an individual within his family, his work, his country club, his group of friends, and other, that is social status. A social role is a set of attitudes and activities that an individual is supposed to have and do according to his profession and his position at work, his position in the family, his gender, and expectations of the people around him. Social status meanwhile reflects the rank and the importance of this role in society or in social groups. Some are more valued than others. The social role and status profoundly influences the consumer behavior and his purchasing decisions. Especially for all the visible products from other people. And this kind of behaviors and influences can be found at every level and for every role and social status. The study finds out that, according to most respondents at table 4.8 above data collection instrument was designed using a symmetric scale and 39.6% strongly agree with the statement that they have been influenced by branded goods that determine their status in the society, many

brands have understood it by creating an image associated with their products reflecting an important social role or status.

The brand name is very significant choice because some time it captures the central theme or key association of a product in a very condensed and reasonable fashion. Brand names can be extremely successful means of communication. Some companies assign their product with a brand name that in reality has nothing to do with the emotional experience but is catchy and a name that people can easily memorize. The core base of naming a brand is that it should be unique can be easily discriminated from other names, easy to remember and are attractive to customers (Keller, 2008). The study finds out people have strong connection to brands and brands name. Brand name influences the customer decision in choice. Most of the people purchase branded goods due to the brand name, they know brand names means good quality and they choose the well known branded goods with confidence. When people intend to purchase a branded product, they have many brand names to choose from, but usually people purchase a branded good with preference to brand name and company reputation in market because of trust and previous experience, also is evidenced in table 4.9 where the respondents majority said neutral but on agree side are many compared to disagree side. Therefore it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem. A brand name delivers the message clearly, confirms your credibility, connects your target prospects emotionally, motivates the buyer, concretes user Loyalty.

Generally, branding is a way of clearly highlighting what makes your product or service different to and more attractive than, your compititors. Successful branding is about promoting your strengths. Firms need to be sure that they can always deliver on their promises using these strengths, referred to as brand values.

5.4 Recommendation

In the course of this research several factors affecting consumer buying behavior in three different industries were identified, the following are recommendations to address each of them.

- i. It has been found that, most of respondents are depressing about fake products because they pay for something which does not qualify what they pay. There are differentiations which should be expressed to customers in order to help them while purchasing, that will help them to identify fake and original one. The illegal business of faking products, besides infringing the intellectual property rights of original producers, puts simple consumers at risk. One of the dangers coming from counterfeits may is ingestion of fake pharmaceuticals. Because some products gained a lot of popularity in a time, but the products were almost instantly copied. The producers of fake products develop their personal versions of famous products and are selling them as the real one. The fake products at first seem to be very close to the genuine device. However, the features a somewhat different shape of the screen and other features. Despite the short lasting effect of fake products and far from original products, a lot of people still buy fake products that only have the brand name illegally printed on them. Also I suggest there should be strict laws which will punish those bring fake products from outsiders.
- ii. In mobile phones, it's also about creating smarter smartphones. More powerful batteries can support more complex computing, a long-life battery can open the doors to carry the smartphone to the next step of being a truly personal, portable electronic powerhouse. But most of smart phone are of low battery the thing that cost consumers to have other source of power like power bank but not all consumer can afford power bank , some of them and for those who fail look for other solution like switch to other mobile and that reduce customer loyalty.

- iii. It has been found out that, every now and then, people enjoy purchasing old fashioned pop brands and other soda in glass bottles. Usually, glass soda bottle have a bottle cap that displays what appears to be rust on the inner surface of the cap and (more to the point) on the surface of the glass bottle's open rim. Rust harm an individual as it streams across gums and goes through the digestive tract and that become poison, and later on it may cause some serious diseases like cancer. The reasons behind of rust in grass bottles are the product being produced for a long time without being drunk, also bottles sometimes are not well cleaned and where the product placed before sold to the customer it may be on the open space, that the sun destroy the bottle sometime it was raining and that may cause rust. So the producers company or any channel of distribution should make sure the first product to be produced must be the first to be sold and that will reduce the level of rust in glass bottles. Also they should ensure the cleaning material remove all dust inside. Producers are just concentrate on the image of the bottle how will it look like and attract customer and forget about the quality of the product influence consumers that lead to consumers lose their confidence on the product.
- iv. Also the plastic bottles there are ingredients that remove the taste of the drinks, there is the need for the companies to revise the production process and make sure the taste should be the same as the glass bottle.

5.5 Scope for further Research

The current study was based on the three industry only in one district from daer es salaam, Kinondoni district. Therefore, the result cannot be generalized to other larger or much different cities of Tanzania. I think further research can be done on a large scale with large sample size not only in Kinondoni District , but also covering other products or in other cities with respect to one specific industry. I found some interesting facts,

among them one is that well known brand name is more popular than the unknown brands. People have a high awareness about the well known brand.

Majority of customers prefer to purchase a well known brand products. Therefore customers do not want to take any risk to purchase unknown brands. Even if study shows that people's first preference is to purchase a branded products but I cannot apply this result to other studies. Further research can be conducted in this area for finding the broad answers that this result can be used for all studies.

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APPENDICES

APPENDIX I

BRANDING AND CONSUMER BUYING BEHAVIOR QUESTIONNAIRE

I Rose Mwambusi from Mzumbe University, as a part of Masters of Business Administration-corporate management program, conducting research to understand how branding influence consumer buying behavior.

1. Choose the item you have among the following,

☐ Mobile Phone

☐ Drinks

☐ Electronics

2. Do you remember the brand of the item chosen above?

☐ Yes

☐ No

(If yes specify).....

3. what where the criteria for your selection

☐ Brand name

☐ Quality

☐ availability

☐ other, specify.....

4. Do you have any experience about brand?

☐ Yes

☐ No

5. How many times you have used this brand?

1.....2.....3...4....5....6....7....8...9....10..... (more than ten).....

6. Which brand you used last time?

.....

7. Did you face any problem with this brand?

☐ Yes

☐ No

(if yes then answer question 8)

8. What types of problem you faced during your last experience?

☐ Durability

☐ Reservation

☐ Mixing

☐ Availability

☐ Quality

9. How you come to know about this brand?

☐ Advertisement

☐ Reference

☐ Others

10. Which brand is most effective? (Specify according to the brand you choose in two aboves)

.....

11. is there any bonus you get by using particular brand, if yes which are those?

☐ Transportation

☐ Discount

☐ Other (specify).....

12. How do you take the decision for purchasing such brand?

☐ Price

☐ Quality

☐ Previous experience

☐ Reference

☐ Self judgment

☐ Availability assortment

13. Which one attribute you prefer most?

☐ Quality

☐ Cost

☐ Price

☐ Availability

14. What can you tell about service provided by the brand company?

☐ Excellent

☐ Good

☐ Poor

15. Have you ever experience a problem when you decided to change a brand?

☐ Yes

☐ No

(if yes, did the company assists to solve such problem? How?

.....
.....
.....

16. Technology used is it simple and fast to the customer?

☐ Yes

☐ No

17. How can you differentiate brands from two different companies on the same industry?

.....
.....
.....

Indicate whether you agree or disagree with each of the following statements; fill in one response for each question below,

	Strongly agree	agree	neutral	Strongly disagree	disagree
1.I choose a brand according to my social status					
2. Brand name stimulate my interest in choosing a brand					
3. I prefer brands on the company I already experience					
4. Price is the moderator of brand choice					
5.Does income affect purchasing behavior					

Name..... address.....

APPENDIX II

MASWALI KWA WATEJA

Mimi naitwa **Rose L. Mwambusi**, ni mwanafunzi wa chuo kikuu cha mzumbe – morogoro ninayesoma **shahada ya uzamili usimamizi wa biashara** katika mwaka wa kimasomo 2013/2015.

Ninafanya utafiti wa kitaaluma wa **Jinsi gani mvuto unashawishi ununuliwaji wa bidhaa**, hususani mkoa wa Dare es salaam.

Na pia napenda kukuhakikishia maswali haya yatabaki kua siri na nitayatumia kwa dhumuni la kimasomo tu. Asante sana kwa muda wako.

(Tafadhari weka tiki sehemu husika)

1.Chagua bidhaa unayotumia na ambayo ungependa kuijibia maswali kati ya zifuatazo ;

☐ Simu ya mkononi

☐ Vinywaji

☐ Bidhaa za umeme

2. Taja jina la aina ya bidhaa ulioichagua

.....

3. Sababu gani zilikufanya uchague bidhaa iyo

☐ Jina la bidhaa

☐ Ubora

☐ Upatikanaji

☐ Nyingine (itaje).....

4. Ni mala ngapi umetumia bidhaa iyo

☐ 1

☐ 2-5

☐ 5 na kuendelea

5. Ni bidhaa gani uliitumia mara ya mwisho kabla ya hii uliyonayo sasa hivi

.....

6. Kuna tatizo lolote ulilipata mpaka ukaamua kubadilisha bidhaa

☐ Ndio

☐ Hapana

Kama ndio, taja tatizo ilo.....

7. Ni njia gani unayotumia kujua bidhaa mbalimbali

☐ Matangazo

☐ Matumizi ya nyuma

☐ Marafiki

☐ Nyingine(taja).....

8. Huduma zitolewazo na kampuni inayotengeneza bidhaa unayotumia ni

☐ Nzuri sana

☐ Nzuri

☐ Mbaya

9.

SWALI	KWELI KABISA	KWELI	KATIK ATI	SIO KWELI KABISA	SIO KWELI
Natumia bidhana inayoendana na hadhi yangu katika jamii					
Jina la bidhaa huchochea katika kuchagua bidhaa					
Napenda kununua bidhaa ambayo tayari nna udhoefu nayo					
Bei ya bidhaa huchochea katika uchaguzi wa bidhaa					
Kipato change husababisha kuchagua bidhaa					

10. Je ni nini kifanyike kuweza kuboresha bidhaa unaotumia

.....
.....
.....