

A Study on Brand and Its Influence on Consumer Choice of Electronic Goods Companies with Special Reference to Rayalaseema Region

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Abstract

In today's current corporate global scenario consumer occupies an eminent role in any company's growth, success and existence in the markets irrespective of domestic or international. Consumers are very much interested and had knowledge about different brands of his/her respective choice of selection. Organizations combine intangible and tangible attributes of brand to build reputation, position product in the mindset of the consumers. To compete in the industrial standards Brand strategies are built on the interdependent and frameworks of brand equity management, value chains development and competitive brand positioning. In the present research study, brand and its influence on different electronic goods companies was selected with special reference to Rayalaseema region for in-depth study. Using Random Sampling method, 460 respondents of consumer class who purchased Electronic goods were identified and utilized for study as sample size. Likert's scale was used to build Questionnaire and statistical tools namely one-way analysis of variance, Tukey's honestly significant Difference test, Chi-Square test, correlation and regression analysis were used to test the hypothesis framed. The study resulted as features of Brand influence consumer choice of selection, Brand strategies appetite consumer choice of product, tools of brand impact consumer's choice, elements of brand influence on consumer choice and factors of brand affecting in the process of consumer choice.

Keywords: Brand, Consumer Choice, Reputation, Strategies.

Introduction

In domestic and globalized international markets competition was becoming fierce. The survival of companies becoming very difficult due to price and brand-oriented markets. Many companies were competing in the market with differentiated brands. The practice of Branding begun since time immemorial as early as of 2,700 BCE witnessing ancient Egyptians engaged in livestock branding. In the present tough situations, a customer's ability to recall and/or recognize brands, logos and branded advertising were very much essential in the process of decision making for buying an electronic product. In order to distinguish a company or products from competitors,

the concept of branding acts as a catalyst intending to create a lasting impression in the minds of customers. So, it binds on Companies for providing enough knowledge for its brand recognition. The initial phases of brand awareness were **Brand recognition** and validates whether a customer remembers being pre-exposed to the brand. Various branding strategies, brand awareness, brand communication, brand loyalty, brand's identity were key components of Brand's toolbox which plays a significant role in the progress of any organization. The effectiveness of these branding components validates the measurable totality of brand's worth, often defined as Brand Equity.

In domestic and international markets, a company is recognized by credibility and name represented through brand. A Company's periodic consistency, quality product and differentiation with others, after sales service evolves substantially as a big brand by providing a valued based competitive product reducing customer's safety and perceived monetary risk. In fluctuating and dynamic markets Companies by observing the effectiveness of branding components, calculate summation of brand's worth and validate it. Company's unique Effective branding increases Sales in the competitive oriented markets. Consumers select and retain brands which were strong in appealing and considered in the bunch of alternatives at the process of decision making. Companies distinguish among competitors and clarify what it offers you through brand. Indirectly brand is a company's promise delivering functional and emotional benefits of product to customer. In return consumer's hard earnings amount was paid with the satisfaction derived from the purchase made.

Problem Statement

The competition in the electronic industry is increasing and becoming fierce in present developing and modern world. Every organization in the industry was dependent on consumerism that had become significant and dominated in the changing environment. Electronic companies were trying to position the product in the mindset of consumer through branding. To expose consumers about product brand awareness plays a significant role. Hence companies need to obligate role of brand and its factors which impact, affect, identify and determinants consumer choice of selection.

Research Questions

1. Which features of Brand influence consumer choice of selection?
2. How Brand strategies appetite consumer choice of product?
3. Which tools of brand impact consumers choice?
4. To observe elements of brand and its influence on consumer choice?
5. Which factors of brand affecting in the process of consumer choice?

Research Objectives

1. To study features of Brand and its influence consumer choice of selection
2. To assess Brand strategies appetite consumer choice of Product
3. To study tools of brand and its impact consumer choice of selection
4. To identify elements of brand and its influence on consumer choice of selection
5. To study brand factors affecting consumer choice of selection

Hypothesis

H0: Features of Brand do not influence consumer choice of selection.

H1: Features of Brand do influence consumer choice of selection.

H0: Brand strategies do not appetite consumer choice of selection.

H2: Brand strategies do appetite consumer choice of selection.

H0: Tools of brand do not impact consumer choice of selection.

H3: Tools of brand do impact consumer choice of selection.

H0: Elements of brand do not influence on consumer choice of selection.

H4: Elements of brand do not influence on consumer choice of selection.

H0: Brand factors do not affect consumer choice of selection.

H5: Brand factors do affect consumer choice of selection.

Period of Study

The study was conducted from the month of August 2019 to January 2020 for a period of six months. Special care was taken to overcome the difficulties and stress was laid on through research.

Area of the Study

To carry on the research, process a good area of selection was required and researcher (native of Rayalaseema region) preferred the four districts of Andhra Pradesh namely Anantapuramu, Kadapa, Chittoor and Kurnool which comes in Rayalaseema region.

Review of Literature

A study conducted by Hamid Taboli (2017) with title Assessing the Impact of Marketing Mix on Brand Equity at Pishro Plastic Khazar Company in Iran. According to Krejcie and Morgan table, a sample size of at least 214 is required and respective sample size was selected. By using LISREL software and structural equation modeling technique, the relationships between research variables have been examined. The study resulted as there is a significant and positive

relationship between distribution channels, brand loyalty and perceived quality, price and distribution channels affect brand equity with respect to perceived quality.

A study was conducted by panel Henrieta (2015) on Impact of Brand on Consumer Behavior at Slovakia. Primary data was collected for a period of six months and 1250 respondents were collected by using a quantitative method of questionnaire. The statistical technique Chi-Square was used. The study results as found that purchasing of branded products and preference of brand origin depends on the age of consumers.

Neyati Ahuja (2015) conducted a study on Effect of Branding on Consumer Buying Behavior: A Study in Relation to Fashion Industry, Delhi. The study was conducted with a sample size of 100 respondents. The sampling method used to collect primary data was Simple Random Sampling. The study resulted as 44% Respondents belonging to the age group of 11-25 are the most brand conscious group and prefer following their desired brands on social networking sites, Work status influences a person's fashion choices, 38% of the total respondents become aware about particular brands through Print media (newspapers & magazines), 30% through advertisements on TV & Radio, 26% through Online Media, and another 6% through words of mouth and 32% is the loyal customers and 68% may change their brand or look out for offers before making the purchasing the purchasing decision.

Hafiza Ayesha Riaz (2015) conducted a study on Impact of brand image on consumer buying behavior in clothing sector: a comparative study between males and females of central Punjab (Lahore) and southern Punjab (Multan). The study was conducted with a sample size of 200 respondents using simple random sampling method. Results of analysis show that there is difference between the perceptions of both cities customers about branded clothes. Almost same questionnaires are filled from both cities and their results are also same. Result shows that males are more brand conscious rather than females. Hence Consumer Perception has more influence on Consumer Buying Behavior instead of Brand Image and Consumer Awareness

Abdurrahman Isik (2015) conducted a study with title Effects of Brand on Consumer Preferences: A study in Turkmenistan. The study was conducted with a sample size of 422 respondents. The study results as variable brand name had a significant relationship with consumer preferences variable. The study also found that positive correlations with high factor loadings among the two variables.

Muhammad Ashraf (2014) conducted a study on Impact of Branding on Consumer Buying Behavior: An Evidence of Footwear Industry of Punjab in Pakistan. The study was conducted with the sample size of 170 using Simple Random Sampling. To test the hypothesis different statistical tools namely Multiple Regression method, Pearson Correlation were used. The study reveals as to increase the preference to customers and had brand image resulted through

advertisement, on consumer buying behavior brand association, brand image and brand loyalty have significant impact.

Research Design

Data was considered as a prime necessity for the study. Primary data and secondary data were used in the present study. Secondary data was collected from electronic companies' websites, magazines and other printed information by FICCI. In the process of collecting Primary data a structured questionnaire built on Likert's scale was used. Using Random Sampling method, 460 respondents of consumer class who purchased Electronic goods were identified and utilized for study as sample size. Due to irrelevant and unanswered questions 20 questionnaires were rejected and final sample size stood at 440. To test the hypothesis of data different statistical tools namely one-way analysis of variance, Tukey's honestly significant Difference test, Chi-Square test, correlation and regression analysis were used.

Size of Sample

Simple random sampling method was used for the present study. After data cleaning process a sample of 115 respondents of electronic goods purchased people were selected from each district of Anantapuramu, Chittoor, Kadapa and Kurnool. The below table 1 depicts the electronic goods purchased respondent's frequency.

Table: 1 Electronic goods user selected for the study

S. No.	Name of the area of Vellore district	Size of sample selected	Percentage
1.	Anantapuramu	115	25%
2.	Kurnool	115	25%
3.	Kadapa	115	25%
4.	Chittoor	115	25%
Total		460	100

Source: Field survey

From the above table it was found that from each district namely Anantapuramu, Chittoor, Kadapa and Kurnool 25% of total sample size i.e. 115 respondents were selected. Due to irrelevant and unanswered questions 20 questionnaires were rejected and final sample size stood at 440. The table 2 depicts various socio-economic background of the population.

Table 2: Socio-Economic background of the sample size

Demographic variable	Description	Frequency	Valid percent	Mean	Standard deviation
Age	20.-30 years	200	45.5	1.78	.868
	31.-40 years	160	36.4		
	41 - 50 years	56	12.7		
	>50 years	24	5.5		
	Total	440	100.0		
Gender	Female	190	43.2	1.57	.496
	Male	250	56.8		
	Total	440	100.0		
Marital status	Married	279	63.4	1.37	.482
	Unmarried	161	36.6		
	Total	440	100.0		
Educational qualification	Post graduate	136	30.9	1.92	.780
	Graduate	221	50.2		
	Diploma	66	15.0		
	School level	17	3.9		
	Total	440	100.0		
Occupation	Business	128	29.1	2.50	1.226
	Profession	102	23.2		
	Agriculture	79	18.0		
	Salaried	123	28.0		
	Retired	8	1.8		
	Total	440	100.0		
Income	Below 10000	64	14.5	2.87	1.046
	10001 – 20000	91	20.7		
	20001 – 30000	135	30.7		
	Above 30000	150	34.1		
	Total	440	100.0		
Family status	Joint family	150	34.1	1.66	.475
	Nuclear family	290	65.9		

Source: Field Survey

Table no 2 reveals that a majority of 45.5% of the respondents belong to age group of 20-30 years, 56.8% are male, married 63.4%, graduates 50.2%, 29.1% business, 34.1% income group more than Rs30000/- and 65.9% were nuclear family. As of demographic variable income mean stood at 2.87 indicates respondents were more cautious to income level group.

Features of Brand Do Not Influence Consumer Choice of Selection

Companies give more importance to brand recognition in the market. The intersection of brand differentiation, brand expression, impact consumer choice of selection resulting in naming a successful brand. Brand was compressed with different features which mingle to position the electronic product in the mindset of consumers namely unique distinctive, extendable, easy to pronounce, provide qualities and benefits, target audience, awareness, consistency, purpose, positioning, identity, personality and promise. Goodness of fitness test was used for testing the normality of distribution. The table3 depicts the test results of Kolmogorov - smirnov and Shapiro- wilk test.

Table 3: Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unique /distinctive	.183	440	.000	.918	440	.000
Extendable	.163	440	.000	.879	440	.000
Easy to pronounce	.174	440	.000	.924	440	.000
P qualities benefits	.162	440	.000	.933	440	.000
Target audience	.164	440	.000	.928	440	.000
Awareness	.153	440	.000	.885	440	.000
Consistency	.181	440	.000	.932	440	.000
Purpose	.147	440	.000	.946	440	.000
Positioning,	.161	440	.000	.928	440	.000
Identity	.181	440	.000	.874	440	.000
Personality	.179	440	.000	.929	440	.000
Promise.	.135	440	.000	.959	440	.000
a. Lilliefors Significance Correction						

Source: field survey

The above test results in the table 3 depicts that the features of brand data are normally distributed. Mean and Variance of the data distribution was set equivalent to sample estimates which changes the null distribution of test statistic. Table 4 depicts the analysis of variance for features of brand.

Table 4: Analysis of Variance

		Sum of Squares	df	Mean Square	F	Sig.
Unique / distinctive	Between Groups	2690.120	25	107.605	2.474	.000
	Within Groups	18005.848	414	43.492		
	Total	20695.968	439			
Extendable	Between Groups	1208.088	25	48.324	1.010	.000
	Within Groups	19802.149	414	47.831		
	Total	21010.236	439			
Easy to pronounce	Between Groups	1951.203	25	78.048	1.932	.005
	Within Groups	16726.673	414	40.403		
	Total	18677.876	439			
Provides qualities & benefits	Between Groups	2223.443	25	88.938	2.177	.001
	Within Groups	16916.122	414	40.860		
	Total	19139.565	439			
Target audience	Between Groups	1547.615	25	61.905	1.555	.044
	Within Groups	16481.538	414	39.810		
	Total	18029.154	439			
Awareness	Between Groups	1312.094	25	52.484	1.214	.000
	Within Groups	17897.799	414	43.231		
	Total	19209.893	439			
Consistency	Between Groups	1788.328	25	71.533	1.862	.008
	Within Groups	15903.455	414	38.414		
	Total	17691.783	439			
Purpose	Between Groups	1757.719	25	70.309	1.623	.031
	Within Groups	17931.528	414	43.313		
	Total	19689.247	439			
Positioning	Between Groups	2235.871	25	89.435	1.961	.004
	Within Groups	18878.737	414	45.601		

	Total	21114.608	439			
Identity	Between Groups	1898.931	25	75.957	1.827	.009
	Within Groups	17212.225	414	41.575		
	Total	19111.156	439			
Personality	Between Groups	1516.802	25	60.672	1.746	.015
	Within Groups	14383.814	414	34.744		
	Total	15900.616	439			
Promise	Between Groups	4669.920	25	186.797	6.188	.000
	Within Groups	12498.240	414	30.189		
	Total	17168.160	439			

Source: field survey

The table 4 reveals that the differences between group means were statistically significant and determines how bet the model fits the data. It also determines the model meets the assumptions of the analysis. Table 5 determines the group statistics of features of brand.

	Gender	N	Mean	Std. Deviation	Std. Error mean
Unique / distinctive	Female	190	14.9639	6.86432	.49799
	Male	249	14.6176	6.85739	.43457
Extendable	Female	190	13.0282	6.44971	.46791
	Male	249	12.0859	7.24910	.45939
Easy to pronounce	Female	190	14.7847	6.59979	.47880
	Male	249	14.0910	6.42591	.40723
Provide qualities & benefits	Female	190	15.9646	6.20873	.45043
	Male	249	16.7432	6.87389	.43562
Target audience	Female	190	15.2589	6.61953	.48023
	Male	249	14.0376	6.14839	.38964
Awareness	Female	190	11.5414	6.00894	.43593
	Male	249	13.1092	6.94637	.44021
Consistency	Female	190	14.3930	6.07469	.44070
	Male	249	15.2389	6.48184	.41077
Purpose	Female	190	14.7677	6.49084	.47089
	Male	249	16.5452	6.70149	.42469
Positioning	Female	190	15.6408	6.91666	.50179

	Male	249	14.5926	6.87695	.43581
Identity	Female	190	12.1322	6.43299	.46670
	Male	249	12.7257	6.68913	.42391
Personality	Female	190	15.4061	5.84788	.42425
	Male	249	15.7146	6.08567	.38566
Promise	Female	190	21.0551	6.20533	.45018
	Male	249	22.0410	6.13018	.38848

Companies constantly work on features of brand namely unique distinctive, extendable, easy to pronounce, provide qualities and benefits, target audience, awareness, consistency, purpose, positioning, identity, personality and promise. Table 6 depicts views of respondents towards features of brand and its influence on consumer choice of selection.

H0: Features of Brand do not influence consumer choice of selection.

H1: Features of Brand do influence consumer choice of selection.

Table 6: Views of respondents towards features of brand and its influence on consumer choice of selection										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Unique / distinctive	Equal variances assumed	.273	.602	.524	437	.601	.34626	.66085	-.95259	1.64510
	Equal variances not assumed			.524	406.711	.601	.34626	.66094	-.95303	1.64555
Extendable	Equal variances assumed	4.205	.041	1.415	437	.158	.94221	.66609	-.36692	2.25134
	Equal variances not assumed			1.437	426.773	.151	.94221	.65573	-.34665	2.23108

Easy to pronounce	Equal variances assumed	1.338	.248	1.108	437	.269	.6937 7	.62630	- .5371 6	1.92471
	Equal variances not assumed			1.104	401.30 1	.270	.6937 7	.62855	- .5419 0	1.92944
Provide qualities & benefits	Equal variances assumed	6.246	.013	- 1.226	437	.221	.7786 8	.63523	- 2.027 17	.46982
	Equal variances not assumed			- 1.243	424.72 6	.215	.7786 8	.62661	- 2.010 33	.45297
Target audience	Equal variances assumed	5.939	.015	1.995	437	.047	1.221 40	.61231	.0179 6	2.42483
	Equal variances not assumed			1.975	390.70 6	.049	1.221 40	.61842	.0055 6	2.43724
Awareness	Equal variances assumed	8.660	.003	- 2.482	437	.013	- 1.567 83	.63167	- 2.809 32	-.32635
	Equal variances not assumed			- 2.531	430.12 7	.012	- 1.567 83	.61953	- 2.785 52	-.35014
Consistency	Equal variances assumed	1.588	.208	- 1.392	437	.165	- .8459 1	.60774	- 2.040 35	.34854
	Equal variances not assumed			- 1.404	419.02 2	.161	- .8459 1	.60245	- 2.030 12	.33830
Purpose	Equal variances assumed	1.694	.194	- 2.791	437	.005	- 1.777 53	.63685	- 3.029 20	-.52586
	Equal variances not assumed			- 2.803	413.17 7	.005	- 1.777 53	.63412	- 3.024 02	-.53103
Positioning	Equal variances assumed	1.390	.239	1.578	437	.115	1.048 15	.66411	- .2570 8	2.35339
	Equal variances not assumed			1.577	405.73 4	.116	1.048 15	.66462	- .2583 8	2.35468

Identity	Equal variances assumed	.453	.501	-.936	437	.350	-.5935 1	.63380	1.839 19	.65217
	Equal variances not assumed			-.941	414.49 4	.347	-.5935 1	.63048	1.832 84	.64582
Personality	Equal variances assumed	.119	.730	-.535	437	.593	-.3084 5	.57643	1.441 37	.82447
	Equal variances not assumed			-.538	414.64 3	.591	-.3084 5	.57334	1.435 48	.81857
Promise	Equal variances assumed	.328	.567	- 1.661	437	.097	-.9859 4	.59365	2.152 72	.18083
	Equal variances not assumed			- 1.658	404.39 4	.098	-.9859 4	.59463	2.154 89	.18301

The above table 6 reveals the t values of 0 indicates that the sample results exactly the null hypothesis which is not in our case and t values more than 0 and result in rejection of null hypothesis. The respective alternative hypothesis is selected. Hence the features of brand namely unique distinctive, extendable, easy to pronounce, provide qualities and benefits, target audience, awareness, consistency, purpose, positioning, identity, personality and promise do influence consumer choice of selection.

Brand Strategies Appetite Consumer Choice of Selection

Companies concentrate continuously on strategic framework for progress and achieve success in the market. Strategies were framed for financial marketing, Human Resource, product after sales service and brand. In development of a successful brand, strategy (brand) is considered as a long-term plan connecting all aspects of business and directly connecting competitive environments, emotions and consumer needs. A brand strategy contains brand development, brand positioning, brand name selection and brand sponsorship. The table 7 depicts the demographic variables family and monthly income views of respondents on brand strategies appetite consumer choice of selection.

Table 7: Respondents views on brand strategies appetite consumer choice of selection

Family	Monthly Income		Brand Development	Brand Positioning	Brand Name Selection	Brand Sponsorship
Joint family	Below 10000	Mean	2.12	2.00	1.92	1.77
		N	26	26	26	26
		Std. Deviation	.711	.938	1.294	1.070
	10001 - 20000	Mean	2.17	2.25	1.54	1.62
		N	24	24	24	24
		Std. Deviation	.702	.737	1.021	.875
	20001 - 30000	Mean	2.08	2.14	1.55	1.47
		N	49	49	49	49
		Std. Deviation	.731	.842	1.138	.915
	Above 30000	Mean	2.14	2.39	1.61	1.75
		N	51	51	51	51
		Std. Deviation	.693	.850	1.185	1.093
	Total	Mean	2.12	2.22	1.63	1.64
		N	150	150	150	150
		Std. Deviation	.704	.850	1.161	.999
Nuclear family	Below 10000	Mean	2.18	2.53	1.63	1.79
		N	38	38	38	38
		Std. Deviation	.730	.951	.970	1.094
	10001 - 20000	Mean	2.13	2.52	1.52	1.46
		N	67	67	67	67
		Std. Deviation	.694	.859	1.005	.859
	20001 - 30000	Mean	2.10	2.50	1.72	1.48
		N	86	86	86	86
		Std. Deviation	.720	.930	1.233	.763
	Above 30000	Mean	2.01	2.36	1.44	1.70
		N	99	99	99	99

		Std. Deviation	.789	.963	.971	1.064
Total		Mean	2.09	2.46	1.57	1.59
		N	290	290	290	290
		Std. Deviation	.739	.927	1.064	.945

Source: Field Survey

For several predictor variables or other independent variables for value of criterion multiple regression statistical tool was used to test brand strategies namely brand development, brand positioning, brand name selection and brand sponsorship were used as inputs. In the present study consumer choice of selection was (Y) as Independent Variable, brand development (X1), brand positioning (X2), brand name selection (X3) and brand sponsorship (X4) are predictor variables and a, b, c and d were constant. Regression equation was as follows;

$$Y = aX_1 + bX_2 + cX_3 + dX_4$$

H0: Brand strategies do not appetite consumer choice of selection.

H2: Brand strategies do appetite consumer choice of selection.

Table – 8

Multiple regressions for consumer buying behavior based on sales promotion – advertisement

variables	Un-standardized Coefficients		Standardized Coefficients			Statistical Inference	
	B	Std. Error	Beta	t	Sig		F value
Constant	.612	.785		.779	.436	R = 0.426 R ² = 0.181 Adjusted R ² = 0.174	24.074***
X1	.463	.053	.436	8.734	.000***		
X2	.459	.065	.373	7.041	.000***		
X3	.305	.049	.350	6.167	.000***		
X4	.295	.047	.340	6.344	.000***		

*** Sig at 0.01 level ** sig at 0.05 level

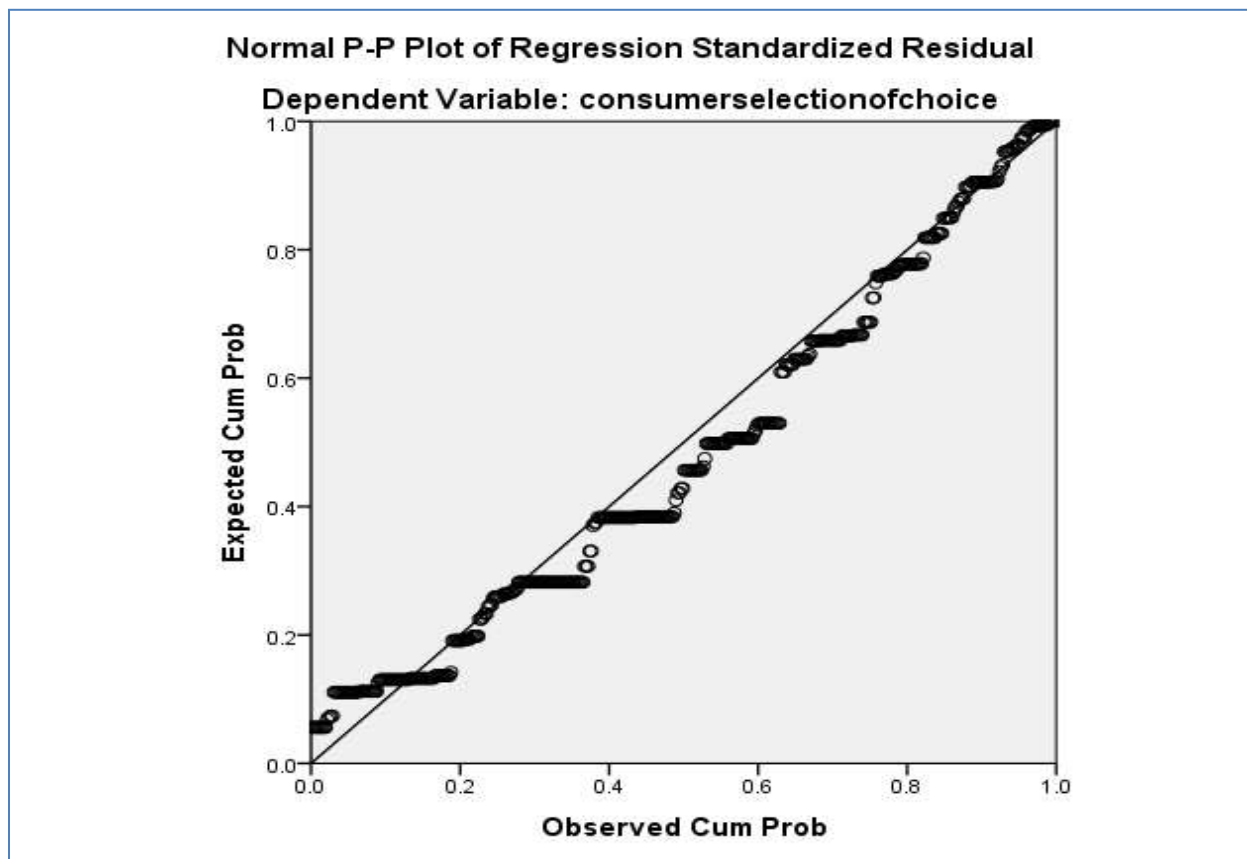
From the table 8 it is found that all the brand strategies have significant impact on consumer choice of selection. It is clear that independent variable with higher level of β has higher impact on dependent variable. In this study result reveal that the brand development ($\beta = 0.436$, $p < 0.01$) is the most influential factor, followed by brand positioning ($\beta = 0.376$,

$p < 0.01$), brand name selection ($\beta = 0.350$, $p < 0.01$) and brand sponsorship ($\beta = 0.340$, $p < 0.01$) are exerted a statistically significant and positive influence on consumer buying behavior.

The standardized coefficients Beta column, gives the coefficients of independent variables in the regression equation

$$Y = 0.436 X_1 + 0.373 X_2 + 0.350 X_3 + 0.340 X_4$$

The below chart 1 depicts the normal p plot of regression standardized residual with consumer choice of selection as dependent variable with respect to predictor variables brand strategies



Tools of Brand and Its Impact on Consumer Choice of Selection

Since decades companies using brand tools as catalyst and weapon to build its image in the mindset of customers and market. The significant branding tools help consumers for choice of selection were namely social analytical, self-congruity, cost driven, social mention, audio cognition, video, core identity, credibility. The table 9 depicts the descriptive statistics of the respondents on tools of brand and its impact on choice of selection.

	N	Mean	Std. Deviation
Social analytical	440	10.7101	4.88926
Self congruity	440	8.3822	2.58932
Cost driven	440	9.4766	2.56147
Social mention	440	1.2136	.66119
Audio	440	11.1560	3.25689
Cognition	440	11.7546	3.90691
Video	440	6.1318	2.11587
Core identity	440	9.6481	3.08827
Credibility	440	10.9229	3.10955
Valid N (listwise)	440		

Let's assume as the tools of brand respective null and alternative hypothesis were framed. Chi-square test was implemented to test the hypothesis. The respective hypothesis was as follows;

- H0: social analytics do not impact choice of consumer.
- H6: social analytics do impact choice of consumer.
- H0: self-congruity does not impact choice of consumer.
- H7: self-congruity does impact choice of consumer.
- H0: Cost driven do not impact choice of consumer.
- H8: Cost driven do impact choice of consumer.
- H0: Social mention do not impact choice of consumer.
- H9: Social mention do impact choice of consumer.
- H0: Audio do not impact choice of consumer.
- H10: Audio do not impact choice of consumer.
- H0: Cognition do not impact choice of consumer.
- H11: Cognition do impact choice of consumer.
- H0: Video do not impact choice of consumer.
- H12: Video do impact choice of consumer.
- H0: Core Identity do not impact choice of consumer.
- H13: Core Identity do impact choice of consumer.
- H0: Credibility do not impact choice of consumer.
- H14: Credibility do impact choice of consumer.

Table 10 depicts the Hypothesis of each determinant of tools of brand, chi-square calculated value and status of null hypothesis after calculation of chi-square test.

Table 10: Hypothesis	Calculated chi-square value	Status of null hypothesis
H0: social analytics do not impact choice of consumer	1067.977 ^a	Rejected
H6: social analytics do impact choice of consumer		Accepted
H0: self-congruity does not impact choice of consumer	465.364 ^a	Rejected
H7: self-congruity does impact choice of consumer		Accepted
H0: Cost driven do not impact choice of consumer	802.659 ^a	Rejected
H8: Cost driven do impact choice of consumer		Accepted
H0: Social mention do not impact choice of consumer	1258.295 ^a	Rejected
H9: Social mention do impact choice of consumer		Accepted
H0: Audio do not impact choice of consumer	1386.659 ^a	Rejected
H10: Audio do not impact choice of consumer		Accepted
H0: Cognition do not impact choice of consumer	1575.932 ^a	Rejected
H11: Cognition do impact choice of consumer		Accepted
H0: Video do not impact choice of consumer	475.864 ^a	Rejected
H12: Video do impact choice of consumer		Accepted
H0: Core Identity do not impact choice of consumer	821.455 ^a	Rejected
H13: Core Identity do impact choice of consumer		Accepted
H0: Credibility do not impact choice of consumer	1291.932 ^a	Rejected
H14: Credibility do impact choice of consumer		Accepted

a- Calculated value at 4 degrees of freedom

The above table 10 reveals that critical value calculated at 4 degrees of freedom was much greater than the table value results in rejection of null hypothesis and respective alternative hypothesis will be accepted. Wise versa if the critical value calculated at 4 degrees of freedom was less than the table value results in acceptance of null hypothesis. In our case critical value was greater than the table value results in rejection of null hypothesis and respective alternative hypothesis was selected. According to calculation tools of brand do impact the choice of consumers in selection of electronic brand.

Elements of Brand and Its Influence on Consumer Choice of Selection

A brand is influenced by many elements namely brand image, brand equity, brand experience, brand differentiation, brand communication, brand personality and brand identity. Every element has its own influence on the consumer choice of selection. Table 11 depicts the views of respondent on elements of band and its influence on consumer choice of selection.

Marital status	Educational qualification	Brand image	Brand equity	Brand experience	Brand differentiation	Brand communication	Brand personality	Brand identity	
Married	Post graduate	Mean	6.8357	6.6763	11.0432	9.9896	7.2150	6.8720	11.4990
		N	69	69	69	69	69	69	69
		Std. Deviation	2.58143	2.81640	3.44554	3.55309	3.36360	3.08127	3.75690
	Graduate	Mean	7.6204	6.8179	10.1912	10.8179	7.7377	6.4738	10.7793
		N	162	162	162	162	162	162	162
		Std. Deviation	3.37639	2.98506	4.18445	4.01289	3.60592	2.63530	3.96136
	Diploma	Mean	7.4333	6.6574	11.2707	10.7030	7.7778	6.9593	10.6174
		N	45	45	45	45	45	45	45
		Std. Deviation	2.96856	3.39080	3.96523	4.58616	3.84139	3.33658	4.57111
	School level	Mean	8.0000	5.7222	7.3333	12.1667	9.8333	4.5000	12.1667
		N	3	3	3	3	3	3	3
		Std. Deviation	5.19615	1.54860	.28868	4.07226	4.48144	.86603	4.07226
	Total	Mean	7.4002	6.7452	10.5453	10.6090	7.6374	6.6293	10.9461
		N	279	279	279	279	279	279	279
		Std. Deviation	3.15160	2.99240	3.98304	4.00131	3.58931	2.86479	4.01155
Unmarried	Post graduate	Mean	7.8308	6.1194	11.0383	10.1433	7.0821	6.6928	10.6070
		N	67	67	67	67	67	67	67
		Std. Deviation	3.56747	2.50778	3.51433	3.54638	2.78303	2.75872	3.61522
	Graduate	Mean	7.3616	7.0791	11.8506	9.6415	7.0763	6.6780	10.5653
		N	59	59	59	59	59	59	59
		Std. Deviation	3.42575	3.11188	3.45974	4.00984	3.01708	3.30402	3.92420

	Diploma	Mean	6.9444	5.7976	9.8556	9.9540	8.0000	6.9087	12.3810
		N	21	21	21	21	21	21	21
		Std. Deviation	2.78604	2.15326	4.05645	3.89052	3.25918	3.52244	2.83683
	School level	Mean	8.1786	7.2024	13.3214	9.2798	8.3810	7.3690	8.8798
		N	14	14	14	14	14	14	14
		Std. Deviation	3.83721	3.68682	3.68786	3.85551	3.93832	4.61391	4.72591
	Total	Mean	7.5735	6.5233	11.3802	9.8596	7.3126	6.7743	10.6729
		N	161	161	161	161	161	161	161
		Std. Deviation	3.43495	2.84257	3.65525	3.76804	3.04753	3.22749	3.80322

For several predictor variables or other independent variables for value of criterion multiple regression statistical tool was used to test elements of brand namely brand image, brand equity, brand experience, brand differentiation, brand communication, brand personality and brand identity were used as inputs. In the present study consumer choice of selection was (Y) as Independent Variable, brand image (X1), brand equity (X2), brand experience (X3), brand differentiation (X4), brand communication (X5), brand personality (X6) and brand identity (X7) are predictor variables and a, b, c and d were constant. Regression equation was as follows

$$Y = aX_1 + bX_2 + cX_3 + dX_4 + eX_5 + fX_6 + gX_7$$

H0: Elements of brand do not influence on consumer choice of selection.

H4: Elements of brand do influence on consumer choice of selection.

Table – 12

Multiple regressions for consumer buying behavior based on elements of Brand

variables	Un-standardized Coefficients		Standardized Coefficients	t	Sig	Statistical Inference	
	B	Std. Error	Beta			F value	
Constant	-1.329	1.417		-.938	.349	R = 0.494	19.964***
X1	.297	.036	.383	8.270	.000***	R ² = 0.244	
X2	.248	.042	.289	5.977	.000***		

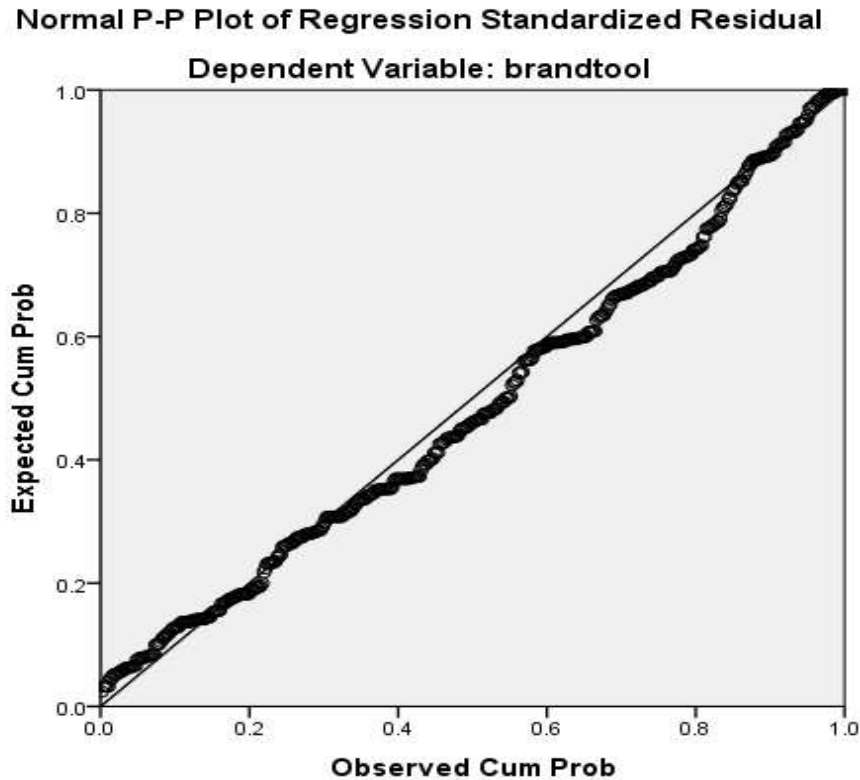
X3	.207	.033	.319	6.279	.000***	Adjusted R ² = 0.232
X4	.215	.032	.336	6.674	.000***	
X5	.307	.034	.414	8.936	.000***	
X6	.303	.041	.360	7.364	.000***	
X7	.222	.033	.346	6.675	.000***	

*** Sig at 0.01 level ** sig at 0.05 level

From the table 12 it is found that all the brand strategies have significant impact on consumer choice of selection. Independent variable with higher level of β has higher impact on dependent variable. In this study result reveal that the brand communication ($\beta = 0.414$, $p < 0.01$) is the most influential factor, followed by brand image ($\beta = 0.383$, $p < 0.01$), brand personality ($\beta = 0.360$, $p < 0.01$), brand identity ($\beta = 0.346$, $p < 0.01$), brand differentiation ($\beta = 0.336$, $p < 0.01$), brand experience ($\beta = 0.319$, $p < 0.01$) and brand equity ($\beta = 0.389$, $p < 0.01$) are exerted a statistically significant and positive influence on consumer choice of selection. The standardized coefficients Beta column, gives the coefficients of independent variables in the regression equation

$$Y = 0.383 X_1 + 0.289 X_2 + 0.319 X_3 + 0.336 X_4 + 0.414 X_5 + 0.360 X_6 + 0.346 X_7$$

The below chart 1 depicts the normal p plot of regression standardized residual with consumer choice of selection as dependent variable with respect to predictor variables brand strategies



Brand Factors Affecting Consumer Choice of Selection

In the current trend many customers identify and recognize Company's product with the help of brand. Many factors exist which affect brand. Factors which affect brand were namely brand legacy, brand strategy, marketing implementation, internal convention and marketing mix, need conventions and culture. Let us assume as the tools of brand respective null and alternative hypothesis were framed. Chi-square test was implemented to test the hypothesis. The Table 13 depicts respective hypothesis were as follows

Table 13: Hypothesis	Calculated chi-square value	Status of null hypothesis
H0: brand legacy does not affect choice of consumer	374.068 ^a	Rejected
H6: brand legacy does affect choice of consumer		Accepted
H0: brand strategy does not affect choice of consumer	107.682 ^a	Rejected
H7: brand strategy does affect choice of consumer		Accepted
H0: Marketing implementation do not affect choice of consumer	343.659 ^a	Rejected
H8: Marketing implementation do affect choice of consumer		Accepted
H0: Internal Convention do not affect choice of consumer	322.491 ^a	Rejected
H9: Internal Convention do affect choice of consumer		Accepted

H0: Marketing mix do not affect choice of consumer	282.727 ^a	Rejected
H10: Marketing mix do affect choice of consumer		Accepted
H0: Need conventions do not affect choice of consumer	139.205 ^a	Rejected
H11: Need conventions do affect choice of consumer		Accepted
H0: Culture do not affect choice of consumer	211.491 ^a	Rejected
H12: Culture do affect choice of consumer		Accepted

a- Calculated value at 4 degrees of freedom

The above table 13 reveals that critical value calculated at 4 degrees of freedom was much greater than the table value results in rejection of null hypothesis and respective alternative hypothesis will be accepted. Wise versa if the critical value calculated at 4 degrees of freedom was less than the table value results in acceptance of null hypothesis. In our case critical value was greater than the table value results in rejection of null hypothesis and respective alternative hypothesis was selected. According to calculation tools of brand factors affect choice of consumers in selection of electronic brand.

Conclusion

To compete in the industrial standards companies effectively contribute to Brand. Customers were in a position to recognize companies with just visualization of brand. The study resulted as features of Brand influence consumer choice of selection, Brand strategies appetite consumer choice of product, tools of brand impact consumer's choice, elements of brand influence on consumer choice and factors of brand affecting in the process of consumer choice.

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