Umeå School of Business and Economics (USBE)

Department of Business Administration

Masters: Thesis

Spring: 2008

Supervisor: Per Nilsson

Author: Tanveer Hasan

Influence of Brand Name on Consumer Decision in Car Choice

LIST OF CONTENTS

LIST OF CONTENTS

LIST OF CONTENTS

LIST OF CONTENTS

LIST OF CONTENTS

Key Words: Branding, Brand Equity, Emotional Branding, Consumer Decision making, Consumer Behavior.

ABSTRACT

In the present developing and modern day world, consumerism has dominated all the aspects of life. The life in the society follows the pattern of the capitalist culture where the human values have a different measure, 'you are known by what you have not by what you are'. This naturally leads to the life in a society where everyone wants to have a unique place in the society, by possessing the things which sets them apart from the rest of people in the society.

In present society and living way, the Brands not only represent the symbol of the company or product but to a larger extent define the general life of a person. What the person uses can reflect his taste of life, his status in the society, his economic background and many other things. This makes a deep connection between the company and its brand, with the consumer. In this two way relation both are dependent on each other for various different reasons.

In today's time customers are very deeply connected to the brands. When they purchase any product like a car, mobile, items of daily need, brand name influence the consumer's choice. Some customers purchase the specific branded things just due to the brand name. Customers believe that brand name is a symbol of quality.

I found this interesting and wanted to find out whether brand name influences the consumer choice when they go for purchasing any product. I chose to for the specific product because this is one of the products which got my attention because of many reasons. Initially the car production was dominated by few companies and one or two countries. With the time, the market started to grow and once considered to be luxurious commodity, cars became a need rather than a choice. This increased the demand and with that many more companies entered the arena to have their share of profit and exploit the growing market. This made the companies to put more efforts and money to creating brand awareness of their product.

With the Huge sum of money and effort invested by the companies to create the awareness of their brand in the market, many questions arise; does this really affect the purchasing decision of the customer? Does the brand awareness somehow influence the sale of the product? Etc.

On the basis of these questions, I formulated my problem as follows:

The purpose of this thesis is to create deeper consideration of what influence a brand name can have, when people go for purchasing, choose the products between different brands in automobile industry. Further I want to identify, if there is a connection between brands and the consumer decision making process.

I conducted this study based on theories and surveys. I analyzed the result of the survey in order to be able to draw conclusions and find answers to my problem.

I came to the conclusion that when consumer purchases a car, brand names influence his choice. Customers choose the well known branded car among other brands which are new or not so known.

The study shows that branded cars have a great place in consumer mind, when customers go for purchasing a car, they prefer to purchase a well known branded car. Customers do not want to try new or unknown branded cars because they have no much information about the lesser known brand. Usually, people purchase well known branded cars because they might

have heard before about brands or they have some information about them from other sources. This makes customer feel more comfortable during the time of decision making as they are not so confident about the knowledge they have gathered about the other brands.

The consumers are very conscious about branded and unbranded cars because they have the view that branded cars are more reliable than unbranded car. This study also explains that customers trust the branded cars' quality. Before purchasing a car people do not consider the lesser known brand car, as people are very attached to some specific brands. Some people are loyal to specific brands, over time they want to purchase the same branded car because the specific brand has satisfied the customer's needs and in turn has gained the trust in the brand name.

I feel that the purpose of this study has been fulfilled to some extant. The theory describe that brand name has a power, which attracts the customers towards branded products. The reason is that customer gets special connection with specific brands product and become the loyal with brand.

1. Introduction

This introductory section essentially focuses on the background of my 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 problem definition and my purpose of study.

1.1 Background of the problem

"A brand is a name, term, sign, symbol or design or combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competition"[1].

Brand is a combination of name, symbol and design. Brands represent the customer's perceptions and opinion about performance of the product. The powerful brand is which resides in the mind of the consumer. Brands differ in the amount of power and worth they have in the market place. Some brands are usually unknown to the customers in the marketplace while on the other hand some brands show very high degree of awareness. The brands with high awareness have a high level of acceptability and customers do not refuse to buy such brands as they enjoy the brand performance. Some brands commend high level of brand loyalty.[2]

The brand history tells us how the people have used the brand as a mark of identification. In the earlier times the brand mark was used to differentiate the goods of one producer to others. The word brand has its origin from the Old Norse word "brandr" which means "to burn". In the initial phase, the brand was used as a mark of identification on the animals.[3]

The history of branding goes back when people utilized burned mark on cattle in order to identify the quality.[4] Branding concepts have been used for centuries around the world in different forms. The original inspiration for branding came for craftsmen and others to recognize the fruits and their labors, so that the customers could easily identify them. Further more branding and trade marks, was applied in past ancient pottery and stonemasons marks, which was utilized to mark handcrafted goods to recognize their source.[5]

_____

[1] Kevin Lane Keller, Strategic Brand Management, Second Edition, p.03
[2] Kotler, Wong, Saunders, Armstrong, Principle of Marketing, Fourth European Edition, p.555
[3] Kevin Lane Keller, Strategic Brand Management, Second Edition, p.03
[4] Bengtsson Anders, Consumer and Mixed Brands- on The Polysemy of Brand Meaning, Lund Business Press, 2002, p.4
[5] Kevin Lane Keller, Strategic Brand Management, First Edition, p.25

INTRODUCTION

Every brand differs in names or symbols like logo, trade mark, design and packing. The products are recognized through these elements and thus make it possible to differentiate one product from the other. A brand is a signal to protect the customer from similar brand names and protect the producer from the competitors.[6]

Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction. Usually people do not buy certain brands just for design and requirement, but also in an attempt to enhance their self esteem in the society.[7] Some brands have very strong position in the market as they are more consumer friendly and customer purchases these branded products on trust and without any hesitation.

Brand names present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them. Further more it represents the customers' convenient summary like their feelings, knowledge and experiences with the brand. More over customer do not spend much time to do find out about the product. When customer considers about the purchase they evaluate the product immediately by reconstructed product from memory and cued by the brand name.[8]

Most of the customers prefer to buy a branded product because they know this product has been developed by maintaining the protocols, like from the health and environmental prospective, quality etc. Most successful companies prefer customer preferences and obtain customers input through marketing research. Some companies introduce a latest technology in new product according to customers demand and requirements e.g. introduction of camera in cell phone, cell phone holder, charger in current edition of branded cars etc. They also use latest machinery for improving the product quality, shape, design, use of computer graphics in labelling of the products etc.

A brand has a value; this depends on the quality of its products in the market and the satisfaction or content of the customer in its products and services. This provides the trust of the customers in the brand. 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.[9]

_____

[6] David A. Aaker, Managing Brand Equity, Capitalizing on The Value of a Brand Name, p.07
[7] De Chernatory Leslie & Mc Donald Malcolm H.B, Creating Powerful Brands: The Strategic Root to Success in Consumer, Industrial and Service Markets, Oxford, Butterworth Heinemann, 1992, p.140
[8] Flemmming Hansen and Lars Bech Christensen, Branding and advertising, Copenhagen business school press,(2003) p.13
[9] Aaker David A. Building Strong Brands, Simon & Schuster, New York 1996 pp.21-22

INTRODUCTION

Brands play vital role in the decision making processes of the customer.[10] It is important for companies to find out customer's decision process and pinpoint the criteria, which customers apply while making decision.[11] How brand names influence the customer purchase decision? Why customers purchase a particular brand also implies how customers decide what to buy. Customers follow the sequence of steps in decision process to purchase a specific product. They start realizing a requirement of product, get information, identify & evaluate alternative products and finally decide to purchase a product from a specific brand. When customers purchase particular brand frequently, he or she uses his or her past experience about that brand product regarding performance, quality and aesthetic appeal.[12]

Companies are recognized through their brand and it is most valuable asset for survival. Customers have many brand choices but they have less time to make a choice. The brand speciality helps the customer in decision making to purchase a right product with less risk and according to set expectations. Brand name is a promise to customer by maintaining and enhancing the strength over time.[13] Successful brand should be the representative of various elements together including design, packing, quality, style etc. Customers want to see all the elements in brand product according to his need.

"A product is something that is made in a factory, a brand is something that is bought by a customer. A product can be copied by a competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless"[14].

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 a product.[13] The market is flooded with new and old brands and intensity of brand war is increasing day by day. The popularity of a brand is a tool for survival and success of company in the market. In this respect companies offer different packages to customers with the use of different resource weapons in this competition war for raising awareness among the customers about the branded product.

_____

[10] Srinivasan & Fukawa, Industrial Global Brand Leadership: A Capabilities View, IndustrialMarketing Management, Vol 36 (2007) p.1082 cited by Bendixen et al., 2004; Michell et al., 2001

[11] David W. Cravens, Nigel F. Piercy, Strategic Marketing, Eight Edition, p.79

[12] Kevin Lane Keller, Strategic Brand Management, Second Edition, p.02

[13] David A. Aaker, Managing Brand Equity, Capitalizing on The Value of a Brand Name, p.01

[14] Daniel H. Mc Quiston, Successful branding of a Commodity Product: The Case of RAEX LASER Steel, Industrial Marketing Management Vol 33 (2004), p.345

INTRODUCTION

In this increasable competitive market, companies are attempting to gain better position for them by becoming more customer-oriented.[15] Companies are facing wider range of competitors who offer a similar product to same customers at different prices. Companies have to plan efficient and competitive marketing strategies proper distribution channels and marketing strategies. Competition is increasing rapidly between the same products offered by different companies. Competitive advantage can be achieved by designing a superior product and offering more benefits to customers.[16]

"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 packing, 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." [17].

The company's reputation has an important influence on the consumer buying processes. This reputation is different due to the company's product and specific influence of the brand's image.[18] The successful Company always provides the customers greater value of satisfaction than its competitor and adapt to the needs of the customers.[19] In this increasing competition market, company cannot sell the brand unless it understands the customers' requirements. Companies make a strong relationship with customers through development of a customer friendly brand. Competition creates a new value for consumer.

The flourishing companies have to identify their customer's need. In this extremely aggressive and full of competition, market place, it is not enough for company to reach the certain level of sales and customer satisfaction at same time. The company must be able to identify and apply the most successful resources to communicate it with market and consumers. A company has to consider not only the market performance of its product but also of its competitor's product and at the same time keep the track of the changing attitude of customer in changed situations.

_____

[15] Hartmann & Apaolaza, Managing customer Loyalty in Liberalized Residential Energy Markets: The impact of Energy Branding Energy Policy Vol 35 (2007) p.2661

[16] Kotler,Wong, Saunders, Armstrong, Principle of Marketing, Fourth European Edition, p.494

[17] William M. Welibacher, Brand Marketing, Building Winning Brand Strategies That Deliver Value And Customer Satisfaction, 1993 p.130

[18] Cretu &. Brodie, The influence Of Brand Image and Company Reputation Where Manufacturers Market to Small Firms: A Customer Value Perspective, Industrial Marketing Management Vol 36 (2007) p.230

[19] Kotler, Wong, Saunders, Armstrong, Principle of Marketing, Fourth European Edition, p.90

INTRODUCTION

1.2 Research Question

What is the Influence of brand name on consumer decision in car choice?

1.3 Purpose

To gain an efficient knowledge through this thesis about consumer decision and analysis at the time of purchase. In order to investigate the influence, brand name can have on consumer's decision, I want to ascertain any connection between the two.

1.4 Demarcations

For this study I have chosen three multinational automobile companies. In my opinion through these companies' products I can get the required information. I have selected Honda, Suzuki and Toyota for my study. These companies are offering wide range of different models of cars in the automobile market.

1.5 Limitations

Karachi is one of the biggest and fastest growing cities in Pakistan, both in terms of economy and population. Here majority of people are educated and it is easy to find many customers who owns the product of my chosen automobile products. The above reasons made this place, Karachi, most suitable place for this study, so I conducted my survey there. Initially respondents were limited in size and composition. The data collection was restricted within the city of Karachi in Pakistan. Sampling can have some biased, because it was not possible practically to go to different places for survey. Due to the time restrictions and busy schedule, many people in certain class may have been left out or neglected the request for answering the survey questionnaire. The feeling of insecurity due to some unknown reasons may have prompted the people to alter some information.

2. Research Philosophy

The basic aim of this chapter is to present a brief analysis about the subject and I have tried to focus on the pros and cons of the subject. I also focused on the theoretical concepts of the subject and tried to mould its flow, keeping in mind the scientific and practical approach of the system. Later some literary research and theoretical concepts are also defined.

2.1 Choice of subject

Having had an intention to build my professional career in the ever-changing and challenging field of Marketing, I got myself enrolled into the Masters program in Marketing at Umea School of Business. As a part of my marketing program, I studied several courses encompassing consumer behaviour, Consumer Analysis and other fascinatingly educative courses like International Marketing, Executive Decision Making and so forth. In my consideration, of all courses Consumer Behaviour was the most interesting course as understanding consumer behaviour is the key to success in today's ever-increasing competition among companies across the globe. Having studied Consumer Behaviour, the horizon of my knowledge about consumer behaviour was widened and at the same time I was immensely inspired to do research on Consumer Behaviour.

The reason I selected the topic is mainly because it is directly related to consumer behaviour. Consumers prefer one brand over another, mainly because of their behaviour and attitude towards the product and so forth.

Before writing the thesis some questions came in my mind. Why companies are recognized through brand. As a consumer I realized many times that I prefer to buy a brand products. What is the specialty of brand products? If we see different product segments almost all products belonging to different brands, it becomes very interesting to know how brand names influence the decision of the customer.

When I was conducting my survey work, I met different people and I observed their behaviour, feelings and emotions about branded products. When it came to the specific automobile brand products, it became very interesting to know that how people are connected with branded products and how the brand name influences their decision.

2.2 Preconceptions

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. I think human judgment and beliefs change over time. I try to make it considerable for the readers how we undertake the approach problem. I define here short presentation of preconception which is very helpful for the reader to understand the concept of preconception.

People do not come with preconceptions in this world. The preconception develops throughout our lifetime and this is affected by our social and educational background and by our practical experience.[20]

Currently I am a student at the Umea School of Business and my major focus is on marketing aspects. During my study period in Umea I did different courses which were related to consumer behaviour and concept of branding. Throughout my education I read different books and articles and the knowledge I gathered became very useful for me to understand the consumer behaviour and their decisions and choices.

My previous education background is also connected with field of marketing and consumer behaviour. Further my bachelor project was also related to consumer behaviour and their buying habits. I was motivated for this study because I have experienced how brand influences on consumer choice.

I had worked as a marketing officer in two different companies of Pakistan. Being a marketer I understood the consumer behaviour, their buying habits and importance of brand name. During my job I conducted different surveys of the consumer market and I noted the direct influence of brand name on consumer choice. I decided to work on consumer behaviour which is connected to brand products and consumer choice that's why I chose this topic for my master thesis.

2.3 Perspective

I think that this is a fundamental issue for companies that how brands name can influence the customer's choice, the result of this study will be very helpful for the companies to understand the consumer behaviour and their decision choices.

I tried to explain in this thesis two different types of perspective, first from the customers' perspective and second from the company's perspective. This thesis can be very useful for a company, I include in this study consumer behaviour and try to find out the influence brand name can have on consumer decision. Whatever will be the outcome of this research survey, this information is very helpful for companies to understand the consumer behaviour and their decisions. Companies can use this information when dealing with customers. More over this thesis also explains the customers' problems which they face while purchasing the brand products.

---

[20] Marina Papanastassiu and Natalie Rouhani, Too Old For a Brand, 2006 p05 Citied by Johansson Lindfors Maj Britt 1993 p. 25

My opinion is that through this study we can understand the consumer problem and help the companies to resolve these types of issues. I can add further ideas for the companies which are very help them to see this problem from the customer's point of view.

2.4 Secondary Sources collections

The result of the research is very much reliant on the primary sources, I gathered the structure from the interview, further there are many different type of secondary sources it required to understand the concepts, theories, definitions, and empirical results. I utilized many books, articles, journals, research literature and old thesis as secondary sources. More over I used literatures from the 90s and later. I also used internet as a secondary source. I have used official web pages and internet sites, as a source for Honda, Toyota, and Suzuki companies information. Moreover I used the policies of specific automobile companies which I have received through company web sites.

2.5 Literature search and review

When I have started my thesis, it was very difficult for me to gather information. Because I knew branding and consumer behaviour is a very big field. The main sources of my information for this work were books, literatures and the database for research articles (ALBUM) from University of Umea. Besides this I have gone through online journals and article which gave additional pace to my work.

2.6 Evaluation of written sources

In my opinion, the articles I have found and used in my thesis as a reference are authentic because it has been written by experts and renowned people in the field of marketing. These theories, books and articles, are accepted in whole of the academic world and are widely used as a reference. Moreover many marketing managers and researchers apply these theories as a marketing tool. Therefore I can trust this information as reliable to be utilized in my thesis.

During my thesis I tried my best that I utilize recent information include in my study, because recently published information is most reliable, authentic and trustable. I understand branding and consumer behaviour are the fields that gets updated continuously. We cannot relay much on the old material. Some articles I found in my studies which were very old so I did not include these articles in my study. Some places I used old articles when realized I have no other option.

2.7 Scientific Ideals

When researcher conduct the research she or he has to keep in mind what research philosophy should be undertake. Therefore we know the research philosophy its identify as a scientific ideals, because its interpret over the study's methodology. Whatever result comes, the researcher explains the reader, what ideal researchers chosen for this study with this believe it the best for the study. There are three types of scientific ideals positivism, interpretivism and Realism.

RESEARCH PHILOSOPHY

The positivistic ideal attempt to reproduce the veracity in as much as possible objective way.[21] If the research philosophy replicate the positivism then the researcher perhaps implement the philosophical attitude of the natural scientist. Researcher will choose working with recognizable social certainty and the finish of such research may be low for example generalizations very close to those created by the physical and natural scientist.[22] The purpose of positivistic scientific ideal is that describes and investigates the cause and effect relation. To be proficient and make simpler is an essential goal. The researchers examine the veracity and collecting the facts. This is helpful to make easier to observe the pattern and reliabilities in the reality, therefore this can guide to general conclusion.[23]

Interpretivism is an epistemology that activist the essential for the researcher to realize the human role as a social actor. This highlights the difference between designing researches among people relatively objects like truck and computers.[24] The interpretivism observation the world and human being are not in same ways than just how one can examine, but the reality is that they are not being examined objectively but subjectively.[25]

Interpretivism can be explained as "A theoretical point of view that advocates the study of direct experience taken at face value, and one who sees behavior as determined by the phenomena of experience rather than by external, objective and physically describe reality"[26].

The third philosophy usually identify to Realism is an epistemological position. This is narrating to scientific enquiry. The real meaning of realism is that whatever our senses explain us as actuality is the truth, that objectives have an existence independent of the human mind. The realism theory is that the reality is relatively independent from the human mind.[27]

I decided to choose positivism for this study. I think this is the best and suitable scientific ideals, because in this ideal I have many options and opinions. Therefore I have to accumulate the study that exemplify with common views of the customers. I attempt the result that can be more useful and generalized for this specific study.

_____

[21] Remenyi et al, (1998), Doing Research In Business And Management, An Introduction to Process And Method, p.32, cited by Saunders et al (2007), p.103
[22] Saunders et al. 2007, Research Method for Business Student, Fourth Edition, p.103
[23] Khan and Rahaman, 2007, Impact of Micro Finance on Living Standard, p.15 Cited by Lundahl,Ulf, Skarvad, Per Hugo (1999), p.39
[24] Saunders et al. 2007, Research Method for Business Student, Fourth Edition, p.106
[25] Remenyi, 1998, Doing Research in Business and Management, An Introduction to Process and Method, p.32
[26] Cohen and Manion (1987), Cited by Remenyi et al. (1988), p.34
[27] Saunders et al. 2007, Research Methods for Business Student, Fourth Edition, p.104

2.8 Scientific Approach

With a view to reach a solution to a problem we can make use of either inductive reasoning or deductive reasoning. When researchers reason from the specific to the general, they capitalize on inductive reasoning. Conversely, deductive reasoning is used when researchers use the more abstract and general ideas to return to specific, that is, to make predictions about future observation. Researchers are applying the rational process of induction and deduction constantly. If a researcher begins with empirical observation and consequently infers constructs is deemed to be doing research using inductive reasoning. In deductive reasoning, on the contrary, researchers use constructs as the basis to make predictions about new, specific observation. So as to build and validate conceptual models researchers must use both inductive reasoning and deductive reasoning.[28]

Generally speaking, all scientific theories involve both induction and deduction. However, they often vary in the extent, to which they lay emphasis on one or the other. Inductive theories are those theories that emphasize induction. Inductive remain very close to the empirical data. Inductive theorists follow the data and draw a conclusion.[29] The deductive theory that is more traditional and formalized theory stresses deductions from constructs.[30]

In my consideration, the most appropriate scientific approach for my study is using both inductive reasoning and deductive reasoning. Having said this, I will put more emphasis on deduction. The underlying reason for more emphasis on deduction is because I will apply a wide spectrum of existing theories pertinent to my topic as the basis to forecast about the future and for reaching a conclusion.

_____

[28] Anthony M. Graziano and Michael L. Raulin Research Methods, Sixth Edition, pp.35-36
[29] Ibid, pp.37-38
[30] Ibid, p.39

3. THEORETICAL FRAME

In this chapter, I endeavor to present the theories pertaining to my topic. I also gave my explanations and comments on the theories. Furthermore, I tried to explain the pertinence of the theories I am going to discuss. As I have decided to focus on brand and the nexus between brand and consumer preferences, the theories are based on them. The chapter starts with presenting a flow chart which depicts how I have divided and explained theories on branding and consumer behavior.

Brand Equity Brand Loyalty Name Awareness Perceived Quality Brand Association Proprietary Brand Assets	→	Emotional Branding Pricing Strategies Brand Name Logos and Symbol Experience Self Esteem	→	Consumer Behavior Complex Buying Behavior Dissonance reducing buying behavior Habitual Buying Behavior Variety Seeking Consumer Behavior	→	Consumer Decision Making Decision Rules Non Compensatory Decision rule Compensatory Decision rule Social Class Conspicuous consumption Purchase Intention

The reason I have developed the flow chart is because so that the readers can go through the construction of the chapter with ease. The theories that I have presented here have been divided into different parts according to their pertinence. I started with brand equity, and continued with emotional branding and consumer behavior. In the last part of the flow chart, I mainly tried to expound different theories on consumer decision.

3.1.1 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.[31]

David W. Cravens in his book "Strategic Marketing" has narrated the following description of Brand Equity

"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"[32].

_____

[31] Kevin Lane Keller, Strategic Brand Management, Second Edition, p.42
[32] David W. Cravens, Strategic Marketing, Eight Edition, 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. However, they can be usefully grouped into five categories"[33].

1. Brand Loyalty
2. Name awareness
3. Perceived quality
4. Brand association
5. 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.[34] 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.[35]

Brand equity provides a great value for customers; brand equity assets help the customers to capture and process the brand and store large number of information about it. Brand equity can help to develop marketing programs and attract the new and maintain the loyalty and faith of old customers.[36] The customer based brand equity arises when customer is well acquainted with the brand name and keeps some favorable, strong and unique about brand association in memory.[37]

_____

[33] Aaker A David, 1991, Managing Brand Equity, Capitalizing On The Value Of a Brand Name, New York Free Press (1991) pp.15-16

[34] Kotler, Wong, Saunders, Armstrong, Principle of Marketing, Fourth European Edition, p.556

[35] Pekka Tuominen, Understanding Brand Equity, p.08 Cited by Barwise, 1995, pp.94-95

[36] Aaker A David, 1991, Managing Brand Equity, Capitalizing On The Value Of a Brand Name, New York Free Press (1991) pp.16-18

[37] Kevin Lane Keller, Conceptualizing Measuring and Managing Customer Based Brand Equity, Journal of Marketing Vol 57, January 1993, p.02

THEORETICAL FRAME

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.[38]

Brand equity also involves the value added of product through customer relations and perceptions for the specific brand name.[39] 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.[40]

When a company promotes a product of a recognized brand name in the market, company can save the promotion cost, which can be utilized in the expansion of pricing strategy. Brand equity is very helpful to penetrate in new market without much effort. Thus a known brand naturally creates a greater space for itself in the shelves than unknown brand. Brand equity supports the company in facing the competition. If a brand has a strong position in the segment, another brand will find a very difficult to compete in the same segment as they already correlate various characteristics with the recognised brand.[41]

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.[42]

---

[38] Cheng Husi Chen, Using Free Association to Examine the Relationship between the Characteristics of Brand Association and Brand Equity. MCB University Press, Vol 10, (2001) pp. 439-440

[39] Lisa Wood, Brands And Brand Equity: Definition And Management, MCB university Press, Vol 38, Issue 09, (2000) p.663

[40] Aaker A David, 1991, Managing Brand Equity, Capitalizing On The Value Of a Brand Name, New York Free Press (1991) pp.6-18

[41] Papanastassiu and Rouhani, 2006, Too Old for a Brand, p.13, Cited by Aaker, Capitalizing on the Value of a Brand Name, p.18

[42] Pekka Tuominen, Understanding Brand Equity, pp.08-09, Cited by Keller 1995, p.8

3.1.2 Brand Loyalty

Brand loyalty shows customer preferences to purchase a particular brand; customers believe that the brand offers the enjoyable features, images, or standard of quality at the right price. This belief and faith of the customer becomes a base for new buying habits. Initially customers will purchase a brand for trial, after being satisfied, customers will keep on buying the product from the certain brand.[43] Brand loyalty represents an encouraging approach towards a brand resulting in regular purchase of the brand over time.[44]

Brand loyalty is shape of continue purchasing a conscious to regular buying the same brand.[45] Brand Loyalty reflects the ratio of regular buyers to the satisfied buyers who like the product This is more useful in marketing the product to existing customers because of good brand loyalty it will cost less effort and money, than to attract new ones.[46] When loyal customers see any lack attachment to brand attribute, then he or she immediately transferred to the other brand products that offer a better deal. The reason for buying a same product from a familiar brand saves the time and reduces the perceived risk.[47]

"The brand loyalty of the customer base is often the core of brand equity. If customers are indifferent to the brand and, in fact buy with respect to features, price and convince with little concern to the brand name there is likely little equity. If on the other hand, they continue to purchase the brand even in the face of competitors with superior features, price, and convenience, substantial value exists in the brand and perhaps in its symbol and slogan."[48]

This is very interesting for my study, especially when I tried to find out about this in my survey, how people become a more loyal with specific brands and why people choose certain branded cars. As mentioned above, there are many attributes in the car which helps them to get loyal customers. It can be that the same brand is being used by the family for generations.

3.1.3 Name awareness

"Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category so he can establish a link between product class and brand is involved"[49].

This is the second category of the brand equity. Brand name awareness plays an important role in decision making of a consumer; if customer had already heard the brand name, the customer would feel more comfortable at the time of making decision. Customers do not prefer to buy an unknown brand. Therefore companies' strong brand name is a wining track as customers choose their brand over unknown brand.[50]

_____

[43] www.extension.iastate.edu/AgDM/wholefarm/html/c5-54.htmltime17.50, Dated 3.01.08

[44] Pekka Tuominen, Understanding Brand Equity, p.17, Cited by Assael 1992, pp. 87-89

[45] Solomon Michael R, Consumer Behaviour, Eight Edition, P.293

[46] Pekka Tuominen, Understanding brand Equity, pp. 17-18, Cited by Aaker 1992, p.30

[47] Jose M.M. Bloemer, Hans D.P. Kasper, The Complex Relationship between Consumer Satisfaction and Brand Loyalty, Journal of Economic Psychology Vol 16 (1995), pp.313-314

[48] Aaker A David, Managing Brand Equity, Capitalizing On The Value Of A Brand Name, New York Free Press (1991), p.39

[49] Ibid, p.61

[50] Ibid p19

People generally tend to buy brands that they are familiar with and on which they have confidence. To be able to get the loyalty and awareness of the consumer brand awareness is a must, for which unknown brand has to face the tough competition from the brands already having a place in the market.[51]

A well- known brand has a good opportunity, whenever a need of the some items arise, the customer will not like to take a chance and prefer to purchase name aware brand first. Customer use product on trial basis, after satisfaction of the brand quality, it will use it regularly. To promote brand name awareness is quite expensive and should be done through mass advertising.Generally people chose the well known branded cars. I find this interesting for my study and I strive to find it out. People chose well known branded cars above unknown branded cars because they are well aware about the brands, its reputation in market and have the direct or indirect experience about the product.

3.1.4 Perceived Quality

"If a customer expects a bad level of quality and receives it, he/she will reduce his/her level of preference for the brand"[52].

It is an essential characteristic for every brand; perceived quality defines a customer's perception and the product's quality or superiority. The perceived quality provides fundamental reason to purchase. It also influences brand integration and exclusion to consideration set before final selection. A perceived quality provides greater beneficial opportunity of charging a premium price. The premium raises profit and gives a resource to reinvest in the brand. Perceived quality will enable a strong brand to extend further and will get a greater success possibility than a weak brand.[53]

Mostly customers prefer to buy products from a well known and familiar brand, rather than opting for the unknown and new brand. Sometimes they do not want to take a chance by trying to go for a new brand.[54] Perceived quality of a brand influences the decision making process of a consumer. It also directly influences the brand loyalty of the consumers. Perceived quality has a greater influence in a customer's purchasing process and in brand loyalty. This influence is very important when customers are in a condition, which makes them unable to make an analysis of the quality. Perceived quality can be used as a helping tool when company intends to utilize a pricing strategy with premium price and further extend a brand in several markets.[55] All customers are conscious about the product quality. The majority of people prefer to go for well known brands car which have a high reputation in the market for the different attributes of the quality. There are many quality attributes which the customer looks for, like the mileage, safety, design etc.

---

[51] Wayned Hoyer, Steven P. Brown, Effects of Brand Awareness on Choice for a Common , Repeat-Purchase Product, Journal of Consumer Research Vol 17, September (1990) pp.141-142

[52] Rust, Inman, Jia, Zahorik, What Do You Know about Customer Perceived Quality, The Role of Customers Expectation Distributions, Marketing Science, Vol.18, 1999, p.78

[53] Pekka Tuominen, Understanding Brand Equity, p. 20, Cited by Aaker 1991, pp. 85-86

[54] Ajay Kalra, & B.P.S. Murthi, Preyas Desai, When Old Is Gold: The Role of Business Longevity in Risky Situations, Journal of Marketing Vol. 72, January (2008), p.96

[55] Aaker A David, Managing Brand Equity, Capitalizing on the Value of a Brand Name, New York Free Press (1991),p.19

3.1.5 Brand Association

"Keller pointed out that the favorability, strength, and uniqueness of brand associations are the dimensions distinguishing brand knowledge that play an important role in determining the differential response that makes up brand equity, especially in high involvement decision settings"[56].

There are values of a brand that are not as visible as other brands. These values can be based on the association of the brand with certain factors or personalities that provides confidence and credibility among the customers. This Association can be made through famous people, who represent the brand, and their well known personality and life style. For example cars can be associated with the lifestyle or fame of the celebrities and their association with particular brand. A company tries to associate certain attribute to their brand, which makes it harder for the new brands to enter the market. Some brands can be associated with other attributes, like good service; competitors trying to compete with this attribute, can be extremely difficult because of the established trust and faith of the customer in the market.[57]

Many brand associations include product attributes and consumer benefits that offer a specific explanation to customers purchase and utilize the specific brand. Brand symbolizes a base for purchase decision and brand loyalty for example customer use Toyota, Honda and Suzuki brand cars because they provide a good service after sale and make the spare parts easily available.[58]

3.1.6 Propriety brand assets

"A competitor is someone who wants to take business away from you"[59].

In the previous categories we have discussed more about how the customer perceives and respond 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 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.[60]

---

[56] Cheng Hsui Chen, Using The Free Association to Examine The Relationship Between Characteristics Of Brand Association And Brand Equity, Journal of Product & Brand Management, Vol 10, No 7, 2001, p.440

[57] Aaker A David, Managing Brand Equity, Capitalizing On The Value Of a Brand Name, New York Free Press (1991), pp.20-21

[58] Ibid, p.112

[59] Jeff Falk, Product Protection: Battle Of The Brands, Allured Publishing Corporation, April 2006, Vol 174, Issue 04, p.38

[60] Aaker A David, Managing Brand Equity, Capitalizing on the Value of a Brand Name, New York Free Press (1991), p.21

THEORETICAL FRAME

3.2 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.[61]

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.[62]

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.[63] 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.[64]

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.[65]

3.2.1 Pricing Strategy

Through out my study I have gone through many article and theories about price strategy and it is important and is very sensitive tool for companies, because products success or failure in market to some extent depends on product price. The price strategy is a challenge for companies because of deregulation, strong global competition, and conservative buyers, slow progress in market.[66]

---

[61] Making the Emotional Connection, Brand Week, January 2001, Vol. 42, Issue5, P.23

[62] Green Don, Emotional Branding Makes the Difference, Paperboard Packaging, June 2003, Vol. 88, Issue 6, Pg12

[63] Travis Daryi, (with help from Harry), Emotional Branding- How Successful Brands Gain The Irrational Edge, p.39

[64] Papanastassiu and Rouhani, 2006, Too Old for a Brand, p.16, Cited by Travis Daryl pp.39&174

[65] Marken G.A, Emotional Branding, How Successful Brands the Irrational Edge, Public Relations Quarterly, Summer 2003, Vol. 48, Issue2, p.12

[66] David W. Cravens, Nigel F. Piercy, Strategic Marketing, Eight Edition, p.39

Price is one of the important elements for the companies to generate a profit, and this is also very useful to create brand awareness and built a positive relationship with the customer. The pricing policy can make connection with consumer's mind to the applicable price rank or the brand level category, and relates it to price instability or variance. The price strategy tells how consumers categorize the brand price like low, medium, high price, how companies or consumers consider this price like frequently or infrequently discounted. Generally consumers assign the status brand according to price level.[67]

Successful brands always get a greater space in customers' mind. Price strategy is one of the important elements to help the brand product become a successful brand. When there are several brand product in the market then attract the customers towards a particular brand in their respect price strategy plays an important role. Sometimes customer knows the brand name well but do not agree to the product price because other brand products are available in market with lower price.[68]

Price strategy should be designed carefully and must consider the competitive brand product price and product performance. Customer always wants to buy a product in cheap price, otherwise customer can move to other brand products.

3.2.2 Brand Name

"The name of a brand is the fundamental indicator of the brand. The name of the brand is the basis for raising awareness of the brand and Communication efforts. Often even more important is the fact that it can generate association which serves to describe the brand" [69].

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.[70] 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.[71]

In my opinion people have strong connection to brands and brands name. Brand name influences the customer decision in car choice. When people intend to purchase a car, they have many brand names to choose from, but usually people purchase a car with preference to brand name and company reputation in market because of trust and pervious experience.

---

[67] Keller, Strategic Brand Management, Second Edition, p.248

[68] Travis Daryi, (with help from Harry), Emotional Branding- How Successful Brands Gain The Irrational Edge, pp.78-79

[69] Aaker A David, Managing Brand Equity, Capitalizing on the Value of a Brand Name, New York Free Press (1991), p.187

[70] Kevin Lane Keller, Strategic Brand Management, Second Edition, p.182

[71] Papanastassiu and Rouhani, 2006, Too Old for a Brand, p.17, Cited by Travis Daryi, Emotional Branding pp. 152-153

Brand name shows the source of the product. A brand aware consumer can differentiate the product from its competitor. If brand name is superior customer can pay the high price of the brand product because customers trust the brand name.[72] Brand name differentiates the goods and services of one seller from another. It helps consumers in identifying products that might benefit them. Along with this it also communicates about the quality of the product. Besides consumers, sellers also benefit from brand name. The brand name provides legal protection for unique product features that otherwise might be copied by competitors.

3.2.3 Logos and symbols

"Symbols with all that represent a brand, a tagline, a character, a visual metaphor, a logo, a colour, a gesture, a musical note, a package, or a program. The symbol is a part of brand equity and functions as a tool for maintenance"[73].

Logos and symbols have a long history which shows brand identification of the company. There are different types of logos, which are unique from corporate names or trademarks. Logos and symbol are easy way to recognize a product. It is a greater success if symbol and logos became a linked in memory to corresponding brand name and product to increase brand recall. Customers may perhaps identify definite symbols but be unable to link them any particular brand or product.[74] Logos helps companies to develop the brand equity through raised brand identification and brand loyalty. Logos are very important assets, companies spend enormous time and money to promote brand logos and symbols.[75]

Logos and symbol are successful way to get a better place in customer mind. If customers find something that is easily identifiable preferably in a positive way, customers feel more comfortable with them. If there is not much difference among brands, then logos and symbols can be a very effective way of differentiating the brands from each other. Moreover, logos can also be used to make the potential consumers aware of the origin and ownership of the brand. Moreover logos and symbols help the brand owners to build brand equity through raising brand awareness.

3.2.4 Experience

It is very interesting to analyze that how customer's experience can influence the brand decision in the market. I have included this view on consumers because I want to find out it when I will conduct my survey. So the customers view becomes very valuable in this regard.

----

[72] Marjit, Beladi and Kabiraj, Brand Name Collaboration And Optimal Tariff, Economic Modelling Vol 24 (2007) p.637

[73] Aker A. David & Joachimsthaler Erich, Brand Leadership, New York Free Press 2000, p.54

[74] Kevin Lane Keller, Strategic Brand Management, Second Edition, pp.193-195

[75] Leif E. Hem and Nina M. Iversen, How to Develop a Destination Brand Logo: A Qualitative and Quantitative Approach, Scandinavian Journal of Hospitality and Tourism, Vol. 4, No. 2, 2004, pp.86-87 Cited by Keller 2003 and Anson 1998, Van Riel et al, 2001

All brands create feelings; some brands are designed to give customers more experience in the true sense of the word than other brands. The most powerful brand goes beyond the traditional means to steal customers' heart away and take on special meaning to customers through their product. With time and experience, consumers learn about the brands, they find out which brands satisfy their needs and which ones do not.[76] Customers have used a same branded car for many years, because customers have good experience company brands product. It is not easy to explain what brand product gives when customer uses them.

3.2.5 Self Esteem

I think that self esteem always effect when the customers' purchases make and the basic reason of behind the purchase. However it is very interesting to investigate this issue. This may have deep effect on customer's brand choice.

Self-esteem refers to person's self-concept. When people have a bad self-esteem it shows that they will not perform well and they think that when they will do a certain work and they might be rejected or fail.[77] When self esteem advertising is done, there are attempts to change product attribute by motivating a positive feeling about the self. One approach of doing this is to challenge the customer self esteem and then it shows a product with a linkage of that can provide a solution.[78]

The self concept refers to the beliefs, a person has about his attribute and how these qualities are evaluated, with overall positive self concept and outlook. This can be the professional identity which gives the personal identity also. Relating the self esteem to market the product and advertising it, attempts to stimulate positive feelings about the self. This can be done by exploiting the self esteem of person by relating it to the people with well known esteem or high personalities and then provoking your desire to reach that through the product.[79]

Usually people have some pre-conceptions about themselves, which is the image of ideal self and also reflects the person's desire how he would like to be. When the person tries to think about himself he tries to compare it to the people who are well known in society and have high image in the society. It is a very basic and natural tendency of a human being to look into his self esteem and personality by comparing it to others. This gives a good reason to exploit this weakness and tendency of a customer and tap him by posing the idealized image of a happy, famous and attractive person, who happens to be using their products.[80]

Even though this theory I will try to present in a general way. Further more I want to apply this theory to my research work through car user customers to find out their feeling and views about this matter.

---

[76] Travis Daryi, Emotional Branding- How Successful Brands Gain The Irrational Edge, p.79

[77] Solomon Michael R, Consumer Behaviour, Buying, Having and Being, p.157

[78] Papanastassiu and Rouhani, 2006, Too Old for a Brand, p.19, Cited by Solomon Michael p.157

[79] Solomon Michael R, Consumer Behaviour, Buying, Having and Being, pp.156-157

[80] Ibid, p.157

3.3 Consumer Behavior.

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.[81] 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.[82]

The consumer behaviour is related to the physical action of a consumer, which can be measured directly. 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.[83]

Consumer behavior mainly sheds light on how consumers decides 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.[84]

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

3.3.1 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.[85]

_____

[81] Solomon Michael R, Consumer Behaviour, Buying, Having and Being, p.07
[82] Peter.J.Paul & Olson Jerry C, Consumer Behavior & Marketing Strategy, Boston, Mc Gra-Hill Irwin, 2005, p.5
[83] Papanastassiu and Rouhani, 2006, Too Old for a Brand, pp.22-23, Cited by Peter.J.Paul & Olson Jerry C, p.24
[84] Schiffman Kanuk, Consumer Behaviour, Eight Edition. P.08
[85] Kotler, Wong, Saunders, Armstrong, Principles of Marketing, Forth Edition pp. 276-277

3.3.2 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]

3.3.3 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.[87]

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.[88]

3.3.4 Variety Seeking Buying Behavior

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.[89]

---

[86] Kotler, Wong, Saunders, Armstrong, Principles of Marketing, Forth Edition p.277
[87] Ibid, p.278
[88] Ibid, pp.-308-309& 317
[89] Ibid, p.278

3.4 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.[90]

It's true that a consumer may not necessarily go through all the decision making steps for every 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.[91] 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.[92]

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 .

3.4.1 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"[93].

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.[94]

---

[90] Solomon Michael R, Consumer Behaviour, Seventh Edition, pp. 304-305

[91] Ibid, p.305

[92] Davies, Cline, A Consumer Behavior Approach to Modeling Monopolistic Competition, Journal of Economic Psychology, Vol 26, 2005, p.801, Cited by Biehal & Chakravarti, 1986; Kardes et al.,1993; Shocker et al., 1991)

[93] Solomon Michael R, Consumer Behaviour, Seventh Edition, p.330

[94] Johanna Bjorch & Erik Jarnsjo, To Buy or Not to Buy, 1999, p.24

3.4.2 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"[95].

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.[96] 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 on the basis of second most important attribute. This process goes on until the consumer can make his purchase decision.[97]

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.[98]

3.4.3 Compensatory Decision rule

"If a compensatory rule is used a perceived strength of one attribute will compensate or even eliminate the weakness of another"[99].

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.[100] It identifies two types of compensatory decision rules, simple additive rule and weighted additive rule.

---

[95] Ibid, p.25
[96] Solomon Michael R, Consumer Behaviour, Seventh Edition, p.331
[97] Ibid, p.331
[98] Ibid, pp.331-332
[99] Johanna Bjorch, Erik Jarnsjo, To Buy or Not to Buy, 1999, p.24
[100] Solomon Michael R, Consumer Behaviour, Seventh Edition, p.332

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.[101]

"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"[102].

3.4.4 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.[103] Social class of a person is determined by a wide variety of set of variables including income, family background and occupation.[104]

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.[105] Social class is very important source to know which social class person belong. Mostly people have different preference and choices from others.[106]

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 form 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.[107]

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.

_____

[101] Solomon Michael R, Consumer Behaviour, Seventh Edition, p. 332

[102] Johanna Bjorch, Erik Jarnsjo, To Buy or Not to Buy, 1999, p.24, Cited by Solomon Michael, Consumer Behavior

[103] Hawkins Best Coney, Consumer Behavior, International Edition p.131

[104] Solomon Michael R, Consumer Behaviour, Seventh Edition p. 456

[105] Sophia Gregori & Anna Heden, Grocery Shopping Behaviour, p. 21, Cited by Kotler, Marketing Management, 9th Edition, p.173

[106] Stephens, Sarah and Townsend, Choice as an Act of Meaning: The Case of Social Class, Journal of Personality and Social Psychology, Vol 93, Issue 5, November 2007, p.814

[107] Schiffman Kanuk, Consumer Behaviour, Eight Edition, pp.398-399

3.4.5 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.[108] 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.[109]

3.4.6 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 form their friends and relatives.[110]

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.

_____

[108] Solomon Michael R, Consumer Behaviour, Seventh Edition p.474

[109] Hoyer, Maclnnis, consumer Behaviour, Third Edition, p.341

[110] Lefa Teng, A Comparison of Two Types of Price Discounts in Shifting Consumers Attitudes And Purchase Intentions, Journal of Business Research 2008, p.02

4. Course of Action

This chapter describes the procedure of collecting the data for this study. Initially I will present the method used in this study to gather data. This will lead me to an explanation of the survey followed by the selection frame for this study. After that, I have described the process of gathering the empirical data and the data processing of the primary sources. Finally, the evaluation of the sources is presented which rounds off this chapter.

4.1 Survey on the automobile brands

I decided to conduct my survey in Pakistan. The purpose of my study was to explore and find to what extent the image of brands influences the potential consumers in their decision making process before making a final purchase. With a view to being able to find this, I decided to conduct my study encompassing a few well-known brands that have attained outstanding brand image. I selected three multinational automobile companies namely Toyota, Honda and Suzuki. All these brands are reputed in Pakistan for excellent products and they have a good market share. Customers trust these companies' product. Moreover there is great competition between the products of these companies. In my opinion these are the best companies suitable for my study.

Toyota motor company operates with three main objectives, to provide customers with high-grade products and attain customer satisfaction through offering the best option to them, improvement of market leadership and giving first priority to customer preferences. Which is why, Toyota developed a separate customer relationship department so as to cater to the customers' need, avoid and reduce those things that negatively affect the environment, implement with all related legal, regulatory requirements which are concerned about environment protection.[111]

Honda Atlas cars, aim to provide an excellent and regular services to its customers so as to keep its customers level of satisfaction high. Sometimes company holds a service campaign to provide a better service facility to its customers. This is helpful to build customer confidence which eventually helps the company to bolster its bottom line. After sale, company offers better service and makes available the spare parts at the competitive price to increase the customer satisfaction.[112]

Pak Suzuki's main objective is to provide the customers with a different range of cars. The company, at the time of manufacturing, considers the customer needs. The company aims to maintain the international standard and offer its customer cheap price products. After sales service provided by Suzuki is also another reason for the satisfaction of its customers.[113]

---

[111] Toyota Pakistan Official Website (www.toyota-indus.com) Time 14.00, dated 04.01.08
[112] Honda Pakistan Official Website (Honda.com.pk) Time 16.00, dated 03.01.08
[113] Suzuki Pakistan Official Website (www.paksuzuki.com.pk) Time 10.00, dated 03.01.08

There are many reasons for which these brands are successful in Pakistan market. Because of high brand awareness, good quality, easy availability of car parts, good service after sale, service centers all big cities, reasonable price and customer trust. Furthermore, companies manufacture the product according to its customer needs for example Toyota, Honda and Suzuki introduced CNG kits in new models, which is environment friendly and cheap.

4.2 Questionnaire Design

My designed questionnaire is very close to the background of my study, which I want to know through this survey about consumer behavior, consumer decision, brand loyalty, brand awareness, brand quality, social class price strategy, brand name and customer experience etc. The same sequence of questions was presented to all interviewees with similar incentive. My designed questionnaire structure was based on multiple choice questions, so that he or she can select from many alternatives provided to them.

I tried to design this type of questionnaire in my survey which is related to respondent's real life experience. Therefore respondents select the best answers without any hesitation. I utilize easy and daily use English words or vocabulary in my survey. I designed my survey questions keeping in mind the people who own a car.

4.3 Method for collecting data

There are two types of methods that researchers can employee when collecting data for a study. These are called qualitative and quantitative methods.

The reason of qualitative research is to know what is in a consumer's mind. It can be done to admittance and take a rough idea about customer's perspective. It assists the researcher to be oriented to the variety and complexity of consumer's activities and concern. The Qualitative data is collected for various reasons. It is very helpful to know things which researchers can find out through Qualitative data analysis. Researchers can directly measure practical things which are impossible otherwise, like respondents feeling about specific product or brand, thoughts, intensions and behavior.[114]

The quantitative data analysis also plays an important role in the research, this is leading method used mainly in business and economics. The quantitative data is utilized very commonly in research and now it has become an important part in research analysis. Quantitative research is mainly utilized as a synonym for any data analysis collection technique for example questionnaire, data analysis produced through graphs and statistics that create or utilizes numerical data.[115] The quantitative data refers to all type of such data that can be used for all type of research strategies for the products.[116]

---

[114] Aaker, Kumar, Day, Marketing Research, Eight Edition P.189
[115] Saunder, Lewis & Thornhill Research Methods for Business Students, Fourth Edition, p.145
[116] Ibid, p.406

COURSE OF ACTION

In my opinion it is very useful for my study, if I gather information through a qualitative method for this study. The main reason of this study is to identify that what influence brand name can have on a consumer decision. This enabled me to analyze the opinion of a large number of people. Therefore I decided to use a qualitative research method as a tool for this study, to reach the truthful conclusion in this topic.

4.4 The survey

"Survey gathers information by asking participants about their experience, attitudes or knowledge. Survey instruments can be used in virtually and type of research, from case studies through experimental studies"[117].

The survey is conducted for gathering a data for specific purpose, generally researchers conduct different surveys for different purposes to identify the nature presented conditions.[118] Survey does not consume long time while on the other hand interviews can take longer time. It is easier for a researcher in less time to find answers to all questions by following the same sequence to all of the respondents, therefore the respondent be more straightforward when answering the questions.[119]

I included many theories in my study which are related to the consumer's decision and his behavior, brand equity and emotional branding etc. I decided to utilize the theoretical part as a foundation for my survey, then I designed a questionnaire from the different theories, and I tried to put the questions in same sequence as the theories laze in, to make the summary easier. After that I arranged the questions for the respondents to feel easier.

4.5 Selection Frame

The individuals whom we interviewed are usually called population. When employing a small part of the total population, the correct denomination is called sample. The research is designed in a right way; the sample selection can be seen as a depiction of the total population, although of a smaller size.[120]

During the research some respondents did not give the correct answers of some questions due to several reasons. We called this internal missing. The larger number of respondents failed to answer many questions due to some risk insecurity. It was not possible to completely correct these internal missing from the study.

---

[117] Graziano & Raulin, Research Methods, Sixth Edition, p.321, Cited by Schuman & Kalton 1985

[118] Louis Cohen, Lawrence Manion & Keith Morrision, Research Methods in Education, p.205

[119] Papanastassiu and Rouhani, 2006, Too Old for a Brand, p.26, Cited by Bryman Alan & Bell Emma 2005, p.11

[120] Papanastassiu and Rouhani, 2006, Too Old for a Brand,p.27, Cited by Ejlertsson Goran 1996, pp.16-17

When I conducted my survey, due to the lack of time, the first objective was to get more respondents in the limited time. So I conducted the survey to people in the shopping malls, car showrooms and streets. After receiving a positive response, I visited different offices. I had chosen Karachi for my study because it is a large, industrialized and prosperous city with high population which gives the great opportunity for people to have a wide range of different brand cars.

4.6 Gathering the Empirical data

I have already explained why I conducted my survey in Karachi. In the beginning of survey, I thought it was not difficult to collect the data from the people but when I started it then I realized that it is a quite difficult job because some people did not want to fill the survey form due to shortage of time. Initially I have chosen wrong time of the day to collect the information but later changing the time of day made the task easier. My aim for this study was to conduct approximately 100 surveys, which were thought to be enough for my study if filled out correctly. After completing the decided surveys quantity, I conducted more 10 surveys due to incorrectly filled or missing some information. The 110 surveys were enough for my study if some may be filled out incorrectly. I found that people are really attached with brand name which influences their decision.

When I approached the people, I had to explain them the reason for collecting this data. After that I requested them to participate as it would take them approximately 10-15 minutes. I did not try to influence respondent's choice of answers. If they had any query related to my designed questions I briefed them deeply without involvement in answers.

4.7 Data Processing of the primary sources

Having conducted the survey next step was to analyze the respondent's views and answers. For the data analysis I used SPSS software. I created different crosstab and frequency tables which I utilized to show the associations and as portrayal of questions in the survey. I also created different diagrams and tables about the statistics to find a clearer overview.

4.8 Evaluation of the sources

I designed total 23 questions for my survey which included approximately four pages, which would take approximately 10-15 minutes, to fill out this survey questionnaire.

I tried to construct the questionnaire very simple and easy, while designing the questionnaire I considered the all questions carefully so that any question does not have a negative impact on the respondents. I think questions should be of lower validity. The main aim was to design a questionnaire so that respondents feel easy to choose the appropriate answer. When I conducted my survey I did not feel the uneasiness of the people while they filled out the answers.

While designing a survey, researchers face different problem like the respondents do not answers the questions honestly or they filled out without thinking. This can be a difficult situation when doing the analysis. I provided them as much as time they required for a filling out a survey questionnaire. I believe that all the respondents who took part in my survey were honest in their views.

5. EMPIRICAL FINDINGS

This chapter provides the empirical findings that I have gathered for my study. In the chapter, I used diagrams to make the connection between the text and study conducted clearer. Furthermore, it shows the demographic information of the respondent and the statistical analysis of the information collected from the respondents.

Demographic Information of the respondents

Table-1 shows the demographic information of the respondents. The first table provides the gender information which shows that 64% of the respondents were male and 34% respondents were female. The survey shows majority of the respondents were male. I think the main reason for this is because more men drive a car than female in Pakistan. I selected the respondents randomly without any bias. I selected cases for my survey who own car that's why ownership of car is100%.

Furthermore the table provides the respondents age-group information. The first age group (25 to 35 years) accounted for 32% and next *36 to 45-years-age-group* accounted for 26%, the *46 to 55-years-age-group* were 24% and the *56 to 65 years-age-group* were 14% and above 65 years age group respondents were 4%. I have already explained that I selected the cases at random.

The table explains the respondents' income. It is very important variable. Most of researchers include this variable in their survey. My analysis shows that 19% respondents' annual income are 1,00,000 and 26% respondents annual income is between 1,01,000 to 2,00,000 and 22% respondents earn annually between 2,01,000 to 3,00,000 and 20% respondents' annual income is between 3,01,000 to 4,00,000 and 7% respondents' earning annually 40,10,000 to 5,00,000 and 6% respondents earning annually more than 5,00,000. (All amounts are in Pakistani Rupees). All respondents have a different brand car, matching their individual income level.

In the table-1, the demographic variable occupation indicates that 21% respondents are in private service and 28% respondents run their own business and 19% respondents work in government offices and 16% respondents are university teachers and 9% respondents are doctors and 3% respondents are lawyers and 4% respondents are belong to other occupation.

EMPIRICAL FINDINGS

Variables	Measuring Group	Frequency	Percentage %
Gender	Male	64	64
	Female	36	36
	Total	**100**	**100**
Ownership of car	Yes	100	100
	No	0	0
	Total	**100**	**100**
Age (group)	25 to 35	32	32
	36 to 45	26	26
	46 to 55	24	24
	56 to 65	14	14
	More	04	04
	Total	**100**	**100**
Income	1,00,000	19	19
	1,01,000 – 2,00,000	26	26
	2,01,000 – 3,00,000	22	22
	3,01,000 – 4,00,000	20	20
	4,01,000 – 5,00,000	07	07
	More than	06	06
	Total	**100**	**100**
Occupation	Private Service	21	21
	Business	28	28
	Government job	19	19
	University Teacher	16	16
	Doctor	09	09
	Lawyer	03	03
	Others	04	04
	Total	**100**	**100**

Table 01: Demographic information of the respondents

Question 2- The following bar diagram depicts the results of questions asked the respondents about the specific brand of the car they own.
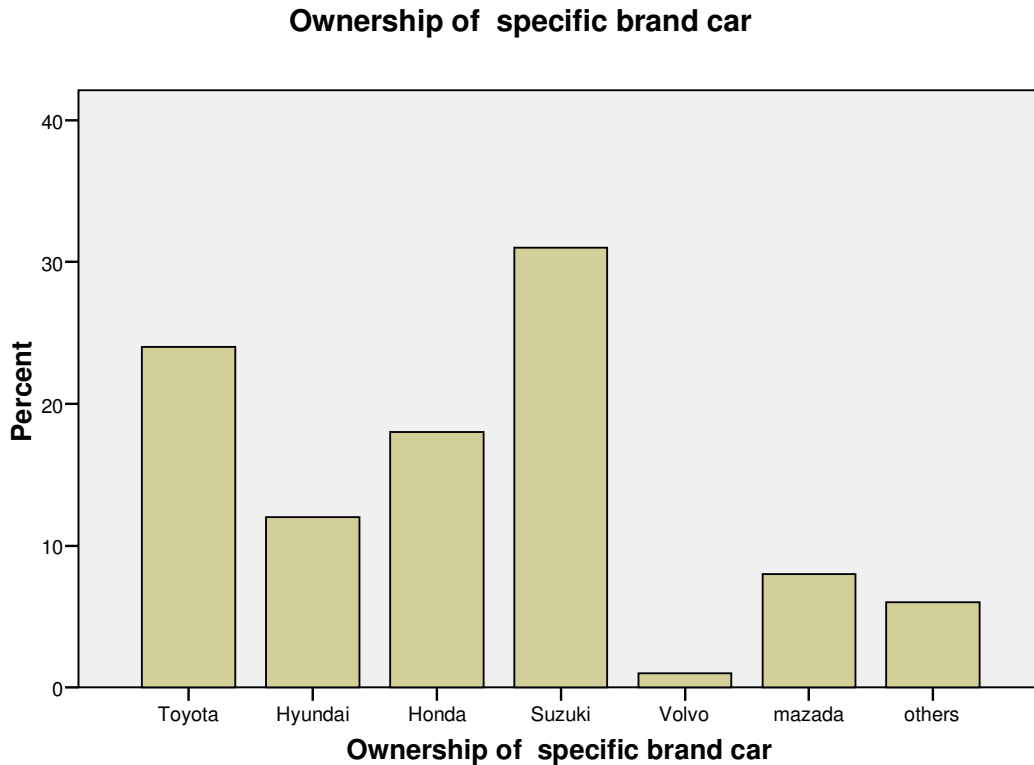
Figure 01: owner ship of specific brand car.

After having asked the respondents which brand car they own, I gave them seven different brand car names which include nearly all the available brands in Pakistan market. 24% cases replied to have Toyota brand car and 18% respondents are running Honda brand car and 8% respondents owned Mazda brand car. 12% respondents replied to have Hyundai brand car and 7% respondents owned other companies branded cars.

The majority of respondents which is 31% answered to have own Suzuki brand cars. This is the highest percent of brand car user in survey. In terms of ownership of specific car brand, Suzuki is followed by Toyota

Question 3- The table below shows the result of the question about the extent of information search the cases of the survey did before buying their preferred brand.

Information search before buying

	Frequency	Percent
Extensive Information Search	22	22
Compared only few brands	20	20
Limited information search	17	17
No information search	41	41
Total	**100**	**100**

Table 02: Extended information search before buying

The table-2 shows the extent of the information search before buying a car. 22% respondents searched information extensively before buying a car. 20% of the cases compared few brands before finally making their purchase decision. The survey shows that 17% respondents were engaged in limited information search before making their final choice. However, 41% respondents did not search any information before buying a car. According to the result of the survey, it can be inferred that most potential buyers usually engage in information at least to an extent.

Question 4- The diagram below portrays the result of the question that was asked the respondents as to the purchase decision making process.
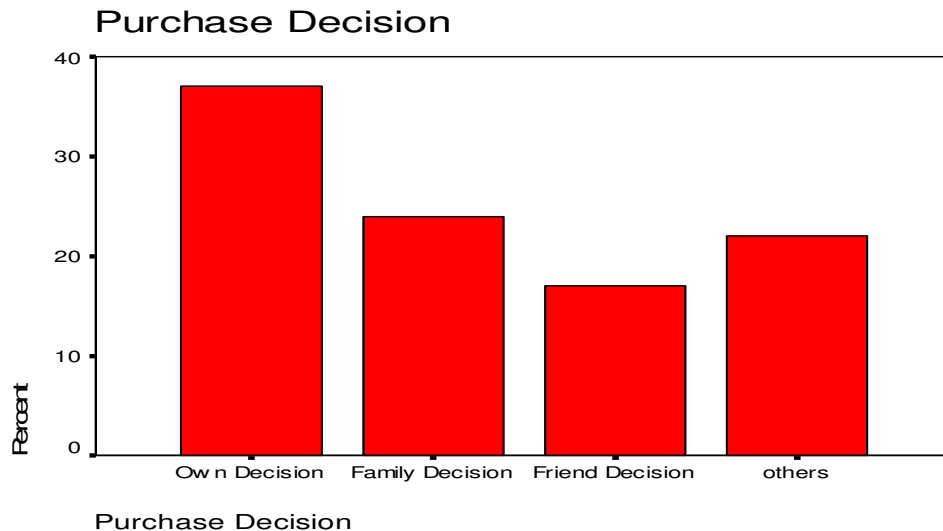
Figure 2: Purchase Decision

The objective of this question was to find out whether the purchase decision was the respondents own individual decision or a collective decision. As we can see in the above bar diagram that the majority of the respondents replied that when they purchased a car that was their own decision and relatively a fewer respondents answered that the purchase decision was their joint family decision and the lowest number of respondents replied to have consulted with their fried before buying, this is followed by the "others" which signifies that the respondents sought others namely co-workers etc. suggestions before making buying decision.

Question 5- The following table depicts that results of the question which is related to the most important attribute the respondents considered for making their buying decision.

Most important attribute considered before buying

	Frequency	Percent
Price of the product	30	30
Quality of the product	19	19
Both Price and Quality	06	06
The brand name of the product	34	34
Design of the product	07	07
Other attributes	04	04
Total	**100**	**100**

Table 03: Most important attribute for considering buying

Regarding which most important aspect the respondents considered when he or she made a purchase decision. The purchase decision of a potential buyer is influenced by a number of factors namely past experience, brand, quality and price. The majority of respondents 34% answered when they purchased a car they considered the well known brand name and 30% respondents replied they considered the car price and 19% said they considered the car quality and 7% respondent considered the car design and 8% considered the price and quality and 4% considered the other attributes.

Question 6- The under-mentioned diagram shows the information produced by the survey of the question as to the number of brands the respondents took into consideration before finally making up their mind.

Number brands consider before buying

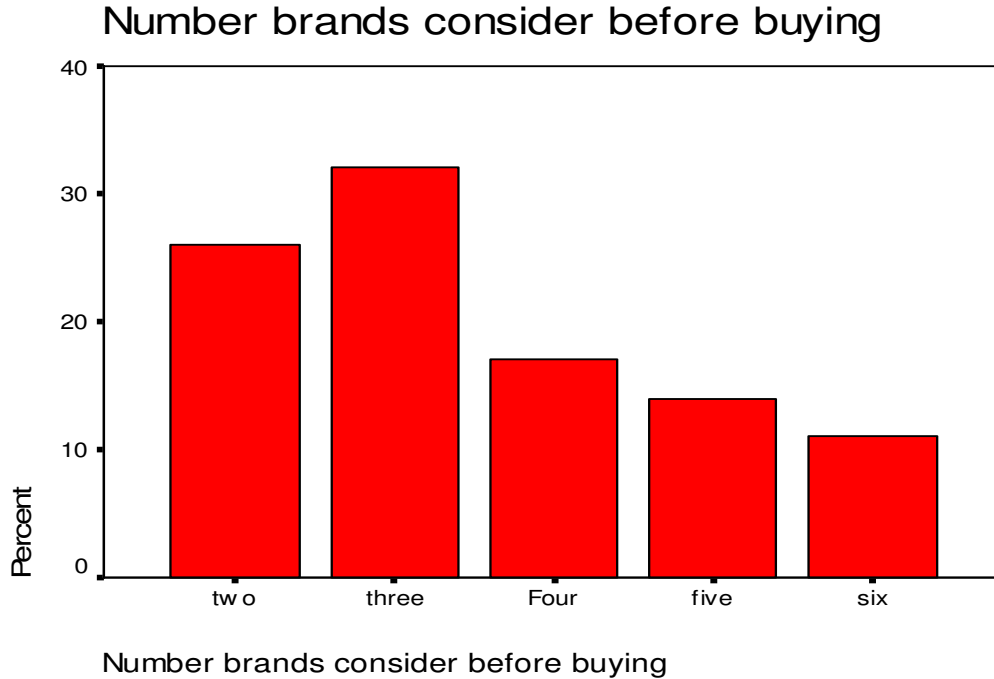Number brands consider before buying

Figure 3: Number of brands car before buying

After having asked this question I wanted to find out how many cars the respondents considered when they purchased car. The large number of respondents which is 32% answered they considered three different cars before purchasing and 26% respondents replied they considered two different cars and 17% respondents considered four cars whereas 13% respondents considered five cars and 12% respondents considered six cars.

Question 7- The table below shows the result of the question related to the extent the respondents sought information from others.

Opinion Seeking

	Frequency	**Percent**
Yes, I did	44	44
No, I did not	20	20
Yes, I did some times	27	27
Never	9	9
Total	**100**	**100**

Table 04: Opinion seeking from others

By asking this question I wanted to find out when customers buy a car whether they seek any opinion from others or not. The table shows that 44% respondents replied "yes, I did" which is the largest followed by 20% respondents who replied "No, I did not" and 27% answered "Yes, I did some times" and 9% answered "Never" which means they never seek any opinion from others.

Question 8- The diagram below depicts the results of the question as to whether they sought attributes information of the brands he or she was not previously aware of.

Information search about well known brand

Information search about well known brand
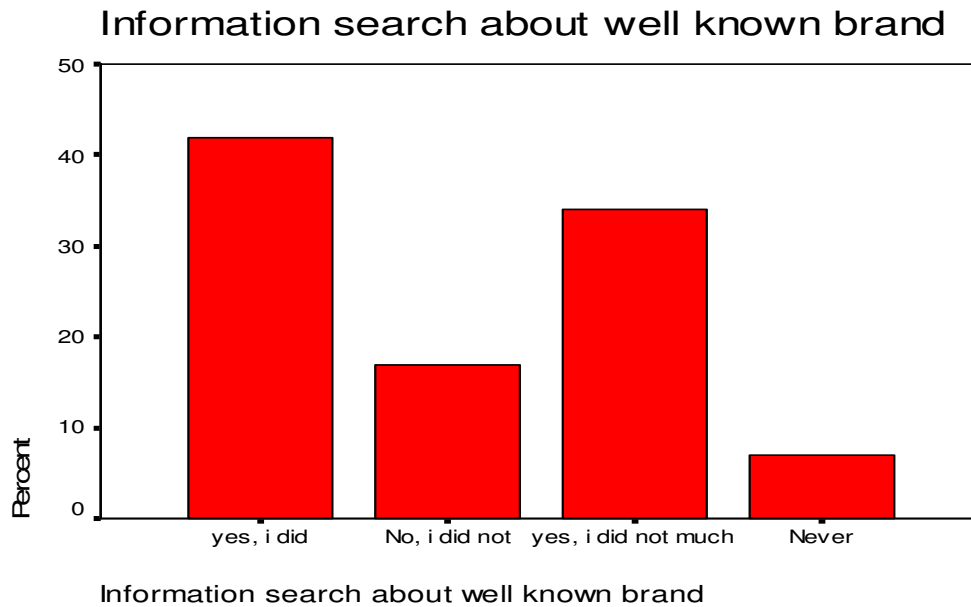
Figure 4: Information search about well known brand

This question is related to the customers' information to search about attribute of car brands he or she was not aware of before buying. The survey result shows that 42% respondents "yes, I did" information searched about attribute of unknown brand car and 17% respondents "No, I did not" and 34% respondent replied "Yes, I did but not much" and 7% answered "Never" which means they never searched information about attribute of unknown brand car.

Question 9- The diagram below portrays result of the question as to whether the respondents took the lesser known brands into consideration before making their final buying decision.

Consideration lesser known brand

	Frequency	Percent
Yes, I did	20	20
No, I did not	44	44
Yes, I did but not much	19	19
Never	17	17
Total	**100**	**100**

Table 05: Consideration lesser known brand

This is very interesting question for me regarding lesser known brand car consideration I asked the respondents whether they considered the lesser known brand cars alongside well known brand car. I found more than 44% respondent answered "No, I did not" which means the respondents mainly considered only the brands that were in their evoked set. 20% respondents replied "Yes, I did" and 19% respondents answered "Yes, I did but not much" and 17% replied "Never" which means they only considered the brands in their consideration set.

Question 10- The diagram below shows the information of the question regarding the quality perception of the consumers between well known brand and lesser known brands.

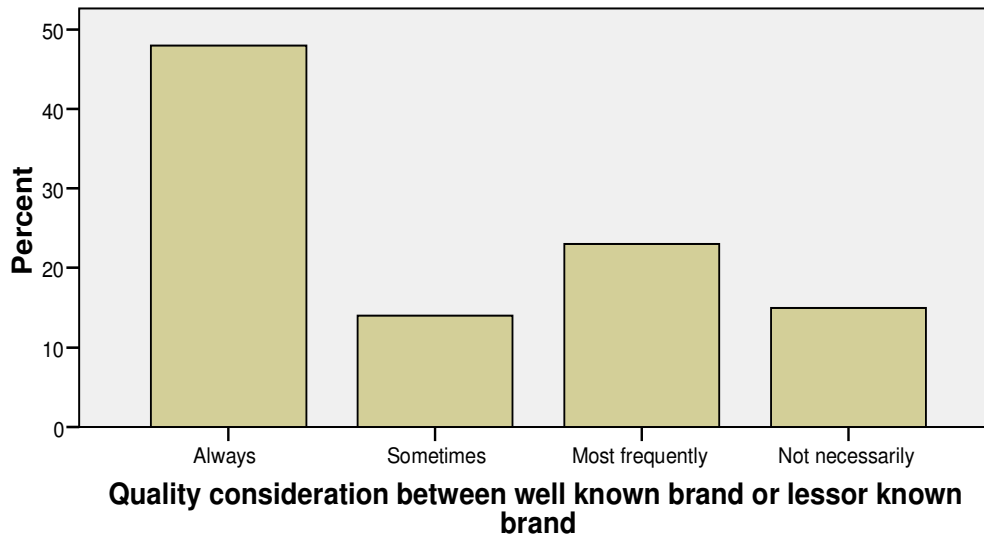**Quality consideration between well known brand or lessor known brand**

Figure 5: Quality consideration

It is a very important question regarding the quality perception of consumers between well know branded cars and lesser known brand car. In my view this question is very close to brand name impact on consumer decision making. When I asked this question to respondent I got 48% respondents answered "Always" it means customer understand well known brand car always better quality to lesser known brand and 14% respondents replied "sometimes" and 23% answered "Most frequently" and 15% answered "Not necessarily".

Question 11- The table below shows the perception of the consumers as to the quality of the well known branded products.

Branded products have better quality

	Frequency	Percent
Yes, I agree	47	47
No, I don't agree	9	9
I agree, but it's not always true	26	26
It is not necessary	18	18
Total	**100**	**100**

Table 06: Branded products have better quality

When it comes to the question regarding a brand product quality it is more interesting for me as I wanted to find out respondents what their views about brand product quality. The majority 47% answered "Yes, I agree" and 9% respondents replied "No, I don't agree" and 26% respondents views "I agree, but it's not always true" and 18% respondents answered "It is not necessary".

Question 12- This question is related to the opinion of the respondents whether using a well known brand signifies a status symbol.

Brands signify the status

	Frequency	Percent
Yes, I agree	34	34
No, I don't agree	17	17
Not necessarily	28	28
I agree, but it's not always true	21	21
Total	**100**	**100**

Table 07: Brands signify the status

I endeavored to find out through this question whether a well known brand car is a status of symbol. The majority, 34% of respondents answered "Yes, I agree" and 17% respondents replied "No, I don't agree" and 28% respondents views that "Not necessarily" and 21% respondents "I agree, but it's not always true".

Question 13- This question is related to the opinion of the respondents whether using a well known brand signifies the social status of the consumer.

Brands defining social class

	Frequency	**Percent**
Yes, I agree	34	34
No, I don't agree	14	14
Not necessarily	23	23
I agree, but it's not always true	29	29
Total	**100**	**100**

Table 08: Brands defining social class

I also found it interesting that respondents considered the branded products signify their social class. As many as 34% respondents views that "Yes, I agree" and 29% respondents replied that "Yes, I agree but it is not always true" and 23% answered "Not necessary" and 14% respondents "No, I don't agree".

Question 14- The objective of the question was to find out to what extent the brand name is more important than the desired attributes of the product.

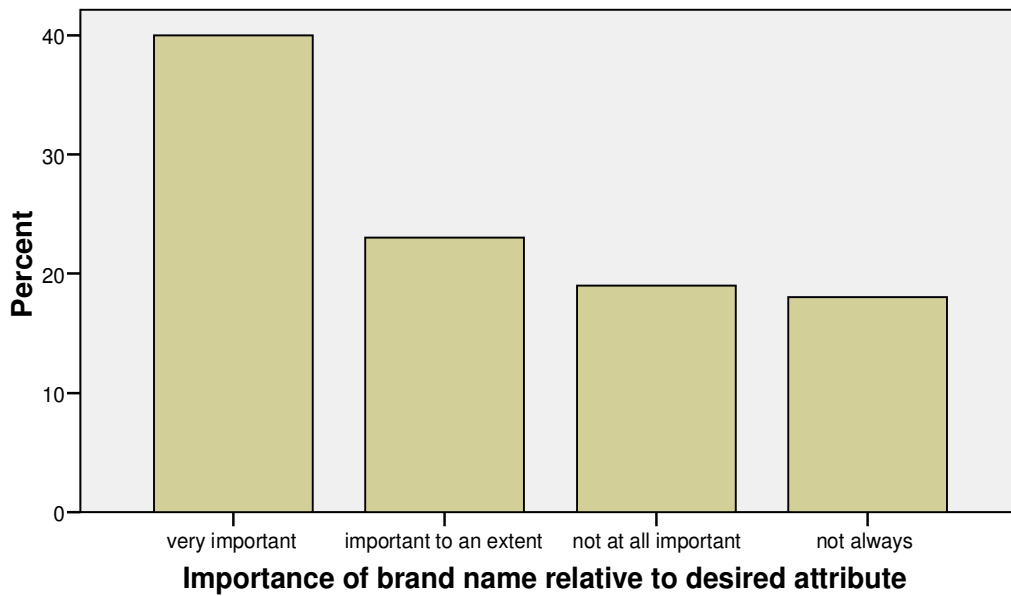## Importance of brand name relative to desired attribute

Figure 6: importance of brand name to desired attribute

I wanted to find out the importance of brand name to customers over the desired attributes of a product. As many as 40% respondents views that brand name relative to desired attribute is "Very important" and 23% respondents "Important to an extent" and 19% respondents answered "Not at all important" and 18% respondent replied "Not always".

Question 15- This question is related to how often the respondents prefer a well known branded product.

.

Preferences of branded products

	Frequency	Percent
Some times	19	19
Always	46	46
Frequently	19	19
Never	16	16
Total	**100**	**100**

Table 09: Preferences of branded products

To find out people always go brand products, I asked this question for respondents all brand products not any specific brand products. The majority 46% replied to me they "Always" go towards brand products and 19% respondents answered they go "some times" and 19% views they go "Frequently" and 16% answered "Never" go.

Question 16- The following table shows the results of the question pertaining to the quality perception of the lesser known brands.

Lesser known are not always inferior quality

	Frequency	**Percent**
Yes, I agree	34	34
No, I don't agree	23	23
Frequently	28	28
Never	15	15
Total	**100**	**100**

Table 10: Lesser known are not always inferior quality

After having asked the respondents about the lesser known brand means inferior quality, the majority 34% of respondent's views that "Yes I gree" and 23% respondents answered "No, I don't agree" and 28% replied "Frequently" and 15% respondents views that "Never".

Question 17- This question is regarding well known brand logo as a symbol of customers' status.
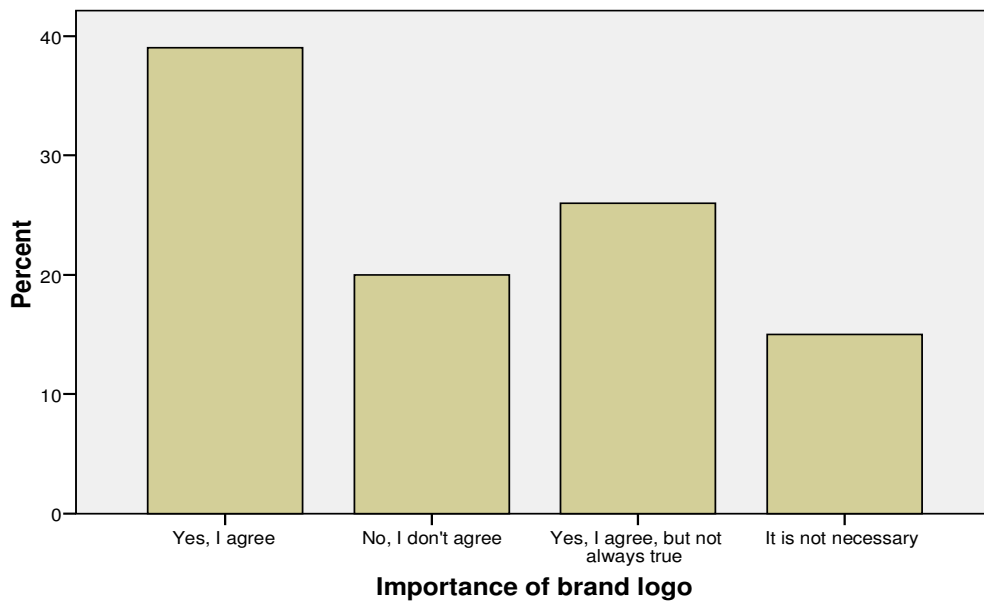
Importance of brand logo

Figure 7: importance of brand logo

Reasoning for asking this question to respondents what customer views regarding a well known brand logo shows their status. As many as customer answered to this question 39% respondents "Yes, I agree" brand logo shows the user status and 20% respondents "Not, I don't agree " and 26% "yes, I agree but not always true " and 15% respondent replied "It is not necessary".

Question 18- This question is related to whether the brand image enhances a customer's self esteem.

Enhancement of self esteem through brand

	Frequency	Percent
Yes, I agree	34	34
No, I don't agree	19	19
Yes, I agree but not always true	26	26
It is not necessary	21	21
Total	**100**	**100**

Table 11: Enhancement of self esteem

After having asked the respondent about the enhancement of self esteem, it is interesting to find out how people themselves feel. In my view this was difficult for respondent to answer this question. The majority 34% respondents views "Yes, I agree" brand image increase the self esteem and19% respondents answered "No, I do not agree" and 26% respondents replied "Yes, I agree but not always true" and 21% respondents views "It is not necessary".

Question 19- This question is related to customer ranks five brands car.

Ranking of Car

	Frequency	Percent
BMW	28	28
Mercedes	21	21
Toyota	17	17
Honda	14	14
Suzuki	11	10
Others	09	09
Total	**100**	**100**

Table 12: ranking of Car

EMPIRICAL FINDINGS

The above table demonstrates that customer kept the BMW as their first choice and then Mercedes. As many as 28% respondents view BMW rank is first and 21% respondents replied Mercedes rank is second and 17% answered Toyota rank is third and 14% respondents view Honda rank is fourth and 11% respondents Honda rank is fifth and others 9%.

6. Analysis

This chapter presents the empirical findings and shows its connection with the theory, which lies, and is the base for this thesis. The different parts follow the structure of both the theoretical frame and the empirical findings.

Through this survey I wanted to consider the influence of brand name on consumer decision in car choice. Brand name plays an important role in customer's choice when they go for purchasing a car. The result of the survey is very positive and shows that brand names influence the customer's choice in the automobile car industry.

6.1 Brand equity

I have explained in my theoretical frame that brand is a set of brand assets and liabilities that are connected with a brand. These connections are related to brand name and symbol and add or subtract from the value provided by a product to company and for the customers. Brand equity factors are very deeply connected to the brand name and symbol. When brand name or symbol is changed, this affects all assets and liabilities. David Aaker explained five factors of brand equity. These factors are:

1. Brand loyalty
2. Name awareness
3. Perceived Quality
4. Brand Association in addition to perceived quality
5. Other property brand assets- patents, trademarks, channel relationships etc.

These factors involve add and subtract value for customers. Brand equity help customers to construe process and store the mass quantities information which is related to customer's specific product and brands. This also affects the customer confidence and their purchase decision like past use experience or familiarity with brand name and its characteristics.[121]

6.2 Brand Loyalty

Brand loyalty shows customer preferences to purchase a particular brand; customers believe that the brand offers the enjoyable features, images, or standard of quality at the right price.[122] Brand loyalty represents an encouraging approach towards a brand resulting in regular purchase of the brand over time.[123] Brand loyalty is shape of continue purchasing a conscious to regular buying the same brand.[124]

---

[121] Aaker A David, Managing Brand Equity, Capitalizing on the Value of a Brand Name, New York Free Press (1991) p.16

[122] www.extension.iastate.edu/AgDM/wholefarm/html/c5-54.htmltime17.50, dated 3.01.08

[123] Pekka Tuominen, Understanding Brand Equity, p.17, Cited by Assael 1992, pp. 87-89

[124] Solomon Michael R, Consumer Behaviour, Eight Edition, P.293

41% of the respondents replied that they are loyal to the specific branded cars. Customers trust a brand and become more loyal with the previous positive experience.

The survey results illustrate the brand loyalty. Most of the people are loyal with the specific branded cars, over time they purchase the same branded car because the specific brand has satisfied the customer's needs and in turn has gained the trust in the brand name. The study also explains the customer's preferences to purchase a particular branded car in shape of regular purchasing. Some people are even using the same branded cars for generations. Customers believe that the brands offer them standard of quality and right price of the product. The results also indicate that most of the people are loyal with the well known branded cars.

6.3 Perceived Quality and brand association

Perceived quality defines a customer's perception and the product's quality or superiority which provides the fundamental reason to the customers to purchase. Mostly customers prefer to buy products from a well known and familiar brand, rather than opting and taking a chance by going for the unknown or new brand.[125] The brand association creates a positive attitude and feeling that makes a connection of the customer with the brand, especially when it comes to decision making.[126]

48% of the respondents had the views that well known branded cars have superior quality over the lesser known or new branded cars, which influences their decision making process.

The survey results show the relation, regarding perceived quality, between well known brands and lesser known branded car. Customers believe that well known branded cars have a better quality from the lesser known brands. The reason is that branded cars get well placed in customer's mind and gain their trust through their quality service. When people intend to purchase a car, firstly they consider the well known branded cars. Moreover result defines that most of the people choose the product within the branded car. Customers may have previous experience about the well known brands and lesser known brands in regard to car quality, and they rely more on the quality of branded cars as compare to lesser known brands.

People often purchase a familiar brand because they feel more comfortable and secure while buying a specific brand as they are aware and familiar with the brand name and reasonable trust in the reliability and quality. This can be an essential factor when it comes to the actual purchase decision.[127]

---

[125] Pekka Tuominen, Understanding Brand Equity, p. 20, Cited by Aaker 1991, pp. 85-86

[126] Ajay Kalra, & B.P.S. Murthi, When Old Is Gold: The Role of Business Longevity in Risky Situations, Journal of Marketing Vol. 72, January (2008), p.96

[127] Aaker A David, Managing Brand Equity, Capitalizing on the Value of a Brand Name, New York Free Press (1991) pp.20 & 111

People often purchase a familiar brand because they feel more comfortable and secure while buying a specific brand as they are aware and familiar with the brand name and reasonable trust in the reliability and quality. This can be an essential factor when it comes to the actual purchase decision.[128]

When I found out people's perception about the branded car quality, this became clear through my survey that 47% respondent's were of opinion that branded car always come in better quality and service.

The survey results very deeply connected with the above explained theory People's opinion about the branded car quality is that, it is better to purchase the branded car because they have preconceived view that they always comes in better quality. When people have not much information about the companies and their products, in this situation, they would like to purchase a branded product because they have much information before hand about the branded cars. The result shows that branded cars build the customer's confidence and when they purchase the branded cars they feel more comfortable safe with the product.

6.4 Brand Awareness

Brand name awareness plays an important role in decision making of a consumer. If customer had already heard the brand name, the customer would have idea about the product this makes him feel more comfortable at the time of making decision, which is not the case with an unknown brand. Therefore companies' strong brand name is a wining track as customers choose their brand over the other brand.[129] People generally tend to buy brands that they are familiar with and on which they have confidence.[130]

The 44% of the total respondents were of view, regarding brand awareness, that when they go for purchasing, they choose the well known brands product because they have good information about the well known brands as compare lesser known brands.

The result goes along with the theory about the brand awareness that, when people go for purchasing a car they do not consider the lesser known brands because they do not have much information about them. Usually, people purchase well known branded cars because they might have heard before about brands or they have some information about them from other sources. This makes customer feel more comfortable during the time of decision making as they are not so confident about the knowledge they can gather about the other brands. This usually makes the people not to take a chance and thus they prefer to go for the trust and confidence they already have.

---

[128] Aaker A David, 1991, Managing Brand Equity, Capitalizing on the Value of a Brand Name, New York Free Press (1991) p.19

[129] Ibid, p.19

[130] Wayned Hoyer, Steven p. Brown, Effects of Brand Awareness on Choice for a Common , Repeat-Purchase Product, Journal of Consumer research Vol 17, September (1990), pp.141-142

6.5 Emotional Branding

A company that can connect with the customer through an emotional level and it is more possible to succeed. This does not only involve if a company really does this job but also how they choose to do it and the way to approach the customers.[131]

6.6 Brand Name and symbol of the brand

Brand name shows the source of the product. A brand aware consumer can differentiate the product from its competitor. If the brand name is superior then the customer is ready to pay the high price, due to the trust in the brand name. A brand name has an influence on the customer choice.[132]

With the 40% replied made it clear that brand name is very important for customers because people have more confidence in a brand name and feel comfortable while purchasing them.

The results of the survey are very positive, regarding a brand name; this is very helpful for customers to chose the right product and protect them from other competitors brands. It also influences the customer purchase decision as customers trust the particular brand name. Most of the customers purchase the well known branded car due to brand name because they believe that brand name is a symbol of quality. Further result shows that if brand name is superior in the market then the customer is ready to pay higher price for it. Different People have different branded cars. They have different reasons to purchase a specific brand car. The main reason customer trusts the brand name is that, it tries its best to keep the customer's confidence.

The symbol or logo makes it able for the customers to remember the company and its products. This is very helpful for the companies in creating a place in the customers mind for its products and gets emotionally connected with the certain brand name and symbol .[133]

39% respondents were of the view that the symbol of the brand is very important for them to recognize the brand source.

The survey result defines that brand logo is a very valuable assets. In automobile car industry brand symbol is the identification of each of the brand. Majority of the customer recognize the branded car through brand logo or symbol because all brands cars can look alike when it comes to shape and colors. Sometimes it is not easy for the customers to identify the car manufacturing company. In this respect the brand logo creates a difference and customers can easily recognize the brand through symbol. People remember the brand name through brand logo and it also creates brand awareness. People have emotional connection with well known brand logo and it also defined the customer's life style and status in the society.

---

[131] Making the Emotional Connection, Brand Week, January 2001, Vol 42, Issue 5, p.23

[132] Marjit, Beladi and Kabiraj, Brand Name Collaboration and OptimalTtariff, Economic Modelling Vol 24 (2007) p.637

[133] Papanastassiu and Rouhani, 2006, Too Old for a Brand, p.17, Cited by Travis Daryi, Emotional Branding

6.7 Experience

All brands create feelings; some brands are designed to give customers more experience in the true sense of the word than other brands. The most powerful brand goes beyond the traditional and conservative means to steal customers' attention.[134] Most brands take on special meaning to customers because of past experience. They find out which brands satisfy their needs and which ones do not.[135]

The result from our survey describes the experience of the customer about the branded car. People use different branded cars, these give the customers different feelings and experience about the brand quality and performance. The results describe that some brands have very strong position according to customer's perceptions and have good space in consumer mind. Usually people, before purchasing a car, consider the product experience, if experience was good about the specific branded car then customer continue the purchase the same branded car. The study shows that the customers experience highly effect their purchasing decision and choices. Some people are using same branded car for many years, they had good experience about the brand quality and in near future also they want to purchase same brand car.

6.8 Self esteem

A brand product gives a positive feeling to customer that reflects the customer feelings in him or her self. People purchase products to help them show a certain image of themselves to other people. Most of people have different views about his / her attributes is called a self concept. The self esteem to market the product and advertising it, attempts to stimulate positive feelings about the self.[136]

As many as 34% respondents clearly explained that to a certain extent purchase products in order to enhance self esteem.

The study result shows the connection between the above mentioned theory about the self esteem. Customers purchase a different branded product so it can enhance a customer's self esteem through purchasing a certain brand, and its help them to get certain positive feeling. People purchase products which help them to show a certain image of themselves to other people. They believe brand image is very important to enhance the self esteem.

---

[134] Travis Daryi, Emotional Branding- How Successful Brands Gain the Irrational Edge, p.79
[135] Kevin Lane Keller, Strategic Brand Management, Building, Measuring, and Managing Brand Equity, Second Edition, p.09
[136] Solomon Michael R, Consumer Behaviour, Buying, Having and Being, pp.156-157

6.9 Price strategy

Price strategy is one of the important elements which help the brand product become a successful brand. When there are several brand product in the market then to attract customers towards a particular brand, price strategy plays an important role. Sometimes customer knows the brand name well but do not agree to the product price because other brand products are available in market with lower price.[137]

The 30% respondents views that price is very important factor for choosing a brand, when they purchase a product.

The study results show that, car price is very important issue from the customer's point of view. Usually customers ignore the car due to the high price so they chose a car among other brands. When people go for purchasing a car they compare the different car prices. They have many choices of cars that are available at different prices. Car price play an important role to make successful brand in the market. Some brands are very famous in the market and among the people because of their low price. Some times customers ignore the well known brand car and move to the lower price car due to the cost factor. Further the results show that the automobile car companies should design the price strategy carefully because in the developing country like Pakistan, majority of the customers come from economically middle class which fixes its budget in a certain range before going for a purchase.

6.10 Consumer Behavior

The consumer behavior study is related to how customers select, purchase and uses the products.[138] 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, product appearance etc.[139]

The overall study results define that in the consumer behavior, several factors can make an impact the consumer's different actions. One factor can be a consumer environment, in this factor various things like advertisement, comments to other consumers, packing, price and product appearance can be considered. These are all external factors in the environment that can influence the consumer's choice. These factors can be subcultures, social class, stores, advertisement, family social stimuli and other things that can affect the consumption, feelings, thoughts or acts. If marketers' analyze the above mentioned factors, they can influence a consumer's purchase behavior. It can be done in many ways like best price and best quality. If markets are able to influence a consumer, they have to first analyze a consumer behavior.

---

[137] Travis Daryi, (with help from Harry), Emotional Branding- How Successful Brands Gain the Irrational Edge, pp.78-79

[138] Solomon Michael R, Consumer Behaviour, Buying, Having and Being, p.07

[139] Peter.J.Paul & Olson Jerry C, Consumer Behavior & Marketing Strategy, Boston, McGra- Hill Irwin, 2005, p.05

According to the kotler theory when people go for purchasing products, they use a buying behavior. He explained four behaviors, complex buying behavior, and dissonance reducing buying behavior, habitual buying behavior and variety seeking behavior. I just compare them from my study results.[140]

The results describe the different consumer buying behavior, when customers go for purchasing a car they used different buying behavior. Some customers are highly involve for purchasing decision and they search for an extensive information about different branded cars before making a good purchase. Some consider the better price and quality car and some customers do not search any information the purchase a same brand again and again they develop a habit for the specific brand. Some customers keep switching to one brand to other.

6.11 Decision making

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.[141]

The 22% respondents replied that before purchasing a car they gather extensive information about the different branded cars before they can reach the final purchase.

The survey result shows the link with the mentioned theory about information search about the different branded cars. When people intend to purchase a car, before reaching a final decision, they search information about the different branded cars. Some times people get sufficient information about the branded car this information is very helpful in customers' decision making. Further results define that people are highly involved in purchasing a car, they try to gather maximum extent of information about the different branded cars.

When customers gather the information about the different branded products, they evaluate and compare the different branded products. Consumer may consider the different products' attributes and compare them to other brands.[142]

The 32% respondents replied that they evaluated the different branded cars attributes with other brands before reaching a final decision.

The survey results are very similar to the defined theory that when people intend to purchase a car before making a final decision, they consider the different branded cars. Customers have many choices, so they evaluate the different attributes of a car from one brand to other brands, like price, color, quality, design etc. After comparing the different attributes customers are able to choose the car which suits them best.

---

[140] Kotler, Wong, Saunders, Armstrong, Principles of Marketing, Forth Edition pp.276-277

[141] Solomon Michael R, Consumer Behaviour, Seventh Edition, pp. 304-305

[142] Ibid, pp. 304-305

ANALYSIS

6.12 Social class

The society is divided into different social classes. People usually belong to certain social class. Every person has different choices, tastes and preferences for different products which are influenced to a certain extant by the class he belongs to.[143]

The 34% respondents clearly defined that branded products define the user social class in the society. They purchase the product with the belief that it defines their social class.

The study result shows that branded cars define the people social class. People are divided into different social class. Every social class recognizes the person's choice and consumptions. People believe that which branded cars they use, defines their social class. Some branded cars are very expensive and every person can not afford them. When person uses the expensive branded cars, it defines the person's social class in the society. Every social class has different choices and preferences for different products and even they have different tastes and life style.

The consumption choice of a person also determines the person's position in society.[144] Every person chooses to spend time and money how they values and tastes are reflected in consumption choices.[145] Every person choices of products, services and activities that define a lifestyle.[146]

With the 34% respondents preferred to purchase a well known branded car as it defines their status within the society,

The consumption and the choice of an individual defines his or her status in the society, as certain brands or products become the status symbol and makes the person look different from others. Usually, people purchase the different branded cars believing that it defines their status in the society. Brands like BMW and Mercedes are very expensive and are not common in the society. Peoples use these branded cars just to define their status in the society because practically many roads are not even suitable to drive such branded cars.

More over the result of this study describes that people's perception about the well known brand is very strong. Most of the people prefer to purchase well known brands because they have captured the people's minds through publicity and advertisement, through the well known personalities in various fields, like sports, entertainment industry etc. When customers go for purchasing a product, they do not consider the lesser known brand but they prefer the well known brand because of the association of these brands with their respected and favorite personalities. In the perspective of my study, this result comes to the conclusion that Suzuki car motors have big market share in Pakistan. But surprisingly and in contrast to the above result, according to my survey, the people ranked Suzuki on the fifth position.

_____
[143] Solomon Michael R, Consumer Behaviour, Seventh Edition p.456
[144] Schiffman Kanuk, Consumer Behaviour, Eight Edition. Pp. 398-399
[145] Solomon Michael R, Consumer Behaviour, Seventh Edition p.227
[146] Solomon Michael R, Consumer Behaviour, Seventh Edition p.208

6.13 Concluding discussion

The study describes that well known branded cars are very famous among the people because customers trust the brand name. This also indicates that people often purchase well known brand cars since they are aware of the brand performance or perhaps they have a good past experience about the brands car. This makes customer's become loyal with the specific brand. Brand offers superior quality of the service up to the customer's expectation and satisfaction.

Further more, people are much attached to the branded products, as majority of the people purchase the branded products with the belief that brands show their status and life style in the society. The study shows that how automobile brands companies become successful by getting close to the customers and designing their cars according to the customers needs. For getting close to customer and to make an impact of their product, they participate and sponsor different games and campaigns for raising awareness and design different research programs to know customers needs and wants.

7. Conclusion

This chapter shows the conclusion that I have drawn from the result of my study. Through studying theories and conducting the study.

In the initial stage of this thesis I tried to explain the fact that brand is very important to a customer and it affects the customer's decision. The majority of customers today choose the branded products and they trust the brand name and its quality. Therefore I decided to conduct a study to find out the answer, that how brand name influences the customer decision.

During my thesis I studied different theories, I performed a survey containing certain questions regarding these issues. I tried to find out some information that would guide me to get some answers. On the basis of these theories and my own empirical findings, I came to conclusions about the information that I have gathered. Further I wanted to find out how brand names influence the customer's decision in the automobile industry, when customers go for purchasing car.

In my survey, I tried to cover parts of the theoretical frame. I found enough information that enabled to me analysis this study. When I conducted my survey I realized that brand names really influence the consumer decision not only in automobile industry, but also in other product segments.

"The purpose of this thesis is to create a deeper consideration what kind of influence a brand name when people go for purchasing a car and choose between different brands in the automobile industry. More over I want to identify there is any connection between brands name and the consumer decision."

Now these days customers have a good knowledge about the brands products, they trust the well known brand name because branded products are offering them good quality what they expect from the brands. Most of the customers are loyal with some specific brands. Customers have high awareness about the known brands as compared to an unknown brand. Well known brand companies maintain the standard of quality, that's why brand name effect the customer choice furthermore these companies are very near to the customer's needs.

Most of the people purchase cars due to the brand name, they know brand names means good quality and they choose the well known brand cars with confidence. Customers have many choices in the automobile industry. So when customers intend to purchase a car, brand name influences the customer's decision. Customers consider many things about the cars, one of the prominent among them is the brand name. In this competitive market, brand name is an asset for a company and it can be used as an affective marketing tool. Every brand name has its own reputation in the customer's mind. People in my survey, have given some ranks to the different brands cars due to its quality and price.

CONCLUSION

I have explained in the empirical finding, that a positive experience with the brand will develop the customer's trust in the company brand and will also have them as a loyal customer. I also found out, from my study, that well known brands are more popular than unknown brand. Customers prefer to purchase a well known brand product, he had already heard of rather than going for the product they do not know much about. Branded products have found good place in customers mind and they have positive past experience about them.

In this competitive market it is a hard task for companies to create a well known brand that is popular. It requires more efforts, but they can achieve this goal if they gain a lot from it. It will make the customers to have trust the brand name more and result of that customer become a more loyal to that brand. In my opinion many companies do not understand the importance of the creating a well known brand name. Companies create brand awareness about the brand as customers will began to recognize the brand name, therefore get a place in consumer mind for future purchase.

When customers have an emotional connection with the brand, he or she will have more confidence on the brand and it is more possible that customers will become loyal. In order to create an emotional connection to the customers, the company logo or name is an easy way to get the customer's recognize and understand the brand products. When customers go for purchasing, he or she can easily identify the product through brand name or logo.

When people intend to purchase products, before purchasing a product customers take some steps, these steps are very helpful to customers to decide which brand product should be purchased. But it is not necessary that customer will take all steps for every purchase, it depends on the customer's involvement and how much importance customers give to purchase. In this regard customers gather some information about the different brand products and compare them to each others. Then they evaluate the different products' attributes before making a final purchase.

Brand has power! It defines the customer's social class or status in the society. When people use the branded products, it shows the user status or class. People from different classes have different preferences and choices than each others. Some brand products belong to different social classes because every class' person can not afford the same brands products. When person use these brand products it defines his or her social class and status in the society.

People are getting more aware and up to date regarding branded cars. Now they have more knowledge about the automobile car market. The study also describes that many people watch TV, read the news paper, magazines and use the internet for regular basic for update information about the different branded products. People's perceptions are very strong regarding branded cars. People are very close to the branded products and brand name and it influences their choice.

CONCLUSION

SCOPE FOR FURTHER RESEARCH

The current study was based on the automobile car industry only in one city of Pakistan, Karachi. Therefore, the result can not be generalized to other smaller or much different cities of Pakistan. I think further research can be done on a large scale with large sample size not only in automobile industry, but also covering other products or in other cities with respect to the same car 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 can not 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.

8. Credibility Criteria

This chapter shows the three factors of the credibility criteria that are utilized to control this study. The three criteria are Validity, reliability and ability to generalizability.

8.1 Validity

Validity is concerned with whether the findings are really about what they appear to be about.[147] The attitude measure can said to be valid, when you can differentiate between attitude scores and it reflects the difference among objects about the characteristic, which are being measured.[148] It can be highly related to the outcome of the research or right answers to the research questions and to what extant these results or outcomes are valid.[149]

When I look at my study and process of conducting, in my view that my study is valid I gathered information from the previous studies like articles and text books etc. This all cover the area of my study. The theoretical framework is an indication of previous studies. The design of my questionnaire was based on the theoretical framework in order to find a accurate result for my research question. The validity of few questions, included in the survey, was complicated to confirm than other questions because of abstraction. I do not think that this is something which had impacted the validity.

Moreover the respondents for this study were chosen as objectively as possible and on the extensive range. While conducting the survey, I selected the respondents randomly. This has contributed in designing my empirical finding applicable and valid for this study. Further I reached the empirical saturation through the number of my respondents and the questions I have formulated to make my study valid.

8.2 Reliability

Reliability is easier to measure and receives comparatively emphasis. The reliability method can be confidential according to whether they measure immovability of result over time and internal reliability items in an attitude scale.[150] Reliability presents the extent to which data collection techniques and analysis procedures will relent and have reliable findings. It can be evaluated by posting the following three questions.[151]

1. Will the measurers yield the similar results on other occasions?
2. Will same consideration be achieved by other observers?
3. Is there transparency in how raw data has been utilized to describe the conclusions?

---

[147] Saunder, Lewis & Thornhill, Research Methods for Business Students, p.149

[148] Aaker, Kumar, Day, Marketing Research, Eight Edition, P.303

[149] Khan and Rahaman, 2007, Impact of Micro Finance on Living Standard, p.78 Cited by Remenyi et al. Doing Research in Business and Management

[150] Aaker, Kumar, Day, Marketing Research, Eight Edition, P.304

[151] Saunder, Lewis & Thornhill, Research Methods for Business Students, p.149

I interviewed the people who own a car because I designed my survey questions keeping in mind the car holders. I redesigned some survey questions when respondents faced some problems, I made the questions more understandable and easier. Wherever I felt I used my mother tongue to translate questionnaire when respondent's English is not good and they had any confusion about the questions. In my opinion the data collected for this study is authentic and through this data the results I obtained were consistent with most of previous reliable sources.

8.3 Generalizability

Generalizability is a basic criterion for estimating quantitative research because it is a mean to assure the person when he reads the research report, the results from it should be universally acceptable.[152] Generalizability involves the simplicity of scale administration and interpretation in different research situations. The generalizability is multiple item sales and it can be used in extensive variety of data collection modes, further it can be applied to get data from broad individuals under the conditions that can be interpreted.[153]

I have tried to reach generalization in a best way on the basis of my study. In my opinion the information and results in this thesis are general and transferable with other studies and research. I have chosen the random sampling technique, from one city (Karachi) for my study. During my survey I kept in mind the availability of sources and time constraint. Therefore I targeted those people who have a car for the reason that result will be more generalized. My research was not limited or one particular brand or product. I chose three multinational companies brand products for my study. In my view the study is very useful for many companies and they can implement these results to built strategies and understand the importance of influence band name can have on the consumer's decision.

---

[152]Auerbach, Carl F, Silverstein, Louise B, Qualitative Data: an Introduction to Coding and Analysis, New York University Press, 2003, p.80

[153]Aaker, Kumar, Day, Marketing Research, Eight Edition P.304

LIST OF REFERENCES

Aaker David A. Brand Equity, Capitalizing on the value of a brand name,, New York 1991

Aaker A. David & Joachimsthaler Erich, Brand Leadership, New York, the Free Press, 2000

Anthony M. Graziano and Michael L. Raulin Research Methods, A Process of Inquiry, 5th Edition, Pearson Publication, USA

Auerbach, Carl F, Silverstein, Louise B, Qualitative data: an introduction to coding and analysis, New York University Press, 2003,

Aaker, Kumar, Day, Marketing Research, Eight edition, John Wiley& Sons, Inc, 2004

Bengtsson Anders, Consumer and mixed brands- on the polysemy of brand meaning, KFS AB, Lund, 2002

David W. Cravens, Nigel F. Piercy, Strategic Marketing, eight editions, Mc Graw Hill, 2006

Hawkins Best & Coney, Consumer Behavior, Building Marketing Strategy, Boston, McGraw Hill Irwin, 2004

Hoyer, Maclnnis, consumer behaviour, third edition, Houghton Mifflin Company, 2004

Kotler, Wong, Saunders, Armstrong, Principle of Marketing, Fourth European edition, Financial time Prentice Hall, 2005

Kevin Lane Keller, Strategic Brand Management, Second Edition, Pearson Education Inc, (2003)

Leon G.Schiffman, Leslie Lazar Kanuk, Consumer Behaviour, Eight edition, Pearson Prentice Hall, 2004

Louis Cohen, Lawrence Manion & Keith Morrision Research methods in education , sixth edition, Routledge, Taylor & Francis Group, 2007

Peter.J.Paul & Olson Jerry C, Consumer Behavior & Marketing Strategy, Boston, McGraw-Hill Irwin, 2005

Pekka Tuominen, Understanding brand Equity, Turku School of Economics and Business Administration. 1995

Remenyi, D, Williams, B. Money, A. Swartz, E, , Doing Research in Business and Management, An Introduction to Process and method, SAGE Publications Limited, London, UK, 1998

Saunders M, Lewis, P, Thornhill A, Research method for Business Student, Prentice Hall, Fourth edition, 2004

Schiffman Kanuk, Consumer Behaviour, Eight edition, Pearson education international, prentice hall, 2004

Solomon Michael R, Consumer Behaviour, Buying, Having and being, Upper Saddle River, N.J, Prentice Hall, 2005

Travis Daryi, (with help from Harry) Emotional Branding- how Successful brands gain the irrational edge, Roseville, Prima Venture, 2000

William M. Welibacher, Brand Marketing, Building winning brand strategies that deliver value and customer satisfaction, NTC Business Books, 1993

Research Papers, Articles and Journals

Ajay Kalra, & B.P.S. Murthi, When Old Is Gold: The Role of Business Longevity in Risky Situations, Journal of Marketing Vol. 72 January 2008

Cretu &. Brodie, The influence of brand image and company reputation where
 Manufacturers market to small firms: A customer value perspective, Industrial Marketing Management Vol 36, 2007

Cheng husi Chen, Using free association to examine the relationship between the characteristics of brand association and brand equity. Mcb University press Vol 10, 2001

De Chernatory Leslie & Mc Donald Malcolm H.B, Creating powerful brands: the strategic root to success in consumer, industrial and service markets, Oxford, Butterworth Heinemann, 1992

Davies, Cline, A consumer behavior approach to modeling monopolistic competition, Journal of Economic Psychology Vol 26, 2005

Daniel H. Mc Quiston, Successful branding of a commodity product: The case of RAEX LASER steel, Industrial Marketing Management Vol 33, 2004

E. Laird Landon, JR, Self concept, ideal self concept and consumer purchase intention, Journal of consumer research, Vol 01, September 1974

Flemmming Hansen and Lars Bech Christensen, Branding and advertising, Copenhagen business school press 2003

Green Don, Emotional Branding Makes the Difference, Paperboard Packaging, June, Vol. 88, Issue 6, 2003

Hartmann & Apaolaza, Managing customer loyalty in liberalized residential energy markets: The impact of energy branding Energy Policy Vol 35 2007

Jose M.M. Bloemer, Hans D.P. Kasper, The complex relationship between consumer satisfaction and brand loyalty, Journal of Economic Psychology Vol 16 1995

Jeff Falk, Product Protection: Battle of the Brands, Allured publishing corporation, Vol 174, issue 04, April 2006

Johanna Bjorch & Erik Jarnsjo, To buy or not to buy, Umea University USBE, September 1999

Kevin lane Keller, Conceptualizing measuring and managing customer based brand equity, journal of marketing vol 57 January 1993

Lisa Wood, Brands and brand equity: definition and management, MCB University Press 2000

Leif E. Hem and Nina M. Iversen, How to Develop a Destination Brand Logo:
A Qualitative and Quantitative Approach, Scandinavian Journal of Hospitality and Tourism, Vol. 4, No. 2, 2004

Lefa Teng, A comparison of two types of price discounts in shifting consumers' attitudes and purchase intentions, Journal of Business Research 2008

Marken G.A, Emotional Branding, How Successful Brands the Irrational Edge, Public Relations Quarterly, summer, Vol. 48, Issue2, 2003

Marjit, Beladi and Kabiraj, Brand name collaboration and optimal tariff, Economic Modelling Vol 24 2007

Marina Papanastassiu and Natalie Rouhani, Too old for a brand, Umea University, USBE, 2006

Making the Emotional Connection, Brand week, Vol. 42 Issue5, January 2001

Muhammad Anisur Rehman Khan and Muhammad Arifujjaman khan, Impact of Microfinance on living Standard, Umea University USBE, December 2007

Srinivasan & Fukawa, Industrial global brand leadership: A capabilities view, Industrial Marketing Management, Vol 36 2007

Sophia Gregori & Anna Heden, Grocery Shopping Behaviour, Umea University USBE, April 2002

Stephens, Sarah and Townsend, Choice as an Act of Meaning: The Case of Social Class, Journal of Personality and Social Psychology, Vol 93, Issue 5, November 2007

Rust, Inman, Jia, Zahorik, What do you know about customer perceived quality, Marketing Science/Vol. 18, No. 1, 1999

Wayned Hoyer, Steven p. Brown, Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product, journal of consumer research vol 17, September 1990

Web Sources

http://www.extension.iastate.edu/AgDM/wholefarm/html/c5-54.htmltime

Honda Pakistan official website (Honda.com.pk)

Suzuki Pakistan official website (www.paksuzuki.com.pk)

Toyota Pakistan official website (www.toyota-indus.com)

SURVEY ON BRANDS

Influence of brand name on consumer decision in the Automobile market

I am studying Master Program at Umea University Business School (USBE), Umea, Sweden. I have designed the following questionnaire for the purpose of my thesis work, which is related to the Influence of brand name on consumer decision. In this survey questions, you as a respondent will be completely anonymous and you do not have to mention your name or any other personal information.

Influence of brand name on consumer decision in the Automobile market

1. **Do you have a car?**

   ☐ Yes   ☐ No

2. **Which brand car do you have?**

   ☐ Toyota

   ☐ Hyundai

   ☐ Honda

   ☐ Suzuki

   ☐ Volvo

   ☐ Mazda

   ☐ Others…………….

3. **Did you do a lot of information search for buying a car or you just compared the car brands you are aware of?**

   ☐ I did extensive information search among all available brands

   ☐ I compared only among the brands in my considerations set

   ☐ Yes, I did but not much

   ☐ No, I did not

4. When you bought the car, was it your own decision or a collective decision?

☐ It was my own decision

☐ It was a joint family decision

☐ It was my friend decision

☐ Others ----------------

5. What is the most important attribute you considered when you bought the car?

☐ Price   ☐ Quality   ☐ Price and Quality

☐ A well-known name   ☐ Design   ☐ Others

6. When you bought the car, how many car brands did you consider?'

☐ 2   ☐ 3   ☐ 4

☐ 5   ☐ 6

7. Did you seek any opinion as to which brand car to buy from others?

☐ Yes, I did   ☐ No, I did not   ☐ Yes, I did some times

☐ Never

8. Did you search attribute information about the car brands you were not previously aware of?

☐ Yes, I did   ☐ No, I did not   ☐ I did, but not much

☐ Never

9. Did you consider any lesser-known brand car?

☐ Yes, I did   ☐ No, I did not

☐ Yes, I did, but not much   ☐ Never

10. Do you believe that a well-known branded car is always better in quality than a lesser-known brand?

☐ Always   ☐ Sometimes

☐ Most frequently   ☐ Not necessarily

11. Do you agree with the following statement " Its safe to buy a branded product as they always come with better quality"

☐ Yes, I agree   ☐ No, I don't agree

☐ I agree, but it's not always true   ☐ It is not necessary

12. Do you think that a well-known branded car is a status symbol?

☐ Yes, I agree   ☐ No, I don't agree

☐ Not necessarily   ☐ I agree, but it's not always true

13. Do you believe that using a branded product signifies social class?

☐ Yes, I agree   ☐ No, I don't agree

☐ Not necessarily   ☐ I agree, but its not always true

14. How important was the brand name to you alongside your desired attributes?

☐ Very important   ☐ Important to an extent

☐ Not at all important   ☐ Not always

15. Do you always go for the well known branded products?

☐ Sometimes   ☐ Always

☐ Frequently   ☐ Never

16. Do you agree with the following point: "A lesser-known brand does not necessarily mean inferior quality?"

☐ Yes, I agree   ☐ No, I don't agree

☐ Frequently   ☐ Never

17. Do you believe that logo of a well-known brand is important as it tells who you are?

☐ Yes, I agree   ☐ No, I don't agree

☐ Yes, I do, but not always   ☐ It is not necessary

18. Do you think the brand image enhances your self esteem?

☐ Yes, I agree ☐ No, I don't agree

☐ Yes, I do, but not always ☐ It is not necessary

19. Would you rank five brand cars?

1. --------------------

2 --------------------

3. --------------------

4. --------------------

5. --------------------

20. What is your gender?

☐ Male ☐ Female

21. What is your age group?

☐ 25-35 ☐ 36-45 ☐ 46-55

☐ 56-65 ☐ More --------

22. What is your income per annum?

☐ 100 000 ☐ 101 000 - 200 000

☐ 201 000-300 000 ☐ 301 000 – 400 000

☐ 401 000 – 500 000 ☐ More than ---------------

23 What is your occupation?

☐ Private Service ☐ Business

☐ Government Service ☐ University teacher

☐ Doctor ☐ lawyer

☐ Others ----------------

Thank you completing the questionnaire