

A Study on Branding Efforts on Consumer Behavior

Prof. Ritu Ahuja and Samruddhi Gaikwad

Asst. Professor and Research Scholar

St. Rock's College of Commerce and Science, Borivali (W), Mumbai, India

Abstract: *This study examines the intricate relationship between branding efforts and consumer behavior within the contemporary marketing landscape. It investigates how branding strategies, encompassing visual identity, messaging, and customer experience, affect consumers' perceptions, attitudes, and decision-making processes. Drawing upon a comprehensive review of literature and empirical research, this research offers a nuanced understanding of the multifaceted connections between branding and consumer behavior.*

The study employs a mixed-methods approach, combining qualitative and quantitative research techniques to explore the impact of branding efforts across various industries and consumer demographics. Key findings reveal that strong and consistent branding can evoke trust, emotional engagement, and loyalty in consumers. It also highlights the influence of social media and digital platforms in shaping consumer perceptions.

Additionally, this research underscores the significance of ethical branding practices and sustainability in shaping consumer choices, shedding light on the growing importance of corporate social responsibility in branding strategies. The study concludes with practical implications for businesses, emphasizing the need for a holistic and customer-centric approach to branding to effectively influence consumer behavior and drive long-term success.

This study contributes to the field of marketing and branding by offering a comprehensive overview of the evolving dynamics between branding efforts and consumer behavior, paving the way for more informed and strategic branding decisions in today's competitive marketplace..

Keywords: Brand, Image, Identity, Consumer, Perception