

An Exploration of the Correlation between Brand Loyalty, Advertising, and Customer Purchase Decisions among Property Buyers in India

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Abstract: *Branding is the main strategic technique used to distinguish competing products. Organizations should develop robust brands as a potent defensive tactic to outmaneuver competitors in the market when facing several adversaries. Currently, branding is crucial for all organizations, including the real estate industry. Utilizing strategic communication via advertising can assist a company in establishing its brand. Successful companies must employ innovative advertising strategies to establish a lasting brand identity in the minds of their customers. This research seeks to examine the ways in which brand equity and advertising might help real estate developers understand the purchase behavior of their clientele. The investigation in this study was guided by Aaker's brand equity model, which served as the conceptual framework. This theory provides a thorough explanation of brand equity and can be utilized at different stages of marketing to enhance consumer loyalty and purchase intention. It is commonly used to differentiate a company from its competitors. This study provides valuable insights for real estate developers regarding the impact of brand equity and advertising on public awareness and consumer behavior.*

Keywords: Brand loyalty, awareness, advertising, buyers