

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

Aakash Yadav¹, Shaikh Noaman², Shaikh Talha³

Asst. Professor¹ and SYBMS^{2,3}

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

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

I. INTRODUCTION

The presence of branding is growing more ubiquitous in our daily lives, to the extent that it is evident in every aspect of our environment. The significance of branding should not be underestimated. Branding has influence on our lifestyle, regardless of whether it originates from an individual, a family, a community, or even a distant country. Youngsters today are more prone to being exposed to product branding compared to their grandparents. Lindstrom (2003) used the term "brand child" to refer to the present younger generation. The individual raised in a heavily branded environment develops such familiarity with brands that they can more readily remember the names of well-established brands than the names of their own family members. Regrettably, the entire world is currently undergoing this unfortunate reality. This exemplifies the inherent influence of branding. On a worldwide scale, even citizens of a certain country are susceptible to being branded. Anholt's (2005) research strongly advocates for emerging nations to establish a global brand. He emphasizes that the residents of a wealthy and cultured country are giving it a negative reputation. Moreover, branding plays a crucial role in the success of commercial companies as it often leads to a greater return on investment for businesses. Typically, as a result of this, there is a commitment to increase product sales. Patrick et al. (2010) provide a definition of advertising as an activity supported by stakeholders that has the goal of reminding specific customers of the availability of a brand in the market, promoting a positive perception of the brand, and encouraging consumers to switch to that brand. Most often, organizations or individuals fund advertising in order to manipulate the public's perception of specific institutions, products, services, or perspectives. Branding and advertising initiatives can effectively convey values to customers in relation to products and services. A corporation consistently prioritizes its core principles. An organization is very discerning in the products they choose to market due to the perceived value they offer to clients. Kunde (2002) suggests that businesses who are able to cultivate value-oriented brands would thrive in their respective industries. Branding fosters a feeling of identification and affiliation among customers. Every individual has an inherent need to satisfy their innate need for a sense of belonging as a human being. Every individual

years to be included in any aspect of society. Certain individuals may immerse themselves in branded items in order to experience a sense of belonging. They hold the belief that acquiring a renowned brand inevitably grants them membership in a specific social stratum. Nevertheless, branding is prevalent in the real estate industry. Due to the intense competition in the current global real estate market, branding has rapidly gained traction in this industry. Moreover, the branding of a property developer might have an influence on the real estate sales agents who aid in the sale of their houses. While strategic communication through advertising, promotion, communication, and packaging can assist in establishing a brand for a property developer, the influence of brand equity and advertising on consumer purchasing decisions in the Indian real estate market has received limited attention. In order to establish a strong brand position in the eyes of consumers, successful firms must consistently employ innovative design, creative packaging, unwavering quality, and excellent advertising.

Therefore, the purpose of the research is to narrow the gap by establishing the following research goals:

- To investigate the link between brand awareness and consumer decision-making while buying real estate in India?
- To investigate the link between brand loyalty and consumer decision-making while buying real estate in India?
- To investigate the connection between advertising and consumer choice while buying a home in India?

Customer Purchase Decision:

According to David & Albert (2002), a consumer purchase choice is a decision-making process that involves physical actions since people must purchase, assess, utilise, and dispose of products and services. From this vantage point, we can see the customer's purpose since their actions will immediately predict how they will behave while making purchases. The choice to acquire anything from a company is considered to be a subjective one made by the customer. Before evaluating and considering purchasing the items or services, the clients must first obtain knowledge about such goods or services. The preferences and perceptions of customers fluctuate throughout time. Therefore, it's critical for marketers to research the preferences of their target market before launching a new product or set of services. The marketers have benefited greatly from this approach since it keeps them informed of developments and helps them locate potential consumers. As independent variables, brand awareness, brand loyalty, and advertising will be examined in this study to see how they may affect consumers' decisions to buy real estate in India.

Brand Awareness:

Despite the customers' familiarity with the brand and their readiness to buy a product, Macdonald and Sharp (2000) noted that brand awareness of the product would also be a role in the choice to buy. Due to the rise in consumer awareness, customers typically choose the brands they are acquainted with. The first name that comes to mind when a buyer wants to buy a certain product influence if the product has a higher level of brand recognition. According to academics Dodds et al (1991) and evidence presented by researchers, brand awareness that is at a greater degree can affect a customer's choice to make a purchase. This explains why goods with more brand recognition will have a bigger market share. In the field of business, it is generally accepted that the primary goal of a company would be to maximise profit and sales. Organizations would encourage customers to buy their goods and services in order to accomplish this goal. For instance, a company that successfully developed a strong brand awareness demonstrates that its goods and services are highly regarded and have a respectable reputation in the marketplace. Brand recognition has a significant role in the choice to buy a good or service. Customers' perceptions of risk may be influenced by brand awareness since it has increased their degree of confidence in the company and the distinctive product they plan to buy. The brand of the goods is the first thing that comes to buyers' minds when considering making a purchase. In most cases, shoppers will take the product's brand into account while deciding whether or not to buy it. A product has a very high chance of not being taken into consideration by clients if it lacks a brand. Therefore, brand awareness helps clients make purchase decisions by forming a positive recollection of a certain product brand in their minds.

Brand Loyalty:

In order for a company to accomplish its goals, brand loyalty is essential. In order to accomplish their goals, businesses constantly go above and beyond to satisfy their clients and rectify any problems they may have with their goods or services. When a client has a positive relationship with a brand, they are more likely to return and make more

purchases, regardless of the market conditions that the rivals have induced. Typically, a business will create goals based on the goods and services it provides. Customers are influenced to buy things based on the features, price, image, characteristics, and quality of the goods. They will typically repeat their purchases of the goods and recommend it to others if it meets their expectations and is good. Brand loyalty operates in this manner. In a company, brand awareness and brand loyalty are both crucial. An organisation would be able to improve their sales volume when there is brand loyalty. When it comes to the purchasing of luxury products, it would be preferable for them to keep their current clients rather than looking for new ones. The two concepts of brand loyalty and frequent buying are very different. Repeat business is defined as frequent brand purchases, and we may infer that most of the time, customers may consider the brand of the goods. However, consumer advocacy to their closest friends and family members is what defines loyalty. Customers develop brand loyalty when they sense a special bond or affinity for certain products, and they can demonstrate this by making repeat purchases. According to Reichheld, it was noted that clients who are devoted to particular brands would benefit the company since it will be simpler for the company to offer the items to their customers at a premium price. Customers may also recommend the goods to their friends and family in order to persuade them to buy them from the same business. Customers who are devoted to a certain brand don't evaluate the product; instead, they just buy it outright based on their interactions with the company.

Advertisement:

Advertising has a significant influence on consumers' thoughts since it raises knowledge of the applications and advantages of the product. A product presentation will be made available to people who wish to buy it through advertisement, which may meet a business's desire to boost sales. Cohen defined advertising as a commercial process that leverages original thinking to provide appealing messages for mass media. When compared to other marketing strategies, advertising, in Katke's opinion, is one of the key influencing instruments. The influence of advertising's exposure to the globe is mostly to blame. Advertising is one of the elements of promotion and is referred to as part of the marketing mix, which also includes product, price, place, and promotion. Advertising is used to raise awareness of a certain item or service and persuade consumers to make a purchase. Marketers employ advertising as a communication medium. Nowadays' advertisements differ from those from the past. In the past, businesses would only employ symbols as marketing tools to sell their goods or services because widespread usage of ads was not possible. Since there was a limited amount of area set up for advertisements, they were quite rare in earlier times. But in the present period, advertising has become quite popular and is now required of all businesses to promote their goods. A corporation could never be the market leader without the support of advertising. A corporation would need to make significant investments in its promotional instruments, according to Hussainy et al. (2008). Advertising's primary goal is to change consumers' buying habits. By altering and enhancing people's recollections of a particular brand, advertising has a positive influence on people's lives. A person will be connected to a brand name in his or her mind if they have a recollection of it. The customer's evaluation, consideration, and final purchasing choice of the goods will be influenced by the advertisement.

Theoretical Framework:

Aaker's Brand Equity Model is used in this study to create the theoretical foundation. The concept of brand equity, which comprises of brand awareness and brand loyalty, is thoroughly explained by Aaker's Brand Equity Model. It is easiest to forecast client purchase decisions when buying a property on the market with the assistance of advertising. In Figure 1, the theoretical framework is shown.

Research Implications:

This study aims to investigate the influence of brand awareness, brand loyalty, and advertising on consumer purchasing decisions in the real estate sector. Property developers are anticipated to benefit from the study since it offers crucial data on brand equity and advertising instead of pricing, location, package, and amenities when they advertise their properties. This study will also assist real estate developers in determining the kind of image they want to project to the general public. As a result, it is possible for marketers to decide on the general direction of the marketing campaigns they want to run to draw in customers. This study intends to look into how advertising brand awareness, and brand

loyalty affect customer buying behaviour in the real estate market. The study is considered to be advantageous to real estate developers as it provides vital information on brand equity and advertising as opposed to cost, location, package, and amenities when they promote their homes. This research will also help real estate developers choose the image they wish to convey to the public. As a consequence, marketers may choose the general course of the marketing campaigns they wish to launch in order to attract clients. The findings are anticipated to offer new options for property developers to entice people to acquire brand-new residences.

II. CONCLUSION

Although previous study has shed light on a variety of elements that affect consumers' purchasing decisions, little is known about consumer purchasing behaviour in the real estate development sector. Property developers may need to concentrate on their advertising strategies in order to raise brand recognition among consumers and convert potential customers into paying clients if they want to increase sales.

All real estate developers may benefit from the research by learning what criteria buyers take into account when making a home purchase. Customers do take into account the reputation, brand equity, and self-promotional strategies used by real estate developers. This research helps real estate developers choose the image they want to project to the general public. The direction of the marketing campaigns that marketers would want to run to draw customers may then be determined.

REFERENCES

- [1]. Anholt, S. (2005). Nation brand as context and reputation. *Place Branding and Public Diplomacy*, 1(3), 224-228.
- [2]. Baker, W. H. J. W., and Nedungadi, M. D. (1986). Brand Familiarity and Advertising: Effects on the evoked set and brand preferences. In Lutz, R. J. (ed). *Advances in Customer Research* (Association for Customer Research: Provo, UT. Belch, G. E., and
- [3]. Belch, M. A. (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective*, New York: McGraw-Hill/Irwin.
- [4]. Bloemer, J. K. (1995). The complex relationship between customer satisfaction and brand loyalty. *Journal of Economic Psychology*, 2.
- [5]. Cohen D. (1988). *Advertising*, Longman Higher Education. Dr. Naveen Kumar and other coauthors.
- [6]. David, L., and Albert, J. D. B. (2002). *Consumer Behaviour: Concepts and Applications*. McGraw Hill Education.
- [7]. Dodds, W. B., and Grewal, D. (1991). Effect of price, brand and store information on buyer's product evaluation. *Journal of Marketing Research*, 28(3), 307-319.
- [8]. Grewal, D., Monroe, K. B., and Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value and behavioural intentions. *Journal of Marketing*, 62(2), 46-59.
- [9]. Gustafson, T., and Chabot, B. (2007). Brand Awareness. *Cornell Maple Bulletin*, 105.
- [10]. Han, H., and Kim, Y. (2010). An investigation of customers' decision in property: Developing an extended model of the theory of planned behaviour. *International Journal of Hospitality Management*, 29(4), 659-668.
- [11]. Hussainy, S. K., Riaz, K., Kazi, A. K., and Herani, G. M. (2008). Advertising styles impact on attention in Pakistan. *KASBIT Business Journal*, 1(1), 28-38.
- [12]. Katke, K. (2007). The Impact of Television Advertising on Child Health & Family Spending. *International Marketing Conference on Marketing & Society*. Retrieved 10-04-2019.
- [13]. Kunde, J. (2002), *Unique Now... or Never: The Brand Is the Company Driver in the New Value Economy*, Financial Times, London: Prentice Hall. Lindstrom, M. (2003). *Brand Child*. Remarkable insights into the minds of today's global kids and their relationships with brands. England: Kogan Page
- [14]. Macdonald, E. K., and Sharp, B. M. (2000). Brand awareness effects on customer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48

- [15]. Patrick, D. P., Maggie, G., and Van den, B. (2010). Marketing Communications, Prentice Hall, Pearson. Education Limited.
- [16]. Reichheld, F. F. (1990). Zero defections: Quality comes to services, Harvard Business Review, (September-October), 105-111.
- [17]. Romaniuk, J., and Sharp, B. (2004). Conceptualizing & measuring brand salience. Marketing Theory Articles, 4(4), 327-342.
- [18]. Sidek, Y. A. F., and Yahyah, B. (2008). Influence of brand loyalty on customer sportswear. International Journal of Economics and Management, 2(2), 221-236.
- [19]. Sidi, S., and Sharipah, N. (2011). Quality affordable housing: A theoretical framework for planning and design of quality housing. Journal of Techno-Social, 2(1). Retrieved from
- [20]. <https://publisher.uthm.edu.my/ojs/index.php/JTS/article/view/314>
- [21]. Stokes, R. (1985). The effects of price, package design, and brand familiarity on perceived quality. In J Jacoby and J Olson (eds.). Perceived Quality. Lexington: Lexington Book