The Selected Brand Strategy Influences on Consumer Buying Behavior

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Abstract

The aim of the present paper is the effect of the brand choosing strategy on buying behavior of the consumer that has been prepared by the scientific review. One of the factors that influence the behavior of consumers is brand. Since consumers are the focal point of all marketing activities, successful marketing begins with understanding how and why consumers behave. The study on the factors that influence consumer behavior and evaluate the effects of these factors on the behavior cause for understanding the consumer behavior that can help to achieve the construction of the marketers in this case, will be able to product submit more adaptable to the needs and demands of consumers, and provide goods in other words, "the result of affecting factors on consumer behavior" and provide them with maximum satisfaction. So in this paper, the concepts such as how they work, selecting the name of the brand, developing brand strategies and brand share of mental and highlights will be presented at the Branding, and more concepts of consumer behavior, purchase motivations, consumer buying behavior and the factors that influence the behavior of consumers at the end of results will be presented.

INTRODUCTION

Today, the main asset of many businesses is their brand names. Since the brand names are designed to enable consumers to identify products and services that provide special advantages for their commitment [12], and to a potential customer, a brand, is important. The brand is a review of identity, authenticity, features and differences. It is a brand that arise the information which focus on the word or sign. That is why the brand names for the transaction of business, are critical. The main asset of many businesses is their brand names.

In July 1990, when Bernard tapy, buy adidas, expresses his reason very simple: After the Coca and Marlborough, Adidas is the most recognized brand in the world [11]. The field of consumer behavior, is such as the sea that one can only understand some part of it, consumer behavior is formed by internal and external factors influencing, and given the consumer is under a dynamic environment constantly changing have to understand the constant flow and create a suitable marketing mix for a defined market, marketing managers must have a detailed understanding of consumer behavior. According to Mr. Mc Daniel describes consumer behavior deals to discuss how consumer purchasing decisions and how to use the purchased product or service. The study also includes the analysis of consumer behavior and the factors that influence the buying decisions and using the assigned [7].

The purpose of this paper is the strategic impact of their choices on consumer buying behavior, so at first the concept of branding and how it works are presented, at the continuation, selection of brand name, developing brand strategies and brand share of the mental and tips on Branding is presented. Then the concepts of consumer behavior, shopping behavior and consumer purchasing motivations and finally the factors that influence the behavior of consumers will be presented and in the end the issues will be concluded and presented.

Brand concept:

Integrated Marketing Communication areas a process and a means to an end that its target is brand and beneficiaries' relations and in other words, the explanation of these two final products is the integrated communications marketing. Companies produce goods and services but sell brand. As most competing products
and the goods can be reproduced and appears crucial role in customer relations (Heydarzadeh, 2008). Branding is more than just a product, cars, current accounts, candies, shoe repairing, computers, and health care, all products are what distinguish one car from another brand or the current account, for example, Consider university, in the most basic form, they offer the same product - "training" all of them have professors, students, classroom and building. However, despite all these similarities, important differences exist between them. These differences are based on the quality of the faculty, variety of courses, number of courses, number of students, location, success of sports teams, quality of accommodations and the Exchange and other things will be determined. When the difference is taken into account, they are brand; their brand.

How brand works:

Many customers do not tend to spend more time and energy to buy so consider each purchasing as their first purchasing. Therefore they are the symbols as a guide to seek mental help so they can quickly identify specific products, products that are tired of them or love them. (Or are convinced to like them) it reduces the need for navigation, so the brand identity is more specific and less vague, helps more customers to identify a product or company and thus adds more value to brand. The basic principle to develop brand (both goods and services) is that brand develop products to something more of what itself. Wrangler is different from Levis although they have the same pants as well. They have different personalities due to their different brand image power.

No matter how much of a company's marketing communications and other activities are coordinated, they rarely will be perceived by customer. e.g when two persons see, the word «Coke » for one thing that comes to mind; is the cool and teaser drinks, While for others it means "negative thinking”. Too sweet and not too fattening opinion, these two have different perceptions, because over time, both have received different comments and experiences in the case of non-alcoholic beverages, nutrition and self-tuning. Studies have shown that Customers are more likely to use observable characteristics (size, shape, and price) to determine whether it is different from competing products and intangible attributes (quality, value) to determine how they are different, [8].

Brand selecting:

The first priority for the brand is the ability to memorize it. But choosing a name with functionality to remember is an art more than science. However, successful brand names have several common characteristics that help them to have the ability to memorize: a description of benefits, accompaniment the feature to pronounce distinction. As these features are generally higher, the brand name will be remembered better [1]).

Developing brand strategies:

Major questions of integrated marketing communications include, brand identity managing and using the leverage brand that has already take position. Due to increasing brand value brand management terms, has taken a new concept the concept and its primary meaning was management of production line of a product. Nowadays the concept of trust is that will maximize brand image and perception. This type of management increasingly considered as an important area of marketing. Today, many brand consulting firms as Ayntrbrnd 15 and Brndtrast 16 are rising that all help to companies to developing brand strategies. These companies create and use identity of its brand that is an important aspect of integrated marketing communications. This is because that brands itself is sent a strong message that address the feeling, companionship and attitudes. Brand strategies are ways of maximizing the impact of communications on the brand. As brands are so important and valuable, It is important that companies think about the most critical elements of brand strategy, including brand development, brand multi-stratified, co-branding and brand elements and brand rating [1].

Persons mental share and highlights on branding:

There is close relation between the mind share and market share. Market share of demand can be obtained from the Sales and this was the basis for planning and a market share is a very important Index. For example, in the case of insurance companies by some insurance companies name come to people's mind immediately (as the close relationship between market share and imaginary share)

In the case of branding distinguish different levels of customers and their needs and desires and wishes are important.

Brands take meaning with the passage of time, they are not made overnight, but the rapid decline and death sometimes occur.

Quality is a very important issue. I have to say that brands are not based solely on quality.

Today, most people do not buy goods but in fact brands are purchased name of the product manufacturer country or service provider has an important role in their brand success.

There are a number of barriers to brand building, for instance, when we want to raise brand it creates value for us, and one of the obstacles in branding is advertising, it means for cost that we spend and do not write in the financial statements and do not count as an assessment but it is cost. If you pay the high cost of advertising...
just comes at the cost of items and thus reduce the final dividend, Thus those who pay attention to the ultimate benefit such Holders ....so less support for investment and weaken the company and another company that do not do branding and advertising , may get more profit (for very heavy cost) and shareholders and bankers are more willing to invest . If you run ads on the proper design and performance and it has effective role in promoting the brand to the Organization. Advertisements should give identity to brand and link it with a specific interest of market so that it will create value for the customer. It should be noted that most of our people has negative attitude towards ads it seems they say that the ads are not true. But according to studies concluded that people are strongly influenced by advertising in IRAN [7].

![Diagram](image)

**Fig. 1:** shows the different levels of customer.

**Consumer behavior:**

*Consumer behavior is a new field that the Mowen defines it this way:*

Consumer behavior is the study of purchase transaction processes involved in the acquisition, use, and dispose of goods and ideas. Consumer behavior is the latest new field of marketing. wrote the first book on the subject in 1960, but earlier records of this can be seen, such as use of marketers of Freud's ideas in 1950. In general, consumer behavior was a controversial and challenging include individuals and what they buy, why they buy is the marketing mix and market, and how it can be a delicate phenomenon because behavior is not always obvious and therefore they function as consumers often cannot be predicted. buyers' behavior comes from their values, attitudes and ways of thinking about the world and their own place in the world of video from themselves and from others about this conception have a reasonable expectation of good judgment and the vagaries of a sudden impulse. One of the factors that influence on the behavior of consumers is brand, the brand is an important component of consumer view. For example, many consumers known bottle of perfume, "White Li Nn" as a valuable product with excellent quality, But the perfume can be poured in a glass, in which case no name and its quality falls to low levels. Although the smell is just same [10].

**Analysis of shopping motivations and consumer buying behavior:**

One of the key aspects of consumer behavior that in marketing planning activities are used, is pat attention to reasons and motivations of shopping, consumer motivation is an important factor in addressing and changing theories related to the key of the publics' perception of shopping and how people process information. Consumer buying behavior can be divided into two main classes.

8-1 **WHY BUY:**

In this theory, the researcher wants to identify the causes, reasons, motives, and why buy from our customers.

8-2 **HOW TO BUY:**

This type of research aimed at understanding how the theory of the consumer buying process and the factors affecting it.

To review research relate to purchase motivations, first must define the concept of buying motivations which include: behavioral motivations that come consumer to the market to satisfaction of his inner needs. The first investigation about why buying in 36 Journal of Marketing published by Adward Taber. Tabard introduced eleven reasons of why buying into two main categories; he argues that the consumers are always looking for the purchase because of economic needs. The first category we can divided motivations of purchasing into the two main categories of functional motivations and nonfunctional motivations

A) The first class, personal motivation that is linked with moods and motives of individuals.

B) The second category, social motivation which is meant in act and relation to others and the community.
Influencing factors on consumer behavior:

One of the affecting factors on consumer behavior is the brand. According to the consumer opinion the brand is an important component of a product [2]. Brands are part of the operational and emotional characteristics (emotional) that allows a client to one or more services and a helpful tool for customers to decide and purchase [6]. Brands are linked to the perceived quality by the customer, the perception that show the overall quality and are necessarily based on partial knowledge of customers about the its features. In a brand the perceived value is often considered as two important issues that marketers should seek to build a robust application. Reputation of a brand is defined as perceived belief that you are able and willing to consistently deliver what it promises, which has a great benefit both for the consumer and companies. Drinkers make buying a reputable brand that they can count on their quality, are considered. For companies, it means that a reputable brand marketing efforts have been effective because of the possibility of accepting the message, so it will cause the corporate sales increase through the repetition of customers reference. As the brand reputation may show more subtle desirability and perceived value, but other studies show different aspect of perceived value (for example, the prestige brand) along with the brand credibility the balanced image and larger than the decision making process consumer.

Summarizing and concluding:

The aim of this paper is the influence of brand choice strategy on consumer buying behavior. Today, the main asset of many businesses is their brand names. In a world where everything is changing, brands are the features what are scarce. Product brand names make it easier to understand them. Since the brand will recognize and reveal distinctive aspects; Customers with a brand offer to buy the other, help company to attract new customers.

The brand says why products exist, where they come from and where they are going. Products cannot talk about themselves; brand name is what gives them a sense and talk instead of them. A good brand will drive the consumers’ choice so that in a very complex market environment, brand names creates a cut in consumer decision-making process. Consumer behavior are formed by internal and external factors influencing, and the fact that consumers are in a dynamic environment and constantly changing, in order to recognize this permanent and the creation of a proper mix-market for a defined market, marketing managers must have a detailed understanding of consumer behavior. According to Mr. McDaniel consumer behavior explain the way of consumer purchasing decisions and how to use the product or service purchased. The study also includes the analysis of consumer behavior and the factors that influence the buying decisions and the assigned tasks.

REFERENCES