

Investigating The Adoption Of Branding And Marketing Strategies And Their Influence On Customer Purchase Decisions

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Abstract

The purpose of this paper is to investigate the effects of branding and marketing strategies on consumer decisions about purchasing a particular brand. The objectives of this study are addressed through a descriptive research design. The study's respondents were chosen using simple random sampling. The sample size consists of 300 customers. According to the study's findings, branding and market strategies significantly and positively affect customer purchase decisions. The study also shows that branding and marketing strategies, including brand advertisement and marketing, play a significant role in enhancing brand awareness, effective information delivery, and building trust and credibility, thereby affecting customer purchase decisions positively and significantly. Brand marketing paves the way for brands to make their products or services more accessible and convenient for customers, which, as a result, positively affects their purchase decisions. The results exhibit that brand marketing significantly and positively affects convenience and accessibility, as well as brand awareness, which has a significant impact and a positive change in customer decisions, thereby leading to business growth. The findings also reveal that perceived brand value, quality, brand recognition, and recall have a significant effect on customer purchase decisions, as well as that brand loyalty has a significant impact on customer decisions. Brand loyalty leads to nurturing customer relationships, resulting in lower marketing expenses and a strong emotional connection with a brand positively influences consumer buying decisions. In conclusion, brands can influence customer decisions and drive their business success and growth by implementing branding and marketing strategies.

Keywords: Brand Marketing, Brand Awareness, Brand Advertisement, Perceived Brand Value, Brand Recognition, Trust & Credibility, Brand Loyalty.

INTRODUCTION

The basic motive behind this study is to evaluate the influence strategies of both branding and marketing on customer purchase behavior. The American Marketing Association defines a

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brand as a name, word, sign, image, plan, or a combination of these components that distinguishes a company's goods and services from those of competitors. The importance of marketing grows day by day. Every brand must raise brand awareness. Brand familiarity is the most crucial and influential aspect of making a purchase decision. When a customer purchases a product with a brand name in mind, it indicates that the customer is well-versed in that brand. And if the items satisfy the purchasers, they will not only show brand loyalty but also contribute to its growth by promoting it. A product with a stronger brand (awareness) will gain momentum in the marketplace and increase revenue for the business. As a result, brand recognition or customer number expansion will increase market share and profitability. Zia, Younus, and Mirza (2021) found a positive and significant correlation between brand awareness and brand image.

In principle, businesses use a range of strategies to promote their brands. Customers are more likely to buy a product from a company with a strong brand identity. Enhancing brand recognition for the organization is another benefit of great marketing. Customers have a cognitive relationship with a product's perception and ability to add value. Customers' perceptions of the emotions and messages created with purpose. For many years, the definition of branding has been to differentiate products and services from one another. According to Kalakumari and Sekar (2012), the logo serves as a symbolic representation of all relevant facts about the products and helps to create the surrounding institutions and expectations. According to Keller (1993), a brand image is a collection of entities arranged within major companies or firms that replicate the way consumers perceive the sign.

Theoretically, the consumer plays a crucial role in the economic system. If customer demand is not met, manufacturers will become less motivated to produce, which will have an impact on the economy. The intention to acquire a good or service is referred to as a "purchase intention." It describes a buyer's wish to buy a particular product from a particular brand (Engel, Blackwell, & Miniard, 1995). Judith and Richard (2002) have shown how purchasing decisions are influenced by the inextricable relationship between expected quality and brand loyalty. The other important factor that impacts purchase intent is the perceived cost of the goods. Customers who prioritize quality above money are less inclined to purchase inexpensive goods regardless of their quality, whereas price-sensitive buyers are more likely to do so. These consumers think that only expensive goods are high-quality.

Consumers can validate their prior exposure to a brand by using its recognition when provided with a cue. Brand recall means that consumers can recall a particular brand when the product category, the needs that the category meets, or any other signal is displayed (Moisescu, 2009). According to Hapsari et al. (2011), there is a substantial association between top-of-mind awareness and a particular product that buyers perceive initially. However, a few product features and advantages will make it special, especially for triggering the customer's long-term memory.

The theory reveals that consumers are influenced by marketing and environmental stimuli that penetrate their consciousness. A combination of psychological processes and specific consumer traits lead to decision-making and purchase decisions. A five-stage methodology guides the decision to buy. The purchasing process starts when the customer identifies a problem or need. They next look for knowledge in small doses to meet their perceived needs. Once they have this knowledge, buyers use it to assess the other brands in the choice set. The evaluation results will determine the consumer's intention to purchase the brand of choice.

Ultimately, following a purchase, customers behave differently depending on whether they are satisfied or not (Kotler & Keller, 2009).

Moisescu (2009) states that the majority of buyers prefer to buy goods from brands they are aware of or are familiar with (i.e., brand awareness). Brand awareness has a significant impact on consumer choice and novice decision-makers are significantly more likely to choose the known brand when presented with a choice between unknown and well-known brands (Hoyer & Brown, 1990). According to Chi et al. (2009), there is a positive and significant relationship between brand awareness, perceived brand value or quality, and brand loyalty and purchase intention. Additionally, perceived quality positively affects brand loyalty. Finally, brand loyalty will mediate the relationship between brand awareness and consumer purchase behavior. These findings validate the hypothesis that (a) there is a relationship between brand awareness, perceived quality, and brand loyalty in relation to purchase intention. Brand recognition, recall, and top-of-mind are some of the key factors that can help a firm raise its brand awareness and get its products known to the public. These three elements are crucial in building brand awareness and influencing customer purchasing decisions. According to the analysis, there is a strong correlation between all variables, and brand recall has the greatest impact on consumer purchasing decisions. Brand recognition, brand recall, and top of mind all have a partial and simultaneous influence on consumer buying decisions (Langi, 2013).

This research article aims to explore the impact of branding and marketing strategies on consumer purchase behavior. The established hypothesis in this study is that marketing and branding strategies have a significant and positive impact on consumer buying decisions. The study is significant as it explores the influence of multiple factors on customer decisions including brand awareness, brand advertisement, brand marketing, convenience & accessibility (i.e. responsive customer support, multiple distribution channels, or easy purchasing processes) building trust & credibility (i.e. transparent information, consistent messaging along with industry leadership or demonstrating expertise), perceived brand value, quality, brand recognition & recall (when customers are familiar with a particular brand and can recall it easily), brand loyalty and nurturing customer relationships (i.e. loyalty programs, post-purchase engagement, customer support, and personalized communications.), brand loyalty & emotional connection on the consumer purchase decision. In addition, brand loyalty depends on strong customer relationships. Brands can promote repeat purchases and maintain long-term loyalty after nurturing positive relationships with their customers, thereby resulting in lower marketing expenses. Successful branding and marketing strategies can build an emotional connection between a brand and a consumer. Brand loyalty can also be cultivated by appealing to customers' aspirations, emotions, and values and positively and significantly affecting consumer buying decisions, thereby driving business growth and success in the long term.

LITERATURE REVIEW

The study's focus is on the effects of marketing and branding strategies on consumer decisions to purchase a particular brand. Brand awareness (BA) is about how consumers relate to the specific product they want to buy. Brand awareness is necessary for the interaction process (Macdonald & Sharp, 2003; Netemeyer et al., 2004). Brand awareness has a direct effect on brand equity (BE) (Pouromid & Iranzadeh, 2012). Customers learn about a firm through efficient marketing and communication channels such as open advertising, headphones, the Internet, and television. (Keller, 2003; Rubio et al., 2014). Brand awareness significantly influences consumer decision-making (Chung et al., 2013; Norazah, 2013). In actuality, brand

awareness directly affects BE (Pouromid & Iranzadeh, 2012). If a consumer ever sees or notices a brand, he can recognize it with accuracy (Brewer & Zhao, 2010). Moreover, a company's logo is what most people recognize about it (Davis et al., 2008). Since the development of advanced brand awareness as a component of consumer brand consideration, customers have increasingly considered brand awareness as a crucial factor when making decisions.

Boosting loyalty is essential to developing brand equity (Mishra & Datta, 2011). According to Aaker (2009), brand equity is defined as a collection of assets (and liabilities) related to a brand's name and symbol that increase (or decrease) the value that a product or service offers to a business or its clients. Brand awareness, brand judgment, brand usage, brand performance, and brand imagery are the main categories of brand assets. According to Keller (2011), brand knowledge is synonymous with brand awareness, which is the degree to which a consumer is aware of a brand and its image, or how they relate to it. Brand awareness measures how accessible a brand is in a consumer's memory. Brand recall is one way that buyers can gauge it. The consumer's perception of a brand is known as its brand image. Brand loyalty can be defined as the degree of a customer's devotion to a brand and the frequency with which they make repeat purchases are indicators of their loyalty. Without considering the price, a devoted consumer will choose to constantly buy his brand. Businesses always prosper to retain their clientele. They adopt strategies not only to draw the attention of new consumers, but also to increase the number of loyal customers. Brands can utilize a range of communication strategies, including cause-related marketing, public relations, social media, and advertising, to engage with their target audience about social issues (Kubetzek, 2023).

Advertising is another well-liked type of communication or marketing strategy that businesses use to further their advocacy. Advertisements can draw attention to a brand's activity. Advertising can be particularly effective when paired with other communication strategies, like social media or public relations (Day & Wensley, 1988). Although many authors have given varied definitions of Internet marketing, all ideas are essentially the same. Online marketing refers to the execution of advertising campaigns on the Internet using pre-existing web-based resources. Internet marketing encompasses not only website advertising but also emails, social media, and other channels (Trengove, Malczyk, & Beneke, 2011). According to Davidavičienė et al. (2009), online marketing is the marketing objective and support for modern marketing concepts using the internet and related digital technology.

Building trust and credibility with a target audience through successful communication can boost brand loyalty and result in positive customer feedback. For example, a business that uses social media to openly and honestly share its advocacy work may have a better chance of gaining the trust and loyalty of customers (Gray, 2019). Furthermore, such a strategy may have an impact on how customers respond to brand activism. For example, studies have demonstrated that social media is very successful at motivating younger consumers to take up social issues (Kubetzek, 2023). Nonetheless, more traditional forms of public relations or advertising may be more effective in capturing the attention of senior consumers (Kubetzek, 2023). Through social media, public relations, advertising, and cause-related marketing, brands can build trust and credibility with their target audience and subsequently improve brand loyalty and positive consumer reactions.

Brand loyalty is the most significant component of brand equity. Customers are more devoted to a brand and are less likely to choose an alternative when they have a favorable perception of it. (Jagdish & Sheth, 1974). A key function of integrated marketing interactions is to persuade consumers to remain loyal to a company (Šerić & Gil-Saura, 2012). Consumers who often

purchase a preferred product have started to repurchase the same brand or group of brands (Lin, 2003). Similar to this, brand loyalty influences consumers' decisions to purchase comparable goods (Ahmed, 2011; Huang & Huddleston, 2009; Lam, 2007). Stated differently, consumers develop brand loyalty for their preferred produce brands and associate themselves with well-known brand names (Sun et al., 2004). The associations insist on offering lower prices to entice loyal customers. Loyalty support can ensure product growth and success, while also improving the long-term outlook (Samadi & Nejadi, 2009). Superior brand awareness is the old brand belief and purchase intent for customers, and brand loyalty is encouraged by a brand with an enhanced consciousness and high-quality image (Aker & Keller, 1990). Thus, the consumer might use heuristics to purchase only recognizable, well-established brands (Keller, 1993). The brand equity spirit comes first, followed by brand loyalty (Tong & Hawley, 2009).

Brand loyalty is an important indicator of brand equity (Aaker, 1996). Yasin et al. (2007) demonstrate that brand loyalty significantly influences BE and surpasses the baseline level of brand equity. As a result, brand loyalty enhances BE (Mishra & Datta, 2011). Brand loyalty is the consumer's inclination to keep buying a product even when there may be alternatives accessible (Rajagopal, 2010). However, this aspect of consumer behavior differs substantially throughout civilizations (De Mooij & Hofstede, 2011). Brand equity (BE) thinks of product loyalty (Tong & Hawley 2009). Brand loyalty typically influences consumers' decisions to purchase comparable products (Wahid et al., 2011).

These days, because of technological advancements, consumers are far more informed and only purchase well-known products that fit their needs. One way to cater to the company's preferences is to let customers think of ways to purchase as many things under their specific brands as they can. The brand name is the first thing that people think of when they intend to purchase a product, illustrating brand awareness. Customers' decisions to buy a product can have an impact on whether a brand has better brand equity (Grewal et al., 1998). This clarifies the notion that a high market share rate and an enhanced value evaluation are the results of having an increased level of brand awareness. Additionally, consumers consider perceived brand value and brand awareness when selecting particular products. The "supposed worth" can help consumers determine the cost of the invention in a way that is unique to them, separate it from the competition, and increase their demand for the brand (Aaker, 1991).

The degree to which a brand meets the expectations of its customers is known as perceived quality or brand value. It refers to a customer's subjective opinion of a certain brand or product, not the actual quality of the goods. Consumers have driven the current trend in quality, making it a significant phenomenon. Companies are putting a lot of effort into gaining a competitive edge through perceived quality, as this factor also affects a product's general public perception. This aids businesses in gaining dependable and devoted clients. Brand equity enhances the value of the business by increasing the efficacy of marketing initiatives. With the help of brand equity components, a corporation could outperform its rivals. This eventually results in better price-earnings ratios and higher shareholder value due to client brand loyalty (Kapferer, 2001). Somayeh and Azman (2013) concur that increasing brand recognition is one of the marketers' concerns. To reach different stages of brand awareness, recognition, recall, top-of-mind, and dominance, brands need to build solid consumer relationships. Brands influence customers' purchasing decisions (Tali & Nautiyal, 2022).

RESEARCH DESIGN

This is a cross-sectional study. Data is collected from employed and unemployed consumers located in Lahore. The sample size is 300. The sampling technique is random sampling. Sample selection is based on inclusion criteria, in which data is collected from both male and female customers. Under the exclusion criteria, while investigating branding and marketing strategies and their impact on customer purchase decisions, those who cannot understand the questions and who are not interested in participating. The questionnaire used in this study has covered different aspects, consisting of demographics of the respondents such as gender, age, and employment status employing nominal scaling, as well as questions regarding marketing and branding strategies.

The branding and marketing strategies have been identified and measured on a 5-point Likert scale from 1 (strongly agree) to 5 (strongly disagree). This paper has used the following scales in the questionnaire. These strategies include marketing and branding strategies. Amongst these strategies are: (i) brand awareness through marketing; (ii) brand advertisement and customer purchase decision; (iii) brand marketing and convenience and accessibility; (iv) brand awareness and business growth; (v) building trust and credibility; (v) brand awareness and customer decision; (vi) perceived brand value and customer purchase decision; (vii) quality and purchase decision; (viii) brand recognition and recall; (v) customer purchase decision; (ix) brand loyalty and nurturing customer relationships; (x) brand loyalty and emotional connection; (x) brand loyalty and emotional connection; and (x) consumer purchase decision. The questionnaire is based on a 5-point Likert scale: 1=Strongly Agree (St. Agree), 2=Inclined to Agree, 3 = Neither Disagree nor Agree, 4 = Inclined to Disagree, and 5 = Strongly Disagree (St. Disagree). The percentages (%age) and frequencies (Freq. and Cumulative (Cum.) Freq.) have been used through SPSS version 20 to analyze the data.

RESULT DISCUSSION

The study's objective is to determine the impact of marketing and branding strategies on consumer buying behavior. We collected a total of 300 customer questionnaires to achieve this objective. Table 1 presents the demographic information from the convenience sample. The study involved the gender distribution, age groups, and employment status of respondents to the questionnaires provided. Table 1 depicts that finally, 135 (45%) male respondents and 165 (55% female respondents) are included in the analysis. The highest response was shown by the age group of 26–35 years old, which is 170 (56.7%) of the total respondents, followed by 56 (18.7%) customers who belong to the 15–25 age group. The lowest number of customers belongs to the age group of 56–65 years old, which constitutes 13 (4.3%) of total respondents. As far as the employment status of the customers is concerned, 219 (73% of them) are employed and 81 (27% of them) are unemployed out of 300.

Table 1: Demographics of Respondents

Gender Distribution				
	Freq.	%age	Valid %age	Cum. Freq.
Men	135	45.0	45.0	45.0
Women	165	55.0	55.0	100.0
Total	300	100.0		
Age Groups				
15-25	56	18.7	18.7	18.7
26-35	170	56.7	56.7	75.4
36-45	40	13.3	13.3	88.7
46-55	20	7.0	7.0	95.7
56-65	13	4.3	4.3	100
Total	300	100.0		
Employment Status				
Employed	219	73.0	73.0	73.0
Unemployed	81	27.0	27.0	100.0
Total	300	100.0		

Table 2: Marketing Strategies

Marketing Strategy and Brand Awareness				
	Freq.	%age	Valid %age	Cum. Freq.
St. Agree	49	16.3	16.3	16.3
Agree	185	61.7	61.7	78
Neutral	36	12.0	12.0	90
Disagree	16	5.3	5.3	95.3
St. Disagree	14	4.7	4.7	100
Total	300	100		
Brand Advertisement and Customer Purchase Decision				
St. Agree	70	23.3	23.3	23.3
Agree	171	57.0	57.0	80.3
Neutral	24	8.0	8.0	88.3
Disagree	21	7.0	7.0	95.3
St. Disagree	14	4.7	4.7	100
Total	300	100.0		
Brand Marketing and Convenience & Accessibility				
St. Agree	57	19.0	19.0	19.0
Agree	165	55.0	55.0	74.0
Neutral	36	12.0	12.0	86.0
Disagree	30	10.0	10.0	96.0
St. Disagree	12	4.0	4.0	100
Total	300	100.0		

Table 2 contains marketing strategies that directly affect brand awareness. The majority of the customers agreed with the fact that marketing is the only tool for brand awareness. Brand awareness is an essential component of the marketing strategy. The first phase of the marketing channel is awareness. This means that all customer purchase journeys begin with awareness. When a consumer needs to know about a product, brand marketing plays an important role.

Table 2 shows that 78% of customers agree that marketing plays a significant and positive role in enhancing brand awareness and 10% of customers don't agree. Brand advertising significantly and positively affects consumers' purchase decisions. More than 80% of customers agreed that the advertisement of the brand convinces them to purchase a particular brand. There is a positive relationship between advertisement, which is one of the marketing strategies and consumer purchase intention. Marketing strategies can accentuate convenience and accessibility factors, including responsive customer support, multiple distribution channels, or easy purchasing processes. When brands make their products or services more accessible and convenient for customers, it can positively impact their purchase decisions. 74% agreed to confirm that brand marketing significantly and positively affects convenience and accessibility, followed by 14% of customers who disagreed because they did not experience it. These findings are similar to those of Hoyer and Brown (1990).

Table 3: Brand Awareness

Brand Awareness and Business Growth				
	Freq.	%age	Valid %age	Cum. Freq.
St. Agree	102	34	34	34
Agree	147	49	49	83
Neutral	24	8.0	8.0	91
Disagree	9.0	3.0	3.0	94
St. Disagree	18	6.0	6.0	100
Total	300	100		
Brand Awareness, Building Trust & Credibility, and Customer Decision				
St. Agree	102	34	34	34
Agree	168	56	56	90
Neutral	18	6.0	6.0	96
Disagree	6	2.0	2.0	98
St. disagree	6	2.0	2.0	98
Total	300	100.0		

In Table 3, about 83% of customers considered brand awareness one of the most important drivers of business growth. The greater the brand awareness a business enjoys, the more its products and services are recognizable to its target audience, which grows the business. Trust is a crucial factor in customer decisions. Effective branding and marketing strategies lead to building trust and credibility through providing transparent information and consistent messaging, along with industry leadership or demonstrating expertise. Customers prefer to choose brands they trust, particularly in cases of high risk. Gray (2019) has also confirmed that building trust and credibility can boost brand loyalty and result in a positive customer response. According to statistics, 90% agreed that building trust and credibility through brand awareness is the most effective way to increase the purchase intention of the consumer. Only 4% of customers disagree with this relationship. On the whole, brand awareness has a significant and positive impact on customer purchase decisions. Chung et al. (2013) and Norazah (2013) also confirm this finding.

Branding and marketing strategies can have an impact on customer decisions about brand value and quality. With the help of continuous messaging, product positioning, and advertising, brands can establish themselves as trustworthy, reliable, and offering high-quality products or services. This perception can positively impact customer decisions, as customers are often willing to pay a premium for trusted brands. Table 4 shows that 84% of customers agree that

perceived brand value is an important factor that affects consumers' purchase decisions, indicating that perceived brand value has a positive and significant impact on consumer buying decisions. This is consistent with that of Chi et al. (2009). Around 70% of customers seek quality while making their buying decisions, and exhibiting that quality also has a positive impact on the purchase behavior of buyers.

Effective branding and marketing strategies lead to strong brand recognition and recall among customers. Customers who are familiar with a brand and can easily recall it are more likely to consider it when making purchasing decisions. In Table 4, around 70% of people prefer more familiar brands over less familiar ones, and this is consistent with that of Sun et al. (2004). Brand recognition and recall influence consumer buying decisions positively and significantly and this is also supported by Langi (2013). 20% of customers do not prefer one brand over another when making buying decisions.

Table 4: Brand Quality, Preference, and Customer Purchase Decisions

Perceived Brand Value and Customer Purchase Decision				
	Freq.	%age	Valid %age	Cum. Freq.
St. Agree	69	23	23	23
Agree	183	61	61	84
Neutral	24	8.0	8.0	92
Disagree	18	6.0	6.0	98
St. Disagree	6	2.0	2.0	100
Total	300	100.0		
Quality and Customer Purchase Decision				
St. Agree	78	26	26	26
Agree	132	44	44	70
Neutral	46	15.3	15.3	85.3
Disagree	26	8.7	8.7	94
St. Disagree	18	6.0	6.0	100
Total	300	100.0		
Brand Recognition & Recall and Customer Purchase Decision				
St. Agree	72	24	24	24
Agree	137	45.7	45.7	69.3
Neutral	60	20	20	89.3
Disagree	21	7.0	7.0	96.3
St. Disagree	10	3.3	3.3	100
Total:	300	100.0		

Effective branding and marketing strategies go beyond the initial purchase. They focus on nurturing customer relationships with the help of loyalty programs, post-purchase engagement, customer support, and personalized communications. Brands can encourage repeat purchases and foster long-term loyalty after maintaining positive relationships with customers. In Table 5, about 75% of customers agreed that the level of loyalty leads to nurturing customer relationships, thereby resulting in lower marketing expenses, while 13% of customers revealed they neither agree nor disagree that brand loyalty leads to developing customer relationships.

Successful branding and marketing strategies can create an emotional connection between customers and a brand. By appealing to customers' emotions, values, and aspirations, brands can cultivate brand loyalty. Customers who feel a strong emotional connection with a brand

are more likely to choose it repeatedly and become brand advocates, positively influencing others' purchase decisions. Table 5 also indicates that 78% of customers show brand loyalty, indicating that brand loyalty will always have a significant positive impact on purchase intention. This finding is in line with that of Chi et al. (2009).

Table 5: Brand Loyalty and Consumer Purchase Decision

Brand Loyalty and Nurturing Customer Relationships				
	Freq.	%age	Valid %age	Cum. Freq.
St. Agree	64	21.3	21.3	21.3
Agree	161	53.7	53.7	75
Neutral	39	13	13	88
Disagree	21	7.0	7.0	95
St. disagree	15	5.0	5.0	1000
Total	300	100.0		
Brand Loyalty & Emotional Connection and Consumer Purchase Decision				
St. Agree	51	17	17	17
Agree	183	61	61	78
Neutral	24	8.0	8.0	86
Disagree	27	9.0	9.0	95
St. disagree	15	5.0	5.0	100
Total	300	100.0		

CONCLUSION

The purpose of this paper is to investigate the effects of branding and marketing strategies on consumer decisions about purchasing a particular brand. The objectives of this study have been achieved through a descriptive research design. According to the study's findings, branding and market strategies affect customer purchase decisions. The findings of this study indicate that brand advertising significantly and positively affects consumers' purchase decisions. According to statistics, 80% of customers agreed that the advertisement of the brand convinces them to purchase a particular brand and there is a positive relation between advertisement and consumer purchase intention. About 74% agree to confirm that brand marketing significantly and positively affects convenience and accessibility and these findings are similar to those of Hoyer and Brown (1990). According to statistics, 90% of customers agreed that building trust and credibility through brand awareness is the most effective way to increase the purchase intention of the consumer. Gray (2019) has also confirmed that building trust and credibility can boost brand loyalty and result in a positive customer response. Moreover, brand awareness has a significant and positive impact on customer purchase decisions. Chung et al. (2013) and Norazah (2013) also confirm this finding.

According to the results, 84% of customers agree that perceived brand value is an important factor that influences consumers' purchase decisions, indicating that perceived brand value has a positive and significant impact on consumer buying decisions. Chi et al. (2009) confirm this. About 70% of consumers look for quality while making purchase decisions, indicating that it also has a positive impact on consumer purchase behavior. According to statistics, 70% of customers prefer more familiar brands over less familiar ones, and this is consistent with that of Sun et al. (2004). Brand recognition and recall influence consumer buying decisions positively and significantly and this is supported by Langi (2013). The results also reveal that

brand loyalty leads to nurturing customer relationships, thereby resulting in lower marketing expenses. About 78% of customers show brand loyalty, indicating that brand loyalty will always have a significant positive impact on purchase intention. This finding is in line with that of Chi et al. (2009).

Overall, the study shows that different strategies, such as brand advertisement and brand marketing, play a significant role in enhancing brand awareness, effective information delivery, and building trust and credibility; thereby, customer purchase decisions will be positively affected. The findings also reveal that brand quality, quality, and preference have a significant effect on customer purchase decisions, and brand loyalty has a significant impact on customer intention. Brand awareness is the foundation for building brand trust and promoting customer relationships. This would ultimately reduce their marketing expenses while increasing sales and consumer numbers. Brand awareness leads to a certain degree of brand loyalty. High brand awareness would lead to increased brand loyalty. Purchasers gauge a product's perceived brand value and quality based on their buying experience. As a result, brand preference, emotional connection, and loyalty will nurture strong customer relationships and change consumer purchase behavior positively. On the whole, branding and marketing strategies have a range of effects on customer purchase decisions. They influence the perception of value and quality, loyalty, brand recognition, emotional connection, trust, accessibility, and convenience, as well as customer relationships. Brands can influence customer decisions and enhance their business growth and success by implementing branding and marketing strategies. This study provides insights into the role of branding and marketing channels in shaping customer behavior. We can conduct further research by increasing the sample size to yield more insightful findings.

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