

## THE ROLE OF BRANDING IN INFLUENCING CONSUMER WITH REFERENCE TO BAJAJ ELECTRONICS

Dr. K. Swapna Sri<sup>1</sup> N Sharon Sherly<sup>2</sup> ,

1. Associate Professor, CMR Institute of Technology, Hyderabad, Telangana, India. Email ID: [swapnasri@cmritonline.ac.in](mailto:swapnasri@cmritonline.ac.in)
2. Student of MBA, CMR Institute of Technology, Hyderabad, Telangana, India. Email ID: [sharonsherly1806@gmail.com](mailto:sharonsherly1806@gmail.com)

### ABSTRACT

This study explores the role of branding in influencing consumer purchase behaviour with specific reference to Bajaj Electronics. The objectives include identifying key branding elements, evaluating branding strategies, and understanding their impact on consumer loyalty. Branding elements like logo, tagline, advertising, packaging, and brand reputation significantly affect how consumers perceive and choose products. Primary data was collected through structured questionnaires from regular customers. The findings show that strong branding creates brand recall, trust, and loyalty, especially among working and middle-income groups. Consumers are more likely to prefer and recommend Bajaj Electronics due to its consistent branding. In-store promotions, advertisements, and packaging contribute to repeat purchases. However, the brand needs to improve its digital presence and emotional appeal. The study confirms that effective branding plays a major role in shaping consumer preferences and driving long-term loyalty in a competitive market.

**Keywords:** Branding, Consumer behaviour, Purchase decisions, Brand loyalty, Bajaj Electronics, Marketing strategies

### 1. INTRODUCTION

In today's competitive market, branding plays a crucial role in shaping consumer purchase behaviour. It goes beyond logos and names to reflect a company's identity, values, and customer promise. A strong brand builds trust, helps differentiate products from competitors, and often creates an emotional connection with customers. This is especially important in the electronics retail sector, where product features are often similar across brands, and consumers rely heavily on brand reputation and experience.

Bajaj Electronics, a leading Indian retail chain for consumer electronics and home appliances, operates in a highly competitive environment with both offline and online rivals. With a wide range of products and strong retail presence, the company focuses on delivering quality products and services, including product demonstrations, after-sales support, and easy financing. In such a

setting, branding becomes essential to attract, influence, and retain customers. This study focuses on understanding the role of branding in influencing consumer behaviour, with specific reference to Bajaj Electronics. It aims to identify key branding elements that affect purchase decisions, evaluate the effectiveness of current branding strategies, and explore the impact of branding on customer loyalty. The findings of this research will help Bajaj Electronics refine its branding efforts and offer insights to other players in the retail electronics industry seeking to improve customer engagement and drive sales.

## 1.2 Statement of the problem

Despite strong competition in the electronics market, the impact of branding on consumer buying decisions at Bajaj Electronics is not clearly understood. It is unclear which branding elements most influence customer trust, loyalty, and repeat purchases. This study aims to identify and evaluate how Bajaj's branding strategies affect consumer purchase behaviour.

## 1.3 Significance of the study

This study highlights the importance of branding in shaping consumer buying decisions at Bajaj Electronics.

It helps identify effective branding elements that enhance customer loyalty, trust, and market competitiveness.

## 1.4 Scope of the study

The study focuses on analyzing the impact of branding on consumer behaviour specifically at Bajaj Electronics in the Hyderabad region.

However, its findings are limited by a small sample size and short research duration, which may not reflect broader or long-term consumer trends.

## 1.5 Research objectives

- To identify key branding elements that influence consumer purchasing decisions for Bajaj Electronics.
- To evaluate the effectiveness of Bajaj Electronics' branding strategies in shaping consumer buying behavior.
- To explore how branding influences consumer loyalty towards Bajaj Electronics.

## 2. LITERATURE REVIEW

- **Sharma and Verma (2020)** emphasized the importance of branding in creating an emotional connection between consumers and companies. Their research found that

well-established retail brands are able to gain consumer trust more quickly and retain customer loyalty over time. In the case of Bajaj Electronics, the company benefits from maintaining a consistent and recognizable brand image, which reassures customers about the quality and reliability of its products. This consistent branding helps the company stand out in the highly competitive electronics retail market.

- **Trust in Local Retailers – Mehta & Rao (2021)** Mehta and Rao focused on consumer behaviour in Tier-2 and Tier-3 cities, where local trust plays a significant role in electronics retail. Their study revealed that consumers in smaller towns are more loyal to retailers who have built a good reputation over time. Bajaj Electronics is highly preferred in these areas due to its long-standing presence, reliability, and consistent service, which makes it a trusted brand among local shoppers.
- **Influence of Promotions and Reputation – Kumar & Singh (2020)** Kumar and Singh conducted a study on consumer purchase behaviour in the electronics sector, emphasizing

the impact of brand reputation, promotional strategies, word-of-mouth, and flexible financing options. Their research revealed that these factors play a major role in shaping consumer decisions, especially when buying high-value electronics. Bajaj Electronics has capitalized on these insights by offering attractive EMI schemes, exchange offers, and seasonal discounts that appeal to price-sensitive customers. These promotional efforts not only ease the purchasing process but also strengthen brand recall and encourage more walk-in traffic to their stores.

- **Repeat Purchases and Customer Satisfaction – Raj & Menon (2024)** Raj and Menon examined the factors behind repeat purchase behaviour in electronics retailing. Their study concluded that customers tend to return to brands that provide them with a positive overall experience and good value for money. Bajaj Electronics excels in this area by offering comprehensive after-sales services, including product installation, extended warranties, and

timely customer support. These elements collectively enhance customer satisfaction, encouraging repeat business and strengthening long-term loyalty to the brand

### 3. Research methodology

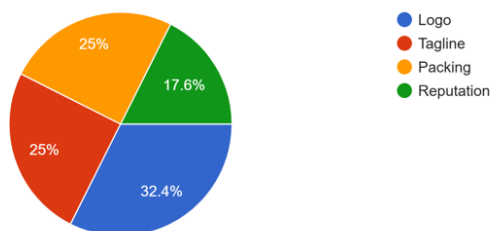
This study adopts a mixed-method research design, integrating both quantitative and qualitative approaches through descriptive and analytical methods. The target population includes customers of Bajaj Electronics across various branches in India. A sample of 107 respondents was selected using stratified random sampling to ensure

representation across age, income, and occupation groups. Primary data was collected through structured questionnaires distributed via Google Forms and in-person surveys with regular customers. Additionally, interviews with store managers and sales staff were conducted to gather qualitative insights. Secondary data was sourced from company records, branding reports, academic journals, and market research databases. This methodology provides a holistic understanding of how branding elements influence consumer perceptions, trust, loyalty, and purchase decisions in the context of Bajaj Electronics.

### 4. Data Analysis and Results

#### • Which branding elements of Bajaj Electronics appeals most to you?

SNO	APPEALS	RESPONCES	PERCENTAGE
1	Logo	35	32.4%
2	Tagline	27	25%
3	Packing	27	25%
4	Reputation	19	17.6%
TOTAL		108	100%



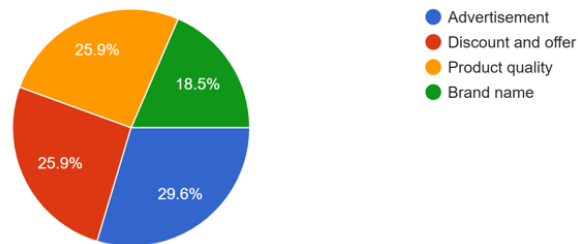
### Interpretation

The chart reveals that out of 108 respondents, 35 (32.4%) found the logo most appealing among Bajaj Electronics' branding elements. Tagline and packaging were each preferred by 27 respondents (25%). Reputation was selected by 19 respondents (17.6%). This shows that the

visual elements like logo and packaging have strong consumer appeal. The tagline also plays a vital role in shaping brand perception. Bajaj Electronics should focus on enhancing these key branding aspects to retain and attract customers.

- **Which strategy influences you the most when buying from Bajaj Electronics?**

SNO	STRATEGY	RESPONCES	PERCENTAGE
1	Advertisement	32	29.6%
2	Discount and offer	28	25.9%
3	Product quality	28	25.9%
4	Brand name	20	18.5%
TOTAL		107	100%

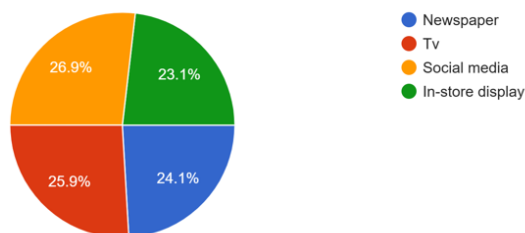


### Interpretation:

The chart reveals that Bajaj Electronics' advertisements are largely effective in attracting consumer attention. Out of 108 respondents, 30 (27.8%) rated the ads as very effective, and 39 (36.1%) found them effective, indicating a strong positive response from the majority. Meanwhile, 22 respondents (20.4%) remained neutral, and 17 (15.7%) considered the advertisements ineffective. This suggests that while the brand's advertising strategies are generally successful, there is still an opportunity to improve engagement among the less responsive segment.

- **Where have you seen Bajaj Electronics is positioned well in comparison to its competitors?**

SNO	COMPARISON	RESPONCES	PERCENTAGE
1	Social media	29	24.1%
2	Tv	28	25.9%
3	Newspaper	26	26.9%
4	In-store display	25	23.1%
TOTAL		108	100%



### Interpretation

The chart reveals that respondents identified multiple platforms where Bajaj Electronics stands out against competitors. Out of 108 respondents, 29 (26.9%) recognized social media as the most effective platform, followed by 28 (25.9%) who preferred television. Newspapers were selected by 26 respondents (24.1%), and in-store displays by 25 respondents (23.1%). This highlights a strong multi-channel presence, with social media and television being the most impactful in positioning the brand effectively.

#### • Relationship between purchase decision and brand perception for Bajaj Electronics

##### • $H_0$ (Null Hypothesis):

There is no significant relationship between brand perception and consumer purchase decision at Bajaj Electronics.

##### • $H_1$ (Alternative Hypothesis):

There is a significant relationship between brand perception and consumer purchase decision at Bajaj Electronics.

P20											
	A	B	C	D	E	F	G	H	I	J	K
1	Chi square calculation							(O-E) <sup>2</sup> /E			
2											
3	OBSERVED VALUE (O)								YES	NO	
4		YES	NO					Purchase decision	0.833333	1.424050633	
5	purchase decision	60	47	107				Brand perception	0.833333	1.424050633	
6	brand perception	75	32	107							
7		135	79	214				$\chi^2$	4.514768		
8								df	1		
9	EXPECTED VALUE E							p-value	0.033603 (H1 is accepted)		
10		YES	NO					Table value	0.033603		
11	purchase decision	67.5	39.5								
12	brand perception	67.5	39.5								
13											
14											
15	Note:										
16	P>0.05	Accept H0 and reject H1									
17	P<0.05	Accept H1 and reject H0									
18											
19											

Since your p-value = 0.0336 (which is  $< 0.05$ ), you reject  $H_0$  and accept  $H_1$ , meaning there is a significant relationship between brand perception and purchase decision.

### 3. FINDINGS

- 32.4% of respondents found the logo most appealing, followed by

25% each for the tagline and packaging.

- 36.1% found advertisements effective and 27.8% found them very

effective in influencing their purchase decisions.

- 26.9% saw Bajaj Electronics positioned well on social media, followed by 25.9% on television.

- There is a significant relationship between brand perception and purchase decision (p-value = 0.0336).

Findings reveal that Bajaj Electronics successfully uses emotional branding to connect with consumers and influence buying behavior.

## 6. Conclusion

The study concludes that branding plays a vital role in influencing consumer purchase behaviour at Bajaj Electronics. Key elements such as logo, tagline, and packaging significantly impact consumer perception, creating strong visual appeal and emotional connection. Most respondents view Bajaj Electronics as a reputed and consistent brand, which drives loyalty and repeat purchases. Effective use of advertising, social media, and in-store promotions has enhanced brand awareness and customer engagement. Additionally, the overall findings show that consumer behaviour is shaped by a mix of branding, product quality, past experiences, pricing, and promotional offers. The brand is popular among working and middle-income groups who frequently use electronic products. While customer satisfaction and loyalty are

high, there is still room to improve digital presence, emotional engagement, and affordability. In conclusion, Bajaj Electronics is well-positioned in the market, and by strengthening its branding strategies and focusing on customer-centric approaches, it can further deepen its impact on consumer purchase decisions.

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