



# International Journal of Multidisciplinary Research in Science, Engineering and Technology

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Study on Influence of Brand Identity on Consumer Buying Choice towards Samsung Product

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**ABSTRACT:** Despite the significance of brand identity, there is a need for further research on its impact on consumer purchasing decisions, exploring the ways in which brand identity elements, such as logos, packaging and advertising shape consumer perceptions and behaviours. By examining the relationship between brand identity and consumer buying choice, this study seeks to provide valuable insights for businesses seeking to develop effective brand strategies and improve their competitiveness in the marketplace. A study on the influence of brand identity on consumer buying choice examines how a brand's identity affects a consumer's decision to purchase a product or service. Brand are like human beings. They are born, fed, nurtured, made strong and responsible so they can be faithful friends of the people (customers) form mutually beneficial and satisfying relationships with them and become their companies for life. Such brand makes parents (organization or corporate) proud of them. The best brand are the ones who help in forming and sustaining strong long term "Parent-Brand-People" relationships. These brands form the potential for the growth and future expansions. They help the organisation conquer peaks at the time of booms and stay afloat and swim at times of depression. We come across a number of brands in our daily lives. Brand identity important because it helps customers recognize your business, builds trust, and differentiates your business form competitors.

## I. INTRODUCTION

When a brand looks and feels reliable, innovation, or high-quality, people are drawn to it. This connection makes them choose the brand over others. Brand identity is not just about how a brand looks it's also about what it stands for. It shows the values and ideas of the brand, which often match what customers believe in or want. This creates a special bond between the brand and its customers, making them feel like the belong. This study looks at how brand identity affects what people choose to buy. It aims to show how business can use their brand identity to attract customers, keep them loyal and succeed in competitive markets. In today's competitive marketplace, businesses face numerous challenges in differentiating themselves and capturing the attention of their target audience. One crucial element that can help businesses stand out and build a loyal customer base is brand identity. Brand identity refers to the unique set of visual, tonal, and philosophical elements that define a brand and distinguish it from it competitors. The importance of brand identity in shaping consumer perceptions and purchasing decisions cannot be overstated. A strong brand identity can create an emotional connection with customers, foster brand loyalty, and ultimately drive business growth. Conversely, a weak or inconsistent brand identity can lead to consumer confusion, decreased brand loyalty, and a loss of market share.

### Statement of the Problem

In Today's highly competitive and saturated marketplace, businesses face significant challenges in differentiating themselves and influencing consumer purchasing decisions. Despite the importance of brand identity in shaping consumer perceptions and behaviours, many businesses struggle to create and maintain a strong brand identity that resonates with their target audience. This problem is further complicated by the increasing complexity of consumer decision-making processes, which are influenced by a multitude of factors, including culture and social norms, personal values and experiences and marketing and advertising efforts.

### Objectives of the Study

- To Examine the Relationship Between Brand Identity and Consumer Buying Choice
- To Identity Key Brand Identity Elements that impacts on Consumer Buying Choice
- To Investigate the Impacts of Brand Identity Consistency on Consumer Buying Choice
- To examine the effect on Brand Identity Consistency on Consumer Buying Choice





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### Research Methodology

- **Nature of the study:** Descriptive research is used for conducting the research
- **Nature of the Data:** Both the Primary and Secondary data are utilized for conducting the study
- **Source of Data:** Primary data method was adopted to collect the data through the issue of questionnaire. Secondary data is used for Samsung's official publication, Brand identity guidelines, Samsung's Market Strategy Overview, Consumer Feedback and Online reviews like Social Media Platforms and E-Commerce Websites.
- **Method of sampling:** Purposive Sampling method is used for the study
- **Size of Sample:** The size of sample to be taken is 100 individuals
- **Tools used for the study:** Percentage analysis

## II. PERCENTAGE ANALYSIS

### GENDER OF THE RESPONDENTS

The following table highlights the gender of the respondents

**TABLE:4.1 GENDER  
TABLE SHOWING GENDER OF THE RESPONDENTS**

S.NO	GENDER	PERCENTAGE(%)
1	Male	58.4%
2	Female	41.6%
3	Other	-
	Total	100%

### Source: Primary Data

#### INTERPRATION:

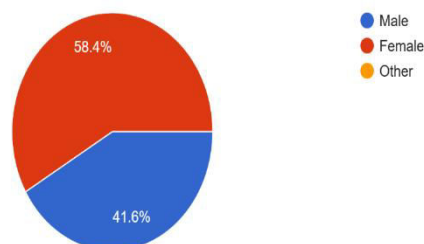
The above table shows that 100 response. The above table shows that (58%) of respondents are male and (41.6%) of the respondents are female.

#### INFERENCE:

Here mostly 58.4% are male.

**CHART 4.1  
CHART SHOWING GENDER OF THE RESPONDENTS**

What is your Gender  
101 responses





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### AGE OF THE RESPONDENTS

The following table highlights the Age of the respondents

**TABLE: 4.2 AGE**  
**TABLE SHOWING THE AGE OF THE RESPONDENCE**

S.NO	AGE	PERCENTAGE
1	Below 18	15%
2	18-25	64.7%
3	26-35	10%
4	36-45	10%
5	Above 45	1%
	Total	100

Source: Primary Data

#### INTERPRETATION:

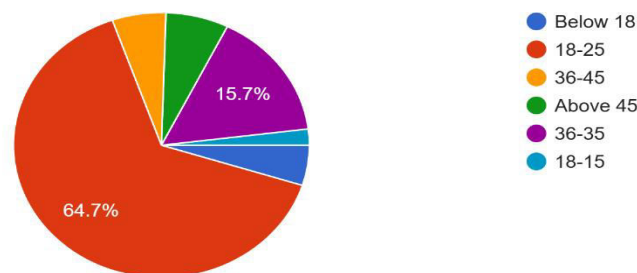
The above table reveals the age of respondents it is clear that 15% of them above Below 18, 64.7% of them above 18-25, 10% of them above 26-35, 10% of them above 36-45, 1% of them above Above45.

#### INFERENCE:

Here, 64.7% are between above 18-25 years.

**CHART 4.2**  
**CHART SHOWING THE AGE OF THE RESPONDENTS**

Age of the respondent  
102 responses



### OCCUPATION OF THE RESPONDENTS

The following table highlights the Occupation of the respondents

**TABLE: 4.3 OCCUPATION**  
**TABLE SHOWING OCCUPATION OF THE RESPONDENTS**

S.NO	OCCUPATION	PERCENTAGE (%)
1	Students	49%
2	Employed	27.5%
3	Business Owner	16.7%
4	Homemaker	5.8%
5	Retried	1%
	Total	100%



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### INTERPRETATION:

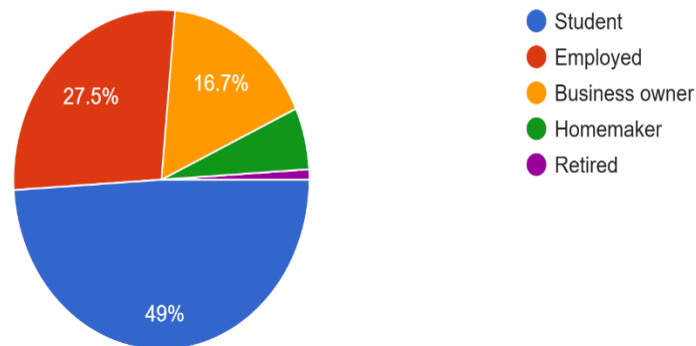
The above table reveals the occupation of respondents it is clear that 49% of them are students, 27.5% of them are Employed, 16.7% of them are Business owner, 27.5% of them are Homemaker, and 1% of them are Retired.

### INFERENCE:

Here, 27.5% are Employed and Homemaker.

What is Your occupation?

102 responses



### MONTHLY INCOME OF THE RESPONDENCE

The following table highlights the Monthly Income of the response

TABLE 4.4: MONTHLY INCOME

TABLE SHOWING THE MONTHLY INCOME OF THE RESPONDENCE

TABLE: 4.4 MONTHLY INCOME

S.NO	MONTHLY INCOME	PERCENTAGE
1	Below Rs. 20,000	38.3%
2	Rs. 20,000-Rs.50,000	35.1%
3	Rs. 50,000-Rs.1,00,000	18.1%
4	Above Rs. 1,00,000	8.5%
	Total	100

### INTERPRETATION:

The above table reveals the Monthly Income that Below Rs 20,000 it is clear that 38.3% of them Rs. 20,000-Rs. 50,000 it is clear that 35.1% of them Rs. Rs. 50,000-Rs. 1,00,000 it is clear that 18.1% of them and Above Rs. 1,00,00 it is clear that 8.5%.

### INFERENCE:

Here, 38.3% are Below Rs. 20,000.

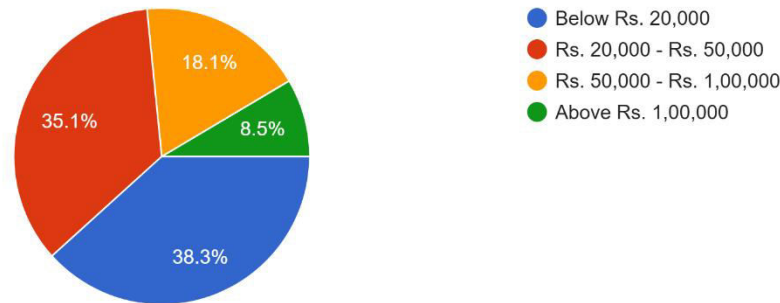


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What is your monthly income range?

94 responses



### III. FINDINGS

- 1 Majority (58%) of the respondents are Male.
- 2 Majority (64.7%) of the Age respondents are (18-25).
- 3 Majority (49%) of the respondents are Students.
- 4 Most (38.3%) of the respondents of monthly income range is Rs. 20,000.

### IV. SUGGESTION

Samsung is a famous brand known for its high-quality products and new technology. To make its brand stronger and attract more customers, Samsung can follow some simple ideas. These ideas will help Samsung stand out, improve customer service, and keep its good market position. These suggestions focus on making Samsung stand out from competitors, improving customer engagement, and maintaining its strong market position.

#### 1.Be Different from Other Brands:

In a Competitive market, Samsung needs to highlight what makes it unique. Many companies, like Apple and Xiaomi and others sell similar products. To stand out, Samsung should show what makes its products special. So Samsung should emphasize its advanced features, durability, and value for money. For example, Samsung phones have long battery life, great cameras, and strong build quality cameras, and user-friendly interfaces. If Samsung highlights these features, more people will choose Samsung over other brands. So Samsung can attract more customers who value reliability and innovation.

#### 2.Use Social Media for Marketing:

With the rise of social media, digital marketing plays a crucial role in brand identity. Samsung should collaborate with influencers and content creators to reach younger audiences. Engaging advertisements, interactive social media campaigns, and short promotional videos can help Samsung stay relevant and connect with consumers more effectively. Additionally, using platforms like YouTube, Instagram, and TikTok can increase brand awareness and customer engagement. Many people spend time on social media platforms like YouTube, Instagram, and TikTok. Samsung can use these platforms its products. By working with famous influencers and creating fun and interesting ads, Samsung can attract more younger buyers. Shorts videos, customer reviews, and interactive posts can help people learn more about Samsung products.

### V. CONCLUSION

The study on the influence of brand identity on consumer buying choices towards Samsung products reveals that a strong and well-defined brand identity plays a crucial role in shaping consumer preferences. Samsung



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has established itself as a global technology leader through continuous innovation, high-quality products, and effective marketing strategies. Consumers associate the brand with reliability, cutting-edge technology, and stylish design, which significantly impact their purchase decisions. The brand's consistency in delivering high-performance products across various categories, including smartphones, televisions and home appliances, strengthens consumer trust and loyalty. Furthermore, the study highlights that emotional connection and brand perception influence consumer behaviour. Many buyers choose Samsung not just for its product features but also due to their attachment to the brand's reputation and their past positive experiences. Samsung's ability to maintain customer satisfaction through after-sales services, software updates, and product durability further reinforces its strong market position. Additionally, factors such as brand endorsements, advertisement, and social media presence contribute to brand recall and influence potential buyers. The company's marketing strategies successfully communicate its values, keeping customers engaged and attracting new ones. Price competitiveness and product accessibility also play a role in maintaining a loyal consumer base. In conclusion, the research confirms that brand identity is a significant determinant of consumer buying choices. Samsung's well-established brand image, backed by innovation and consumer trusts, gives it a competitive advantage in the market. To sustain its strong position, Samsung should continue to invest in branding strategies, customer engagement, and product innovation to meet evolving consumer expectations and market trends.

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