



The effect of branding on consumer behavior

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Abstract

Consumer behavior is how a customer engages with your brand when they make a purchase decision or have already taken a purchase action. How they react or feel and what they do after seeing the advertisement constitutes consumer behavior. While different consumer demographics react differently to advertisements, their behavior toward brands after viewing an ad is more or less the same. This largely depends on the format, message and branding that a business incorporates into the advertisement. Understanding the buying behavior of consumers is important. Their behavior gives you a direction in creating the ad. There are very few conclusions on the behavior of connections with respect to graphic design. This education. Contributes to knowledge by accessing available sources of information about consumer. Practice releasing its relation with graphic design. Study is based on the assumption that understanding a concept helps prevent dissonance Clear in the interpretive notion of graphic design. In this study, the extent to which a normal relationship operates with the behavior of Graphic Outlook. The ever-expanding scope of graphic design is explored with the notion of revealing from studio environments to consumer-based themes. The study was conducted on the basis of this intention. Suspicion sampling using selection sampling is based on a review of prior literature. As a literature on consumer behavior, this approach reveals an important aspect of effective building communications; It helps a graphic designer to capture the emotions, thoughts and predictions of the consumers behavioral Perhaps, the ideas presented through this paper's approach may inspire more research. Which is based on graphic design adaptation to the world of behavioral perception recognition.

Keywords: advertisement, behavior, communication, consumer, graphic

Introduction

Today one cannot escape the pervasive influence of mass media (newspapers, television, advertisements, videos etc.), movies, billboards, music, movies, magazines and the Internet) etc., among the entire marketing system, Advertising is reputed to make a lasting impression on the mind of the beholder because its impact is pervasive. basically Advertising is a tool of promotional mix which includes 4p's of a product along with marketing mix, Price, place and promotion. Nowadays advertising is a great source of promoting the business as a whole. The market. advertising results are growing rapidly every year. use to create an ad Strong image of the product in the mind of the consumer. Advertising has become an important issue and Kotler pointed out that the appeal of advertising is the main idea of advertising and is to attract the attention of the audience. Now in the twenty-first century, messages can be delivered through a variety of media, including newspapers, radio, magazines, mail order, direct mail, outdoor display, etc.

Consumer behavior and advertising are closely related as the main goal of advertising involves manipulating the behavior of potential buyers. The art of advertising is the use of visual images and persuasive copy to give consumers a sense of longing or need for products or services. It is also associated with the study of marketing, through which advertising is delivered to consumers through networking, advertising and other means of communication. Advertising refers to the ways in which marketers, retailers and other professionals communicate with potential consumers or prospects. This usually involves the use of paid printed media communications, television spots or Internet radio advertisements. Before implementing an effective

campaign, marketers must have a good understanding of consumer behavior and advertising and how the two are linked Past consumer behavior and public opinion on certain products should be studied beforehand. Advertisers must understand their potential customers so that their efforts get rewarded well.

The goal of any advertisement is to convince consumers that they need a particular product or service. To do this, the message of any type of advertisement must appeal to the product's key demographic, an advertisement must speak directly to the person who most needs or wants the sale of the product. For example, advertisers probably wouldn't use profanity in advertising directed at investment brokers, nor would they use images of scantily clad women to try and sell new mothers. In this way, advertising is closely related to consumer behavior, as no advertisement will influence an individual's behavior if it appears irrelevant to his or her desires.

Consumer Plan and Strategy

To successfully reach their target market, marketers must have some idea of how much time and effort consumers will invest in a purchasing decision. Let's say your company makes great cleats for kids. Although kids are your end users and have some input into the decision process, for the most part, parents are ultimately in charge of the purchasing decision. After many observations of the decision-making process, you see that parents usually spend very little time deciding what to buy for their children. They consider any request your child may have, then usually check newspaper ads to find the lowest priced product. Ultimately, the price is the deciding factor because after all, kids grow quickly or wear out sports equipment. Knowing this information,

would you spend 70 percent of your advertising budget advertising your latest high-performance soccer cleat with an engaging website with product descriptions and demo videos? Probably not, since you understand that the time-strapped parent is doing nothing more than looking at the Sunday paper and having a quick chat with Junior on the way to the sporting goods store. Knowing the types of decisions the target consumer will have to make can help marketers carefully design a marketing strategy that is most effective.

Product and branding colors matter

We know that color psychology is not a complete science. Bright blue or crimson red colors will not produce the exact same response in two different people due to differences in culture, context, past experiences, and personal preferences. However, colors do affect customer perception of products and brands, especially when it comes to first impressions. Buyers can make a quick decision about a product in just 90 seconds, and 90% of those impressions will be based solely on color. Tesla makes it easy for customers to visualize the car purchase with digital displays in the store and an interactive design studio on their website. Using these tools, customers can select paint and interior colors, along with other options such as roof and wheel type, and view the results on a screen. Perfect example of the impact of visual merchandising on consumer behavior. Don't want to be limited by the meanings of certain colors? There are other factors that influence consumer buying decisions. Even if your display room only has room for one model at a time, consider using visual merchandising techniques such as an endless aisle to allow customers to see products in different colors do it.

Psychology of advertising

Chances are you specialize in marketing, not psychology, so this area can be a little fuzzy. So what is the psychology of advertising? Psychology explores human nature, the psyche, and why people behave the way they do. Advertising explores the art of influencing human behavior to make certain buying decisions. It should come as no surprise that these two areas converge. Psychology explores human nature, the psyche, and why people behave the way they do. Advertising explores the art of influencing human behavior to make certain buying decisions.

How brain activity affects consumer behavior

Imagine browsing through an e-commerce website with thousands of products and hundreds of categories. What would you choose and why? Your brain plays a major role in influencing our decision making. There's a reason stores put up big, brightly colored neon signs. They want to attract your attention in a way that makes you go inside the store instead of looking outside through the windows. Many businesses that implement neuro marketing use marketing strategies backed by psychological research to see how their ads perform. For example, designers consider color psychology when choosing a color palette. Small, subtle changes affect consumer perceptions and buying behavior. Consider these: People choose healthy, nutritious food options when displayed on the left side of the menu. Larger spaces in luxury stores correlate with higher social status. Removing dollar signs from pricing may increase sales. Fun Fact: Did you know that people will pay more attention to

brightly colored objects when they hear a high pitched sound and more attention to darker objects when they hear a low pitched sound?

Some of the important psychological factors affecting consumer behavior are

Motivation

Basic needs and security needs can motivate a consumer to buy products and services.

Perception

Customers form an assumption about products based on advertisements, reviews or social media feedback. This perception plays an important role in influencing purchase decisions.

Learning

Customers use them to learn more about products. This factor helps them to repeat their purchasing decision or consider switching to another brand.

Attitudes and Beliefs

Consumers have certain attitudes and beliefs that lead them to behave in certain ways towards a product. These feelings play a major role in defining the brand image of a product.

A strong brand identity sets you apart

If you have any type of business, you will almost certainly have competitors, and one of the main uses of graphic design is to differentiate your business from the competition. Creating a unique brand identity will help your business stand out and be easily recognized. Branding isn't just about creating a company logo, it also includes what fonts you'll use in your marketing, what color palette you'll incorporate and what kind of imagery you'll include. Branding consistency helps your product or business to be recognized easily and simply. Your branding should reflect the type of company you are and communicate your purpose and values. Regardless of business size, good branding is essential, so it's no surprise that establishing a brand identity is one of the most popular design services a design agency or graphic design business will be asked to provide.

Conclusion

Research is executed among limited marketing executives and customers reaching another high financial resources that could make this analysis more interesting by doing the opposite. The impact of graphic design in the context of online and online marketing, besides don't care. Offering an Evaluation of How Info graphics Are Revolutionizing Content Marketing which is a part of graphic design today which may be a strong one for further exploration in this regard. Studies have used a limited number of variables. Tools and techniques such as pakka and regression have been optimized restricted in this study. Thus future research in GCC should be carried out on a larger scale. Countries with the assumption of the application of SSS that can trace the interdependence among the variables affecting the impact of graphic design in modern day marketing. Looking to future research is limited to the present study the audience. There future research should take into account the increase. The effect of graphic design will be included not only in marketing but also in other variables such as brand variables and word of mouth communication.

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