

A Study on the Impact of Brand Image on Consumer Decision Making at Decathlon

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Abstract: In the competitive world consumers get various choices for a product or services. The choice may depend on various factors such as attributes, attitudes, value, consumer perception and also brand image. These may contribute to decision making of the consumers. Consumer decision making is the process by which consumer identify their needs, collect information and later make their purchase decisions. The decision may be influenced by psychological, economical and environmental factor. This paper aims to analyze if the brand image has significant impact on the consumer decision making process. For this purpose primary and secondary data was collected. The data analysis was done through the help of spss software. It was found that there was a significant relationship between brand image and consumer decision making. The findings revealed that the consumers make their decision also based on the brand image. It is suggested that the company should work more on the marketing department in order make the brand familiar. The paper also suggests directions for future research related to consumer decision making.

Keywords: Consumer decision making, Cultural factors and customer satisfaction.

1. Introduction

Consumer decision making is the process by which consumer identify their needs, collect information and later make their purchase decisions. The decision may be influenced by psychological, economical and environmental factors. To be more precise the factors such as cultural factor, social factor, psychological factor. Each of them can be explained briefly below. Cultural factors are those elements where values are imbedded and also inherited. It is pervasive and engaging in the decision without conscious choice. Social factors are those that include family, references groups, and opinion leaders. Here the consumers tend to use brands or products with references by family/friends they can be called influencers. Psychological factor is an individual factor affecting consumer buying decision they may be perception, belief and attitude contributing to decision making.

As may be mentioned earlier a brand also plays a vital role in the decision making of the consumer. Brand is nothing but a design, sign, symbol or combination of all of them to create an image that helps in associating a product and even differentiating from its competitors. It has a certain value, level of credibility and quality that is positioned in consumer's mind. Also has a role. Therefore, the study seeks to understand the

importance of brand in consumer decision making.

2. Review of literature

According to Mr. Purrani, Godil and Baig in "Impact of Brand Image on buying behavior among teenagers" there is a relation between the brand significant image and consumer teenager buying behavior. The paper stresses on how the Brand image and advertisement affect the consumer buying behavior specially with respect to teenager with fast shifting technology and advancements in a higher rate also they acquire the purchasing behavior from the social or influential group. The study suggests that the companies which focus on teenagers should depend more on advertisements because most of them were influenced by advertisements. Therefore, it was found that there is relationship between advertisement, brand loyalty and brand image.

According to Vijayalakshmi S in "An impact of consumer buying behavior in decision making process in purchase of electronic home appliances in India: an empirical study", it is the study of individuals, groups, or organizations and the process used to choose and use the products, services, experiences or ideas to satisfy needs and impacts. The empirical research finds that the self-determining variable is weakly associated with the self-determining variable. The results show that manufacturers and electronic home appliances are comprehending consumer behavior and enhancing customer satisfaction.

Paper by Alina Stankevich, explaining the consumer decision making process: critical literature study (2017). Paper presents an extensive review of academic publications in the area of buying decision-making process in marketing. It is based on 24 articles of journals, reports and marketing books. Framework of "moments that matter" in consumer decision making and factors influencing was elaborated. It suggested for deeper understanding the consumer behavior in favor of the companies

3. Statement of problem

Currently there are various other competitors out in the market with similar products offering to the consumers. There are various factors that might impact the decision making of the customers such as cultural factors, social factors and psychological. One such component among the factors is brand which may have certain level of impact on the consumer

decision making. Hence this paper seeks to understand the relationship between brand and consumer decision making.

A. Scope of the study

The study is conducted at Decathlon in Bengaluru it aims at different types of customers. This will help to know if brand has impact on the consumer decision making. The research aims to analyze the importance of brand in consumer decision making process.

B. Objectives of the study

- To find out how Brand has impact on consumer decision making.
- To find out means of decision making and the awareness of brand.
- To analyze level of brand recognition among other competitors.
- To understand the association with recognition of logo.

C. Operational definition

- **Brand image:** It refers to what a customer think about a brand or a set of beliefs towards a brand.
- **Consumer decision making:** Thought process of selecting from various choices available.
- **Customer impression:** the view of the customers on the company and its products.

4. Research methodology

A. Research design

A research design is the framework or plan for the study that guides as well as helps in the collection of data and analysis of data. Study is descriptive and analytical in nature with primary and secondary data.

B. Research instrument

A well-structured questionnaire will be prepared to collect the required information.

C. Data collection

- Both primary and secondary data was collected.
- Primary data was collected through structured questionnaires and secondary data was collected through journals online sources.
- Sample design:
- Sampling unit: Decathlon customers
- Sample size: Customers - 100
- Sampling method: Random sampling method is used for current study at Decathlon, Bengaluru.

D. Limitations

- Data is collected only from Bengaluru.
- Number of respondents are only 100.
- Consumers impression on the brand image and decision making skills differ according to their needs

and thinking patterns.

E. Hypothesis

There is a significant relationship between brand image and consumer decision making.

5. Data analysis and interpretation

Table 1
Showing frequency and percentage of Gender of respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	42	42.0	42.0	42.0
	Male	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

The above table shows the classification of customer respondents based on the gender. Among the 100 respondents, 42% are Female respondents and 58% are Male respondents. It can be seen that the male respondents are more than that of female respondents by 16%.

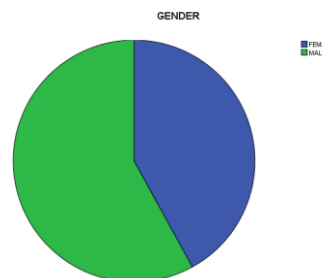


Fig. 1. Gender

Table 2
Showing the occupation frequency and percentage of occupation of the respondents

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	21	21.0	21.0	21.0
	Full time employed	20	20.0	20.0	41.0
	Home maker	8	8.0	8.0	49.0
	Student/ academics	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

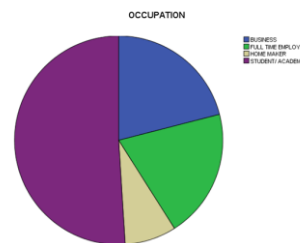


Fig. 2. Occupation

Table 2 is representing the occupation of customer respondents. It is in percentages and frequency. The distribution

Table 6
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.375	47.499	47.499	2.375	47.499	47.499
2	.917	18.341	65.839			
3	.756	15.110	80.950			
4	.600	11.994	92.943			
5	.353	7.057	100.000			

Extraction Method: Principal Component Analysis.

is such that 51% of the respondents are students which forms the majority of the respondents apart from students 21% of the respondents are from business, 20% of respondents are full time employed and least percentage among all 8% falls under the category of home makers.

Table 3
Showing how respondents know about Decathlon and the frequency of shopping.

Particulars	Category	Percentage
How do you know about decathlon?	Advertisements	11.0
	Word of reference by family or friends	89.0
How often do you shop at Decathlon?	Weekly	7.0
	Monthly	28.0
	Every 3 months	26.0
	Every 6 months	18.0
	Once in a year	21.0

The below table represents how customer respondents are aware of Decathlon which means what is the medium through which they knew Decathlon, it is seen that most of the respondents know about Decathlon through word of mouth or references by family or friends which is about 89% of the total respondents. Where are the rest 11% opt for advertisements.

Table 4
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.703
Bartlett's Test of Sphericity	Approx. Chi-Square	101.818
	df	10
	Sig.	.000

Table 5
Communalities

	Initial	Extraction
I always purchase the same sports brand and will not consider other brand	1.000	.388
I will purchase whichever brand has offers/ discounts	1.000	.274
Global Brands are superior than Local Brand	1.000	.557
Global Brands have higher level of quality than Local Brands	1.000	.686
I will pay more for a Global sports Brand	1.000	.470

Extraction Method: Principal Component Analysis.

The frequency of shopping of Decathlon is distributed as follows, 28% of them shop monthly, 26% shop every 3 months, 21% of respondents shop once in a year, 18% of them shop bi annually and 7 percent of respondents shop every week.

Hypothesis:

H0: There is no significant relationship between brand image and consumer decision making.

H1: There is significant relationship between brand image and consumer decision making.

The kaiser-meyer-oklin measure of sampling adequacy is a statistic that indicates proportion of variance. The above table indicates that the data obtained is suitable for this analysis. Values close to 1 are acceptable. Here the KMO measure of sampling adequacy is 0.736 which is suitable for the test. The approximate chi- square value is 0.000 which is less than the p value that is significance level of 0.05 hence we do not accept the null hypothesis, but the alternative hypothesis is accepted. Which means there is a significant relationship between brand image and consumer decision making.

The table 5, represents to the extent to which the variables are correlated with one another it can be seen that global brands are superiors than local brand, global brands have higher level of quality than local brand and I will pay more for a global sports brand. They all are correlated because the value is 0.4 or greater than 0.4. where are the other variables are not that correlated with each other as we can see in the table.

This table 6, explains the variance. Only one factor in the initial eigenvalues is greater than 1. The three components accounts for almost 80% of variability in the original variables. Component 1 explains 47% of the variation explained by initial solution.

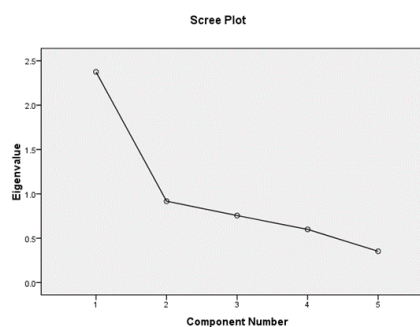


Fig. 3. Screen plot

The scree plot confirms the choice of one component. The component is explained in the table above. The highest value of the component is 2.375.

6. Findings and suggestion

A. Findings

- The study reveals that there is a certain degree of extent to which brand image has impact on the consumer decision making.

- Respondents feel global brand are superior that the local brands in the market.
- It was found that brand name is very important for 31% of the customers.
- The quality was given utmost importance by the respondents.
- Awareness about the company is majority through word of mouth.

B. Suggestions

- Decathlon should try to market itself in other means such as television media which is approached to large masses.
- The logo of the company should be familiarized also because it is a multi-brand outlet with each brand representing different sports called as the passion brands.
- Make their online community large and keep consumers posted to create an impression on the consumers.
- Conduct more events and sponsorship in order to familiarize the brand further more.

7. Conclusion

The study shows that among other factors brand image also has a significant role in the decision making process of the consumers. It is essential for any company to keep their brand image which means create a brand image in the minds of the customers in order to attract them. The company must be more open and should opt for intensive marketing strategies and advertising to keep in touch with the consumers. Public relations can be used as a tool for this. The study concludes that the brand image is one among the factors that has impact on the consumer decision making process other factors can be studied in deep to know how it affects the stages of consumer decision making process.

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