



## An Empirical Study of Branding Strategy at Dealer point for Selling of Car-a qualitative & systematic Review of Literature

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### ABSTRACT

India is one of the world's fastest growing automobile markets and is poised to become the third largest passenger's car market by 2020 (Philip, L. 2016, Economic Times). The recorded sales growth of 4 wheelers like passenger car & utility vehicle has also risen up to 7.87 % and 6.25% respectively during April-March 2016 (SIAM, 2015-16). But what makes a car maker like Japan's Maruti Suzuki and Korea's Hyundai enjoys more than 67% of market share while others like US car makers Ford India and General Motors combined market share is just 4-5% (Philip,L.2016,The Economic Times). Sales in the North & East region have evidenced only 5%of changes in the FY16 which is comparatively lower than the west & south region (Khan,A.N,2016, The Economic Times). The Japanese car makers(Honda, Hyundai, Isuzu Motors, Nissan &Toyota) achieved an average of 48.01% of growth till July 2016 having a better stand from the Indian car makers (Hindustan Motors, M&M,M&S, Tata & Force motors) i.e. 6.74% (Autocar Pro News Desk, July 2016). In this study the researcher explored the factors affecting the satisfaction of prospective car buyers and existing car users at dealer point and facilitate dealer to create a brilliant "moment of truth" (Pioneered by JanCarlzon) when a customer encounter with company.(Madge, Davidson & Beaujean, 2006)

**Keywords:** *Ingredient branding, Emotional branding, Segmentation, digital marketing, branding, marketing strategy.*

### 1. INTRODUCTION

#### 1.1Research Gap

Vijayasathy, L. R., & et al 2000 researched in USA and concluded product catalogue as one of the effective tool for Marketings but the sample size is only 205 resulting losing its credibility to generalize the results. In a similar study by Zetu, D., & et al. 2003 they predicted when a customer will buy a next vehicle by few internal information available with the company but again the study lacks the need of explaining its sampling and data collection stages resulting less credulity to generalize the research results. Authors like Keller, 1993, Milogram & et al 1986, Simon & et al 1993, Jeddi & et al 1999, Bendixen, M. T. 1993, Buschken, J. 2007, Chovanová, H. H., & et al 2015, Richardson, P.S., & et al 1996, Ferguson, S. A., & et al 2003, Lindsay,1990 , Rice & et al 1998, MIlogram & et al 1986 , Moorthy & et al 2000, [Kihlstrom & et al 1984](#) , Kirmani & et al 1989, Nelson 1970, Nelson 1974, Roberts & et al 1988, Klein & et al 1981 , [Yoo et al., 2000](#) and Maxwell, 1989 are the authors who researched on effects of advertising on purchase decision, creation of brand awareness through advertising and factors of Age which is related directly on selection of brands enabling brand image ,Positive attitude towards particular brand , advertising frequency signals the product quality and brand equity but none of the studies were conducted in India to test the results on Indian Market.

Cobb Walgren, & et al 1995, had done similar interesting studies where he measures the effects of advertising which increases the brand equity & brand awareness in the target customer's mind for longer effect but the study conducted in Hospital industry (Hotel) where the number of sample size is only 90 evening MBA students and with less sample size we certainly can't generalize the results to a large population. However P.Abey 2007 the only Indian author work I found during my literature review who establishes bi-directional relationship between advertising & consumption pattern.

Chattopadhyay, T. & et al 2010 the only Indian author who did his research in the automotive sector but they have conducted their research initially based on the insights of "Global Insight (India:Forecast & Analysis , 2007)" and then they covered the states of Andhra Pradesh, Delhi, Maharashtra, Tamil Nadu & west Bengal and hence the researcher decided to conduct research and formulate the following objective.

### 1.2 Research Objective:

1. To examine the effects of branding strategies for buying a car.
2. To explore different variables of branding.

### 1.3 Research Methodology

This paper is based on Literature review and the variables identified by the researcher need to be further studied. In particular, the consideration was focused on the new parameters of customer satisfaction. The following process were adopted from a similar study and followed here too.

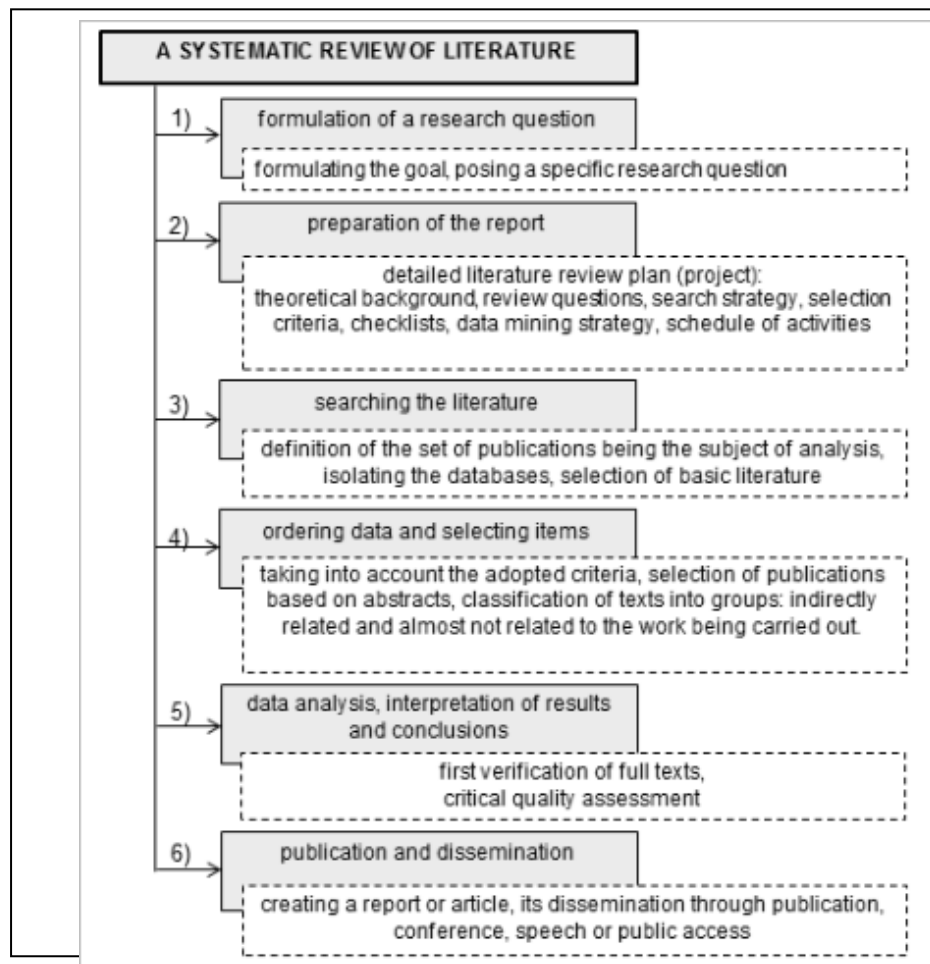


Fig 1. Stages of creating a systematic review of literature

## **2. REVIEW OF LITERATURE**

Branding methodologies is a central issue for firms working in the present aggressive commercial center, it worries with brand component/element a firm applies over the items it offers for the deal. Firms take a few branding methodologies to deal with their brands. All in all, most firms start with a solitary product and progress toward becoming multi-product firms after some time. In introductory stage there emerge two alternatives for marking, the primary choice is the organization name as brand name and other is corporate name autonomous, singular brand (Singh, B., 2013). Branding is a compelling advertising technique instrument that has been utilized with accomplishment in the past (Arthur Rooney, J., 1995). Entities are utilizing branding as a methodology apparatus in the present business condition with expanding consistency. Despite the fact that brands and branding are not new thoughts, firms are applying them to more different settings where the part of branding is ending up progressively imperative (Wentz and Suchard, 1993). The customary part for brands is likewise encountering revived intrigue. Market examiners by and large concur that this pattern will proceed and be a piece of a recipe for effective firms later on (Norris, 1992). As further because of developing business sector complexities, focused weights, channel elements or dynamics, globalization, acquisitions, various nature of the purchaser and also stakeholder's interest, new media (Simoes and Dibb 2001) and other outside and interior elements drive organizations to pick and receive a more perplexing type of branding procedure.

An organization is utilizing branding as a system in the present business condition with expanded consistency (Rooney, 1995). One definition for a brand has been offered in the Journal of Marketing Management by Professor Peter Doyle of Warwick University: "A name, image, plan, or some mix which distinguishes the result of a specific organization as having a generous, separated favorable position" (O'Malley, 1991, p. 107). Organizations create brands as an approach to woo and keep clients by promoting images, value, prestige symbol or way of living life. By utilizing a specific brand, a customer can concrete a positive picture (Ginden, 1993). Brands can likewise diminish the apparent hazard customer(s) confront when purchasing something that they know minimal about (Montgomery and Wernerfelt, 1992). Branding is a system to construct a reasonable, differential favorable position by playing on the idea of people. The reason for branding is fundamental to fabricate the product's image (Cleary, 1981).

Throughout the years' organizations have spearheaded and culminated the techniques for dealing with the characters of their product and product offerings. These called branding methodologies are profoundly imperative for the organizations. The idea of Branding technique as per Keller K. L. (2003) – "Branding Strategy for a firm mirrors the number and nature of normal and unmistakable brand components connected to the distinctive items sold by the firm". At the end of the day, concocting a branding methodology includes choosing which brand names, logos, images, et cetera ought to be connected to which products, and the idea of new and existing brand components connected to the new products with the goal that it could be particularly and deliberately separated in the brain of the customer.

The branding strategy pursued can be analyzed further with the contributions of Olins (1989), Murphy (1987, 1989), Laforet and Saunders (1994, 2007), Aaker and Joachimsthaler (2000), Urde (2003), and Kapferer (1997, 2008), Keller (2003). Murphy (1989) recommends four classes of balanced systems or balanced framework, corporate-dominant, mixed systems or blended framework and brand dominant. Olins (1989) has distinguished three branding structures: Monolithic (an enterprise utilizes one name and characteristics around the world, e.g., Kellogg or Shell), endorsed (the corporate name is utilized as a part of relationship with an auxiliary or product brand, e.g., Cadbury's Dairy Milk), and branded (underscores different product level brands, e.g., P&G utilizing brands, for example, Tide and Camay). Laforet and Saunders (1994)

inspect the structure of brands in an example of 20 grocery manufacturers in the UK and infer that brand structures are characteristically more perplexing than Olins proposes. They distinguish three foremost classes like those recognized by Olins: corporate brands, Mixed/blended brands, and brand dominant. Every one of these classifications incorporates subcategories.

The corporate-dominant group is separated into corporate brands, for which the corporate name was utilized, and house brands, for which the auxiliary or product division names were utilized, for example, Ford with Jaguar. Mixed/ Blended brands incorporate embraced brands (an item level brand is supported by a corporate name, for example, Rowntree's Chocolate, and double brands, for which at least two brands are given equivalent prominences, for example, Colgate Palmolive or Cadbury's Dairy Milk. The third category, brand dominant, comprises of single product-level brands, for example, Ariel (P&G) Tabasco sauce (SmithKline Beecham) what's more, quick brands, for which the corporate character is excluded. For instance, Unilever recognizes its cleanser brands as made by Lever Bros, and its margarine as van cave Bergh. Not exclusively is the structure extensively more unpredictable than generally accepted, yet in addition, most organizations examined utilized in excess of one approach, frequently receiving distinctive choices for various product offerings or organizations. As the firm extends in worldwide markets.

Kapferer (1997) clarifies six branding procedures situated in a continuum of "pointer of the cause in one end" to the "product separation" at the opposite end, with supporting the brand, source brand, umbrella brand, range brand, line brand and product brand in the middle of the two. product brand dole out a selective name to a solitary product to accord the brand its own particular individual situating (e.g., P&G's Ariel, Tide cleanser), Line brand extend the particular idea crosswise over various products taking into account cross-branding, Range brand offers a solitary name and guarantee on a gathering of items having a similar accessibility, Umbrella brand bolsters in various market each with its own correspondence and individual guarantee (e.g., Canon cameras, printers, and office hardware), Source brand similar umbrella brand, yet they products are specifically named, Endorsing brand offer endorsement to a wide the assorted variety of item assembled under item marks, line brands, or range brands (e.g., General engines - autos), source mark.

Aaker and Joachimsthaler (2000) turned out with a brand relationship range that proposes different branding procedure choices as branded house - corporate name dominant (e.g., Virgin) or single-brand in a dominant position (e.g. GE capital, GE Appliance), Sub-brand technique which includes more prominent connection between the ace/master brand and its sub-brand, ace brand can be corporate or singular brand as a driver or co-driver (Ford Taurus). In sub-brand, the ace brand is called umbrella brand. In support brand system, the umbrellas brand and its sub-brands are perceptually connected – however sufficiently just to exchange more broad esteem, for example, believability, notoriety, and quality. The underwriting can be a solid support (e.g. Microsoft office), connected name or token support (e.g., Clean and Clear by J&J). The place of brand strategy incorporates an arrangement of individual brands or sub-marks that demonstration freely of each other and the umbrella brand.

Keller (2003) recommends branding chain of importance as a method for graphically depicting a company's branding system. As indicated by him a straightforward portrayal of branding procedure is – Corporate brand, family brand, singular brand, and modifier brand in the best to down approach. The corporate or auxiliary name is constantly present someplace on the item or bundle, however, a few do not utilize it in any of its line business, yet when the name of corporate is noticeable separately as an identifier of the product is corporate branding. Some firm, however, works on utilizing the corporate brand name as family marks that are utilized as a part of in excess of one item classification yet once in a while it isn't the name of the organization or

company. Singular brands are characterized as a brand that has been confined to one item class in spite of the fact that it might be utilized for a few distinctive products composes inside the classification and Modifier whose reason for existing is to assign a particular thing or model write or a specific form or setup of the items.

Urde (2003) attests that there are four fundamental branding procedures accessible to firms: corporate, product, corporate-and-product (with an overwhelming utilization of the corporate brand) product and corporate (with the predominant utilization of item marks). A few firms, (for example, IBM) only stress their corporate image while others, (for example, Procter, and Gamble) concentrate technique on their product brands. Others effectively convey corporate branding an item marking at the same time, moving their accentuation between the item and the partnership in various markets and settings. For instance, Nestle showcases its items under the Master/ ace corporate brand, however, gives measure up to noticeable quality to such individual brand names as Carnation, Nescafe, Nestea, Maggi, Perrier and San Pellegrino. Moreover, Intel advances the two its corporate image and its Pentium and Celeron item marks.

Murphy (1987, 1989)	Olins (1989)	Laforet and Saunders (1994)	Kapferer (1997)	Aaker and Joachimsthaler (2000)	Keller (2003)	Urde (2003)	Laforet and saunders (2007)	Kapferer (2008)
Corporate dominant	Monolithic	Corporate dominant	Corporate brand , master brand	Branded house	Corporate brand	Corporate name	Corporate dominant brand	Corporate master brand
Mixed System	Endorsed	House brands	Source brand	Sub brands	Family brand / Umbrella brands	Corporate & Product (Corporate as dominant)	House brand	Source brand (Corporate or Product)
Balanced system	Branded	Dual brands	Umbrella brand	Endorsed brands	Modifier brand	Product and Corporate (Product as dominant)	Dual bran	Umbrella brand (Corporate or product)
Brand dominant		Endorsed brands	Endorsing brand	House of brands	Individual brand	Product - brand	Endorsed brand	Endorsing brand
		Brand dominant	Maker's mark				Brand dominant – mono brand	Maker's mark
			Product – brand					Product brand

Fig 2.

### 3.SEGMENTATIONS AND BRANDING STRATEGIES

Market segmentation is a group within a market which is identifiable by few identified criteria. The sub-market is homogenous in nature based on their need, characteristics & behavior (Smith 1956). Market Segmentation is two folded, firstly to divide the entire market into different homogenous group and the second is to develop proper marketing mix strategy as per the sub market (McCarthy, 1981). As per the confederation of Indian industry, the entire world is standing for the Indian automobile sector which is contributing for the economic development of our country and is the most lucrative industry. Fuel economy, demand for greater fuel efficiency, strong & solid legal & banking infrastructure, increased affordability are availability of inexpensive skilled workers accelerating the growth of two-wheeler and four-wheeler segment and attracting many companies towards India by knocking the women, youth and rural people (Najeemudeen, K. P., & Panchanatham, N. (2014). Traditional demographic segmentation helps in identifying the brand preference of the marketer to develop right product strategies. (Lin, C. F. 2002).

### **(i) Gender**

To gender, an item or a brand implies partner its brand image with a sex-part generalization in the psyches of buyers or permeating the item or brand with a manly or a female image and character, (Costa, 1994). Two stages can be taken with a specific end goal to sexual orientation an item; the initial step is to plan or change the item or brand so it is engaging the cliché man or lady. Besides, the item or brand is given a sexual orientation image, which implies it is firmly connected with the manly or ladylike sex part generalization, through advertising and promotion. The advertising has the ability to change an arrangement of qualities/values held by the aggregate dominant part. It can impact individuals to switch their state of mind in regards to things, even things that they feel unequivocally about. (Cohan, 2001). It is essential for advertisers to see how shoppers learn and a considerable measure of key choices depend on the possibility that purchasers really can be instructed to favor a few brands and items before others. With a specific end goal to accomplish this, an objective market must be distinguished and the advertiser needs to "become more acquainted with" the shopper being referred to keeping in mind the end goal to have the capacity to achieve the purchaser in the best way. This frequently requires an extensive duty of assets for creation plan or alteration so it ends up speaking to one sex. Keeping in mind the end goal to prevail to interest another sex requires a considerable amount advertising and promotion amid a more extended timeframe. For instance; when the objective gathering is ladies and the items are instruments; the makers need to alter the items so they are all the more engaging and simple to use for ladies. (Alreck, 1994)

The alterations of the tools depend on the anatomical contrasts between the genders yet in addition that ladies, when all is said in done, are pulled in to unexpected things in comparison to men. To advertise and advance these devices it requires that the items are distinguishing the ladylike attributes of the item. Methods for doing this is to only utilize ladylike models, adjust the dispersion and endeavoring to get outlets that are famous by ladies. A brand can be made unmistakable by changing the item or changing the picture of the brand, or a blend of both. (ibid). Sexual orientation can empower organizations to separate their image from their opposition and through this accomplish brand value/equity. Brand value/ equity is characterized as "the positive differential impact that knowing the brand name has on client reaction to the product or service" (Kotler, 2003 p. 422). It happens when a brand has solid positive relationship in a buyer's memory and it prompts reliability therefore. A product with positive brand value holds a striking preferred standpoint in the market. (Solomon et al 1999) It is less demanding to sexual orientation another brand by giving it a manly or a female picture since the customers have no biased desires. To sex another brand requires just minor adjustments in the physical qualities of the merchandise as opposed to cutting edge changes in the generation procedure. Now and again, it should be possible just by changing the sexual orientation relationship of the bundling, publicizing, and deals advancement. (Alreck, 1994) An officially existing brand may be harder to sexual orientation since the shopper since there are heaps of assumptions. Subsequently the client should be persuaded and figure out how to associate certain qualities with the brand and in even change set qualities. Buying A3 segment passenger car depends on Gender (Srivastava, M. K., & Tiwari, 2011 ; Kemal, Ç., Erkan, O., Muhsin, D. E., & Ömer, Ö. ,2015). Few researcher also tries to find out the other demographic factors which may influence on the purchase decision of passenger car but failed in their attempt (Varghese, J., & Jubi, 2014 ;Biswas, A., Mukherjee, A., & Roy, M. ,2014).

### **(ii) Lifestyle & Personality**

Lifestyle and personality are two bases of different groups in psychographics segmentation (Kotler, 1997). Products are the building blocks of lifestyles (Solomon, 1999). Not all products are for every consumer, different product categories are suitable for different consumption choices

based on their lifestyle. Mitsubishi segregated the consumers on the basis of their lifestyle where the company identified different consumer perception's on hybrid cars (Rusich and Danielis 2015).

### **(a) Product**

The product popularity rank of the high involvement product is the first stage in complex decision making process followed with the in-depth information collection about that product where the prospective buyer collect the semantic qualities of the product as static product feature (in-born attributes) analysis of selected products and their social features like product ratings/reviews, review responses, usage trends and photos. the final decision making has been done on the basis of carefully comparison of such selective products and with rely on the social factors to finalise the optimality of one product over other, where as the author failed to identify the variables causing social factor (chen,l, 2010, ieee; chen,l, 2010(august),acm ; chen,l, 2010, springer berlin heidelberg ; chen,l, 2010(february),acm) the author also mentioned the importance of social media sites which attract maximum prospective buyer as a new trend. (chen, l., & qi, l. ,(2011),social network analysis and mining, 1(4), 301-320).

### **(b) Personal Value system**

LOV (List of Values), VALS (Value & life style (Srivastava, A., & Matta, M. ,2014), and RVS (Rokeach Value survey) are classified in personal values and different marketing strategies had been developed considering these three models.

- Self respect, security, warm relationships with others, sense of accomplishment, self fulfilment , being well respected, sense of belonging (Kahale, 1986) and enjoyment in life (Schiffman and Kanuk, 1994)
- VALS is a psychographic segmentation which link demographic and purchase pattern with the psychological attitudes. The American market is classified into eight categories using this technique (Loudon and Della Bitta, 1993). Self orientation and resources are used as the basis to classify the consumer into eight groups. The time and money consumer spend is considered as per this classification. Fulfilled; Believers; Achievers; Strivers; Experiencers; Makers; Actualizers; and Strugglers.
- Personal values may be an important basis for segmentation because values may be different as per the age (Srivastava, A., & Matta, M. ,2014), income, gender, education, and social class (Rokeach, 1973). RVS consists of 18 terminal values and 18 instrumental values.

### **(iii) Cultural Factor**

Nayeem, T. (2012) researched on Cultural foundation, for example, Individualism & collectivism influences in certain zones of buyers' basic decision making the process for high involvement purchases. Results demonstrated critical contrasts amongst individualist and collectivist purchaser bunches in connection to the quantity of family/companions are associated during the decision-making process, as anticipated collectivist members included an expansive number of family and companions in their decision-making process than on individualist customers .independent members depend on the web as the most imperative wellspring of data. Results uncovered that Asian-conceived customers depend intensely on loved ones as the most vital wellspring of data. Different wellsprings of data Asian-born shoppers' utilization incorporate TV commercials, daily papers, announcements and magazines (Doran, 2002). Thusly, advertisers should know about this circumstance also, give comparable, or even the same, kinds of data/messages by utilizing these previously mentioned sources to speak with Asian-born purchasers, so they don't wind up confounded. The data/messages could incorporate less data on mechanical and creative highlights of the vehicles. It isn't that Asian-born customers would prefer

not to think about these highlights, however, the early introduction they are probably going to incline toward is what underlines the renown of the vehicle.

#### **4. MARKETING TOOLS AND BRANDING STRATEGIES**

Young people get influenced by the marketing stimuli of companies which effects brand image and perceived quality of brands (Hafiz, K. A., & Ali, K. M., 2018). Menon, B and V.P. Raj, (2013), conducted a study on how people gather information and initiate the purchase by the dealer sales staff, information received from office colleague and visit to dealer or distributor. Subadra, Murugesan and Ganapathi (2010) examined in their examination that as of now India is seeing a major change in consumerism. The market is currently transcendently buyer driver. The concentration is moving for product based marketing to need based marketing. Customer is given numerous choices to choose passenger auto fragment is no special case to this general drift. A viable market correspondence is basic for achieving the intended interest group. So it is critical that we think about the purchaser perception and behavior of the car proprietors which will give us input on how showcasing methodologies can be functioned. The investigation tosses light on different highlights that the producers should focus on to pull in the imminent purchasers. This investigation reasons that customer behavior plays a crucial part in advertising cars and there is more degree for broad research around there. Menon, B. (2017) in his study said that the data social affair and consumer's initial buying stage, TV advertisements (Hans ,1997 ; Ravinder, D., & Srikrishna , 2017) on car models and brands, search on the Internet sites of the car maker, and visit to dealer/distributor were the prime sources where customer assembled data on car models and brands. White (2004) talked about that The developing and unequivocal significance of social networking and virtual brand networks, through gathering informing through the medium of the web, are driving buyers to utilize online tools to contact kindred customers, for data sharing. in an occurrence of Malaysian shoppers, it has been seen that business advancement procedure affects their customers' behavioral intentions and purchase choice (Jee and Ernest,2013)

##### **(i) Catalogue**

Catalogues considered as a tool for marketing but the consumer perceived differently between print catalogue and catalogue available online due to different factors like reliability, tangibility, risk perceived, value of the products, pre-order information, post selection information and experience (Vijayarathy, L. R., & Jones, J. M. 2000).

##### **(ii) Company Internal customer database**

When to buy a second car can be find out by the garage size, number of vehicle purchase and number of past purchase (Zetu, D., Cheng, J., Jay, J. M., & LO, B. 2003, August) by the marketers by following better marketing campaigning with right price at the right time.

##### **(iii) Advertising**

Brand correspondence has two primary difficulties; to attract regard for the brand and to manufacture the brand profile. (Nilsson, 2000) Advertising regularly includes the two pictures and words, and more often than not it is a blend of the two. Advertising taglines are regularly very clear while the pictures exhibited in promotions are significantly more perplexing. (Nordström, 1986) The point of advertising is to append qualities to an item and through this make the item more alluring to the customer. An advertisement is paid declarations, for the most part focusing on a particular market gathering, intended to impact the buy of goods or services. Advertising can come in numerous structures, for instance: TV advertisements, radio, magazines and daily papers. (Cohan, 2001) In advertising Hansson et al (2006) claims that the statistic fragments (demographics) age, sex, education etc isn't sufficient. The idea ways of life are utilized to depict bunches from the psychological and social elements and it can portray how individuals devour



products and services, dress and use their extra time. Advertising is an arrangement of portrayal; this framework delivers significance and a message to the consumer a long ways past the advanced products, benefit or even the brand itself. Adverts are utilized to express characters in social talks. By taking care of and treating the adverts and the pictures as social antiques, it makes it less demanding to interface them to more general exhaustive and important social codes and comprehend what message and what picture the organization is endeavoring to pass on to the customer. (Aspers et al, 2004) Advertising is an organization's message to the potential consumer and the objective of the organization is to offer products and services. The most vital undertaking for the photo in the publicizing is to induce the customer, to relate the product or service with positive value. (Nordström, 1986). Advertising in our cutting-edge society has formed into a science where the buyer is altogether explored, and the advertising is developed to desensitize its viewer and push all the correct catches to influence the customer to go about as wanted. Different subliminal procedures are utilized to impact the influence of the buyer. These procedures depend on the possibility that people are affected by, in addition to other things, impressions that the mind accumulates through our faculties. (Cohan, 2001) A photo can draw in and charm a man more than content can ever do and can entrance us by just its outside appearance. colours, shapes and lighting are painstakingly sent the correct message and have the normal effect on the buyer. When we take a gander at a photo we tend to believe that we just enlist what is seen, however we encounter a message that we either like, hate or relate to. The viewer tends to overlook the intricate and solid reality and the photo's experience, why it is made and what reason it serves. (Nordström, 1986) Advertising frequently centres around our physical cravings and fundamental impulses, the body, the shirking of torment, the quest for delight, (Cohan, 2001).

Dheeraj (2015) endeavoured to think about the effect of advertising on customer purchase behavior of pharmaceuticals. The goal of the examination was to build up a basic system for discovering the effect of various types of advertisement and promotional instruments offered by the pharmaceutical industry on the customer purchase behavior and recommending behavior of doctors. A survey was utilized to gather information from Allahabad, Lucknow and Kanpur areas of U. P. 200 doctors and 400 consumers reacted to the survey. Different factual examination utilizing SPSS was done on the information got for the investigation. The examination closed saying that buyers gave careful consideration to TV ads and these promotions were more successful for the buy of normal drugs. The ads for OTC meds were convincing however not that was impactful for the buyers to go and request those pharmaceuticals. Visual TVC additionally has a part as an influencer to purchase drugs for normal maladies. Therapeutic agent assumes a part in promoting the prescriptions to the doctors and getting their feedback and this thus helps in showcasing and advertising and making a brand. Once a brand has been made it is simpler for the doctor to recollect and recommend the brand. Despite what might be expected these makers additionally have classes and distribute papers and furthermore subsidize the instruction of the doctors to inspire them to offer feedback to the producers in the wake of utilizing the pharmaceuticals on their patients. Consequently, this is likewise a type of circuitous advertisement which helps in the advertising and sales of pharma organizations. Brand loyalty (Tellis ,1988 ;Rosario, S. S. J., & Ganesh, M. G. ,2015), current effects and carryover effects are the three main effects of advertising on purchase decision of consumer (Bendixen, M. T. (1993). Brand familiarity, brand sympathy, brand consideration and purchase intention can be created with the advertisement which can help consumer in decision making (Buschken, J. (2007) ) and the author found the advertising effect is positive and inefficient due to some other factors like the brand quality (factor "quality"), brand price-worthiness (factor price-worthiness), product portfolio (weighted share of categories) and dealer network (number of dealers) (Buschken, J. (2007) ). Advertising create brand awareness which is an important factor in consumer decision making process (Chovanová, H. H., Korshunov, A. I., & Babčanová, D. (2015). Aged person select their

brand more carefully because of their vivid experiences comparative to their younger counterpart. (Richardson, P.S., Jain, A.K., Dick, A., 1996). Advertising helps in creating brand image. (Ferguson, S. A., Hardy, A. P., & Williams, A. F. (2003). Advertisement helps in developing brand Equity which is the greatest source of creating consumer perception for any brand (Aaker & Biel, 1993) ; Lindsay,1990) by ultimately creating the brand image too. Advertising is one of the vital tools for making consistent flow of sales for brands (Maxwell,(1989). Advertising influences a brand's equity in a number of ways (Raj , 1982). Across both service and product category research, (Cobb Walgren, Cathy, Beal, and Donthu (1995) found that the brand with higher advertising budget yielded substantially higher levels of brand awareness and equity. In other words, advertising creates awareness of a brand and increases the probability that the brand is included in the consumer's evoked set. According to Rice and Bennett (1998), effective advertising not only increases the level of brand awareness, but also improves attitude toward the brand and strengthens its image. The marketing literature suggests that advertising can affect brand equity through favorable associations, perceived quality, and use experience (Keller, 1993). In addition, advertising can act as a signal of product quality (Milgrom & Roberts, 1986). Using a firm-based measure of brand equity derived from financial data, Simon and Sullivan (1993) found a positive relationship between advertising and brand equity. Using household purchase data, Jedidi, Mela, and Gupta (1999) also reported a positive relationship between advertising and brand equity.

In theoretical literature, Milgrom and Roberts (1986) suggest that advertising expenditure is a measure of advertising frequency and signals product quality. Kihlstrom and Riordan (1984) developed a model in which advertising frequency signals product quality by conveying information about a firm's sunk costs. In their model, high quality production requires specialized assets, but this did not necessarily mean rising marginal cost. Thus by having a greater advertising frequency, a firm signals to the consumer that it can recover the sunk costs, since its higher product quality would allow it to charge a higher price than low quality firms. Moorthy and Zhao (2000) found that in both durable and non-durable categories, advertising expenditure and advertising frequency are positively correlated with perceived quality. Experimental works have also found a positive correlation between perceived quality and advertising frequency across media (Kirmani & Wright, 1989). Advertising frequency can also affect the perceived quality of a brand. Studies demonstrate that heavy quantum of advertising improves perceived quality (Nelson, 1970 ; Nelson, 1974), and higher levels of advertising signal higher brand quality (Roberts & Urban, 1988). Kirmani and Wright (1989) suggested that perceived expense of a brand's advertising campaign influences consumers' expectations of product quality. Klein and Leffler (1981) found that advertising levels were positively related to quality because firms that produced high quality products used company-specific capital, such as logos and advertising campaigns, to assure consumers of the firm's lasting commitment to quality. Works by Philip P. Abey, (2007), revealed that there is strong bi-directional relationship between advertising and consumption pattern. One of the major findings from earlier researches is that brand choice probability is enhanced with the dimensions of brand equity (Yoo et al., 2000) and advertisement frequency is a builder of brand equity (Yoo et al., 2000). TV advertisement would be helpful for the 1st time car buyer by creating perceived brand quality and brand awareness. Online advertisement is meant for the repeated buyer. Mobile advertisement supported both the 1st time buyer and the repeat buyers by creating brand awareness and perceived quality (Chattopadhyay, T., Dutta, R. N., & Sivani, S. (2010)). Newspaper (Kang , 1982) influenced to a large extent when thinking to buy anything followed with T.V & Radio.

## **5. INGREDIENT BRANDING & BRANDING STRATEGY**

Singh, B. (2012) mentioned Branding procedure of an organization to a great extent relies upon how these branding systems can counter market unpredictability, competitive pressure,

channel progression, and; support in globalization, acquisition and mergers. It helps in forceful brand augmentation in a related or random classification to meet the various idea of buyers, to get the benefit of online life and web and additionally to limit the evil impact of negative linkages assuming any, or dangers being forced by society, market and environment. It begins by distinguishing proof of how organizations built up their brand portfolio, at that point exhibit the discoveries of the examination of brand arrangement of the Multinational organizations in India, and also of Indian origin organizations, for Indian buyer in developing business sector, next is the means by which the brand portfolio is broadened is examined, how brands are gathered inside brand portfolio makes an incentive to the organization is examined. The brand organization and brand obtaining of Indian FMCG organizations are apparent in the investigation. In the examination, it is clearly predicted that a greater amount of the FMCG organizations utilize ingredient branding (Arthur Rooney, J ,1995; Smit, M. ,1999; Desai, K. K., & Keller, K. L. ,2002; Kotler, P., & Pfoertsch, W. ,2010; Radighieri, J. P., Mariadoss, B. J., Grégoire, Y., & Johnson, J. L. ,2014) for broadening their brands in their image portfolio to get simple acknowledgement by the consumer and shield themselves from the sick impacts of brand augmentation that weaken the core brands value (Aaker and Keller, 1990), Based on the literature review and information gathered developing patterns in branding technique is advanced.

## **6.DIGITAL MEDIA PLATFORM AND BRANDING STRATEGIES**

People share information about stories, events, other peoples , ideas, products and other services by the marketer from time to time to different people in their network through daily social interactions (Berger, 2014) and the contents of social media give power to consumers to express their feelings, opinions, emotions and people after using the information derive hedonic experiences resulting consumer perception and buying decision or repurchase decision (Berger & Milkman ,2012). Hence a positive brand posts about brands which got post shares and likes creates transformational message which in return created higher level of brand engagement (Tafesse, W., & Wien, A. , 2017) resulting better marketing performance (Tafesse, W., & Wien, A. ,2018). The impact of advanced advertising correspondence on product classifications like books, music, form adornments, attire, managing an account and web-based gaming and so on has been very much explored by the analysts; yet car industry in spite of being one of the biggest computerized spenders has confronted the lack of scholastic ponders particularly in India. The investigation by Dahiya, R., and Gayatri. (2018)concluded that 75%of the respondents utilized no less than one advanced channel of correspondence while purchasing an auto. 'Website'was the most utilized computerized channel of correspondence while purchasing a car took after by 'long-range informal communication sites'and 'cell phones'. Every last phase of car purchasing decision making process appropriate from 'need recognition' to 'post-purchase' was 'altogether' influenced by advanced advertising correspondence with 'assessment' being the most influenced arrange. The consequences of the investigation affirmed that digital advertising correspondence is prepared to do notwithstanding activating need recognition in high association product classification like the car. The outcomes likewise settled that buyers feel positive towards digital correspondence, get influenced by other clients' surveys and express their post-buy feeling sentiments over advanced stages.

Digital channels are developing as favored communication from other options to their conventional partner for consumers across a product category (Rao and Manzar, 2013; Ioañas and Stoica, 2014). Digital technologies, particularly the Internet, have changed each feature of the business. Critical business choices like product advancement, profitability, brand management, CRM, purchasing and offering, and correspondents have seen the outstanding impact and utilization of digital innovations (Hudson, Roth, &Madden, 2012). digital technologies have had the most critical effect on business correspondence forms because of the important improvements

in the gadgets, equipment, and marketing practices (Sheoran, 2012). A marketing practice winds up advanced on the off chance that it relies on a digital medium to work (Yasmin, Tasneem, and Fatima, 2015). digital communication expects to build up an immediate connection between an advertiser and its clients utilizing advanced transmission innovation (Bird, 2007). Digital promoting never again stays limited to the channels requiring the Internet association however has extended past channels requiring. Web affiliation (Rowan, 2002). offline channels like telephones, digital TV, and other digital systems are as often as possible utilized by advertisers for promoting goods and services, alongside online stations like websites, social networking sites, cell phones, email, online networks, and so forth. (Scharl, Dickinger, and Murphy, 2005; Pandey and Shukla, 2010). Consumer Behaviour has encountered critical changes in the digital condition (Bickart and Schindler 2001). customers in digital environments have turned out to be enabled, requesting, and more bombastic with higher consumer loyalty limits (Racolta-Paina and Luca, 2010). Buyers, particularly individuals from "Age X," have turned out to be more realistic, demanding, agile, skilled and multitasking in digital environments (Schiffman, Kanuk, and Hansen, 2008). Expansion and change in digital advances have urged customers to utilize various gadgets while settling on purchase decision (Havestein, 2008). Today, buyers are looking into, assessing, and purchasing everything extending from garments, appliances, devices, groceries, insurance, to expensive things like car and homes on the web (BCG Study, 2013). This is occurring on the grounds that the Internet, cell phones, and web based life teach clients in an educational, intriguing, liberal, and participative way, independent of the item classification (Alexa, Shayne, Robert, and Michael, 1996; Wertime and Fenwick, 2011).

Digital correspondence is empowering client interest as creation and sharing of digital content, commencement of a discourse, and giving feedback, which at last engages clients to pick and request their preferred content and to practice control over showcasing marketing communication (Pralhad and Ramaswamy, 2004a). Labrecque Esche, Mathwick, Novak, and Hofacker (2013) ascribed consumer strengthening to four power sources: demand, information/data, networking, and crowd-based power in digital domains. Buyers are not anymore the inactive recipients of promoting content, subjected to the hard sell (Lee, 2014). Presently, advertisers acquire client consent before sending showcasing data and genuinely captivating purchasers with the significant digital content (Corniani, 2006). Purchasers are applying more noteworthy control over the decision-making process, which is making an incentive for them as illumination, diversion, and utility (Pralhad and Ramaswamy, 2004b). Bughin, Corb, Manyika, Nottebohm, Chui, de Muller Barbat, and Said (2011), in their investigation, recorded the customer value emerging from online inquiries which included time-saving, better-increased awareness, value/price straightforwardness, accessibility of niche offerings, people matching, critical thinking, and amusement. Pearson (2013) attributed the achievement of contemporary media to its exceptionally nature of being social.

The author declared that as online networking satisfies the essential want of communication generally low or no cost at all, individuals around the world are utilizing digital platform to satisfy their key needs of looking for personality and connectedness. Customers have begun utilizing digital channels more than conventional communication diverts in themajority of procurement choices (Kink and Hess, 2008). Customers incline toward such channels since they are simple, brisk, and modest (Bakos, 1997; Shapiro and Varian, 1999; Kink and Hess, 2008). A few ongoing investigations (GE Capital, 2013; Srivastava, Srivastava, and Pai, 2014; Mitra, 2015) announced that over 75% of customers seek online before obtaining. Consumer electronics are the most sought out productclass, trailed by attire. Accessories, books, personal care, beauty, home and furnishing, health services, and child care were likewise among the most sought product categories over the Internet (Google India, 2013). There have been disparate perspectives with respect to the ability of digital media in starting the purchasing procedure by empowering the need

acknowledgment organize. Jayawardhena, Wright, and Masterson (2003) and Jonathan (2012) attested that it may be troublesome for digital channels to trigger the need acknowledgment organize, though scientists like Constantinides (2004), Hausman (2014), and Gross (2014) affirmed the ability of digital media in fortifying the need acknowledgment arrange in low-inclusion item classes. Maklan, Knox, and Watson (2001) appeared to be uncertain about the commencement of need acknowledgment in view of advanced media. Be that as it may, digital channels, particularly online networking, have influenced the way shoppers search for data (Jonathan, 2012). Pursuit in digital domains has taken a change in perspective as more clients look for data from a producer's site, web search tools, exchange discussions, YouTube, and correlation sites, and so on. (Ioan̄as and Stoica, 2014). Cell phones are quickly supplanting the conventional correspondence channels and developing as the most essential digital gadget for explore embraced by purchasers before purchasing (xAd Research, 2015).

Online customers' opinions are more and more key, as about 70% of clients refer to on line opinions earlier than making a shopping for choice (ludwig et al., 2013). mir and rehman (2013) asserted that customers have faith in different clients' reviews because of their unbiased nature. Purchasers no longer best study and trust the evaluations posted through other clients, but additionally modify their shopping for selections (giamanco & gregoire, 2012; funde & mehta, 2014) a have a look at conducted by using dimensional studies (2013) found out that each positive and terrible critiques affect the purchase decision.

Ninety percent of consumers inside the dimensional studies look at referred to that they have been suffering from nice opinions, while 86% of purchasers had been laid low with poor evaluations. nice critiques brought about buying, while terrible reviews discouraged users from buying. Negi and saklani (2003) found out that gift items, garments, home equipment, and meals items had been the objects most bought on-line. hooda and aggarwal (2012) observed that most of the clients have been engaged in buying e-tickets, e-billing, e-banking, and online purchasing over e-advertising channels. jayawardhena, wright and masterson (2003) contended that the emergence of digital communities motivates customers to put up and share their post-purchase conduct. hausman (2014) asserted that submit-buy sports over social media consist of sharing the enjoy after product purchase, making tips to others primarily based upon pleasant reviews, and disparaging or denouncing the brands inside the case of a poor or dissatisfactory experience after purchase. chiu, chang, cheng, and fang (2009) contended that customer consider and client pleasure are the important thing antecedents of persevered buy over digital systems. (morton et al , 2000).

Dahiya, r., & gayatri. (2018) in their studies shared that seventy five% of the respondent used digital channel earlier than buying a automobile verses 25% respondent nevertheless believed in conventional methods of advertisement customer journey in the virtual international to get product statistics became greater dynamic, on hand and going digital in the passenger vehicle & two wheeler automobile industries. Ninety three% of the drivers depend upon digital procedure earlier than buying a brand new car with a survey of 10,000 customers in eight countries which includes india too. in india seventy one% of car shoppers started out the procedure online which incorporates 17% seek advice from via social media, 25% via oem internet site, 29% e-book a check force after a thoughtful research online. (basu,a & didyala,p (november- 2015,economic instances). the possible purchaser takes purchase decision for excessive involvement product thru product seek in the social media integrated with professional opinion and person opinion giving weights to terrible feedback and within the very last phase including those products to the want listing for final desire. the product reputation is based on the big length of person attached to the web site and the associated product seek (e.g., "consumers who regarded this product also considered") (chen,l, 2010, springer berlin heidelberg). Wealthy interface design has to provide

while dealing with exceedingly complex merchandise along with richer communication media and product statistics illustration. clients shopping for complicated merchandise are much more likely to accumulate product facts and going via a complicated system of the choice-making procedure which can be supported by means of the wealthy electronic trade (EC) interface providing social presence & product presence of the product. at some stage in a complex product buy selection lower tolerance for ambiguity (LTA) clients are much more likely avoid the paradox and uncertainty related to shopping for a complicated product than the higher tolerance for ambiguity (HTA) patron both the HTA and LTA customers recognize richer interfaces (Jahan, M. ,2014). A web marketing consultant/recommender can also guide the person at the same time as buying a excessive-fee product by means of suggesting the relevant merchandise in keeping with the consumer's need/ requirement. the web guide/recommender might also aid the patron with an interactive question or derivative comparison metrics (sutcliffe, a., & al-qaed, f. 2009). social media is the great platform for a emblem to connect with potentialities (neti, s. 2011).

An rising segment of Indian automobile buyers goals an integration of people, technology, methods, and physical enjoy on the showroom bundled collectively, that could give them a completely unique automobile shopping for experience (kumar & singh, 2013; maruti suzuki India, 2015). The car purchasing journey is ruled with the aid of virtual channels (nielsen, 2012). Indian car consumers use digital channels of communication as an information supply; compare the numerous brands on-line; take note of critiques, evaluations, and feedback of other clients, peers, buddies, and experts; join the online groups, discussion boards, social networking pages of vehicle manufacturers; join newsletters and promotional e-mails; and express their enjoy and opinion over digital structures (kusuma, 2015). Indian automobile buyers have proven their preference for particular digital channels of communicate. web sites (capgemini, 2015), cellular phones (mobile, 2016), e-mails and smart telephones (harwani, 2015) have emerged as the most preferred channels of communicate whilst buying a car. Salmon (2015), but, argues that it remains a challenge for entrepreneurs to recognise which specific channel is really having an impact on customer shopping for choices. this is probably one of the motives that marketers hotel to multivariate or a/b trying out to determine the maximum appropriate virtual channel. the majority of marketers, but, bank upon websites and e-mails to optimize consumer acquisition. the contemporary observe also tries to clean the ambiguity by using information the maximum preferred digital channel used at the same time as shopping for a vehicle. the net performs a huge position in developing attention for the automobile to start with, and influencing the client to buy in the later degrees of the consumer decision-making process (j.d. electricity report, 2015). fifty percent of Indian car buyers started out their automobile buy selection adventure with on-line channels in 2011; the wide variety reached more than 75% in 2015 with sixty six% of the searches performed using Smartphones (cardkho.com, 2015). On-line searches for vehicles are increasing at a compounded rate of fifty four% every 12 months due to the fact that 2009 (jaleel, 2015). On line facts assets of cars consist of the producer's website, search engines like google, supplier's internet site, professional opinions internet site, news internet site, on line magazines, vehicle precise on line magazine, social networking websites, impartial studies websites, youtube, and on-line discussion forums. Anohar study conducted by R.Dahiya & Gayatri during 2017 by sampling 801 actual car users and potential car buyers and they suggested that the digital communication by company actually create attitude for any product in the mind of people, subjective norms and it actually perceived as controlling behaviors of people explains 57% of maximum variation in their study. Maklan, knox, and watson (2001) have cited that the function of the net may be greater big in a few tiers of the client shopping for-choice manner than others. it can additionally be inferred by way of searching on the reports of numerous studies corporations like nielsen (2012); j.d. power record (2015), cardkho.com (2015), capgemini (2015), and accenture (2015), which state that customers make exemplary usage of digital channels in evaluating the diverse automobile

brands (altaf, s. n., & hashim, n. a. ,2016). vehicle customers give due significance to comparative information, online reviews, and info of financing options (chaudhary, b., & tripathi, s. , 2012) to be had online before making a buy choice (mohile, 2016). purchasers continuously upload or delete the manufacturers they're thinking about at the same time as discovering motors on-line (wolstenholme, 2015). sellers are decided on on-line and visits to sellers' showrooms were reduced from the traditional five instances 10 years ago to a mean of one.6 instances (nair, 2015; bruce, 2015). vehicle buyers are the use of e-mails, on-line chats, and mobile phones instead of individually touring the dealers' showroom to accumulate the important records approximately a car. ioañas and stoica (2014), of their study, emphasized that big-price ticket objects like vehicles and houses comply with the ropo (studies on-line and buy offline) phenomenon, wherein customers substantially research the product online and make up their mind alongside key decision standards, but final purchase takes place in an offline surroundings.

## **7. EMOTIONAL MARKETING AND BRANDING STRATEGIES**

Emotional marketing is a mix of advertising activities utilized by a brand so as to make a emotional bond with its purchasers (Balgaradean 2015, 16). Emotional showcasing is intended to create emotions so as to impact individuals' consumption and buy choice (Consoli 2010, 1). Emotional Branding is the limit with respect to a brand to associate by and by and intensely with its purchasers and to build up a trusting and enduring association with them by utilizing human emotions and senses. Human associations turn into a point of convergence in the business procedure and even a condition to the survival of the organization (Gobé 2001, ix-x, xiv). From a buyer point of view, emotional branding speaks to the commitment of buyers in a durable, genuine and trust-based relationship prompting a compelling emotional association that goes past the material fulfillment (Akgün et al. 2013, 504). Amid numerous years, western nations have expanded business around the Cartesian reasoning which depends on the suspicion that individuals are sane. Accordingly, organizations appear to be comfortable with judiciousness yet thoroughly disregard the passionate measurement as a key basic leadership driver. Undoubtedly, feelings are viewed as hard to gauge and difficult to measure or oversee (Hill 2010, 4).

However, in our quickly evolving world, organizations and buyers' practices are significantly developing (Kotler et al. 2010, ix; 30) and winding up increasingly unpredictable (Gicquel 2006, 9). Nations are additionally confronting new issues which directly affect the economy and on firms' methodologies and infer a reconsidering of business' columns like showcasing (Kotler et al. 2010, ix; 30). Conventional showcasing dependent on the possibility that shoppers are legitimate and normal has constantly expected that purchasers can assess useful items' attributes and to settle on their decision as per their specific needs. Be that as it may, in a setting of soaked market and hyper division in which items will in general be indistinguishable, conventional showcasing demonstrated its points of confinement and seemed deficient. The 1990s established a noteworthy move in the vision of advertisers whose new test was to captivate buyers and to offer them a few snapshots of genuine feelings and joy (Giboreau, Body 2012, 2). Passionate showcasing seemed, by all accounts, to be a suitable reaction to this issue in view of its capacity to impact basic leadership process by candidly captivating buyers (Consoli 2010, 1). From that point forward passionate marking has kept on developing and is currently considered as an important resource of promoting efforts in light of its capacity to fabricate a positive brand mentality (Bellman and Rossiter 2012, 3). Gobé (2001, xv) goes further and portrays enthusiastic marking as an answer for set up a solid and significant passionate connection among brands and shoppers. Learns about feelings are copious in the writing yet little accentuation has been put on deciding the significance of feelings in promoting (Balgaradean 2015, 8). Anyway passionate marking is progressively utilized as a key segment of promoting methodology and would merit further research. The review of literature is along these lines intended to show signs of improvement comprehension of

emotional promoting yet additionally on decision making approach to buy any product and the associated brand image. Undoubtedly, the reason for the proposal is to explore if emotional showcasing impacts buying choice and brand image. To start, the significant development of purchasers must be featured. To be sure, shoppers are like never before searching for sensations, feelings and delight while purchasing an item (Gicquel 2006, 10;12). Buyers have new desires and they are searching for their very own satisfaction through their buys which can be here and there observed as recreational (Giboreau, Body 2012, 2). This is the motivation behind why emotions have turned out to be basic in the comprehension of customer conduct and ought not to be disregarding any longer (Bagozzi et al. 1999, 184). As indicated by Gobé (2001, xiv, xvi), the emotional substance of goods and services will from this time forward be the component that will affect purchaser ultimate conclusion and brand inclination and the value they will pay for the item. Accordingly, so as to prevail in a profoundly aggressive market, organizations ought to set up solid and trustful connections and incredible passionate securities with their buyers. Shoppers ought not to be seen any more as a market opportunity however as genuine accomplices and enterprises should take a shot at building win-win organizations. Consoli (2010, 1) likewise expresses that the capacity of a brand to fabricate an enduring association with its customers and to pass on feelings will decide its level of achievement. All things considered, fabricating emotional securities among brands and customers is by all accounts harder for advertisers than creating inspirational mentality toward the brand (Rossiter and Bellman 2012, 2).

A relationship has been set up between buyers emotions and their readiness to buy an item (Achar et al. 2016, 166). Giboreau and Body (2012, 5) express that emotions apply an oblivious weight amid the buying procedure which can make purchasers dismiss a few choices particularly on the off chance that they pass on negative feelings. Surely, feelings stirred amid buy circumstances will in general be an amazing determinant of purchaser mark inclination (Grillot 1998, 5-6). By and by, purchasing conduct is mind boggling and depends on a large number of elements collaborating together. A few models have been explained however every one of them have neglected to give a comprehensive model both thinking about all the components influencing purchaser conduct and clarifying the communications between them (McDonald and Meldrum 2013, 117). The writing about brand image and consumer brand perception additionally will in general show the effect of advertising on brand image. In reality, publicizing affects brand personality (Plummer 2000, 81), which is a key segment of brand image (ToldosRomero and Orozco-Gómez 2015, 462). Additionally, mark identity and brand image run connected at the hip with mental affiliations made by the shopper about the brand (Freling et al. 2011 393 ; Michel 2017, 88). Among these affiliations, emotional brand affiliations will extraordinarily add to brand personality fabricating and will fortify the bonds between the brand and its purchasers (Ghodeswar 2008,6)

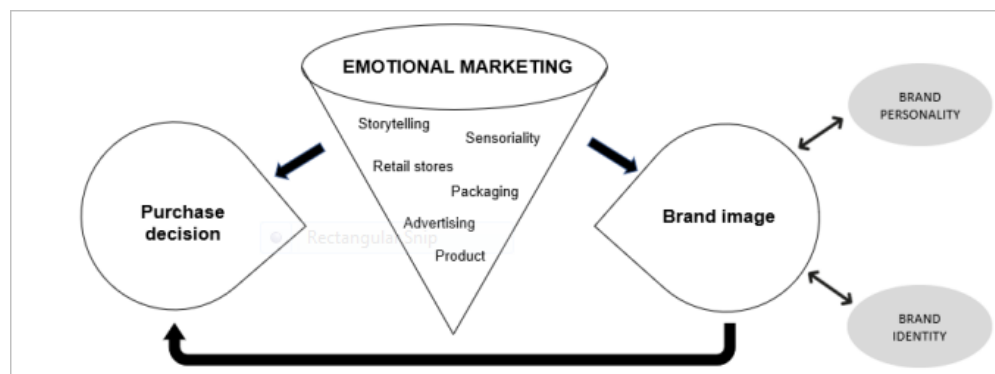


Fig 2.Literature Review Outcome





Fig 3. Authors Extensive Literature Review

## 8. RESULTS AND DISCUSSIONS

22 variables identified here after extensive literature review and this factors may be taken care by the dealer or car manufacturing /marketing company to brand their car to customers and highlighting these benefits for acceptance and deal closure. The purchases of 4-wheelers accommodate all stages of buying process and information search is a crucial factor hence in this stage if company / dealer can attract customers by adopting these methodologies they will definitely kiss the success.

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