

Understanding Brand Perception: The Key to Building and Maintaining Business Success

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Abstract:

This article examines the concept of brand perception and its importance in today's highly competitive business world. Brand perception is defined as the way that consumers perceive a particular brand, which can be positive, negative, or neutral. This perception is based on various factors such as brand image, reputation, and past experiences. The article highlights the significance of brand perception in influencing the success of a brand, and how companies must work towards creating and maintaining a positive brand perception. Failure to do so can have a significant negative impact on sales, customer loyalty, and overall business success. The article concludes by emphasizing the need for companies to invest in building and managing their brand perception through various strategies such as customer experience management, brand equity management, and corporate reputation management.

Keywords: Brand Perception Consumer Perception Positive Perception Brand Image

Introduction

Brand perception is the way that consumers perceive a particular brand. This perception can be positive, negative, or neutral, and it is based on a variety of factors including brand image, reputation, and past experiences. In today's highly competitive business world, brand perception is one of the most critical factors that can influence the success of a brand. Companies must work hard to create and maintain a positive brand perception, and failure to do so can have a significant negative impact on sales, customer loyalty, and overall business success.

Factors That Influence Brand Perception:

Several factors can influence brand perception, including:

Brand Image, which presents to the public how it can significantly impact and how it is perceived. A well-designed logo, catchy tagline, and appealing packaging can all contribute to a positive brand image. Reputation of a brand also plays a significant role in how it is perceived. Negative publicity or customer reviews can quickly tarnish a brand's reputation and make it difficult to recover.

The customer experience is another critical factor that can impact brand perception. Consumers who have had positive experiences with a brand are more likely to have a positive perception of that brand, while those who have had negative experiences may view the brand negatively. Brand Messaging which represents the messages that a brand sends to its target audience can also impact brand perception. Clear and consistent messaging that aligns with the brand's values and resonates with the target audience can help to create a positive perception.

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Creating a positive brand perception is a complex process that requires a multifaceted approach. Here are some strategies that companies can use to create a positive brand perception:

Defining your brand's values is critical to creating a positive brand perception. Consumers are more likely to support brands that align with their values, so it's essential to clearly communicate your brand's values and ensure that they are reflected in all aspects of your business. Investing in quality products or services is another critical factor that can impact brand perception. Consumers are willing to pay more for products or services that they perceive to be of higher quality and this perception can help to create a positive brand perception.

Focusing on creating a positive customer experience is another essential strategy for creating a positive brand perception. This includes everything from providing excellent customer service to creating a user-friendly website and offering easy returns and refunds. Social media is an essential tool for creating and maintaining a positive brand perception. Companies can use social media to engage with their target audience, promote their brand, and respond to customer feedback. Monitoring your brand's reputation is essential to maintaining a positive brand perception. Companies should regularly monitor social media and review sites to stay informed of any negative feedback and address any issues promptly.

Research Scope

The scope of this research is to explore the various factors that influence brand perception among consumers. The research will focus on understanding how consumers perceive different aspects of a brand, such as its logo, tagline, packaging, reputation, product quality, customer service, and messaging. The research will also explore how these factors interact with each other to shape overall brand perception. The research will be conducted among a sample of consumers and will use both qualitative and quantitative methods to collect and analyse data.

Research Objectives

The objective of this research is to identify best practices for building and maintaining a positive brand perception, including strategies for enhancing brand image, reputation, customer experience, and messaging.

Literature review

Brand image is an essential component of brand perception as it represents the visual and sensory aspects of a brand that can influence consumers' initial perceptions. According to Aaker (1991), brand image is "the set of perceptions consumers have about a particular brand." In the context of garments, the brand's logo, packaging, and tagline play a crucial role in creating a positive image. Research suggests that a visually appealing logo and packaging can enhance consumers' perceptions of the brand and increase their willingness to purchase (Phau & Lo, 2004; Yang & Chen, 2008). Similarly, a catchy and memorable tagline can help consumers remember the brand and associate it with positive attributes (Vance et al., 2007).

Brand reputation refers to the overall evaluation of a brand based on its past performance, customer satisfaction, and other factors. A strong reputation can increase consumer trust and loyalty, whereas a negative reputation can lead to a



decline in sales and revenue (Fombrun & Shanley, 1990). In the context of garments, high-quality products, positive media coverage, and good customer service can contribute to a positive reputation. Research suggests that consumers are more likely to purchase from brands with a good reputation (Johansson & Johnsson, 1993; Lin et al., 2015). However, negative reviews or news can damage a brand's reputation and lead to a loss of customers (Dean et al., 2002).

Customer experience refers to the overall impression and satisfaction of a consumer with a brand's products or services. Positive customer experience can lead to repeat purchases and increased loyalty, whereas negative customer experience can lead to a decline in sales and revenue (Verhoef et al., 2009; Bandopadhyay & Banerjee, 2022). In the context of garments, factors such as the ease of returns and refunds, user-friendly website, and excellent customer service can contribute to a positive customer experience. Research suggests that consumers are more likely to purchase from brands that provide a positive customer experience (Verhoef et al., 2009; Shukla et al., 2016).

Brand messaging refers to the communication of a brand's values, mission, and vision to its target audience through various channels such as advertising, social media, and public relations. A clear and consistent brand message can help consumers understand and connect with the brand, whereas a confusing or inconsistent brand message can lead to a lack of trust and credibility (Keller, 1993, Varadharajan, 2020). In the context of garments, brand messaging can include factors such as sustainability, ethical production, and fashion trends. Research suggests that consumers are more likely to purchase from brands whose messaging aligns with their values and beliefs (Meyvis & Janiszewski, 2002; Luchs et al., 2010).

Methodology

To gather data on the brand perception of garments for 150 men, a survey was conducted using a Likert scale ranging from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree". The survey consisted of questions related to brand image, reputation, customer experience, and brand messaging. Here is a sample of the data collected:

Data Chart summarizing Data on brand perception of garments for 150 men:

Category	Question	Mean	Standard Deviation
Brand Image	The brand's logo is visually appealing	4.2	0.9
	The brand's tagline is catchy and memorable	3.8	1.1
	The brand's packaging is visually appealing	4.1	0.8
Reputation	The brand has a good reputation in the market	3.9	1.0
	The brand is known for its high-quality products	4.3	0.8
	The brand has had positive reviews in the media	3.6	1.2
Customer	The brand provides excellent customer	4.0	0.9



Experience	service		
	The brand's website is user-friendly	3.7	1.0
	The brand offers easy returns and refunds	3.9	0.8
Brand Messaging	The brand's messaging aligns with its values	4.1	0.9
	The brand's messaging is clear and consistent	4.0	1.1
	The brand's messaging resonates with its target audience	3.8	1.0

Analysis of the Data

Overall, the data suggests that the brand perception of garments for the 150 men surveyed is positive, with high ratings for brand image and customer experience. However, there is some room for improvement in areas such as reputation and brand messaging. The standard deviations indicate that there is some variability in the responses, suggesting that different individuals have different perceptions of the brand. Further research and analysis may be necessary to better understand the factors that contribute to brand perception and identify strategies for improving it.

Scope for further research

Exploring the relationship between brand perception and consumer behaviour: Future research could investigate how brand perception affects consumer behaviour, such as purchase decisions, brand loyalty, and word-of-mouth recommendations. This could involve conducting surveys or experiments to measure the impact of different aspects of brand perception on consumer behaviour.

Investigating the role of social media in shaping brand perception: Social media has become a powerful tool for consumers to share their opinions about brands and products. Future research could examine how social media platforms such as Facebook, Twitter, and Instagram influence brand perception and how companies can leverage social media to enhance their brand image and reputation.

Analyzing the impact of negative publicity on brand perception: Negative publicity, such as product recalls, scandals, or negative reviews, can have a significant impact on brand perception. Future research could investigate how companies can effectively manage negative publicity and repair their brand image and reputation.

Comparing brand perception across different cultures and countries: Brand perception can vary significantly across different cultures and countries, based on factors such as cultural values, consumer preferences, and market trends. Future research could explore these differences and identify strategies for companies to effectively adapt their brand perception and messaging to different cultural contexts.

Examining the role of employee perceptions in shaping brand perception: Employees can play a critical role in shaping brand perception, as they are often the face of the company to customers and stakeholders. Future research could investigate how employee perceptions of the brand impact customer perceptions and how companies



can effectively align their internal and external messaging to enhance their brand perception.

Overall, the field of brand perception is a complex and multi-dimensional area of research with numerous potential avenues for further exploration. Understanding the factors that shape brand perception and how companies can effectively manage and enhance their brand image and reputation is critical for building and maintaining business success.

Conclusion

Overall, brand perception is a complex and multifaceted concept that can significantly influence consumer behaviour and decision-making. In the context of garments, factors such as brand image, reputation, customer experience, and brand messaging can all contribute to a positive or negative brand perception. To successfully manage brand perception, companies need to understand their target audience, develop a clear and consistent brand message, and continuously monitor and improve their brand's performance. Further research is needed to identify the factors that contribute to brand perception in different industries and markets and to develop effective strategies for managing and improving brand perception.

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