

**Brand equity and its effect on consumer purchasing behavior in
FMCG sector**

Case study: Milk and milk products of Azerbaijan

AUTHOR: Samir Sultanli

Supervisor: Mr. Seymur M. GULIYEV

**AZERBAIJAN STATE ECONOMIC UNIVERSITY (UNEC)
FACULTY OF “SABAH”**

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Abstract

The competitive capability of any organization is altogether affected by the brands held in the company' portfolio. To firms, solid brands make upper hand, client faithfulness and pull in premium costs for its items along these lines expanding overall revenues. Customers benefit the additional esteem that solid brands give, prompting fulfillment, devotion and re-buys. This examination was directed to decide the impact of brand value on customer purchasing decisions among milk and milk products users in Azerbaijan.

The research used survey plan. Essential information was gathered utilizing organized surveys directed to 200 people in type of frequencies and rates. The research uncovered that brand value impacted customer purchasing decisions among milk and milk products users.

Based on the research, additional studies can be done on milk and milk products companies, since various suppliers have situated and packaged their goods contrastingly henceforth factors affecting purchase might be differed.

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CHAPTER 1. INTRODUCTION

The twenty first century has greatest changes on promoting techniques of associations and establishments. These progressions help organizations to be exceptionally aggressive and practical in the complex market. Rindell (2008) notices that contemporary customers get by in reality as we know it where buy of products and enterprises is tremendous and persistent. Achievement of organizations as of now relies upon the measure of data accumulated concerning the buying mentalities of shoppers. Hess (et all, 2011) clarifies that organizations are occupied with creating solid and successful brands prompting long haul and client connections. What's more, it causes organizations to survive.

FMCG are items that are sold rapidly at relatively easing. Despite the fact that the outright benefit made on FMCG items is relatively little, they by and large offer in huge amounts, so the total profit of such items can be substantial.

1.1 Research Problem

There are many companies having better products and yet are sometimes unable to compete in the market due to lack of branding activities. Having valuable and strong brands creates a chance to generate long term and loyal customers, and it eventually leads to an increase in sales in upcoming future (Hess et. all. 2011).

All in all, as a result of challenges in managing brands and its perspectives, the investigation will critically analyze the branding and its impact on purchasing decision of consumers.

1.2 Research background

The framework by Keller (1993) defines brand equity as the resources that determine the consumers' idea by evaluating brand knowledge. Brand knowledge is considered to be an effective element to form identity for a brand among the clients. Brand

knowledge consists of both brand awareness and brand image. Brand awareness, in itself, includes brand recognition and brand recall. Brand image is what consumers know about the brand: either symbolic and experiential advantages or brand attitudes. All of above mentioned factors is necessary to form brand knowledge, which leads to creating brand equity.

Keller (2002) underlines that for managing brands appropriately, marketers have to understand the value and views of their brands, also in which way they will measure and control assessment of brand equity at buyer, product and financial levels.

Majority of equity researches is done for two essential reasons – financial aspect and strategy motivation and development of marketing productivity. Consequently, marketers need to comprehend consumer behavior.

Consumer behavior is indicated when people search, buy, utilize and evaluate products and services (Shiffman and Kanuk, 2007). Solomon (2006) claimed analogue argument which states consumer behavior as a procedure that people go through during choosing, purchasing and using goods. Remaining of companies in the market usually depends on deep understanding of the consumers. In terms of marketing, “consumer buying” determines the purchasing action, also actions which continues with before purchase and after purchase actions.

Consumer buying decision includes five phases – need recognition, research and appraisal of the similar goods, decision to buy and post buying decisions. A better understanding of consumer behavior assists marketers to comprehend why and how customers purchase specific brands and in which way their surroundings affect these decisions.

Even though sufficient research has been completed in different aspects of consumer behavior pattern owing to impact on brand equity, it is realized that no research has been done in Azerbaijan specifically on FMCG sector. In this quickly changing economic environment it is challenging to follow their behavior for brand equity with

respect to FMCG goods and its influence on purchase decision. The most significant aspect is what they perceive and how they decide to purchase from low involvement product category.

1.3 Objectives of the research

The main objective is to identify the impact of brand equity with respect to FMCG sector among Azerbaijani consumers for their purchase decision making. Specific objectives are:

1. To study the necessity of brand and brand equity with respect to brand loyalty, brand awareness and perceived quality in the altering life style of the Azerbaijani consumers.
2. To study the ability of Azerbaijani consumers in determining the distinction of their brands despite the impact of advertising in the FMCG sector.
3. To study the pre purchase expectation of consumers towards FMCG products.
4. To study the positive attitude towards FMCG products on the post purchase usage among consumers.

1.4 Research question

The main research question is:

1. Which factor of social, individual or mental qualities has the most impact on the shopper basic leadership process (or conduct) while choosing a drain and drains item mark?
2. What is the importance of brand equity when it comes to consumers buying decision in food industry?

1.5 Structure of the research

This proposal is separated into two sections: hypothetical and empirical (or contextual investigation). The hypothesis part begins with the meaning of the consumer conduct idea and is trailed by the qualities of buyer conduct. For showing signs of improvement comprehension of the aggregate idea of customer conduct, the basic leadership process and the kinds of choices are taken into the examination. These issues are trailed by the idea of a brand. These ideas are a piece of customer conduct and have impact on each other. The experimental part is directed by utilizing the quantitative research strategy. Information for this examination is assembled by a survey. At the end of the study, results are presented and conclusions drawn.

Fast Moving Consumer Goods (FMCG)

(FMCG), Cases of FMCG by and large incorporate a wide range of as often as possible bought shopper items, for example, toiletries, soap, cosmetics, teeth cleaning items, shaving items and cleansers, also as other non-durables, for example, dish sets, lights, batteries, paper items and plastic products.

FMCG may likewise incorporate pharmaceuticals, customer electronics, packaged sustenance items and beverages; despite the fact that these are regularly categorized separately .FMCG items differentiate with durable goods or major appliances such as kitchen appliances, which are by and large supplanted not exactly once every year. In Britain, "white goods" in FMCG eludes to expansive family unit electronic things, for example, refrigerators. Smaller things, for example, TV sets and stereo frameworks are once in a while termed "brown merchandise" by Kumar NA, Joseph (2014).

FMCG industry, on the other hand called as CPG (Consumer bundled goods) industry fundamentally manages the creation, dispersion and promoting of shopper bundled merchandise. The Fast Moving Consumer Goods (FMCG) are those consumables which are typically devoured by the purchasers at a standard interim. A portion of the

prime exercises of FMCG industry are offering, marketing, financing, buying, and so on. The business likewise occupied with tasks, supply chain, generation and general administration.

FMCG industry gives an extensive variety of consumables and in like manner the amount of cash coursed against FMCG items is likewise high. The competition among FMCG makers is additionally developing and because of this, investment in FMCG industry is likewise expanding, particularly in Azerbaijan . FMCG industry is viewed as the biggest segment in New Zealand which represents 5% of Gross Domestic Product (GDP). Some regular FMCG item classes incorporate sustenance and dairy products, glassware, paper items, pharmaceuticals, customer hardware, packaged food items, plastic merchandise, printing and stationery, family products, photography, drinks and so forth and a portion of the cases of FMCG items are coffee, tea, dry cells, welcoming cards, blessings, cleansers, tobacco and cigarettes, watches, cleansers etc. Some of the benefits of FMCG industry, which made this industry as a potential one are low operational cost, solid dissemination systems, nearness of famous FMCG organizations. Populace development is another factor which is responsible behind the accomplishment of this industry

FMCG industry makes an extensive variety of openings for work By Garga P, Ghuman K, Dogra B (2009) (Rural marketing of select Fast Moving Consumer Goods) . This industry is as table, assorted, testing and prominent industry giving an extensive variety of occupation classifications like deals, inventory network, fund, promoting, operations, purchasing, HR, item advancement, general management. Some of the outstanding FMCG organizations are Sara Lee, Nestlé, Reckitt Benckiser, Unilever, Procter and Gamble, Coca-Cola, Carlsberg, Kleenex, General Mills, Pepsi and Mars and so forth.

CHAPTER 2. LITERATURE REVIEW

This section will explain the article's theoretical framework. Article will seek to build academic fundamentals for further researches. Main objective of the article is to light a candle for various theories and concepts circling brand as well as consumer and consumer behaviors, theoretical impacts on decision making process of consumers.

2.1 How to Understand Brands

For clear understanding of the topic under article, brand should be explained from the academic point of view.

Brand is defined a worth that consumer is dedicated to specific product of producer. Good brand is set from what to a specific product is related, such as name, symbol, brand and sensory quality of a good or services" (Tybout & Calkins, 2005).

According to Kotler (2006), fast globalization of markets and vigorous competition activities has prompted market leaders that for their marketing plans and designs find new perceptual principles, because traditional marketing activities and approaches are not capable to compete with the complexities of the contemporary age. Kotler (2006) further identified two major challenges of branding:

- a) Making an effort to understand consumers and their ultimate desire
- b) Distinguish the shareholders of the market from share of competing products by using the brand as one of the business tools.

In discussion of brands occasionally will be given in only one aspect of it, to exemplify, logo or name. However, brand management purpose is total of system. This is conditional nature of brand assets: only when there are brand that goods or services are also available. Also distinction is summarized in the concept of brand: a unique set of properties (tangible and intangible) that forms brand value proposition. Shortly, brand is common idea of an exclusive and pleasant that is embodied in

goods, services and locations. Kapferer (2004) says that the word is an important idea, because actually it sells values, not products and services.

A brand represents the whole picture captured by consumers. Brands are revered as necessary assets as far organizations, companies or individuals are concerned. For instance, when someone hears Azerbaijani brand in the USA or Europe, then a certain pride and wide coverage area comes into minds.

According to The American Marketing Association (2014), a brand is a name, symbol, or any characteristic that determines one seller's good or service as different from those of other sellers.

Kotler (1999) expanded the concept of identity by mentioning that a brand can convey 6 different stages of meanings and it is known as "Six Dimension of the Brand". Each dimension is explained below:

- **Attributes:** A brand communicates consumer minds with certain attributes such as prestige. "Azercell" promises an availability of network coverage as "everywhere you go".
- **Benefits:** The attributes that strengthen a product's features by emphasizing its benefits, which makes it more attractive.
- **Values:** This is a brand also represents the company's systems, structure and values.
- **Culture:** The brand constitutes the characteristics of the target group. All telecom organizations have their branding activities and suggestions that reflect the typical Azerbaijani individual.
- **Personality:** The brand use behavioral personality patterns of target group. For instance, P&G Azerbaijan use Azerbaijani artist Bahram Baghirzada as their brand ambassador.
- **User:** The brand, at certain times imitates the final user.

2.2 Brand Equity Development

Brand is more than just a name or symbol. It is an important variable in the organizations relationship to consumers and customers. Brand represents the feelings and perception about a product and its performance. In attempting to understand the value of certain brand, one may refer to “brand equity”.

Brand equity is defined as the contrasting effect that knowing the name of the brand has on consumer response regarding to the product or its marketing (Kotler and Armstrong, 2010). Furthermore, Boone and Kurtz (2005) mention that brand equity is the added value that a specific brand name gives to a product. Brand equity is an symbol of resources and financial liabilities linked to a brand, whose identity either add to or subtract from the value give to customers or a company (Weng, 2016, 147). Aaker (1991) also added that brand equity could also be viewed from the angle of financial perspective, consumer based perspective and then the point of view of brand extension.

Researches and studies have shown that there is a positive relationship between brand equity and company incomes.

Popular brands of Azerbaijan like “Azersun”, “Nar Mobile”, “Azgranata”, “Azercell” have dominated over for ages not only because they have been able to bring out good products but also connecting the products to the consumers and customers.

Aaker and McLaughlin (2007, 147) examines the sources of brand equity to be in the form of brand awareness, perceived quality, brand associations and brand loyalty.

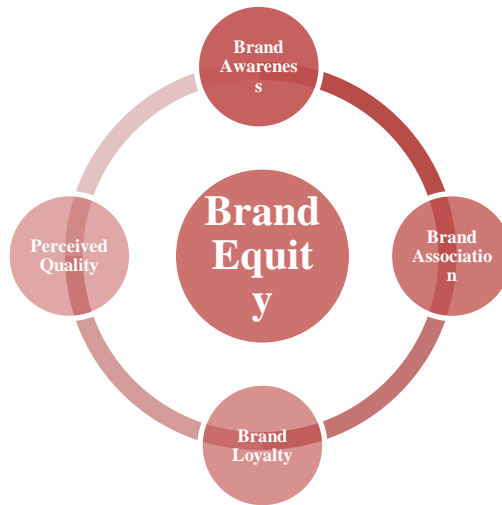


Figure1: Brand equity (Aaker and Mc Loughlin, 2007, 173)

According to Aaker (1996), **brand awareness** is an essential and often undervalued component of brand equity. It refers to “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category” (Aaker, 1991). This construct is related to the strength of a brand’s occurrence in consumer’s minds. Recognition is the consumer’s ability to remember the brand and validate prior exposure to the brand e.g. when the consumer visit the supermarket to buy a chocolate, and is exposed to various chocolate brands. For a company it is preferable if the consumer is able to recognize e.g. the brand as one to which he has already been exposed to. Brand recall, on the other hand, is the extent to which a person is able to remember a brand, given a certain product category or need.

Oliver (1997) stressed that **brand loyalty** is the heart of brand equity. It is defined as “a deeply held commitment to rebuy a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior”. Moreover, Gil et al., (2007) have shown that loyalty is an important dimension of equity; and if brand loyalty is created, then brand equity will be the result. Authors conceptualize brand loyalty on the basis of consumer perception.

Brand loyalty adds value to a brand or firm because it creates a group of buyers that will be loyal for a long time and will less likely switch to a competitor due to price. The **brand association** component of brand equity usually involves image dimensions and they are unique to a product class or to a brand. David Aaker (1991) defines brand associations as anything that is linked to the memory of the brand. These associations can derive from a wide range of several sources and vary according to their favorability, strength and uniqueness based on experiences and exposures to communications, and when a link of other associations support. Brand association is able to provide value to the consumer by providing a reason to purchase the brand and by creating positive attitudes towards the brand. Finally, **perceived quality** is related to a consumer's judgment of a product or brand's overall superiority or excellence. Thus, firms have to truly increase the real quality of the brands and then communicate this quality through their marketing activities so as to affect perceived quality in a positive manner. Aaker (1991) says that strong perceived quality allows for consumers to be convinced about buying the brand; for differentiation of the brand from competition; and for the firm to charge a premium price and then extend the brand.

2.3 Factors affecting consumers' purchasing decision

Shopper conduct thinks about people and gatherings when they select, buy, utilize and arrange items, thoughts, administrations or encounters. There is an immense assortment of buyers from a little kid requesting that mum purchase another amusement to a 6 universal organization official influencing a colossal venture to bargain. Buyers look for things to fulfill their fundamental needs and wants. Customer conduct is substantially more than considering what purchasers purchase. It endeavors to see how the basic leadership process goes and how it influences shoppers' purchasing conduct. (Solomon 2004, pp. 6-8.) Marketers think about shoppers

purchasing patterns to tackle where they purchase, what they purchase and why they purchase. Be that as it may, why customers purchase a particular item isn't anything but difficult to settle on the grounds that the appropriate response is bolted profound inside the buyers' brain. (Kardes et al. 2011, p. 8; Kotler & Armstrong 2010, p. 160.) Generally purchasers can be classified to individual and hierarchical shoppers. Singular buyers attempt to fulfill their own particular needs and needs by buying for themselves or fulfill the need of others by purchasing for them. These individual customers can originate from various foundations, ages and life stages. (Kardes et al. 2011, p. 8.) A buyer's purchasing conduct is affected by social, social, individual and mental variables. Customer behavior is a piece of human conduct and by concentrate past purchasing conduct, advertisers can appraise how shoppers may act later on when settling on buying choices. (Kotler & Armstrong 2010, p. 160.) The accompanying parts center on the social, individual and mental attributes of purchaser conduct.

Social factors

Social components influence buyer conduct essentially. Each individual has somebody around impacting their purchasing choices. The vital social variables are: reference gatherings, family, part and status. (Perreau, 2014.) Every buyer is an individual, yet has a place with a gathering. The gathering to which a customer has a place is known as a participation gathering. This is an immediate and basic arrangement. The second gathering write is a reference gathering. The reference amass impacts the mental self portrait of shoppers and customers' conduct. The reference bunch gives a few purposes of correlation with purchasers about their conduct, way of life or propensities. Typically there are numerous littler reference gatherings, which are shaped by family, dear companions, neighbors, work gathering or other individuals that customers connect with. The gatherings to which a shopper completes 7 not have a place yet can likewise impact. These optimistic gatherings are

bunches where a shopper tries to have a place and needs with be part later on. (Kotler & Armstrong 2010, p. 164; Khan 2006, p. 58.) Family individuals can impact singular buyers' purchasing conduct. A family frames the earth for a person to gain esteems, create and shape identity. This condition offers the likelihood to create dispositions and sentiments towards a few subjects, for example, social relations, society and governmental issues. A family makes first recognitions about brands or items and customer propensities. (Kotler & Armstrong 2010, p. 169; Khan 2006, p. 68.) For instance, the buyers who have made brand recognitions when they were youthful can do these same brand choices in the grown-up existence without perceiving that their family impacted these determinations. People assume a wide range of parts in their lives. Every part comprises of exercises and dispositions that are required from a person to perform as indicated by the people around him. (Kotler & Armstrong 2010, p. 170.) Social status mirrors the position that people have in social gatherings in view of such things as cash and riches, training or occupation. In numerous social orders status is imperative and individuals need the profound respect of others. Societal position can be procured by being effective throughout everyday life or being naturally introduced to cash. Item and brand choice frequently mirrors the social part and status. (Wright 200, p. 360.)

Individual factors

A person's choices are affected by individual factors, for example, a purchaser's age and life cycle state, occupation, monetary circumstance, way of life, and identity and self-idea. Shoppers' change amid their life and purchasing of items adjust contingent upon age and phase of life. Age related components are, for example, taste in nourishment, apparel, diversion and furniture. In addition, condition, values, way of life, interests and buyer propensities develop amid lifetime. Family life stages change

by obtaining conduct and brand choice. Customarily a family life cycle included just youthful singles and wedded couples with youngsters. In these days advertisers are concentrating on elective, nontraditional stages, for example, unmarried couples, 8 childless couples, same sex couples, single guardians and singles wedding sometime down the road. (Kotler&Armstrong 2010, p. 170.) It can be expected that shoppers' taste can change amid lifetime and has impact on espresso mark choice in various phases of life. A customer's occupation and acquiring power impact obtaining choices and purchasing conduct. The wage level influences what customers can bear the cost of and the viewpoint towards cash. Individuals, who share comparable occupations, have a tendency to have comparable taste in music, apparel and relaxation exercises. They more often than not associate with each other, and offer a similar sort of qualities and thoughts. Pay level effects on what customer can manage the cost of and point of view towards cash. (Solomon 2004, p. 12.) Individuals from bring down wage bunches are likely more intrigued by purchasing items that are vital for survival than spending on extravagance brands or creator garments. Shoppers' way of life tells how the individual lives and burns through cash. It is consolidated from before encounters, current circumstance and innate qualities. The item decisions that shoppers make are identified with their way of life. A person's way of life comprises of various way of life measurements. (Khan 2006, p. 18.) These measurements are: 1. Exercises portray how purchasers invest their energy, e.g. work, leisure activities or excursions. 2. Interests are buyers' inclinations and needs e.g. family, home or sustenance. 3. Sentiments educate how customers feel regarding diverse issues, e.g. themselves, legislative issues or items. (Plummer 1974, p. 34.) These way of life measurements expresses a man's example of living. Way of life will impact shoppers' purchasing conduct and choices. (Kotler&Armstrong 2010, p. 170.) Personality recognizes one individual from another by singular qualities. These individual attributes can act naturally certainty, flexibility, amiability and strength.

(Kotler&Armstrong 2010, p. 172.) Personality decides how we see ourselves and our general surroundings and additionally how other individuals see us. Mentalities, values and individuals around us shape our identity. Identity modifies amid life when a man grows up and changes environment. (Wright 2006, p. 296.) Self-idea is a multi-dimensional and complex term. Kardes et al. (2011) portrays the self-idea as takes after "Self-idea is regularly depicted as the totality of a person's contemplations and sentiments with respect to him/herself as a question." In another words, the picture individuals hold about their selves shaped by states of mind and convictions. Numerous brands have built up a picture and identity that relate with purchasers' qualities and characteristics. It enables customers to communicate through brand decisions. (Kardes et al. 2011, p. 230.) There are five measurements of brand identity: genuineness, energy, fitness, advancement and toughness. Every one of these measurements incorporates distinctive components that identify with human identity measurements, as appeared in Figure 1. In the principal measurement earnestness brings pleasantry of the brand by reflecting genuineness and practical qualities. Fervor offers purchasers up and coming data and an energetic elective like innovation mark Apple. When utilizing Mac PCs, shoppers can feel themselves youthful and laid back. While a brand that stands for capability offers obligation and security to purchasers. Advancement influences high society buyers by beguiling with extravagance, e.g. originator items, for example, Gucci or Rolex. The fifth measurement is roughness that pulls in purchaser's inverse of modernity. Toughness speaks to brands that are viewed as intense, solid and outdoorsy. (Kotler&Armstrong 2010, p. 172; Kardes et al. 2011, p. 243; Arpan 2

A Brand Personality Framework

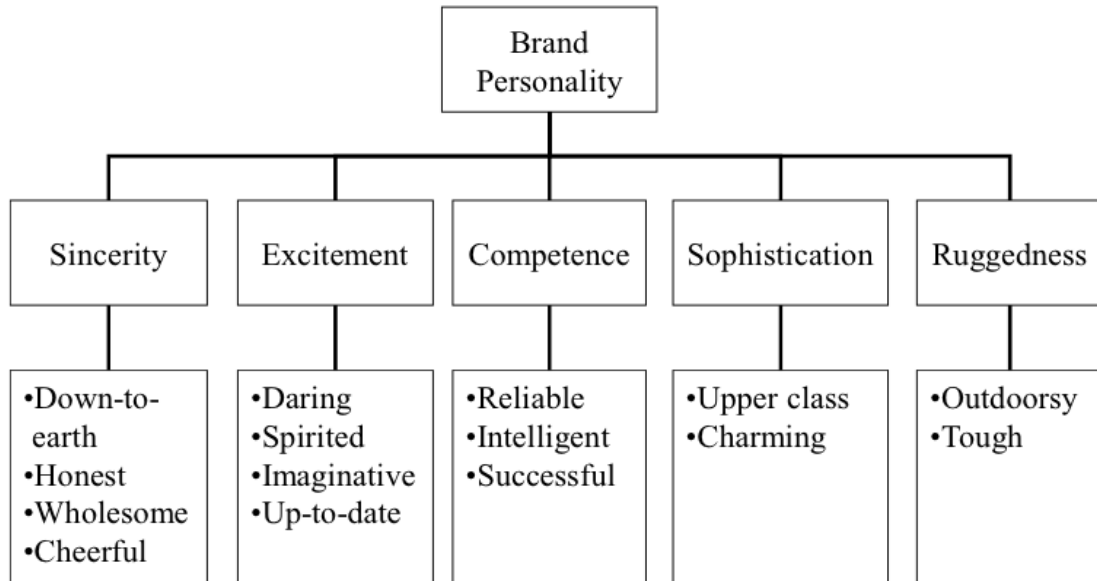


Figure 2. A brand personality framework (Arpan 2011)

Psychological factors

A purchaser's decisions are likewise affected by four mental variables, i.e. inspiration, recognition, learning, and convictions and states of mind. A customer is a person who has distinctive sort of requirements. These requirements can be organic like thirst or mental emerging from the need of acknowledgment or having a place. A need can be stimulated to an adequate level of power when it modifies a thought process. An intention is essentially a need that drives a man to look for fulfillment. Abraham Maslow is likely the most know clinician who has inspected these human needs. He tried to clarify why people are driven by various necessities at various circumstances. (Kotler&Armstrong 2010, p. 173.) Figure 2 demonstrates Maslow's chain of command of requirements from the most squeezing at the base and minimal squeezing at the best. The essential govern is to fulfill first the fundamental need

before continuing up the step. At the point when that need has been satisfied, it quits being a spark and a man centers around the following most critical need. Maslow's needs are: 1. Physiological: fundamental need, for example, rest, sustenance or water. 2. Wellbeing: need to feel secured and ensured. 3. Belongingness: need to feel adored and be acknowledged by others. 4. Sense of self needs: to achieve something and have status among others. 5. Self-realization: to have enhancing encounters and feel self-satisfaction. (Solomon 2004, p. 122.)



Figure 3. Maslow's Hierarchy of Needs

A man demonstrates as per his or her view of the circumstance. Every individual gets a large number of tactile boosts like light, shading, sound, notice, taste and surface every day. Discernment is the procedure through which these sensations are chosen, sorted out and translate to shape important photo of the world. Individuals have a plausibility to shape distinctive impression of similar boosts because of three perceptual procedures: particular consideration, specific contortion and particular

maintenance. At the specific consideration process an individual concentrates just on a couple of boost that he is uncovered. Buyers may disregard numerous boosts in the earth and just spotlight on those identified with their present need. For instance, a buyer who wants to have another auto will give careful consideration to various auto promotions while ignoring advertisements about houses. Specific mutilation depicts how individuals will translate data in the way that it bolsters what they as of now accept. Each individual have distinctive discernment in light of claim understanding, convictions and mentalities. Particular mutilation drives individuals to circumstances that are perfect with their convictions and qualities. For instance, for brands, the message that they convey will never be the same among various purchasers. At the point when individuals are presented to a tremendous measure of data and jolts, they are not ready to hold every last bit of it. Specific maintenance implies what 12 man will hold from specific jolts or circumstance. This can be seen when buyers recall great focuses about brand they support and overlook everything great about opponent brand. (Kotler & Armstrong 2010, p. 174.) When individuals are roused, they are prepared to act. Taking in originates from activity. Learning shows changes in a man's conduct that rise up out of involvement. Individuals can likewise learn by watching others without having their very own understanding. Learning can happen even unwittingly. Buyers can murmur numerous jingles and perceive a few brands even without utilizing those themselves. This is known as coincidental learning. Individuals can take in constantly. Shoppers' learning of the world changes always as they are presented to new boosts and circumstances. They can get input that enables them to change conduct when winding up in a similar sort of circumstance than previously. (Kotler & Armstrong 2010, p. 175; Solomon 2004, p. 83.) The purchaser who has negative impression with coffee will probably stay away from that brand later on in light of the fact that he recollects the past involvement with that. Through learning and encountering, customers secure convictions and states of mind. A

conviction is a dream that shopper has on something. It can be founded on genuine learning, confidence or sentiment. Outside impact like family or neighbors joined with learning produces convictions that will impact purchasers' purchasing conduct. Diverse sort of individuals have distinctive states of mind concerning religion, legislative issues, sustenance, music and some more. The demeanor depicts purchasers' sentiments or assessments toward a question or thought. The two convictions and states of mind are difficult to change. Those are secured somewhere down in customers mind and can be a piece of a man's identity. (Kotler&Armstrong 2010, p. 175.)

2.4 Description of consumer behavior

Consumer behavior is being explored by a wide range of researchers and marketers, and research continues. There are different reasons for researching consumer behavior by research. According to Kotler and Keller (2012), consumer behavior can be viewed as a factor directly affecting the performance of any commercial issue. Lancaster et al. (2002) point out that this is hampered by the increase in retail industry competition in the world. This research also introduces the various researchers involved in consumer behavior, as well as other research areas dealt with by researchers. It is important to note that consumer buying behavior is treated as part of marketing and that the main purpose of this is to learn how individuals, groups or organizations buy, buy, and buy goods and factors such as previous experiences, tastes. Price and branding based on purchasing decisions of consumers (Kotler and Keller, 2012).

Acebron et al. (2000) also conducted a study on consumers' purchasing behaviors aimed at analyzing the effect of previous experiences of fresh mussels, particularly mussels, in their behavior. The authors described consumer habits habits and the relationship between the structural equation model and previous experience. The

presence of the work in the lips indicates that the consumer's habits and experience directly affect the purchase decision. The study also shows that the consumer image has a significant impact on the consumer purchasing decision, which recommends continuous improvement in order to increase consumer purchasing decisions.

In her Variawa (2010) study, he analyzed the consumer decision-making process and the impact of packaging in FMCG. The aim of the researcher was to examine the impact of the consumer on the low income level of the decision making process. The research is based on survey method. A survey was conducted on 250 of the Canterville towns in Star Hyper. This found that low-income consumers prefer more premium packages because they can be reused after product consumption. Another finding is that the experience between the product packaging and the brand is still weak. The findings of the study demonstrate that low-income consumers have more experience with the brand than their experience of buying cheap branded products.

2.5 The characteristics of successful brands

A brand can be an everlasting and lucrative resource as long as it is kept up in a decent way that can keep fulfilling consumers' needs, Batchelor(1998) and Murphy(1998). Despite the fact that effective brands can be entirely unexpected in nature, they share something in like manner, for examples very much valued items and reliable quality. (Murphy,1998).

As specified by Levitt (1983), there are four components for building an effective brand, to be specific unmistakable item, fundamental brand, enlarged brand and potential brand. Substantial item alludes to the product which meets the fundamental needs of the clients. Fundamental brand, then again, considers the bundling of the unmistakable item in order to draw in the consideration from the potential clients. The brand can be additionally enlarged with the arrangement of validity, successful aftersales administrations and so forth. At long last and above all, a potential brand is

built up through inducing client inclination and unwaveringness. Thusly, the picture of the brand could be well ingrained in the clients' psychology.

2.6 Description of brand awareness

Brand mindfulness is one of real determinants of brand value. It alludes to the capacity of a potential buyer to review and perceive the brand, connecting the brand with its relating item class, Aaker (1991). The level of brand mindfulness lies in a continuum, with brand acknowledgment being the most minimal level and the primary named brand with unaided was the most abnormal amount. It is essential for the potential purchasers to know about an item with the goal that it can wind up one of the obtaining decisions. This is because of the way that the item needs to enter the mindfulness set before it goes to the thought set, Blackwell et al. (2001) and an expansion in brand mindfulness is helpful higher shot of entering the later set Nedungadi, (1990). In this way, brands with more elevated amount of mindfulness would probably be bought, Yasin et al. (2007). This could presumably disclose why purchasers tend to purchase a conspicuous brand as opposed to a new one, Hoyer (1990) and Macdonald and Sharp, (2000). A few elements can adjust the level of brand mindfulness. If there should arise an occurrence of China, its topographical area and legislative issues could influence the purchaser brand mindfulness level genuinely. As indicated by look into led by DeLong et al. (2004), inferable from land contrasts, Chinese buyers can't recognize US item brand names from the European ones. As said by Keller (1998), brand mindfulness can be upgraded through rehash presentation to the brand. With a specific end goal to accomplish brand mindfulness, two undertakings are to be proficient, in particular expanding brand name personality and partner it with the item class. Promoting and big name underwriting could be some helpful devices for raising brand mindfulness. It is discovered that commercial state of mind is inferable from the effect on brand dispositions, influencing customer's

expectation to buy, Mackenzie et al.(1986) and Tsai et al. (2007). In late decades, there is an expanding number of promoting efforts around the globe. Customers are consequently well-equipped with near components to judge which item or administration to buy, Alvarez and Casielles (2005). Besides, VIP support can offer ascent to source believability and source engaging quality. For source believability, as pointed out by McGuire (1978), famous people can disperse messages to specific shoppers and thus increment the brand mindfulness. Concerning source appeal, fruitful support can relate the way of life of the VIP world with the supported item, McCracken (1989). This affiliation can raise the general population mindfulness towards the brand.

2.7 Description of perceived quality

Another imperative credit to brand value is seen quality. It is characterized as the client's view of the general quality or predominance of an item or administration, Aaker (1991), Keller (1998), Yasin, (2007). Since it is a sort of impalpable, general feeling towards a brand, it is subjective in nature and consequently the learning of genuine point by point item details could have little relationship with the apparent quality. Seen nature of a brand could help create values by giving a critical motivation to-purchase, separating the situation of a brand, charging premium value, spurring channel individuals to perform well and furthermore presenting augmentations into new brand classes, Aaker (1991). Also, it is discovered that apparent quality is of most extreme significance in deciding brand faithfulness and also rehash buy DeLong et al., (2004). In any case, it is winding up more hard acquiring tasteful level of apparent quality inferable from the way that quick and constant item headway has effectively fortified purchasers' desires on item quality, Sherman (1992).

Like brand mindfulness, saw quality is dictated by various elements. To be more particular, perceived quality can additionally be characterized into item quality and

administration quality. Concerning quality, there are seven measurements which influence the shoppers' recognition, to be specific execution, highlights, conformance with details, unwavering quality, sturdiness, serviceability and also fit and wrap up. Administration quality, then again, is judged by its relating effects, unwavering quality, skill, responsiveness and compassion, Aaker(1991). In expansion to the previously mentioned measurements, the nation of source of an item is found to influence its apparent quality, Khachaturian and Morganosky (1990) and furthermore the discernments towards the acquired esteem, Ahmed and d'Tstou (1993). As specified by Srikatanyoo and Gnoth (2002), purchasers are slanted to create cliché convictions about the items from specific nations. Henceforth buyers could have their inclinations for items produced using one nation over another, Papadopoulos et al (1991). Moreover, cost is one of the essential signals to assess apparent quality, Aaker (1991). It is discovered that cost is more important in judging the seen nature of an item enabled that a man needs to assess the nature of a item.

2.8 Brand Equity Properties and Consumer Buying Behavior

Brand Equity Purchaser purchasing conduct is the clients or purchasers buying propensities. Clients are customers that purchase items and administrations for individual or family utilize (Pride and Ferrel, 1997). Consciousness of a brand helps the shopper to connect its restrictive resources, for example, mark name and logo to the affiliation they append with it. Brand mindfulness has three classes to be specific; "acknowledgment, review and best of-mind" (Keller, 1998). The principal which is acknowledgment involves nature towards a brand. Acknowledgment could be because of a prior introduction to the brand. This happens when a customer can recollect and recognize a brand among other comparable brands. The second, mark review respects to a brand that strikes a chord of its item classification. This occurs without any signals. The last classification which is top-of-mind identifies with the brand that

comes as a top priority at whatever points the item class is specified. It is likewise the most elevated mindfulness level (Keller 1998). Usually mark mindfulness is frequently ignored in this manner (Aaker, 1996) proposes that organizations ought to ceaselessly make perceivability and mindfulness for their brands and in addition critical purchasing encounters for shoppers.

Brand affiliation is a portrayal of the prompts and flags that a customer connects to a brand when presented to it. Keller (2003) states that a brand's impact lives in the psyches of the client" additionally including that brand affiliations can be made, strengthened or changed when shoppers experience or utilize the brands. Along these lines affiliations will evoke ideal impacts on mark value in the event that they are solid and novel. Keller (2003) recognizes three sorts of relationship as characteristics, advantages, and demeanors. These affiliations change contingent upon their energy and remarkable perspectives. Characteristics are mark includes and might be item or non-item. Item qualities include the physical and usefulness parts of an item while non-item are outer angles that influence buy and utilization of the item or administration, for example, value, client symbolism and bundling (Keller, 1993). Advantages are the second kind of affiliation. These are the qualities and implications that purchasers connect to items and administrations. Advantages can be practical which identify with the center motivation behind an item; emblematic which is the fundamental need that buyers get from the item; and experiential advantages which identify with sentiments and sensations produced by mark encounters. Brand demeanor which is the third kind of affiliation is essentially consumer's mark evaluation. States of mind shape choices and activities that buyers practice as views to brands, for example, decision of a specific brand. As indicated by (Keller 1993, 1998) mark affiliations impact purchase choices and brand unwaveringness. Aaker (1991) shares a comparable viewpoint and calls attention to that brand affiliations are characteristic of purchaser demeanors towards a brand and speak to the reasons "for

buy and brand reliability". Seen quality alludes to the customer's general quality appraisal of an item. The item or administration should be of predominant quality, pair with its center capacity and unmistakable from others. Clients see mark characteristics in various ways. Aaker (1996) features three levels of examination. To start with level is the place shoppers see a flat out level of value where, the apparent quality could either be low, medium or high. In the second level, buyers can see an item as relative in quality. Ultimately observation can be founded on consistency or irregularity of an item or administration. Consumers' saw quality is established in their basic leadership process which is essentially impacted by their recognition procedure. Customers are said to have a high saw quality when they can recognize and recognize the distinction and prevalence of their favored image among elective brands amid buy. This in this manner implies that high saw quality would decide the customer mark decision thus increment mark value (Aaker 1996). Brand dedication is how much a brand is favored and chosen over its rivals. As indicated by Aaker (1996) the centrality and conclusion of brand administration lies in mark dependability. A firm can find out client devotion by deciding whether despite everything they support its items when contrasted and comparable items. As indicated by Yoo et al., (2000) advertisers ought to comprehend mark value characteristics and the impact that brand properties apply on purchasing choices. Yoo et al.,(2000) additionally noticed that brand reliability has the ability to impact buyers to keep purchasing a similar item and not choose competitors' brands. There are two kinds of steadfast clients; behavioral and the enthusiastic. Behavioral client dependability is related with shoppers who make rehased buys and are focused on purchasing a brand as their essential decision. Enthusiastic or subjective clients are those that will dependably purchase a specific brand as their first decision. Keller (1998) proposes that advertisers and firms should use their brands with the goal that they progress toward becoming consumers' first decision and be bought over and over properties and consumer buying behavior

2.9 Models of consumer behavior

A few models are created with a view to giving clarifications to the shopper purchasing practices. Despite the fact that they shift in the type of introduction, the greater part of them are made out of stages, for example, pre-buy, buy and post-buy, Hoyer, and MacInnis (2001) and Rayport and Jaworski (2003). Blackwell et al. (2001) characterize buyer conduct as a summation of procurement, utilization, and transfer of items or administrations. In any case, such definition misses the mark regarding the congruity of the procedures. In view of this escape clause, Arnould et al. (2004) additionally propose the hover of utilization that perceives buying forms as a circle, including securing of products and enterprises, utilization, and additionally transfer of utilized merchandise.

To the extent the shopper choice process demonstrate is concerned, purchasers need to experience seven stages previously achieving their ultimate conclusions. These seven stages incorporate need acknowledgment, scan for data, pre-buy, assessment, buy, utilization, post utilization, assessment and divestment, Blackwell et al. (2006). Rayport and Jaworski (2003) propose a comparative model with slight distinction in regards to the terms utilized. Blackwell et al. (2006) include that most shopper research would principally base on these seven phases and how unique components influence each phase of purchasers' choices, paying little heed to the diverse terms and solidification of stages.

Stage one requires acknowledgment which happens when an individual knows about a contrast between their observation and the genuine fulfillment level, Solomon et al. (2006). The purchasing procedure is started when individuals perceive their unsatisfied need, Levy, and Weitz (1992). There are two sorts of requirements, to be specifically useful needs and mental needs. Utilitarian needs are identified with the

execution of the item while mental requirements are characteristically acquired when clients feel satisfied with shopping or owning an item which they yearn for.

Stage two is the pursuit of data. The length and profundity of scan fluctuate for various clients and rely upon factors like identity, social class, salary, size of procurement, past encounters, earlier brand perceptions, Moorthy et al. (1997), and consumer loyalty. As specified by Solomon et al. (2006), the hunt of data can additionally be isolated into the pre-purchase look and progressing seeks. Pre-buy seek is started when purchasers perceive a need and subsequently search for more data from the commercial center. Continuous hunt, then again, will probably be founded on individual enthusiasm on a specific brand. Clients seeking this sort of hunt might want to get the most refreshed data about the assigned brand.

Stage three goes to the pre-buy assessment that shoppers contrast between various items and brands with settle on a buying choice. In this stage, purchasers give careful consideration to the traits which are most significant to their requirements, Kolter et al. (2005). Properties of the amount, size, quality, and cost are normally used to judge a brand by clients.

Any adjustments in these qualities can influence customer choices on brand or item decisions, Blackwell et al. (2006). As indicated by Porter (2004), firms can make an incentive by giving lower cost or one of a kind offers to the clients to exceed expectations their upper hands over the others.

Stage four alludes to the buy choices made by the buyers in the wake of assessing the offers from various retailers. As expressed by Blackwell et al. (2006), there are two stages adding to the basic leadership forms, incorporating retailer and in-store choice. Retailer choice is made by judging which retailers to purchase subsequent to examining the traits from the past stage though in-store determination is influenced by the offering aptitudes of salesman, visual shows inside the shops, and in addition, purpose of-procurement publicizing. Notwithstanding in-store buy, Rayport and

Jaworski (2003) additionally bring up the huge effect of the web on shopper acquiring choice.

Stage five, arrange six and stage seven are under the classification of the post-buy organize. In arrange five, clients start expending the items while in organize six, clients assess the utilization procedure. This offers to ascend to fulfillment when buyers' desires are higher than the apparent execution and the other way around, Blackwell et al. (2006).

To wrap things up, stage seven comes to divestment, in which buyers arrange or reuse the items and in the meantime. The organizations need to consider the likelihood of remarketing. This stage is critical since clients could be conceivable to make rehash buys furnished that they are happy with the previously mentioned stages, Rayport and Jaworski, (2003).

These days, purchasers appear to be more mindful of the items they purchase, and in the meantime, items are produced in an extraordinary way. Just by understanding the buyer conduct the items or brands can be created appropriately.

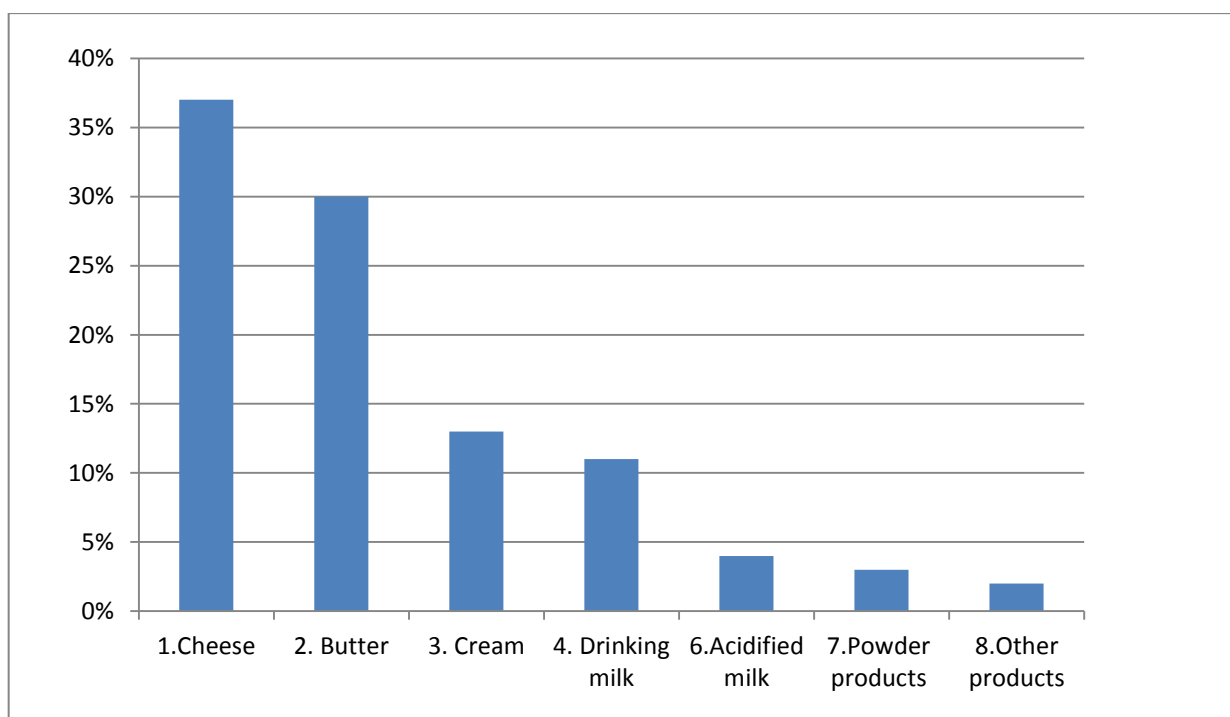
2.10 FMCG

The term FMCG (quick moving purchaser merchandise), albeit well known and much of the time utilized does not have a standard definition and is by and large utilized as a part of India to allude to results of ordinary utilize. Reasonably, in any case, the term alludes to moderately quick moving things that are utilized straightforwardly by the buyer.. The more profound market entrance and situating of FMCG brands taking into account the rising expectations for everyday comforts and present day estimations of the provincial buyer alongside better foundation offices by method for versatile and web correspondence, streets and rail network cultivates higher acknowledgment and offers of FMCG items in the rustic regions of Ernakulam. The

surge of families from country to the urban populace of Kochi has been on the ascent in look for better occupations/vocation, and the present pattern has been that most urban individuals are settling down in the rustic territories for unadulterated living space and tranquil living. Right now, urban represents 66% of aggregate FMCG utilization, with representing the staying 34%. Be that as it may, provincial companies represent over 40% utilization in major FMCG classifications, for example, individual care, texture mind, and hot drinks. Among the bundled nourishment portion, it is assessed that handled substances, bread shop, and dairy have long haul development potential in Baku in both country and urban regions because of reliance on neighboring states. A normal countries company burns through 8% of his salary on individual care items like Hair Care, Skin Care, Oral Care, Personal Wash (Soaps), Cosmetic and Toiletries, Feminine Hygiene, Shampoo, Hair Dye and so on. Today the Personal care items, aside from those in oral care classification, are rarely viewed as extravagance things By Madhavi C, Kumar SA (2006) Rural Marketing. Both premium and mainstream sections in the FMCG items are situated providing food the pay class of the rustic customers also. With the expansion in country salary and enhancements in foundation streets and scaffolds arrange item the infiltration levels have expanded significantly. Since the utilization level in urban regions is as of now high in a large portion of the classes, the development can come just from more profound entrance and higher utilization in country zones. The FMCG Products have particular trademark like little esteem, yet shapes a critical piece of the buyer's family spending plan, constrained stock of these items is kept up by customer and likes to buy them oftentimes, as and when required, most items are perishable/restricted timeframe of realistic usability, the shopper invests little energy in the buy choices being routine with high brand steadfastness, Brand proposals of dependable retailer/merchant drive buy choices are acknowledged, Trial of another item i.e. brand exchanging is frequently prompted by overwhelming commercial, suggestion of the

retailer or neighbors/companions, FMCG items oblige necessities, comforts and in addition extravagances, and takes into account whole shopper parcel with Price and wage flexibility of interest shifting crosswise over items and customers (The Marketing White book (2011) Business world). A plenty of concentrates in provincial portion on FMCG exist, the latest ones are referred to in this. Garga et al. watched that in most countries market, greater part of country respondent's favored FMCG items in medium bundle sizes at medium value extend and needed more an incentive for cash items. Selvaraj in his exploration in regards to rustic purchaser conduct watched that 'proximity' was the most noteworthy factor affecting their buy of the non-durables. It was seen that high cost was another vital bottleneck for the rustic customers. Anandan et al. watched that the quality was the real driver to incline toward a specific brand in washing cleansers in the rustic market, and when favored brands were not accessible, clients purchased the accessible brands. Additionally high cost and non-accessibility were the key explanations behind disappointment among the provincial purchasers. Madhavi et al. revealed that the greater part of the country buyers were affected by nature of the item took after by cost. Incentive for cash items had a superior acknowledgment for provincial market entrance. Bland items with escalated promotion battles were prescribed to pull in non-clients of the item. Nagaraja researched the effect of financial impacts on country purchaser conduct regarding their purchasing hones, to the societal position and level of pay, and uncovered that rustic customer was more levelheaded as a purchaser and showed a more elevated amount of objectivity contrasted with the urban shopper. Country buyer strove for better an incentive for cash spent in the buy of FMCG items; simple accessibility, Price and Quality were the persuasive elements referred to.

What is the milk in the Azerbaijan used for?



source: <https://www.stat.gov.az>

Cheese 37%

Butter 30%

Cream 13%

Drinking milk 11%

Acidified milk 4%

Powder products 3%

Other products 2%

CHAPTER 3. METHODOLOGY

Strategy part displays the strategies that have been utilized as a part of get-together the imperative data that clear and new thoughts can be acquired from it through examination in the following chapter. Jonathan Wilson (2014) notices that exploration

is the methodical procedure that involves the social affair, enlisting, breaking down and drawing implications of data.

3.1 Research Purpose

As per Eriksson Wiedersheim-Paul (2001), Yin (2003) and Saunders (2007), there are three purposes to utilize while completing an insightful research. The distinctive kinds of intentions are: exploratory, clear and logical purposes (on the same page.).

This examination is mainly descriptive as creator surveys writing, builds up a system and gathers information on organizations' destinations with instructive sponsorship, assessment of sponsorship viability, and additionally the determination procedure.

As Saunders, et al., (2000) say, distinct investigations ended up qualified in when the intention isn't to discover any causes to the examination issue, yet rather than to portray the circumstance. As clarified by Bernard in Miles and Huberman (1994), portrayal signifies "making confused things justifiable by diminishing them to their segment parts" (page 90).

3.2 Research Approach

There are 2 significant methodological approaches that are broadly used: quantitative & qualitative research. Denscombe (2000) says that, selecting approach depends on the on what kind of the information that is studied.

3.2.1 Quantitative Research

Just quantitative research was utilized for the article. Quantitative research is the precise and logical techniques associated with exploring wonders to apply a type of factual investigation to it.

3.3 Data Collection Method

Main objective of the article is to determine the impact of branding on buyers decision making process in food industry for milk and milk products and in order to do this, data collection method will include only the primary data. Primary data on the other hand is data that is collected from the first hand, generated by the original research.

3.3.1 Sample Selection

In the sample for the article, author has chosen only ultimate consumers. Online survey is used and it is intended to hold 150 consumers.

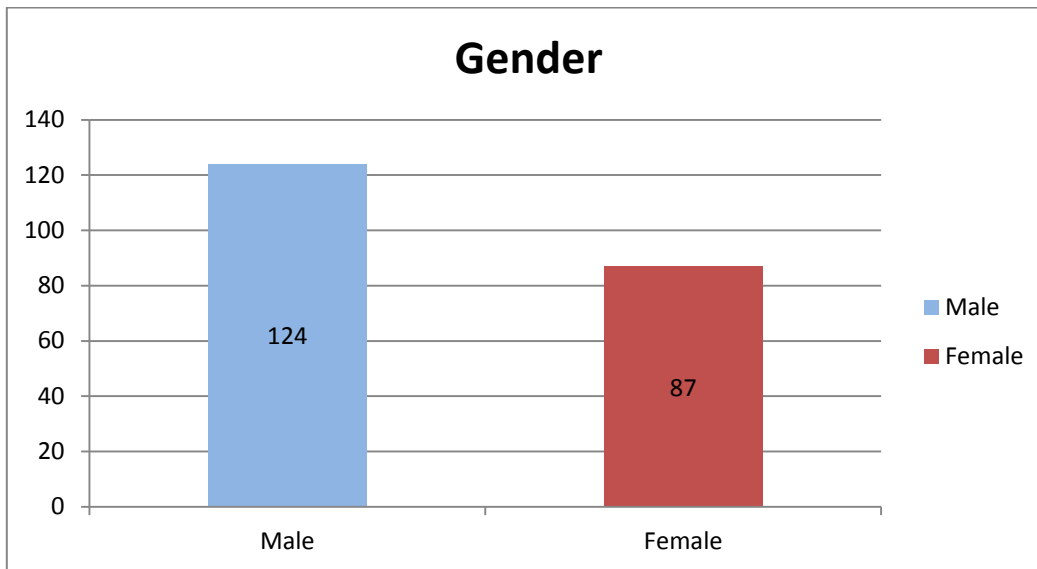
3.4 Data Analysis

After the information is gathered creator will decrease and rearrange the information with the utilization of a with-in investigation. A with on the off chance that investigation is clarified by Miles and Huberman (1994) as the correlation of the information accumulated against the hypothesis utilized as a part of the examination. Since the creator has a solitary case to consider, the creator will utilize an inside case investigation to break down the information assembled.

3.5 Empirical Data Analysis

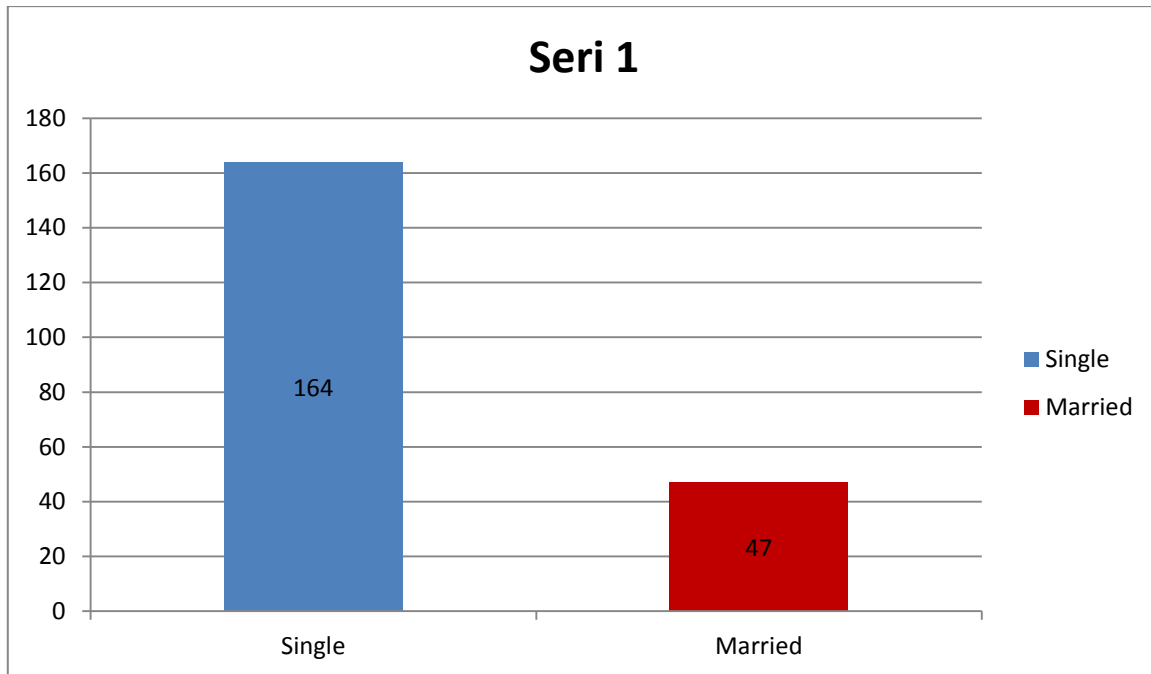
The data is collected from online survey representing influence of brands on consumer behavior with respect to milk and milk products in Azerbaijan with sample size of 200 through convenience sampling method. The demographic characteristics of the survey are using the variables of gender, age, occupation, Marital Status, Income, educational status and Family Size.

Gender:



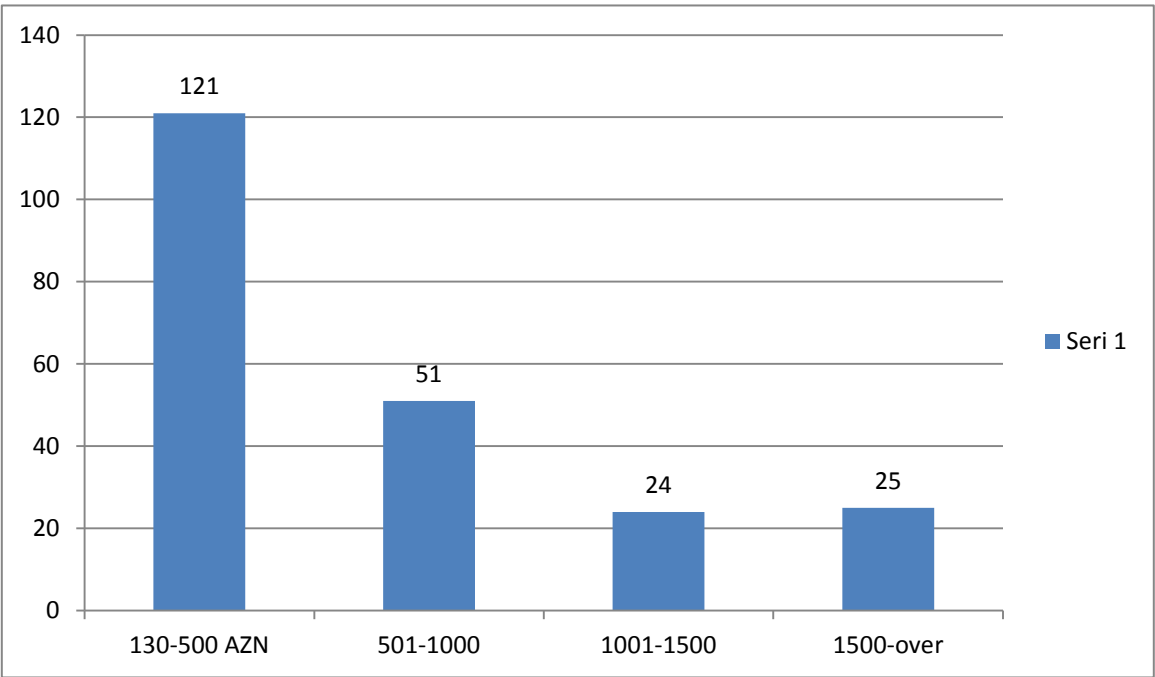
The sample for the study consists of 42% male respondents and 58% female respondents. Age: Of 200 respondents, 55.5% of the respondents belong to age group below 18-25, 26%% of the respondents belong to age 25-30 age. Out of remaining 18% of the respondents belong to 36-50 years of age and remaining 0.5 belongs to the age between 51- 65 years, whereas above 65 no respondents were taken. This indicates that majority of the respondents are young. Given that modern retailers target to urban young people, the age group of the study present the population of online members.

1. Marital Status



Majority (80%) of the respondents are single and living with family while 20% of the respondents are married or living with partner. Because of their marital status requirements married people are the major target group for the organized retailers.

2. Monthly Household Income



Of the 200 respondents, 57% of the respondents reported to have monthly household income range of 130-500 AZN and 25% reported their monthly household income range to be 501-1000.

25% of the respondents said their monthly household income below 1001-1500 AZN, 11% of the respondents reported to have monthly household income range of 1500-over AZN. This indicates that middle class of the population are the target market for the organized retailers.

3. Education

A majority of the respondents contacted are graduates (38%) and post graduates (50%). About 9% of the respondents are under graduates. Only 6% of the respondents

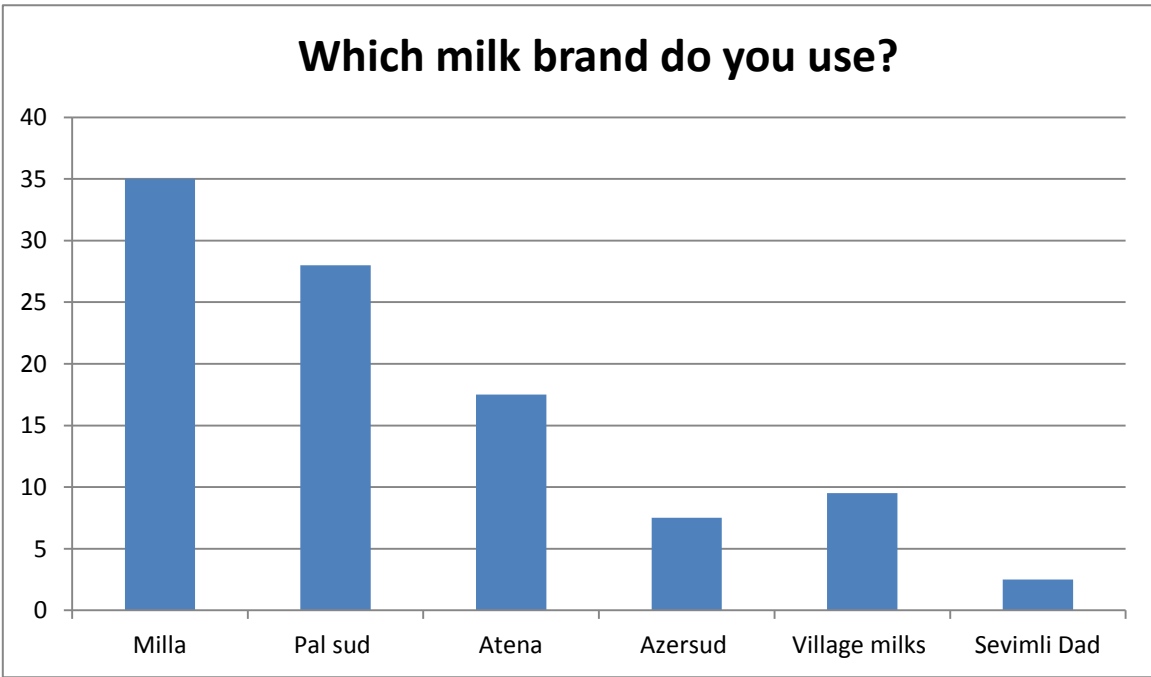
are in other educational category. This implies that organized retailers specifically target to higher educated segment of the urban population.

4. Family

Size Max number of people in a family is 2 – 4 (64%). Out of remaining 23% of the respondents belongs to 1 – 3 number of people in a family and other 13 % include to more than 4 people in a family. This show us that maximum people live in big family.

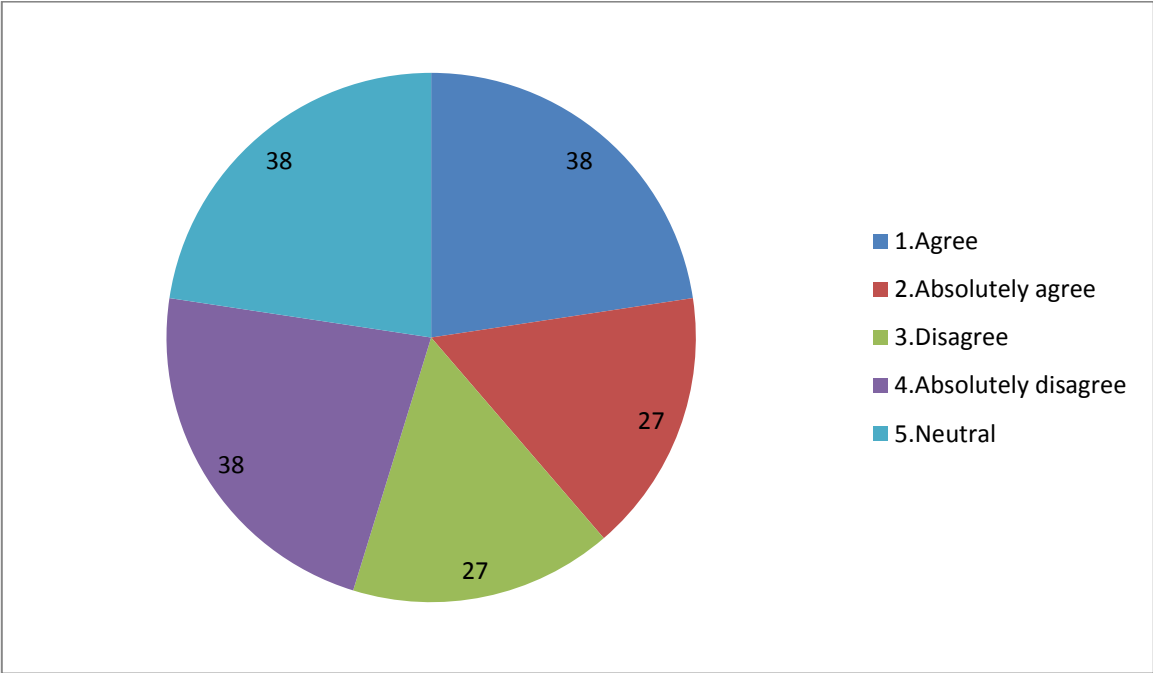
1. Which milk brand do you use?

- Milla 35%
- Pal sud 25%
- Atena 17%
- Azersud 9.5%
- Village milks 9.5%
- Sevimli Dad 2,5%



According to the result of this question, Milla and Pal Süd brands consists approximately 50% of the market share.

2. Is the quality of the product of the brand that you choose high?

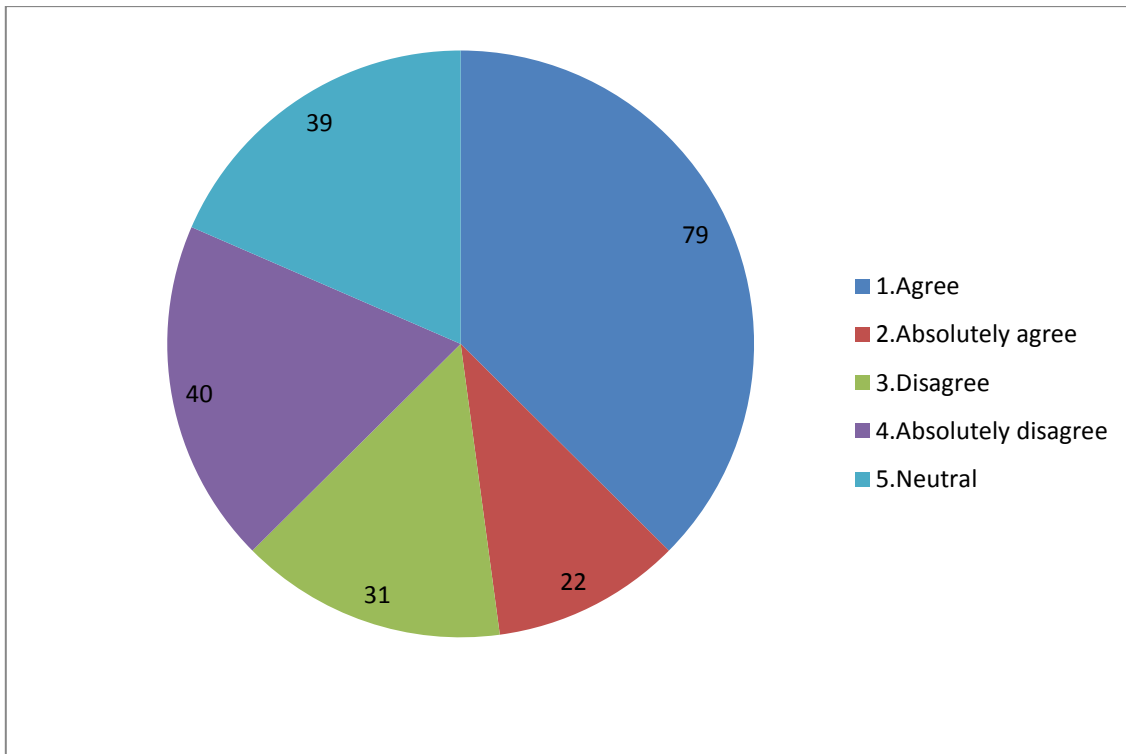


81 of the 200 participants believe that the product of the brand they choose has high quality, while 27 of 200 participants believe that the product of the brand they choose has the highest quality among others.

27 participants are unsatisfied with the quality of the product of the brand they choose, while 38 participants are absolutely unsatisfied.

However, 38 participants had the neutral opinion.

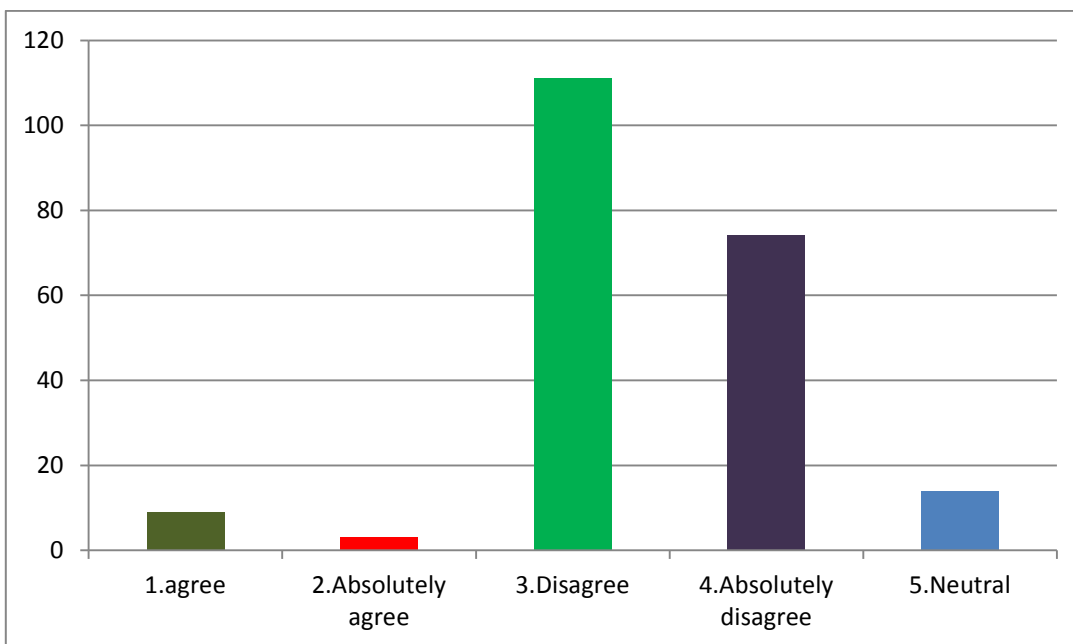
3. Do you believe that the brand you choose is honest to its customers?



79 of the 200 participants believes that the brand they choose is honest to them, while 22 participants believes that the brand they choose is the most honest one among others.

31 participants believe that the brand they choose is not honest to them, while 40 participants have absolute opinion about the dishonesty of the brand they choose. However, 39 participants had the neutral opinion about this question.

4. Does the packaging (appearance) of the product you choose look unpleasant?



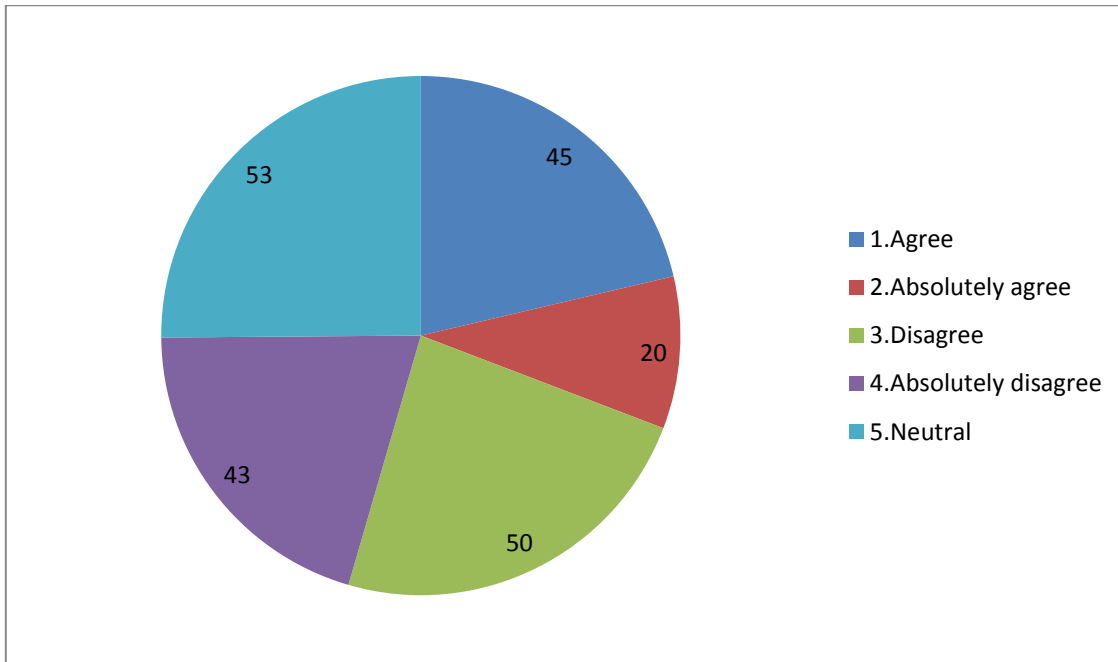
9 of 200 participants think the packaging of the product they choose look unpleasant, while 3 participants have absolute opinion about this.

111 participants think the packaging of the product they choose look pleasant, while 74 participants have absolute opinion about this.

However, 14 participants have neutral opinion regarding this question.

According to the answers of the participants, packaging of the milk and milk products in Azerbaijan has advanced quality.

5. Are you loyal to the brand you choose?

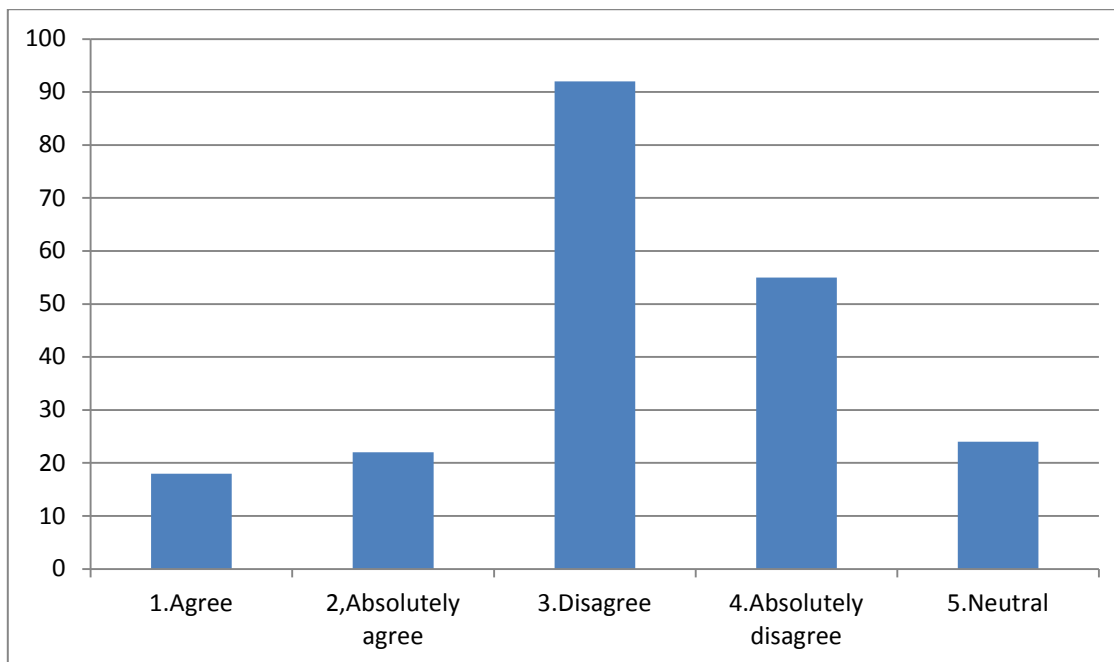


45 of 200 participants think that they are loyal to the brand they choose, while 20 participants have absolute opinion about this.

50 participants think that they are not loyal to the brand they choose, while 43 participants have absolute opinion about this.

However, 53 participants have neutral opinion regarding this question, they use any product without considering its brand.

6. Do not you buy the product of the rival brand, if the product of the brand you choose is out of stock?

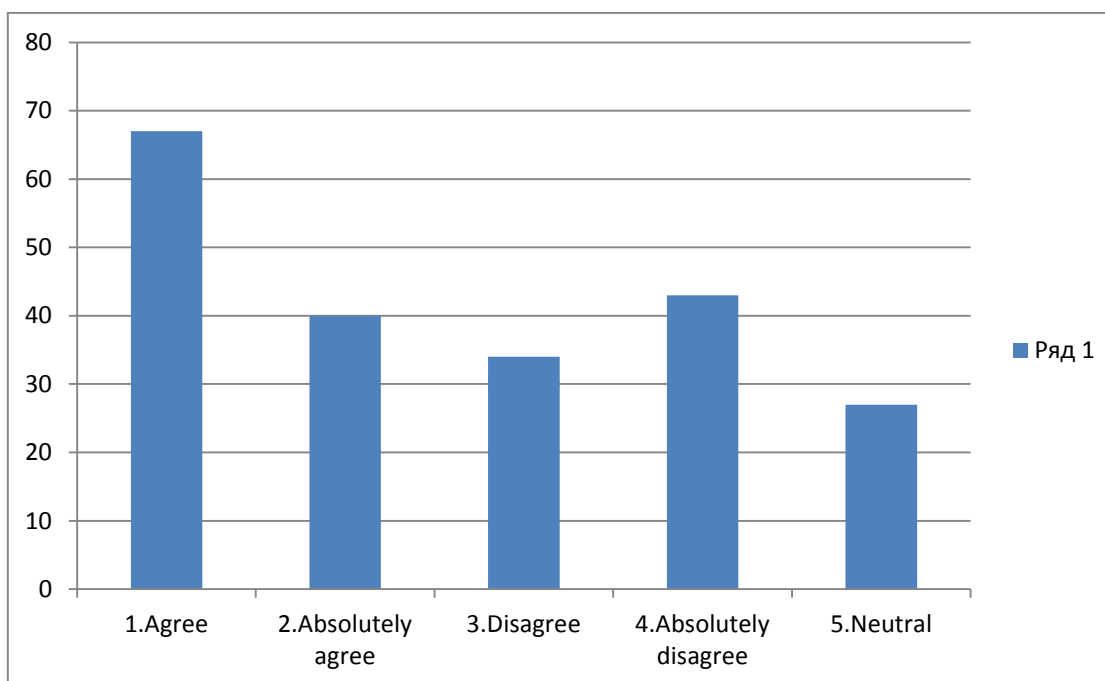


18 of 200 participants agree about this question, while 22 participants absolutely agree.

92 participants disagree about this question, while 55 participants absolutely disagree.

However, 24 participants have neutral opinion regarding this question.

7. Did you remember the symbol and logo of the brand quickly during the survey?



67 of 200 participants agree about this question, while 40 participants absolutely agree.

34 participants disagree about this question, while 43 participants absolutely disagree. However, 27 participants had neutral opinion about this question.

Actually, answer of this question embraces all answers about the brands that participants choose in this survey.

CHAPTER 4. CONCLUSION

4.1 Summary of findings

The point of this investigation was to look at how social, individual and mental elements have impact on shopper conduct while choosing a drain and drains items brand, and pick up information of the basic leadership process. The hypothesis part incorporated the outline of these variables and ventures of the basic leadership

process. A poll was made in light of these issues. The observational research concentrated on finding these social, individual and mental factors behind customer conduct and the impact of those in the basic leadership process. Consequences of the experimental examination demonstrated that there was a connection between social, individual and mental components and the basic leadership process in brand choice, yet it was not sound. One might say that these variables have impact when buyers are settling on choices concerning obtaining. The outcome demonstrates that family, companions and neighbors are the most critical elements that effect on basic leadership while choosing milk and brand items. This gives a response to look into question that was set for this examination. Likewise, shoppers can likewise construct their determination with respect to convictions and states of mind of mental factor. The exploration demonstrated that shoppers are utilizing diverse strides of the decision-making procedure amid buying. Nonetheless, there was sign that buyers settle on regularly drive choices when the means of the decision-making procedure are disposed of. The aftereffects of the investigation give the general view that social, individual and mental components have some impact; however factual unwavering quality isn't solid. For future investigations concerning this theme, it is prescribed to have a bigger example and to make littler gatherings while breaking down information. It could be conceivable at that point to discover associations with various connection tests. In this examination it would have been astute to bunch at any rate occupation and age to littler gatherings.

The brand administration of Milk and Milk items depends on conventional consumption. These items are because of the requirement for sound, perfect and characteristic nourishment. Whatever the brand technique and the wellsprings of separation remain behind brands, brand administration must focus the perplexity of the stamp. Cost is an essential factor in brand administration in this class. Obviously, there is a higher estimating potential for some cheddar claims to fame. But where the

substance and benefits of the dairy business is found in the mass market. Dairy utilization is very high assets to expand piece of the overall industry, restricted to our regular propensities and dietary patterns it is very inconceivable in high volumes. This should be possible by broadening the portfolio. In any case, we ought not to overlook that the typical utilization and volumes are given by dairy. Piece of the overall industry is conceivable when different players in the market commit vital errors. Therefore, dairy items exchange is an intense rivalry.

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