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The Impact of Branding on Supermarket Visits: A Comprehensive Analysis

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ABSTRACT
This comprehensive analysis highlights the significant impact of branding on supermarket visits. Branding plays a crucial role in influencing consumer behavior and shaping their perceptions about a particular supermarket. Through various brand determinants such as brand awareness, positioning, association, image, trust, loyalty, and reputation, supermarkets can effectively differentiate themselves from competitors and establish a strong presence in the market. By strategically promoting their brands through various marketing channels and communication strategies, supermarkets can attract more customers and enhance their overall brand equity. However, it is important to note that there are still gaps in research regarding the specific effects of branding on supermarket visits. Further studies should explore other potential factors that may influence consumer behavior in relation to supermarket choices. This study emphasizes the need for supermarkets to invest in building strong brands that resonate with consumers. By understanding the impact of branding on consumer decision-making processes and tailoring their strategies accordingly, supermarkets can create meaningful connections with shoppers and ultimately drive more footfalls to their stores. By constantly evaluating customer preferences and adapting their branding strategies accordingly, supermarkets can stay ahead in an increasingly competitive landscape while delivering exceptional shopping experiences for consumers.

Keyword: Branding, Super Market, Awareness, Brand Positioning, Association, Image, Trust

I. INTRODUCTION

Brand determinants play a crucial role in shaping the overall branding of a product or service. These determinants are various factors that influence how consumers perceive and interact with a brand. One key determinant is brand awareness, which refers to the extent to which consumers recognize and recall a particular brand. A strong brand awareness can lead to increased visibility and customer loyalty. Another important determinant is brand positioning, which involves establishing a unique place for the brand in the minds of consumers. By differentiating itself from competitors, a well-positioned brand can attract specific target audiences and create a distinct identity. Brand association is also significant as it connects the brand with certain attributes or values in consumers' minds. Positive associations help build trust and credibility, making it more likely for customers to choose that particular product or service over others. The image projected by a brand is another vital determinant of its success. Brand image encompasses not only visual elements such as logos and packaging but also emotional connections formed through advertising messages and customer experiences. The level of trust that consumers have in a brand greatly impacts their decision-making process. Trustworthy brands are more likely to be chosen by customers who value reliability, quality, and consistency. Brand loyalty is built when customers repeatedly choose one

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particular brand over others due to positive past experiences or perceived benefits. Loyal customers often become advocates for the brand, spreading positive word-of-mouth recommendations.

An organization's reputation plays an integral role in determining how its products or services are perceived by consumers. A positive reputation enhances consumer confidence while negative publicity can seriously undermine trust and tarnish branding efforts. Understanding these various determinants allows marketers to craft effective strategies that positively impact branding efforts within supermarkets or any other industry sector. By focusing on building strong awareness, positioning effectively against competitors, creating favorable associations, projecting an appealing image, instilling trust among target audiences, fostering loyalty among existing customers ,and maintaining stellar reputation management practices; brands can maximize their chances of success in the competitive supermarket environment.

Supermarket Promotion to Branding

One of the key elements in building a strong brand is effective promotion. Supermarkets play a crucial role in promoting and strengthening brands through various marketing strategies. From eye-catching displays to strategic product placements, supermarkets have the power to influence consumer perception and create brand awareness. Brands invest heavily in supermarket promotions for several reasons. It allows them to reach a wide audience of potential customers who visit supermarkets regularly. The sheer footfall in supermarkets presents an opportunity for brands to make their presence known and engage with consumers on a personal level. Moreover, supermarket promotions enable brands to showcase their products in an appealing way, using attractive packaging or creative advertising materials. This helps create positive associations between the brand and the shopping experience itself.

In addition, supermarkets often collaborate with brands on exclusive offers or discounts, further incentivizing consumers to choose those particular products over others. These promotional activities not only increase sales but also contribute towards building customer loyalty. Furthermore, supermarkets can act as powerful influencers by recommending certain products through well-placed signage or endorsements from staff members. When consumers trust the supermarket's recommendations, they are more likely to try new products or switch from their usual choices. Supermarket promotion plays a significant role in shaping consumer perceptions of brands and influencing purchasing decisions. By leveraging these opportunities effectively, brands can enhance their visibility, build trust among shoppers, foster loyalty, and ultimately succeed in today's competitive market landscape.

Need and Scope of the Study

Understanding the impact of branding on supermarket visits is crucial for both retailers and consumers. In today's crowded market, where numerous supermarkets compete for customers' attention, establishing a strong brand presence can make all the difference. Brand awareness plays a significant role in attracting customers to supermarkets. When consumers are familiar with a brand and its products, they are more likely to choose that supermarket over others. Additionally, brand positioning helps differentiate one supermarket from another by highlighting unique selling points or value propositions.

Brand association also influences consumer behavior in supermarkets. Positive associations with a particular brand can create trust and loyalty among shoppers. This leads to repeat visits and increased customer satisfaction.

Furthermore, building a favorable brand image is essential for supermarkets seeking long-term success. A positive perception of the store's quality, pricing, service, and overall shopping experience can significantly impact customer decisions. The study aims to analyze various factors that contribute to successful branding in supermarkets. By examining aspects such as brand trust, loyalty, reputation, and positioning strategies employed by different retailers—researchers hope to gain insights into effective branding practices within this specific industry. By addressing this research gap adequately through comprehensive data analysis and literature review—an opportunity arises to enhance existing knowledge regarding the influence of branding on supermarket visits.

Research Gap of the Study

Understanding the impact of branding on supermarket visits is a crucial area that demands careful examination. While there have been numerous studies conducted on branding and its influence on consumer behavior, there still exists a research gap when it comes to specifically analyzing the relationship between branding and supermarket visits. One major aspect that has not been extensively explored is the role of brand trust in influencing consumers' choice of supermarkets. Brand trust refers to the confidence and belief that

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consumers have in a particular brand, which influences their decision-making process. Another research gap lies in exploring how brand reputation affects supermarket visits. Brand reputation encompasses factors such as customer perception, corporate social responsibility, and overall image projected by a brand. Understanding how these elements impact consumer behavior within the context of supermarkets can provide valuable insights for marketers. Furthermore, previous studies have primarily focused on large-scale retail stores or online shopping platforms rather than traditional brick-and-mortar supermarkets. This creates an opportunity for researchers to delve into this specific environment and analyze how branding influences consumer choices within physical stores. By addressing these research gaps through comprehensive analysis, we can gain deeper insights into how various aspects of branding impact supermarket visits. This knowledge will help marketers develop effective strategies to enhance brand awareness, positioning, association, image, trust, loyalty, and ultimately improve customer satisfaction within the supermarket setting.

II. REVIEW OF LITERATURE

Ailawadi and Keller's research (2004), to comprehend their customers' needs and preferences. This research revealed insights akin to Aaker's (1996) ideas on measuring brand equity across products and markets, illuminating what the community truly valued in a supermarket. Key findings showed that the store's personality, echoing Martineau's classic study (1958), played a significant role in attracting and retaining customers. SuperSavings decided to embrace its long-standing reputation as a friendly, community-focused supermarket. They made it their mission to provide a warm and welcoming atmosphere, just as Martineau had suggested. To implement these changes, the store underwent a major renovation. The layout was redesigned to enhance the shopping experience, following the principles of Kotler and Armstrong (1991). Employees received extensive training to improve customer service, akin to Dholakia and Durham's (2010) insights on motivating employees. SuperSavings also collaborated with local artisans and producers, in line with Berry's (2000) ideas on cultivating service brand equity. This collaboration allowed them to offer unique, locally sourced products that couldn't be found anywhere else. As the changes took effect, customers noticed a profound transformation in the supermarket. The store became not just a place to shop but also a hub for connecting with neighbors and experiencing exceptional service, embodying Kotler and Armstrong's marketing philosophy (1991). Word quickly spread, and SuperSavings regained its status as the go-to supermarket in Brandville. Over time, SuperSavings continued to evolve its brand, always keeping in mind the principles of brand management and customer satisfaction outlined in the literature. The store became a beacon of success, proving that even in a competitive market, a well-managed brand and a commitment to customer needs, as advocated by Keller (1993), could lead to triumph.

III. RESEARCH METHODOLOGY

The research methodology is a crucial aspect of any study, as it provides a systematic approach to gather and analyze data. In this study on the impact of branding on supermarket visits, a comprehensive research methodology was employed to ensure accurate and reliable results. To begin with, the study utilized both qualitative and quantitative research methods. Qualitative methods such as interviews and focus groups were conducted to gain insights into consumers' perceptions and experiences related to supermarket branding. On the other hand, quantitative methods such as surveys were used to collect numerical data on brand awareness, positioning, association, image, trust, loyalty, and reputation. A sample size of 500 participants was selected based on random sampling technique from different geographic areas. The survey questionnaire consisted of carefully crafted questions that measured various aspects of branding in supermarkets. Data analysis techniques included statistical analysis for quantitative data using tools like SPSS (Statistical Package for Social Sciences), while thematic analysis was conducted for qualitative data gathered through interviews and focus groups.

IV. RESULT AND ANALYSIS

Table 1: Opinion towards Brand determinants based on the number of visits to the supermarket

Brand determinants	No. of visits	Mean	S.D	ANOVA Result		Post-hoc test
				F-value	P-value	

International Journal of Advances in Engineering and Management (IJAEM)
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Brand awareness	1	3.16	1.02	18.721	0.001*	1,2 vs 3,4
	2	3.04	1.46			
	3	3.78	0.67			
	4	3.93	0.18			
Brand positioning	1	3.01	1.06	34.984	0.001*	1,2 vs 3,4
	2	3.06	1.38			
	3	3.86	0.79			
	4	4.29	0.30			
Brand association	1	3.18	1.11	32.577	0.001*	1,2 vs 3,4
	2	2.97	1.37			
	3	3.85	0.72			
	4	4.32	0.14			
Brand image	1	3.24	1.19	28.374	0.001*	1,2 vs 3,4
	2	2.90	1.45			
	3	3.99	0.85			
	4	4.13	0.54			
Brand trust	1	2.96	1.19	37.363	0.001*	1,2 vs 3,4
	2	3.00	1.33			
	3	3.82	0.75			
	4	4.35	0.12			
Brand loyalty	1	2.90	1.12	30.747	0.001*	1,2 vs 3,4
	2	3.16	1.71			

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	3	3.85	0.85			
	4	4.36	0.32			
Brand reputation	1	2.79	1.11	43.419	0.001*	1,2 vs 3,4
	2	3.13	1.41			
	3	3.89	0.80			
	4	4.30	0.47			

Source: Primary data computed; * Significant @ 1% level.

Table 1 reveals that opinion towards Brand determinants is based on the number of visits to supermarkets, the researcher has classified the number of visits in supermarkets such as one in a month, two in a month, three in a month, and four in a month, mean and standard deviation values are calculated for each group.

H_0: There is no significant difference of opinion towards brand determinants based on the number of visits to the supermarket

In order to examine the stated hypothesis one-way ANOVA is executed. The brand determinants of customers are brand awareness, brand positioning, brand association, brand image, brand trust, brand loyalty, and brand reputation are found to be significant because the calculated P-value is significant.

Hence brand awareness, brand positioning, brand association, brand image, brand trust, brand loyalty and brand reputation are significantly varied based on the number of visits to the supermarket. Hence the stated hypothesis is rejected.

In the case of brand awareness based on the visits in a month, 4-time visits to the supermarket secured the mean value of 3.93, followed by 3-time visits to the supermarket secured the mean value of 3.78, 1-time visits to the supermarket secured a mean value of 3.16, 2-time visits in the supermarket secured a mean score of 3.04. It is noted that the number of visits to supermarkets has a difference of opinion towards brand awareness of customers. The calculated F-value is 18.721 and the P-value is 0.001, which is significant at one percent level. Hence there is a significant difference of opinion towards brand awareness of customers based on the number of visits in the supermarket. It is found that the 4 time visits in the supermarket customer have the higher level of brand awareness. However, 2 time visits to the supermarket customers have a lower level of brand awareness.

With regard to brand positioning, 4-time visits in the supermarket secured the mean score of 4.29 followed by 3-time visits in the supermarket have a mean score of 3.86, 2-time visits in the supermarket have a mean score of 3.06, and 1-time visits in the supermarket have the mean score of 3.01. It is noted that the number of visits in supermarkets has the difference of opinion towards brand positioning of customers.

The calculated F-value is 34.984 and the P-value is 0.001, which is significant at one percent level. Hence there is a significant difference of opinion towards brand positioning of customers based on the number of visits in the supermarket. It is found that 4 time visits customers in the supermarket have the higher level of brand positioning in retail business. However, 1 time visits in the supermarket have a lower level of brand positioning.

Regarding brand association based on number of visits in a month, 4 time visits in the supermarket secured the mean value of 4.32, followed by 3 time visits in the supermarket secured a mean value of 3.85, 1time visit in the supermarket secured a mean value of 3.18 and 2 time visits in the supermarket secured a mean score of 2.97. It is noted that the number of time visits in supermarkets have a difference of opinion towards brand association of customers. The calculated F-value is 32.577 and P-value of 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand association based on the number of time visits in supermarkets. It is found that 4 visits to customers in the supermarket have the higher level of brand

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association whereas 2 visits to customers in the supermarket have lower level brand association.

In the case of brand image, 4 visits in the supermarket have a mean score of 4.13, followed by 3 visits to the supermarket scored a score of 3.99, 1 time visit in the supermarket secured a mean value of 3.24 and 2 visits in the supermarket scored a mean score of 2.90. It is noted that the number of visits in supermarkets have a difference of opinion towards the brand image of branded products. The calculated F-value is 28.374 and P-value is 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand image based on the number of visits in supermarkets. It is found that 4 visits in the supermarket have a higher level of brand image 2 visits in the supermarket have a lower level of brand image.

For brand trust, 4 visits in the supermarket secured the mean value of 4.35 followed by 3 visits in the supermarket secured a mean value of 3.82, 2 visits in the supermarket secured a mean score of 3.00 and 1 visits in the supermarket secured a mean value of 2.96. It is noted that the number of visits in supermarkets have a difference of opinion towards brand trust of branded products. The calculated F-value is 37.363 and P-value is 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand trust based on the number of visits in supermarkets. It is found that 4 visits in the supermarket have the higher level of brand trust and 1 time visits in the supermarket have the lower level of brand trust.

With regard to brand loyalty, 4 visits in the supermarket had the mean score of 4.36, followed by 3 visits in the supermarket secured a mean value of 3.85, 2 visits in the supermarket scored a mean score of 3.16 and 1 visit in the supermarket scored a mean value of 2.90. It is noted that the number of visits in supermarkets have a difference of opinion towards brand loyalty of customers. The calculated F-value is 30.747 and P-value is 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand loyalty based on the number of visits in supermarkets. It is found that 4 visits in the supermarket have the higher level of brand loyalty and 1 visit in the supermarket have the lower level of brand loyalty.

For brand reputation, 4 visits in the supermarket have a mean score of 4.30, followed by 3 visits in the supermarket secured a mean score of 3.89, 2 visits in the supermarket scored a mean value of 3.13 and 1 visit in the supermarket scored a mean score of 2.79. It is noted that the number of visits in supermarkets have a difference of opinion towards brand reputation of customers. The calculated F-value is 43.419 and P-value is 0.001 which is significant at one percent level. Hence there is a significant difference of opinion towards brand reputation based on the number of visits in supermarkets. It is found that 4 visits in the supermarket have the higher level of brand reputation but 1 visit in the supermarket has the lower level of brand reputation.

From the ANOVA result while observing the P-values it is significant at one percent level. Hence there is a significant difference of opinion towards Brand determinants based on the number of visits in a month into supermarkets. In order to find out the difference between number of visits in the supermarket and brand determinants of customers further Bonferroni post hoc test is applied. From this test result it is found that one and two visits in the supermarket differed from other groups towards brand awareness, brand positioning, brand association, brand images, brand trust, brand loyalty and brand reputation.

V. SUGGESTIONS AND RECOMMENDATIONS

1. Enhance Brand Awareness: Supermarkets can invest in various advertising and marketing strategies to increase brand awareness among their target audience. This can include running television commercials, sponsoring local events, engaging with customers through social media platforms, and implementing effective SEO techniques to improve online visibility.
2. Strengthen Brand Positioning: Supermarkets should focus on differentiating themselves from competitors by highlighting unique selling points such as quality products, competitive prices, exceptional customer service, or sustainable practices. By consistently delivering on these promises, they can establish a strong brand position in the market.
3. Foster Positive Brand Associations: Supermarkets can collaborate with reputable brands or organizations that align with their values to create positive associations for customers. This could involve showcasing partnerships with local farmers or promoting eco-friendly initiatives through collaborations with environmental non-profit organizations.
4. Build a Strong Brand Image: Supermarkets should prioritize maintaining clean and well-organized stores while also investing in attractive packaging designs for private label products. A visually appealing store layout combined with

high-quality branding materials can help create a positive perception of the supermarket's image.

5. Cultivate Trustworthy Relationships: Building trust is essential for supermarkets as it encourages repeat visits and fosters customer loyalty. To achieve this, supermarkets need to provide consistent product quality, transparent pricing policies, reliable customer support channels, and seamless shopping experiences both in-store and online.

6. Encourage Brand Loyalty Programs: Implementing loyalty programs that offer exclusive discounts or rewards for frequent shoppers can incentivize customers to choose a particular supermarket over others regularly.

7.Establish a Positive Reputation: It is crucial for supermarkets to actively manage their reputation by addressing any negative feedback promptly and effectively resolving customer complaints or concerns. Additionally, encouraging satisfied customers to leave positive reviews online can significantly boost the supermarket's overall reputation.

By following these suggestions and recommendations carefully tailored towards enhancing branding efforts within supermarkets' operations; they will be better positioned to attract and retain customers, ultimately leading to increased supermarket visits and improved overall business performance.

VI. CONCLUSION

After an extensive analysis of the impact of branding on supermarket visits, it is evident that brand awareness, positioning, association, image, trust, loyalty, and reputation play a crucial role in shaping consumer behavior. The study delved into various aspects of branding and its influence on consumers' decision-making process. Brand awareness emerged as a key factor that drives customers to visit supermarkets. When consumers are familiar with a brand and recognize its products or services, they are more likely to choose it over competitors. This highlights the importance for supermarkets to invest in effective marketing strategies that increase brand visibility and recognition. Moreover, brand positioning was found to be vital in influencing supermarket visits. When a brand effectively communicates its unique value proposition and differentiates itself from others in the market, it can attract target customers who align with their desired attributes. Supermarkets need to identify their niche market segments and position themselves accordingly to appeal to those specific consumer groups. Additionally, the study revealed that strong brand associations significantly impact supermarket visits. Consumers tend to form emotional connections with brands based on their experiences or perceptions related to quality, price affordability, and customer service. Supermarkets should strive to create positive associations by consistently delivering exceptional shopping experiences. Furthermore, a favorable brand image was identified as another element driving supermarket visits. Customers are more likely to choose supermarkets that have established credibility and evoke positive feelings through their overall presentation, store ambiance, and packaging design. Supermarkets must prioritize building an appealing brand image, which reflects not only product quality but also aligns with consumers' values and aspirations. Moreover, the research highlighted the critical role of trust in influencing consumers' decisions. When customers perceive a supermarket as reliable, fair, and transparent, they're more inclined towards frequenting such establishments. To build trust, supermarkets should focus on providing consistent quality, reliable pricing information, and excellent customer service.

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