

BRAND IDENTITY AND ITS IMPACT ON CONSUMER BEHAVIOR: EMPIRICAL ANALYSIS

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ABSTRACT

The study is designed to explore determinants of brand identity and measure how it influences consumer behavior. To achieve the research aim, scales were developed for brand identity and consumer behavior. The study procured data through Itemnaires (n=101). The scales developed were put to reliability, validity and unidimensionality tests. The response suggests a greater role of brand identity and its determinants on consumer behavior. The data was analysed using pie charts and SEM utilizing the capabilities of Lisrel 8.80.

KEYWORDS: *Brand Identity, Consumer Behavior, Buying Decisions, Competitors, Price*