



B.Com Honours

Semester II

Calicut University

Strategies for Brand Building

Course Code: COM2MN108 • Module 2 Notes

1. Consumer Perception and Behavior: Building Brand Relationships

A brand is not what the company says it is; it is what the consumers perceive it to be. Building a brand requires understanding how consumers perceive brand stimuli, process information, and form psychological attachments. This module covers factors influencing consumer brand perception, models of consumer brand behavior, and challenges in predicting choices.

Factors Influencing Brand Perception

Sensory Inputs & Exposure

- **Sensory Inputs:** Brand logos, colors, sounds, and packaging shape immediate consumer perception (e.g., Coca-Cola's signature red).
- **Selective Exposure:** Consumers screen out most marketing messages, noticing only those that align with their current needs.

Cognitive Meaning & Schema

- **Cognitive Meaning:** Consumers interpret brand messages based on their existing beliefs, attitudes, and past experiences.
- **Brand Schema:** The mental network of associations a consumer holds regarding a brand (e.g., Volvo = Safety).

Consumer Brand Behaviour Models

Firms analyze how consumers interact with brands using structured models:

- **Hierarchy-of-Effects Model:** Shows the consumer path from awareness to action: *Awareness (ightarrow) Knowledge (ightarrow) Liking (ightarrow) Preference (ightarrow) Conviction (ightarrow) Purchase.*
- **Stimulus-Response Model:** Shows how marketing inputs (4Ps) are processed by the consumer's "black box" to generate brand-buying outcomes.

Challenges in Predicting Brand Choice

Marketers face several challenges in predicting consumer choices:

- **Consumer Skepticism:** Modern buyers are highly skeptical of commercial ads, relying more on peer reviews and influencer content.
- **Information Overload:** The explosion of digital touchpoints makes it difficult for a single brand to capture consumer attention.
- **Low Switching Costs:** E-commerce and aggregators make it easy for consumers to switch brands for discounts or convenience.

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