



The Impact of Branding on Buying Behaviors

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Abstract

Through my mentorship at Satori Agency, I have learned the importance of brand identity, and how branding can have a significant impact on buying behaviors. Due to this knowledge, I wanted to study how important branding is to the current teenager, when they shop for products. I was able to accomplish this by taking a sample of 58 FBISD high school students, and asking them if they would rather pick a pair of Lululemon leggings or the exact same pair without the Lululemon branding for forty dollars cheaper, and why they would pick either. I found that 70.7% of them said they would rather pick Lululemon, and 29.3% of them said they would pick off-brand leggings. When asked why they made their choice, the majority of the students who picked Lululemon, picked an answer about Lululemon's branding. This led me to the conclusion that a company's branding has a notable impact on consumer buying behaviors, and can be even more important than the quality or price of the product itself.

Methodology

In order to investigate the impact of branding on teenage buying behavior, I sent out a survey to a random set of FBISD high school students. The survey received 58 responses. The first question inquired, "If you could either buy a pair of Lululemon leggings, or the exact same pair without the logo from a warehouse, for 40 dollars cheaper, which would you prefer?" The second question asked, "If you answered Lululemon, why?" The third question asked, "If you answered 'off-brand', why?" Participants were able to pick multiple answers for the second and third questions, so as not to limit them to only one reason. I only evaluated results from FBISD teenagers because I don't have enough access to a greater set of people to have increased my sample size. I created 3 graphs with the data I collected. Figure 1 shows which choice teens picked, Figure 2 shows why the teens who picked Lululemon made that decision, and Figure 3 shows why teens who picked off-brand made their decision. This survey was effective due to its simple, short questions that didn't bore participants, and its flexibility in how many reasons the participants could pick when asked why they made their choices.

Introduction

Branding is how companies establish themselves as unique, and how they set themselves apart. Most companies communicate their purpose and their "why", as Simon Sinek would call it, through their branding. Branding can include the company's advertisements, extensive use of their logos, a specific color palette, a specific typography and letterhead, and etc. As published by a LinkedIn article in 2022, an example of a strong brand image would be Coca Cola's. The product has a distinguished color scheme, and is usually used at gatherings and during fun experiences, causing consumers to associate the product with their fun memories. Another example of strong branding would be Apple. When Apple first started out, the company did not necessarily have the best devices in the market, but Steve Jobs conveyed his vision for the company very strategically through his branding of the company, and now Apple is one of the leading technology companies. For many consumers, a company's branding can be the determining factor when choosing between products. Through my time mentoring at Satori Agency these past few months, I have realized how much effort gets put in behind the scenes to set a company's brand voice apart, and how many different aspects are to be considered when doing a full rebrand of a company. This made me ruminate about just how impactful branding was. So, in order to research how significant of an impact branding can make on a teenager's buying behavior, I am conducting this experiment.

Findings

The results showed that 41 teens (70.7%) answered that they would pick the Lululemon leggings, while 17 teens (29.3%) answered that they would pick the off-brand leggings that were the same quality and forty dollars cheaper (Fig. 1). This data shows how teens are more influenced by branding, rather than quality and price. The results went on to show that the majority of teens who picked Lululemon, responded that the reason they picked it was due to some aspect of branding (Fig. 2). The teens who picked the off-brand leggings responded that the reason they made their choice was because branding doesn't matter when the product is the same (Fig. 3). Since the majority of teenagers picked the Lululemon leggings, and the majority of those students stated that their reason for picking it related to branding being more important than the product, my hypothesis that more teens would pick Lululemon due to branding, despite quality and price, was proven right.

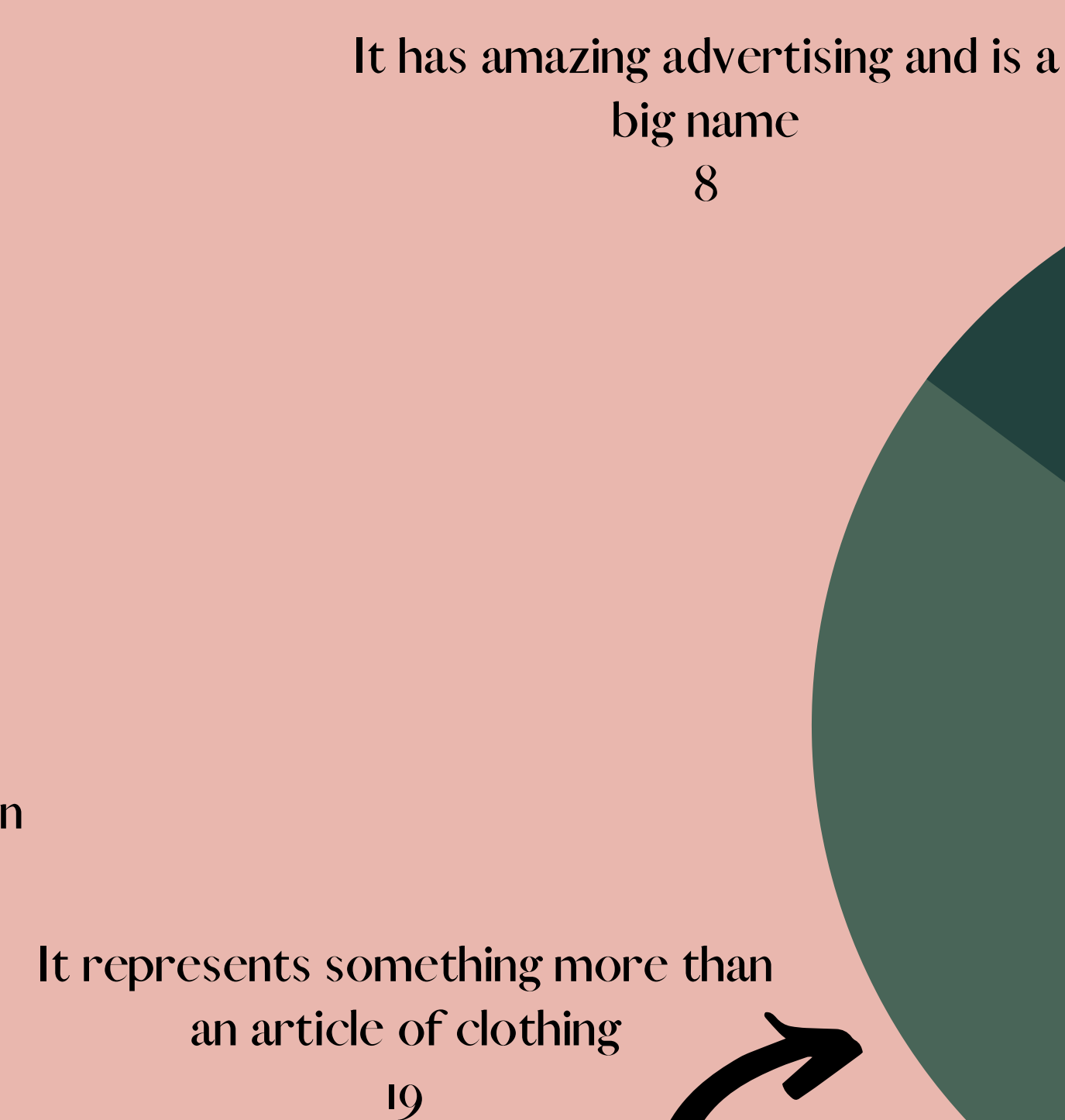
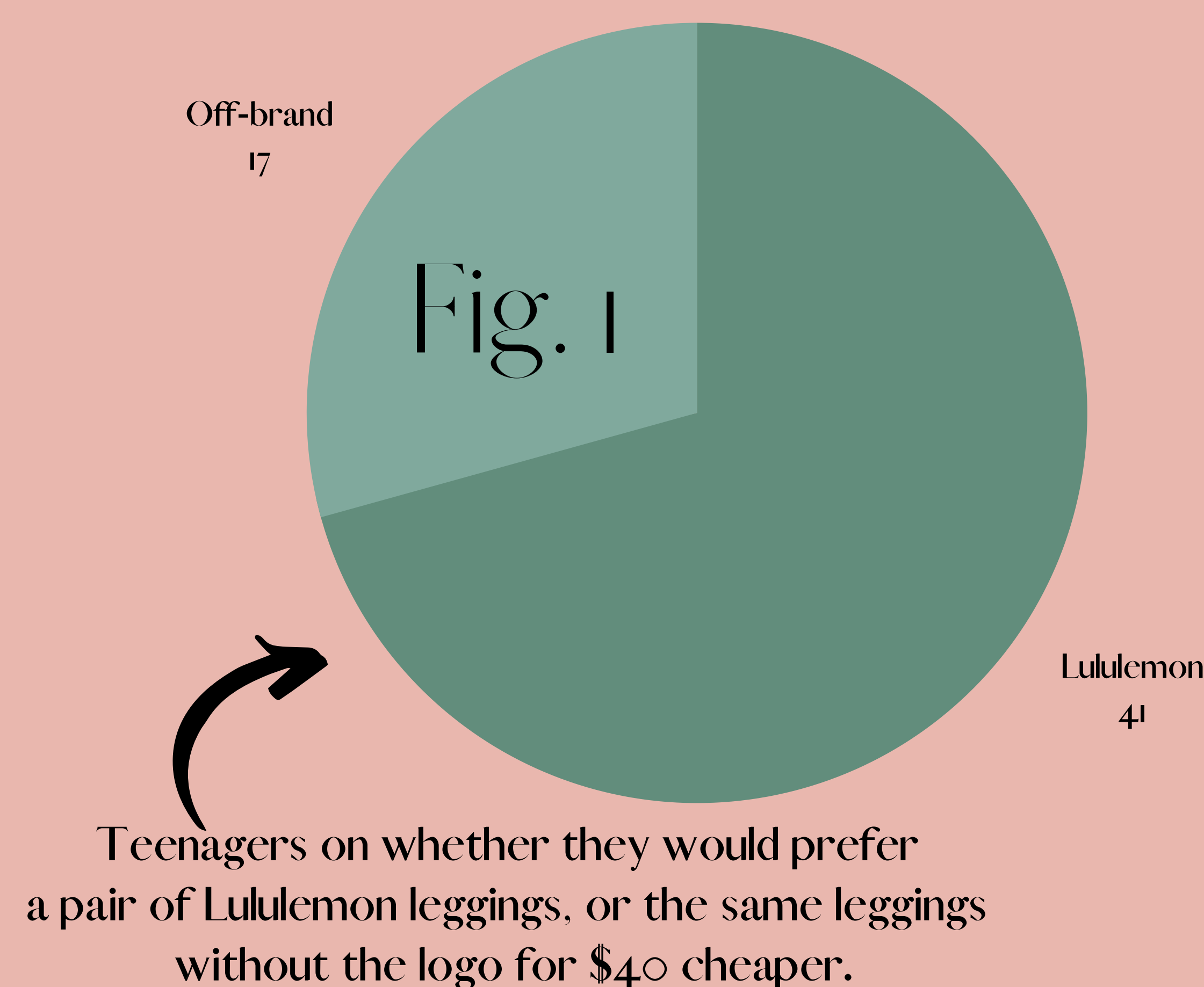
Summary

I am conducting this study to research the impact that brand identity has on buying behaviors in teenagers. This is an original research endeavor. To help support my discoveries and hypothesis, I have referenced the book 'Start With Why' by Simon Sinek, an article from 'The Coder' about branding, an article about brand image from LinkedIn, and a Forbes article about the largest technology companies. This type of study has not been done on this scale, and my particular survey's target demographic is teenagers. I predict that more people will spend extra money for the sole purpose of getting a brand's logo on their clothing, instead of buying a product of the exact same quality that is "off brand".

Discussion

In the future, this study should be repeated with a larger and more diverse sample to guarantee that the results of the survey are as accurate as possible. My sample was limited to 58 teenagers in a district, because I did not have the resources to make it more widespread than that, which makes it difficult to represent the entire teenage population with my findings. Other limitations were that most people who took my survey were seniors in high school, which doesn't include the other 5 grades where people are considered to be teenagers. I tried to alleviate these factors by sending out my survey to as many people as possible, and asking everybody I knew to pass the survey on to their friends, and so on. However, I could only do so much, and if this survey were to be done on a grander scale while taking all these factors into account, the results may very well be different from mine. All together, with the limits I had, I can say that this study, while done on a small scale, was a success. This is because I got the data I needed to prove my hypothesis right or wrong. In the future, my research can be used by brands to see how to use their resources in the most effective way; they can better distribute money towards branding/advertising versus the products themselves, in order to maximize their profit.

Results



Teenagers on whether they would prefer a pair of Lululemon leggings, or the same leggings without the logo for \$40 cheaper.

Teenagers on why they would pick Lululemon.

Teenagers on why they would pick off-brand.