INFLUENTIAL FACTORS OF CONSUMER BUYING BEHAVIOR TOWARDS BRANDED PRODUCTS: EVIDENCE FROM DHAKA

Tabassum Tamanna*

Bangladesh University of Professionals

Abstract

This study examines the relationship between key determinant factors and consumers' purchasing intentions toward mobile phones by analyzing their buying behavior. The findings are based on a cross-sectional, quantitative survey conducted among 424 respondents using a pre-tested, structured questionnaire across various locations in Dhaka, Bangladesh. Descriptive statistics, along with univariate and bivariate analyses, were used to present the results. The study reveals that consumers show a stronger preference for foreign-branded mobile phones compared to local brands. An analysis of brand image in relation to purchasing behavior reveals a significant association between brand image and multiple influencing factors in the selection of branded mobile phones. Correlation analysis indicates that several factors are related to consumers' purchase intentions, with income emerging as the strongest determinant among economic factors. Overall, the study concludes that brand image positively influences consumer purchasing behavior and recommends incorporating qualitative approaches in future research to gain deeper insights into real-life consumer decision-making contexts.

Key Words: *Consumer Buying Behavior, Brand Image, Purchasing Intention, Economic Factors, Branded Products.*

---

* Corresponsing author: Tabassum Tamanna, Email: tanni.kapil@gmail.com

Introduction

The market functions as a mechanism for fulfilling consumers' needs, demands, and desires by providing access to a wide range of goods and services. Individuals belonging to upper social classes tend to be more conscious of their social status and often prefer branded products to maintain or enhance that status, a tendency that also extends, to varying degrees, to other social classes. Brands serve as important cues in consumers' purchasing decisions and help reduce perceived risk when choosing products. Introducing a new product without a proper understanding of market conditions can increase the likelihood of failure due to competitive and environmental factors (Aaker, 1996). Kapferer (2004) argues that a brand name adds value, identity, and meaning to a product. Once established in consumers' minds, brand image can persist over time and become a powerful competitive tool. Consequently, brand image strongly influences consumer emotions and perceptions, which significantly shape consumer buying behavior.

Products and services are introduced into the market to satisfy consumer needs and encourage repeated purchase and usage. Individuals from all social backgrounds participate in consumption, and their purchasing behavior reflects personal preferences and decision-making patterns. Consumers differ globally in characteristics such as age, income, education level, and preferences, all of which influence their purchasing decisions. Consumer buying behavior refers to the study of how, what, and why individuals purchase goods and services. Previous literature identifies several key factors influencing consumption behavior, including cultural, social, personal, and psychological components (Kotler, Armstrong, & Wong, 2001). Belch and Belch (2003) note that consumers' attitudes toward a product may change when it fails to meet their expectations, often leading them to switch to alternative products. Similarly, Swait and Adamowicz (2001) argue that consumer choice behavior involves individual decision-making processes that vary among buyers. Empirical studies further indicate that customer satisfaction significantly influences repurchase behavior. Moreover, effective advertising of branded products, particularly through highlighting product features, serves as a motivational tool that directly affects consumers' purchasing decisions.

This research aims to examine the relationship between social, economic, and market factors and consumers' purchasing intentions for mobile phones by analyzing their buying behavior. These factors are interrelated and collectively influence consumers' purchase decisions. Accordingly, the study focuses on understanding the role of branded products in shaping consumer purchasing behavior. In addition, the research seeks to identify the key factors that contribute to brand formation and to examine how these factors affect consumer behavior. Prior studies suggest that social and economic conditions significantly influence purchasing intentions, while market-related factors and brand attributes play a crucial role in shaping consumer perceptions and decision-making processes (Kotler & Keller, 2016; Aaker, 1996).

Methodology

The study was a descriptive type in a cross-sectional approach. The study covered a targeted sample population, and the covered locations were different types of places where target respondents are available. The targeted population of this study was adult males and females before their availability at the selected locations in the areas, focusing on the people's behavior on branded products like mobile phone users. For the quantitative survey, the sample size was estimated with the following traditional correctional formula: n= pqz2/d2*rr

With a normal deviate at 95% Confidence Interval and population characteristics were unknown and margin of error was considered 5%. Considering the above aspects and calculation, the desired sample size is 384. Now, rr = nonresponse which is 10% of 384. Thus, the total sample size = (384+38) = 422. The estimated sample size was equally distributed according to study zone. The sample respondents were selected conveniently, who fulfilled the study respondents' inclusion criteria.

The data was collected through face-to-face interviews using a pre-tested structured instrument. All questions were made with relevant aspects and to satisfy the research objectives. To maintain the data reliability and consistency, it was always accountable for the quality of the information at the field level, including ensuring proper coverage of the study areas. The study has undertaken ethical considerations. The consent form at the individual level where careful measures were undertaken to provide the respondent's consent by deploying a written consent form before starting the interview with the respondents.

A tabulation plan was established as per the data gathering, and according to the plan, information was organized into descriptive statistics through graphs/charts and tables. Along with the descriptive statistics in different tables, variables have been analyzed through uni-variate and bivariate tabular formats. The analysis reflects the correlation between the branded products and various factors on the purchasing behavior.

Results

An advanced proportion of respondents (37.3%) were interviewed from different educational institutes, followed by 32.8% from shopping mall areas. The respondents constitute an equal proportion of 15.1% from financial institutions and a similar proportion from non-government organizations.

From the age-frequency curb it can be seen that the mean age of the respondents is 30.62 years with a standard deviation of 8.57 in the following Figure.

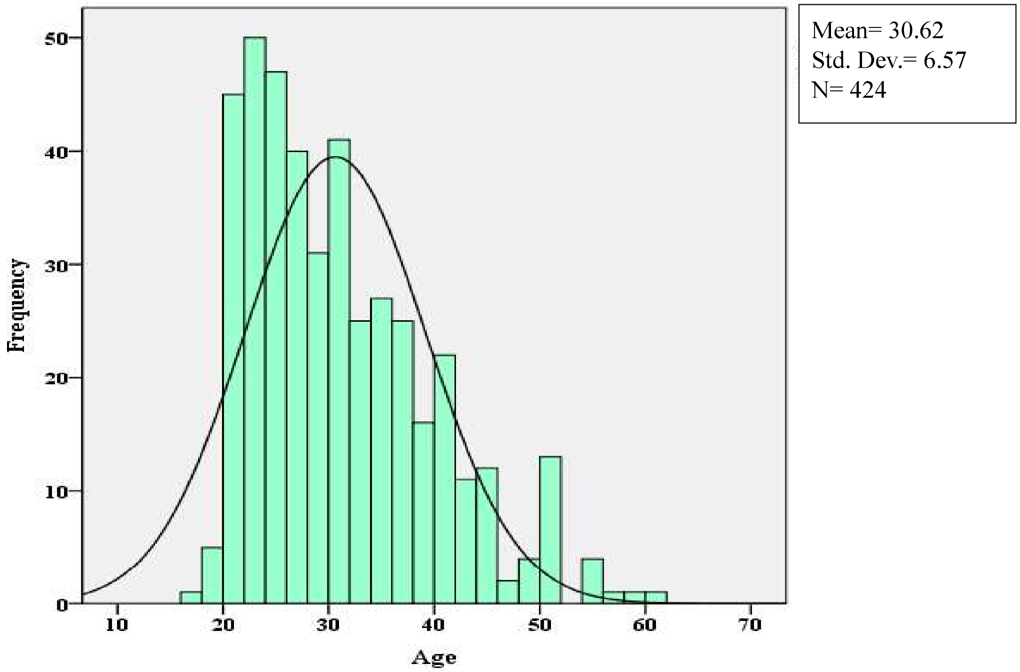

Figure. 1: Histogram with Mean, Standard Deviation of Respondents' age(n=424)

On the basis of income percentile statistics (33, 66 & 100), the income percentage of the respondents has been categorized into lower-class, medium-class and upper-class families. About 32.5% of upper-class families have been recorded, while 30.2% of middle-income families and 37.3% of lower-income class families have been recorded in the following Table.

Table 1: Income Quartile of the study respondents (n=424).

Income Quartile	Frequency	Percentage
Lower Class	158	37.3
Medium Class	128	30.2
Upper Class	138	32.5

Study respondents (100%) were currently using mobile phones, and the proportion of use varied across the sampling areas (Table not shown).

The following figure shows the current brand trust among the respondents, where the majority of the respondents (88.9%) preferred foreign brand mobile phones over local ones. The proportion was almost similar across the study places.

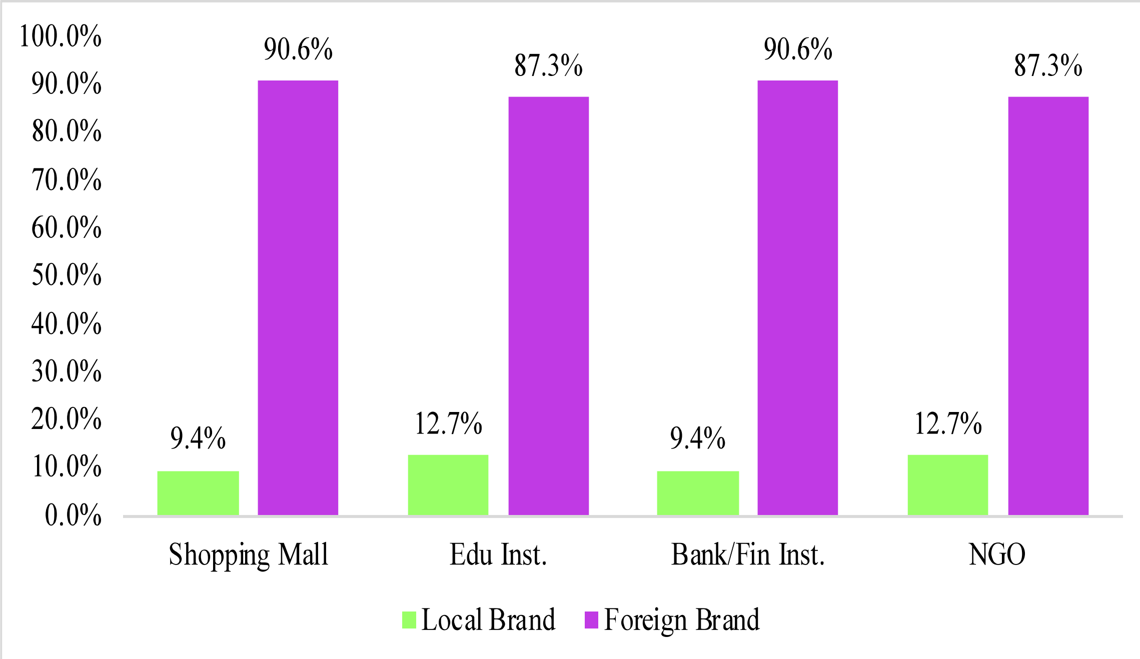

Figure 2: The current brand trust among the respondents according to study place.

About 89.9% of respondents said in the following table that they were pleased with their branded mobile phone devices, even though satisfaction did not vary much across the study places.

Table 2: Respondents' satisfaction on branded mobile phone devices according to study place

	Shopping mall	**Educational Institute**	**Bank/ Financial Institute**	**Non-government Organization**	**Total**
Pleased	92.8%	86.7%	89.1%	92.1%	89.9%
Displeased	7.2%	13.3%	10.9%	7.9%	10.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The respondents' selection of branded mobile phones mainly depended on their own choice (60.4%), which was followed by recommendations from their family members (24.8%) and friends (13.0%). Other references were not that much influential in the selection of buying a branded mobile phone, as shown in the following figure.

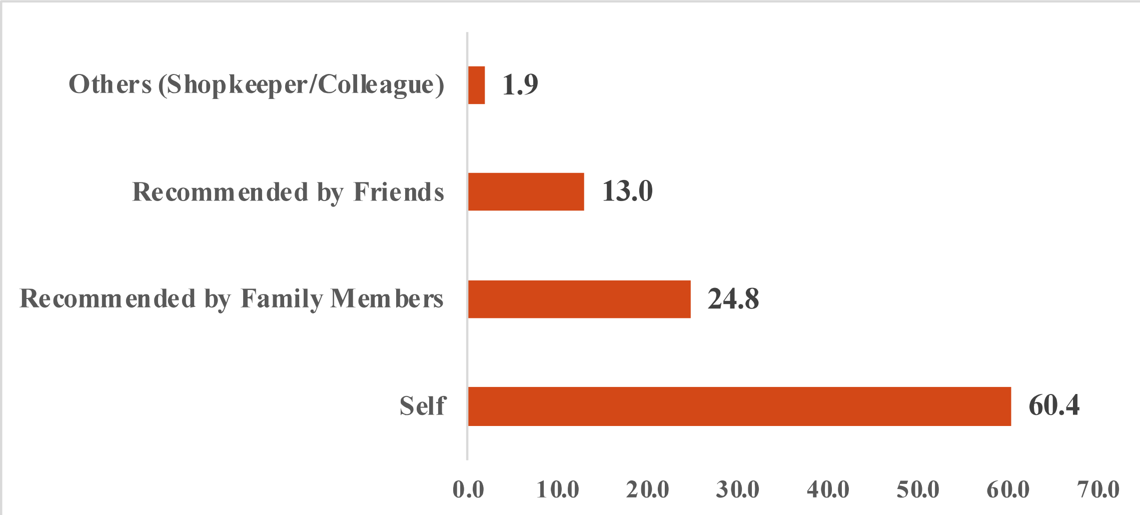

Figure 3: Selection of branded mobile phone (n=424)

In deliberation of three factors: Social factor, Economic factor, and Marketing factor. Initial results were established by frequencies, which indicated the level of purchasing intention within each factor, separated by Median values that pointed towards the central tendency, is to agree with all statements.

In another analysis, the "Correlation" in describing the degree to which two variables move in coordination with one another has been run. In the analysis, "Reasons of selection of branded phone has been considered with the issues influencing ''Purchasing intention' on the use of branded mobile phone". The results have explained the Correlation Coefficient value with r =1.00, which has a significance level.

In the case of **social factors**, Correlation Coefficient (r) has been shown for all statements which has demonstrated a positive relationship with each other and is statistically significant ($p<0.01$).

In case of **economic factors,** respondents' personal income strongly determined the mobile phone they intend to buy, where a significantly positive relationship has been established. Family income also has indicated a statistical relationship ($r=0.092$), which is relatively weaker than that of their income.

Regarding **marketing factors**, all statements accumulated under marketing factors have shown a positive relationship between the variables mentioned with a statistical significance ($p<0.01$). A moderately strengthened relationship has been shown in the case of "mobile phone which has brand name" ($r=0.263$) and "buy a mobile phone which is considered high quality" ($r=0.214$).

Conclusions & Recommendations

This study investigates the relationship between social, economic, and marketing factors and consumers' purchasing intentions toward branded mobile phones by examining their behavioral processes. These factors are interrelated and jointly influence consumers' decisions to choose branded products, particularly by shaping brand image in their minds. The research also seeks to understand the role of branded products in influencing consumer purchasing behavior and to identify the key factors contributing to brand formation and their effects on consumer behavior. The analysis and findings reveal a positive correlation between brand influence and customer buying behavior toward branded mobile phones. Specifically, dimensions of brand image—such as consumer awareness, type of device used, perceived quality, and preferred mobile phone brand—are closely associated with purchasing intentions. The results further indicate that social, economic, and marketing factors significantly relate to respondents' purchase intentions, with social and market factors showing a strong positive relationship. The study concludes that additional related issues may act as dominant factors in brand selection before purchase. Moreover, brand satisfaction plays a significant mediating role between branded product choice and consumer purchasing behavior. Finally, the study recommends future research adopting qualitative approaches to gain deeper, real-world insights that can complement and enrich the quantitative findings.

References

Aaker, D. A. (1996). Building strong brands. Free Press.

Ahmed, N., & Ahmed, N. (2013). Consumer behavior towards clothing apparel of designer brands: A study on boutiques and fashion houses in Bangladesh. *Dhaka University Journal of Business Studies.*

Ahmed, S., Munir, M. S., & Islam, T. (2022). Online shopping: A survey on consumer buying behavior in Bangladesh. *European Scientific Journal.*

Asim Nasar, et al. (2012). Analysis of influential factors on consumer buying behavior of youngsters towards branded products. *KASBIT Business Journal, 5, 56–61*.

Belch, G. E., & Belch, M. A. (2003). Advertising and promotion: An integrated marketing communications perspective (6th ed.). *McGraw-Hill.*

Chowdhury, T. A., & Rahman, M. (2018). Consumer decision-making process for branded products in Bangladesh. *Journal of Business Research*.

Donald R. Lichtenstein, Peter H. Bloch, & William C. Black. (1988). Correlates of price acceptability. *Journal of Consumer Research*, 15(2), 243–252. 3.

Dulal, M. (2018). A study on consumer buying behavior towards foreign and domestic branded apparels. *Global Journal of Management and Business Research.*

Jie Zhao, et al. (2022). Advertisement influence on consumer buying behavior and brand loyalty through brand awareness. *Frontiers in Psychology*, 12, 803348.

Kapferer, J.-N. (2004). The new strategic brand management: Creating and sustaining brand equity long term (3rd ed.). *Kogan Page*.

Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). *Pearson Education.*

Kotler, P., Armstrong, G., & Wong, V. (2001). Principles of marketing (3rd European ed.). *Prentice Hall.*

Muhammad Bilal Musharraf, & Tahir Ali. (2013). Factors influencing consumers' purchase intentions towards private brands. *JISR Management and Social Sciences & Economics*, 11(2).

Masood Hassan, et al. (2022). The impact of advertising on consumer buying behaviour. *International Journal of Management Sciences and Business Research*.

Papavee Niamthap, Benjawan Sangthong, & Tuenchai Sangthong. (2025). Factors influencing customer decisions to purchase branded cosmetic products. *Journal of Rattana Bundit University*, 20(1), 76–88.

Philip Kotler, & Gary Armstrong. (2018). *Principles of Marketing* (17th ed.). *Pearson Education*.

Rahman, A., & Chatterjee, R. (2024). Social media marketing and its effect on consumer buying behavior, brand loyalty and brand relationships in Bangladesh. *Journal of Technology and Humanities*.

Rahman, M., & Khan, A. (2021). The impact of product quality and price on consumer purchase intention in Bangladesh. *Asian Journal of Business and Management*.

Sarker, M. N. I., & Islam, M. (2019). Factors influencing consumer purchasing decisions in Bangladesh retail market. *International Journal of Business Research*.

Swait, J., & Adamowicz, W. (2001). The influence of task complexity on consumer choice: A latent class model of decision strategy switching. Journal of Consumer Research, 28(1), 135–148. https://doi.org/10.1086/321952

S. Chattopadhyay, & P. Dutta. (2013). Brand loyalty in consumer durable goods: A study on consumers. *Journal of Marketing Perspectives*.

Sultana, S., & Hasan, M. (2020). Influence of brand loyalty on consumer buying decision in Bangladesh retail sector. *Journal of Marketing and Consumer Research*.