A Study of Brand Strength Analysis
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ABSTRACT
Consumers from developing markets like India have greater brand choice than ever. India's liberalizing policies in regards to offerings to Indian consumers and the changing business environment have enhanced the chances of macroeconomic growth of India. This has increased the availability of a wide range of choices to Indian consumers. In this liberalized and competitive market, both foreign and domestic companies must understand consumers’ motivation towards their brand choice as consumer behavior is purposive (Taylor, 1974). Brand indicates product attributes by virtue of their correlation with them and conveys their benefits (Osselaer & Alba, 2000). A series of experiments illustrates a learning process that enhances brand strength at the expense of quality-determining attributes. When the relationship between brand name and product quality is learned prior to the relationship between product attributes and quality, inhibition of the latter may occur. The phenomenon is shown to be robust, but its influence appears sensitive to contextual variations in the learning environment. Consumers many times treat brand name as a strong differentiator.