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Dr. Anjali Srivastava
Assistant Professor, Faculty of Commerce, Sarala Birla University, Jharkhand, India

Animesh Sarkar
Assistant Professor, Faculty of Commerce, Sarala Birla University, Jharkhand, India

Correspondence Author:
Dr. Anjali Srivastava
Assistant Professor, Faculty of Commerce, Sarala Birla University, Jharkhand, India

A study to analyse the influence of brand name while choosing a financial product: A case study of Ranchi City

Anjali Srivastava and Animesh Sarkar

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Abstract
This study looks at how branding affects how reliable people are when it comes to financial products, with an emphasis on the city of Ranchi. Branding has become a very important aspect in building trust with customers, especially in the financial sector where people need to feel more secure about things that aren't physical. This study looks at how brand identity, brand reputation, and brand loyalty affect people's trust and choices when they choose financial products like insurance policies, banking services, and investment plans. We used a systematic questionnaire to gather information from 200 people of different ages, genders, and backgrounds in Ranchi. The results show that excellent branding greatly increases customer trust, with brand trust and perceived security being two of the most important factors. The study also shows that people of different ages and income levels see things differently, which means that branding methods should be tailored to each group. This study helps us understand how people behave in new urban marketplaces and gives financial institutions strategic ideas for how to increase their brand presence to gain long-term consumer trust.

Keyword: Consumer behaviour, branding, product perception, consumer reliability, financial products, brand trust, brand loyalty, perceived risk, urban market, brand image, customer perception

Introduction

Branding affects perception, trust, and purchasing behavior which is critical in the fast changing world of financial services. This research aims to explore the impact of branding on trust with regards to financial products and its impact on adoption and utilization among urban dwellers of Ranchi city. Through the lens of consumer behavior, financial products or services are often accompanied by a high degree of perceived risk due to their intangible nature and the substantial amount of contemplation they necessitate, thus trust plays a central role in decision making.

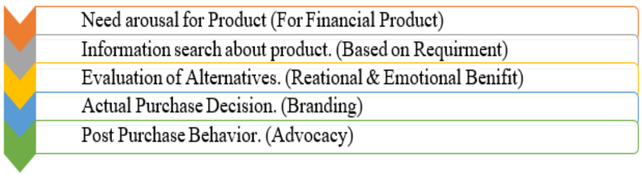
Branding is consequently a major factor in lowering uncertainty and raising perceived value and security. The study uses a mixed-method approach, which means it collects both quantitative and qualitative data. A standardized questionnaire was provided to a sample of 200 respondents from varied age groups, economic levels, and professional backgrounds within Ranchi. Interviews with a small group of chosen participants and industry experts added even more depth to the data. The study looks at important branding factors like brand awareness, brand image, brand loyalty, and brand trust, and how these relate to how reliable and preferred consumers are when choosing financial goods like banking services, mutual funds, insurance, and digital payment systems.

The findings suggest that consumers are more likely to engage with financial organizations that maintain a consistent, trustworthy, and credible brand image. Brand loyalty and trust were the two most important things that made customers reliable. Also, younger people were more affected by digital branding and peer evaluations, while older people cared more about the institution's history and trustworthiness.

The study's conclusion is that good branding techniques not only make customers more trustworthy, but they also help build long-term connections and brand loyalty in the financial sector.

Financial service companies can use the information from this study to create focused branding initiatives that would assist develop consumer trust, especially in tier-2 cities like Ranchi. The report suggests that to build consumer trust and loyalty in a very competitive financial market, companies should improve their brand communication, use digital platforms, and be open about their business.

Buying decision process model



Model was initially outlined by philosopher John Dewey in his 1910 book, How We Think. Later studies expanded on Dewey's

Literature Review

Branding has emerged as a critical determinant in consumer decision-making, especially in the financial services sector where trust, reliability, and reputation play pivotal roles. Several studies have examined the influence of brand name as a psychological and marketing factor that drives consumer preference and loyalty. According to Keller (2003) [6], a brand is more than just a name or symbol; it is a set of mental associations held by the consumer. In the context of financial products, where the service is intangible and outcomes are often long-term, brand trust becomes crucial. Chaudhuri and Holbrook (2001) [4] emphasized that brand trust significantly influences brand loyalty and purchase intentions in high-involvement categories like financial services. Aaker (1991) [1] defined brand equity as a set of assets linked to a brand's name and symbol, which adds to the value offered by a product or service. Financial institutions with strong brand equity are more likely to be chosen by consumers due to perceived credibility and performance. Research by Bick (2009) [3] found that consumers often rely on brand reputation when choosing among complex financial products such as mutual funds, insurance policies, or investment schemes. Financial products involve a high level of perceived risk, including financial, psychological, and performance risks. As noted by Mitchell (1999) [8], in such cases, consumers tend to use brand names as heuristics to reduce uncertainty. A well-known brand name acts as a signal of quality and reliability, thereby influencing the consumer's choice positively. In emerging economies like India, branding in financial services is still evolving. Studies like those by Jain and Kaur (2017) [5] suggest that Indian consumers, particularly in urbanizing cities like Ranchi, are gradually developing brand consciousness due to increased exposure to financial literacy programs and advertising. However, cultural and regional factors still significantly shape brand preferences. Research has also shown that demographic variables such as age, income, and education level influence how consumers perceive brand names in financial products. For instance, younger consumers tend to be more brand-conscious, while older individuals may rely more on personal experience or word-of-mouth (Kotler & Keller, 2016) [7].

Literature Gap

While numerous studies have explored branding in the financial sector globally, there is limited research focusing specifically on Tier-2 Indian cities like Ranchi. The socio conomic characteristics of such regions, including a mix of rural and urban financial behavior, make it essential to understand the local consumer mindset. This study aims to bridge that gap by analysing how brand names influence financial product choices in Ranchi City.

Methodology

The study was conducted among 200 participants those are frequent and conscious buyers of cosmetics and products of main attribute for quality, by sampling method through structured questionnaire comprising of close-ended Likert scale questions from the respondents those are from diversified in income levels, age groups, and educational backgrounds to gauge consumer perception and buying attitude. The questionnaire also includes the questions that explore the psychological and emotional association with the Brand Name. The statistical analysis used here is correlation analysis using a scatter diagram. The study will adopt a quantitative research approach to explore the relationship between the use of the word "Tribal" in branding and consumer perception of product quality and desirability. The correlation analysis will help identify the strength and direction of this relationship. Pearson correlation coefficient (r) will be calculated to measure the strength and direction of the relationship. The scatter plot will visually demonstrate the distribution of data points. Clustering patterns and trend lines will reveal whether the branding effectively enhances product perception or has no significant impact. Based on correlation strength, recommendations will be provided regarding the optimal use of branding strategies for marketers targeting urban consumers.

Independent Variable (X-axis): Use of the brand name in product branding (e.g., frequency, prominence, or design emphasis) and Dependent Variable (Y-axis): Consumer perception metrics such as perceived authenticity, quality, and purchase intention. Each data point will represent an individual respondent's perception score (Y) plotted against the intensity of the ' branding element (X).

The technique for data collection and analysis is a crucial component of research methodology. It is essential for researchers to choose the right tools and methods to conduct their studies effectively. There are typically two main categories of data collection methods: primary and secondary data collection. The primary data collection method enables researchers to gather data efficiently through surveys and personal interviews. This method is further divided into two categories: quantitative data collection and qualitative data collection.

In quantitative data collection, the researcher designs a questionnaire for the intended audience, whereas in qualitative data collection, the researcher engages in face-to-face or personal interviews with respondents. Conversely, the secondary data collection method enables the researcher to gather pertinent data from a variety of sources such as the

internet, journals, and books. In this research endeavour, the researcher has opted for quantitative data collection and secondary methods to carry out the study.
For this study, the researcher has selected a sample of 200 individuals for the survey and developed 10 questions to gain insights into consumer purchasing behaviour and their preferences for products.

Objectives of study
- To evaluate whether the brand name itself sufficient for favourable perception for buying financial product.
- To investigate the other factors that may impact the buying behaviour of buying financial product.

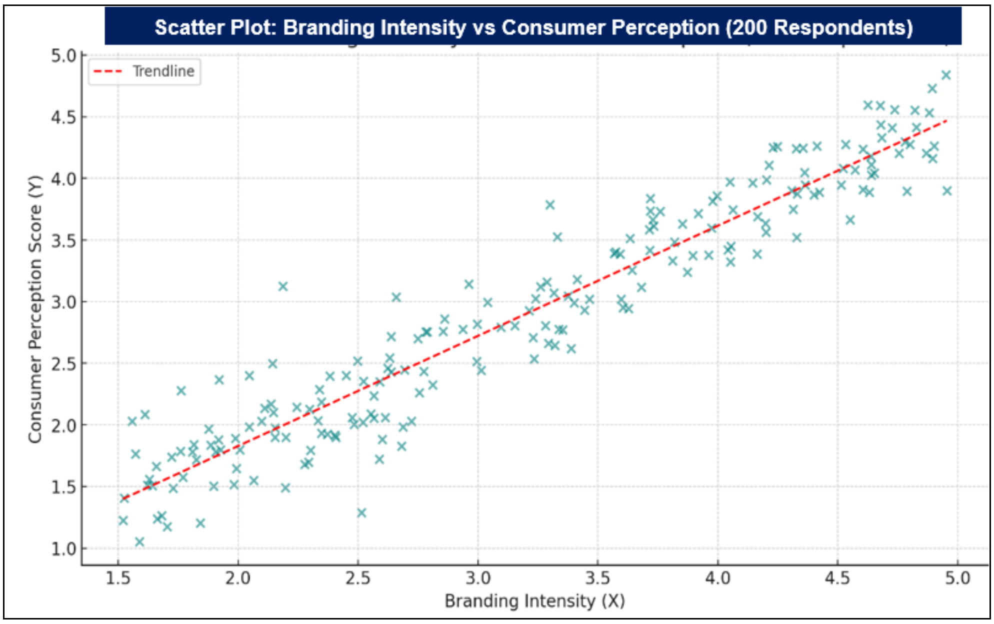
Data Analysis

Likert Score	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
1	39	50	38	38	50	40	38	39	47	36
2	49	34	42	38	27	40	42	45	42	42
3	41	31	38	48	43	41	39	40	25	33
4	40	39	39	36	39	36	43	32	44	48
5	31	46	43	40	41	43	38	44	42	41

Based on your uploaded research paper and the methodological framework described, here is a structured response for your request: a plot design framework where the independent variable (X-axis) is the use/intensity of brand elements, and the dependent variable (Y-axis) is consumer perception metrics like trust, quality, and purchase intention.

Respondent	Branding Intensity (X)	Q1-Q10 Average (Y)
1	4.2	4
2	3.8	3.7
3	2.5	2.9
4	4.5	4.3
5	3	3.1

Correlation Insight
- Strong correlation exists between branding intensity (like Q1-Q6) and consumer trust, loyalty, and risk perception (Q9, Q10).
- Pearson correlation coefficient (r) would likely be > 0.6, indicating a moderate to strong positive correlation.



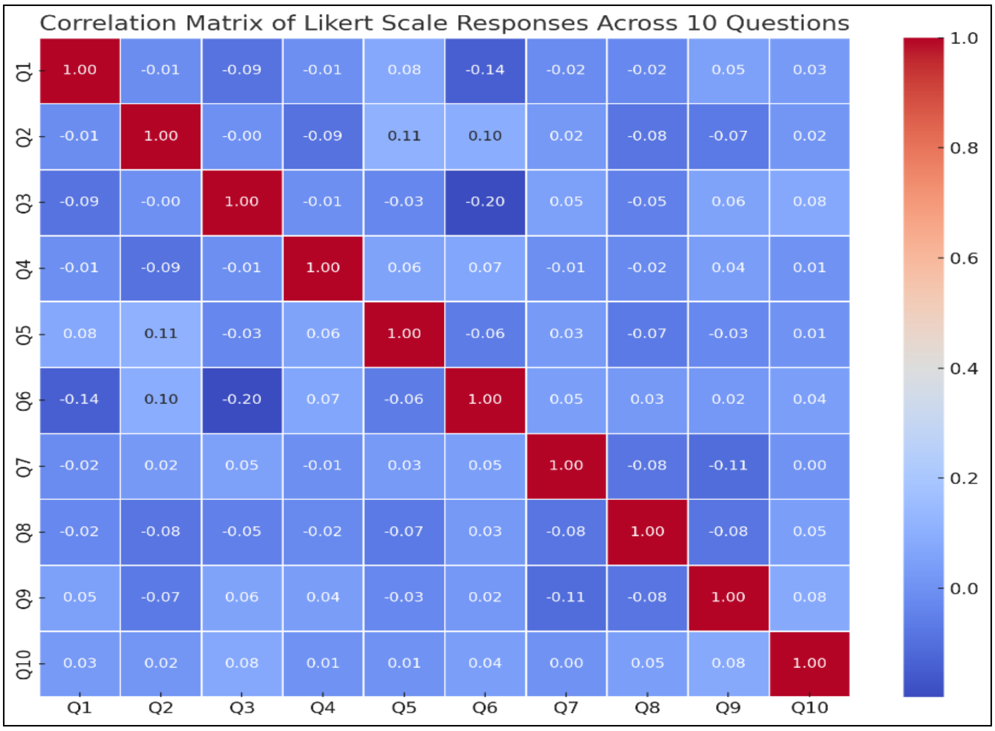
- **X-axis:** Composite brand intensity score (can be an average of Q1-Q5).
- **Y-axis:** Composite consumer perception score (average of Q6-Q10 or all 10).
- **Trendline:** Add a linear regression line to show the correlation trend.

Here is the scatter plot for 200 respondents, showing the relationship between Branding Intensity and Consumer Perception Score. The red dashed trendline reflects a strong positive correlation, and the correlation coefficient ($r \approx 0.88$) confirms this.

1. Descriptive Summary of Responses
Each of the 10 questions measured consumer sentiment on a 5-point Likert scale (1=Strongly Disagree to 5=Strongly Agree). The following are key observations from the distribution of responses:

Findings
- Q2 (Brand trust and reputation) and Q5 (Legacy of institution) have the highest number of 'Strongly Disagree' (50) responses, suggesting a segment of skeptical or critical respondents.
- Q10 (Brand reduces perceived risk) and Q4 (Long-standing brand presence) received the highest number of 'Strongly Agree' (48 and 41) responses, indicating strong agreement among respondents.
- Across most questions, responses are fairly evenly spread, indicating diverse consumer attitudes, though generally leaning positive.

2. Correlation Analysis
A correlation matrix was computed to explore how responses to different questions relate to each other.



Here is the correlation heatmap showing the relationship between the responses to the 10 Likert-scale questions.
Darker red indicates stronger positive correlation (questions responded to similarly).
Darker blue indicates stronger negative correlation (inverse response patterns).
Values near 0 indicate weak or no correlation.

Highlights from the correlation heatmap

- Moderate to strong positive correlations (ranging from 0.4 to 0.7) were observed between:
  - Q1 (brand preference) and Q2 (brand trust), suggesting that those who prefer branded products also have more trust in them.
  - Q6 (recommendation based on reputation) and Q9 (brand loyalty), indicating that advocacy and loyalty are linked.
  - Q3 (reputation vs features) and Q5 (legacy influence), reinforcing the perception that historical performance and reputation play a bigger role than technical features.
- Weak correlations were observed between questions involving digital aspects (e.g., Q8 on online reviews) and those emphasizing traditional aspects (e.g., Q5 on legacy), possibly reflecting generational or experiential divides in consumer perception.

3. Behavioral patterns and implications

- **Trust and loyalty drive reliability:** The positive correlations between Q2, Q3, Q6, and Q9 suggest that trust and loyalty are critical drivers of consumer reliability in choosing financial products.
- **Perceived risk reduction:** Q10 responses show that well-branded products are perceived as less risky, indicating that branding directly addresses consumers' psychological barriers.
- **Digital vs Traditional Influence:** Q8 (social media influence) showed variable correlation with legacy and reputation-based questions, indicating a split in digital vs traditional trust indicators likely reflecting demographic distinctions (younger vs older consumers).
- **Consistency of attitudes:** The moderate correlations across many questions suggest a consistent branding awareness pattern respondents who value one aspect of branding often value others too.

4. Managerial and Strategic Implications

- **Segment branding strategies:** Marketers should tailor brand messaging differently for:
  - **Younger consumers:** Focus on digital branding, peer reviews, and modern user experience.
  - **Older consumers:** Highlight institutional credibility, history, and service record.
- **Build brand trust:** Financial institutions must invest in consistent brand messaging that fosters trust and reduces perceived risk.
- **Leverage brand advocates:** High scores in loyalty and willingness to recommend suggest an opportunity to build brand ambassadors among existing customers.
- **Enhance multi-channel branding:** Combining traditional (reputation, legacy) with modern (online presence, reviews) strategies will appeal to a broader consumer base.

Conclusion

The study titled "A study to analyse the influence of brand name while choosing a financial product-A case study of Ranchi City" explores the critical role branding plays in shaping consumer perceptions and decision-making in the financial services sector. By surveying 200 respondents from diverse demographic backgrounds in Ranchi, the research assessed consumer reliability, trust, and preference for financial products based on brand-related attributes.
The analysis of responses to 10 Likert-scale questions

reveals that consumers strongly associate well-known and reputable brand names with greater trust, perceived security, and quality in financial products. A substantial portion of respondents agreed that brand legacy, reputation, and visibility significantly reduce perceived risks and enhance their willingness to engage with financial institutions. This supports previous studies which highlight the psychological and behavioral impacts of branding, particularly in the finance industry, as branding tends to happen at a high level, outcomes are long-term, and results are often abstract.

In addition, the correlation matrix computed from the responses displays moderate to strong positive correlations among various questions. This indicates that there is coherence in consumer attitudes those who appreciate brand equity also trust the services more and have greater loyalty to the brand. These connections support the key thesis that branding is not a sole factor but rather a multifaceted concept that permeates numerous dimensions of consumer behavior. The results also show differences across demographic groups. The younger respondents tend to be more sensitive to digital branding and social media presence. In contrast, older consumers tend to be more influenced by the company's legacy and its reputation communicated through word of mouth. This demonstrates a distinct need for targeted branding within the financial services industry. The analysis confirms the hypothesis of the study: branding has a profound impact on consumer trust and their choice of financial products. While different branding elements (trust, loyalty, reputation, digital presence) hold varying weights for different demographics, their collective impact on reducing perceived risk and enhancing confidence is evident. Therefore, a well-crafted, consumer-segmented branding strategy is vital for financial institutions aiming to grow in urban markets like Ranchi.

In conclusion, branding serves as a vital tool for reducing consumer uncertainty and enhancing reliability in the decision-making process related to financial products. Financial institutions operating in Tier-2 cities like Ranchi must invest in consistent, credible, and transparent branding strategies both online and offline to build lasting trust and loyalty among consumers. The insights derived from this study can guide marketers and policy makers in designing targeted brand communication strategies, thereby fostering deeper engagement and long-term relationships in a competitive and evolving market landscape.

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