Statistical Analysis of Impact of Brand value on Buying Patterns

Ramakrishna Prasad. Y, V. N. Rama Devi
Department of H&S,GRIET, Hyderabad, India

ABSTRACT

The goal of this study is to evaluate Indian consumers' brand awareness by looking at their brand knowledge, purchasing habits, and perceptions of foreign brands. It provides crucial information for worldwide retailers looking to capitalise on India's booming consumer market. A group of 400 customers is choosen at random for the survey. According to the survey, brand acquisition in India varies by product category. Consumer awareness of and use of international brands is currently minimal, and Indian consumers are price-conscious. Indian customers are trying out new brands and would want to see more international brands enter the Indian market.

Keywords : Consumer behaviour, Brand consciousness, Retailing

I. INTRODUCTION

The twenty-first century has seen significant changes in the marketing techniques used by businesses and institutions in order to assist them remain competitive and sustainable in the unstable market in which they operate. Consumers today live in a world where goods and service purchases are massive and ongoing. Companies are intensely interested in building strong brands that lead to long-term client relationships in order to survive in the market.

Brand can be defined as "A name, symbol, or sign given to a product or service in order to assist them build their own identity, facilitate consumer recognition, and express what the product can deliver.Finally it is "Everything that makes a product more than merely a product".

To know the impact various points like relationship between economic development, rising per capita income, increased consumption, the spread of branded products and retail modernization has been extensively studied around the world. According to international studies, rising per capita income leads to a change in consumption habits away from necessities and toward discretionary purchases. Consumers begin to experiment with other brands. The expansion of retail and the rise in brand awareness are both linked. According to some economists, brands provide retailers with numerous advantages, including improved consumer demand, favourable attitudes toward branded products in their stores, and legitimacy. Global retailers are one of the main benefactors of the interplay of such relationships, which is especially evident in emerging economies.

In India, the number of rich and middle-income consumers has increased, with a corresponding fall in the number of people below the poverty line For the last few years . As a result, the emerging Indian market has attracted foreign retailers and alsof new retailers among emerging and mature markets .

India was a closed economy till the 1990s. Traditional retailers were modest, independently held single establishments without corporate management in the retail sector . These shops primarily sold non-branded items. The concept of branding was restricted, and only a few brands like Bata were available in India. Several global corporations entered the Indian market once the economy was liberalised in the 1990s. Several Indian corporations began investing in retail,

resulting in the development of various store and non-store formats.

On the demand side, there has been a shift in the demographic profile of consumers, as well as an increase in income. Nuclear families have begun to supplant the conventional joint family pattern as educational capabilities have improved and women have begun to enter the job. Expanded understanding of global buying trends and products has also resulted from media liberalisation and increased access to foreign travel once travel restrictions were eliminated and flights became less expensive. All of these causes contributed to retail's expansion and modernization.

Retail is now one of the fastest growing sectors in India. It is estimated that the share of retail trade in GDP is more than 30 percent.The sector is expected grow more in vibrant manner.

Branded products are now sold in India through a variety of retail formats, including exclusive brand outlets and multi-brand department stores, in both traditional and modern retail outlets. Multiple advertising outlets, brand visibility, Customers loyalty cards attract and keep customers purchasing the products.On the other side, Non-branded products continue to be sold through traditional retail shops. Modern retail is not evenly distributed around the country. It began in the south of India and huge metropolises, then moved to smaller towns.

The Indian government agreed in 2012 to allow 100 percent foreign ownership in single-brand retail establishments, allowing international companies like Starbucks, Ikea, and Adidas to operate independently in India without the need for local partners. Previously, foreign single-brand retailers could only hold 51 percent of the company.Some of the pre conditions are as follows :

- Only a single brand of product should be sold.
- Internationally, things should be offered under the same brand (i.e. products should be sold under the same brand in one or more countries other than India).
- Only products that are branded during manufacture would be eligible for single-brand retail trading.
- The brand should be owned by the foreign investor.
- In cases where FDI is greater than 51 percent, at least 30 percent of the value of the products supplied must be sourced from Indian "small businesses/village and cottage industries, artisans and craftsmen."
- The Secretariat for Industrial Assistance at the Department of Industrial Relations receives an application seeking permission from the government for FDI in single-brand retail trade.

Despite the current FDI restrictions, research show that contemporary retail in India will continue to grow at a double-digit rate . This is the case because the Indian market is underserved.It is the ideal time for international retailers to enter the Indian market.Despite these significant changes in Indian retail, there has been little investigation to determine how consumer behaviour is changing in the changing retail and policy environment particularly in relation to Indian customers' brand awareness.

The main objectives of the current study are to know
1. the Brand awareness of Indian customers.
2. factors that influence customer's choice in selecting brands.

II. Data collection

The purpose of this work is to assess the impact of a brand on the decision making process of consumers and in order to do this, a structured questionnaire is passed to the people who have been chosen in convenience sampling technique.A sample of 250 customers is selected
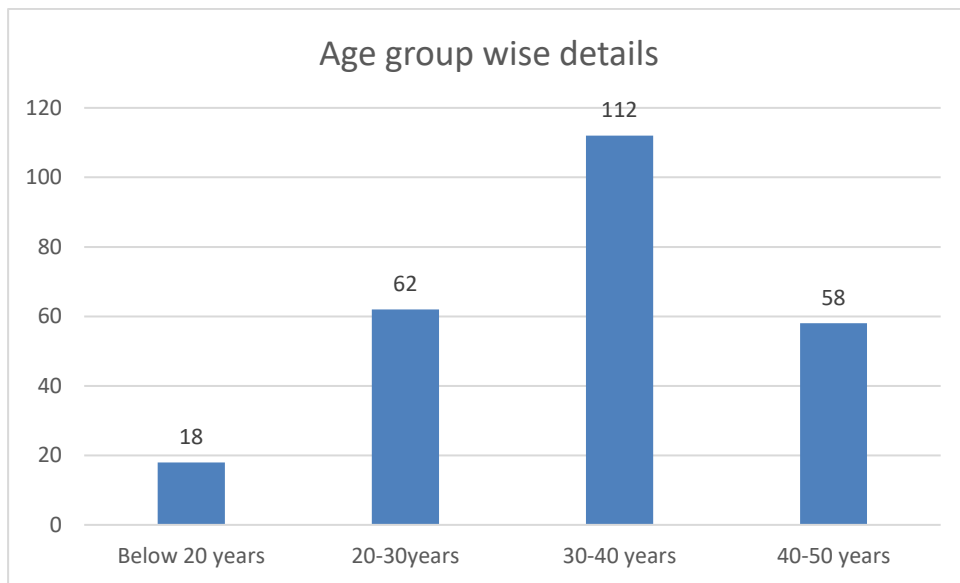
III. Data analysis method

MS-EXCEL is used for computation of various descriptive statistics.
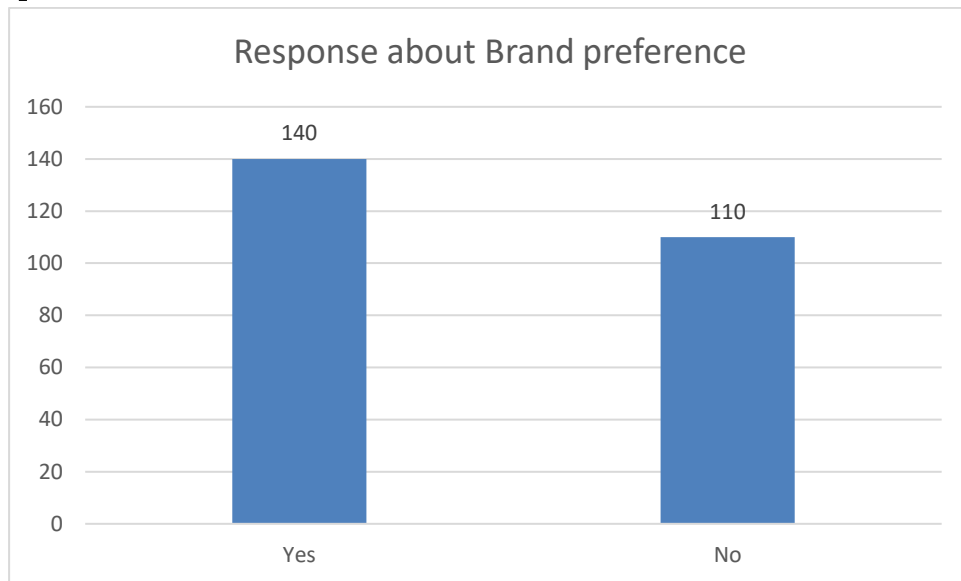
Data Analysis and Presentation:

1. Gender Statistics:Out of the total sample 250,there are 100 men and 150 women.
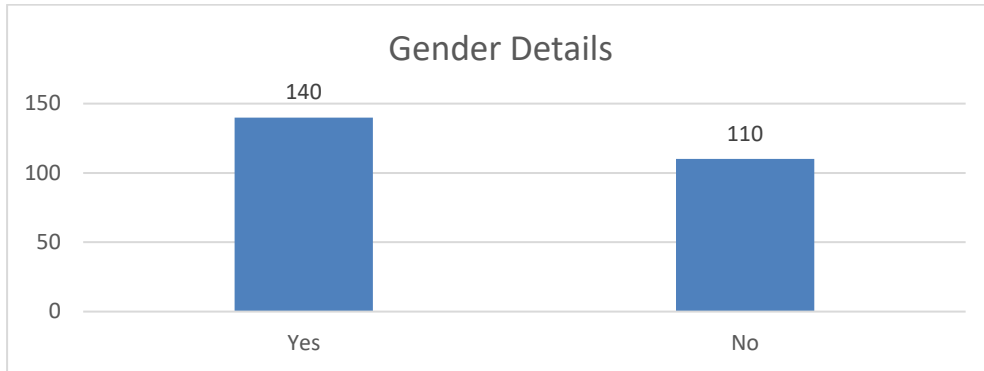
2. **Age wise Statistics**

3. **Respondents preference towards Brand**

Most of the customers have voted to go for Branding

4. Does the Gender influence Brand: For this we have calculated Chi square test Statistic as follows:

   Null Hypothesis: Gender can not influence brand

   Alternative hypothesis:Gender and preference of body are dependent

   Level of significance :0.05

   The test statistic under H0 is

$$\chi^2 = \sum_{i=1}^{m}\sum_{j=1}^{n}\frac{\left(O_{ij}-E_{ij}\right)^2}{E_{ij}}$$

   The calculated value is34.25.As it is in the rejection region,reject Null hypothesis.It means gender is influencing the brand

5. Age group influence on brand preference: For this we have calculated Chi square test Statistic as follows:

   Null Hypothesis:Age can not influence brand

   Alternative hypothesis:Age and preference of body are dependent

   Level of significance :0.05

   The test statistic under H0 is

$$\chi^2 = \sum_{i=1}^{m}\sum_{j=1}^{n}\frac{\left(O_{ij}-E_{ij}\right)^2}{E_{ij}}$$

   The calculated value is 64.25.As it is in the rejection region, reject Null hypothesis.It means Age is influencing the brand

6. House hold Income impact:For this also,we have applied Chi square and got the result as income and choice of brand are highly correlated.

7. Impact of Education:While applying chi-square, we found that Education is less significant in customers' buying trends based on branding.

8. Advertisements influence on purchase of products having good brand value:Respondants were asked a question about their willingness to shft from current brand.Advertisements are slightly pulling the sales

of usage of branded goods as people want to try different products available in the market particularly for 2 reasons like cost cutting and testing a new one.

IV. Findings and Conclusions

The study reveals that respondents had a fair idea of what brand stood for. Finally, brand image, the influence of family and friends were the most causing elements associated with a purchase decision.

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