



A STUDY ON CONSUMER PERCEPTION OF BRANDED PRODUCTS IN HYDERABAD

B. Rajasekhar

*Principal, Jaya Institute of Business management, Bhadraadri Kothagudem
Telanagna*

ABSTRACT

The current research paper investigated consumer perceptions of branded products in the city of Hyderabad, and it was undertaken with two major objectives in mind: to investigate the influence of branded product attributes on consumer perceptions of branded grocery products, and to investigate the influence of consumer awareness level/source of information on consumer perceptions of branded grocery products. Primary data was obtained from 294 customers in the city of Hyderabad with the use of a structured questionnaire in order to achieve the principal goals, and it was then examined using ANOVAs, correlations, and multiple regressions using the SPSS 20.0 version. Customers' perceptions of brand grocery products are significantly influenced by the respected attributes factors, awareness level factors, and correlation factors. The results of multiple regression revealed that availability of products, branded products, extensive varieties of products, promotional offers / discounts, peer groups, and celebrities having a positive attitude toward brand grocery products were significant predictors of customer perceptions of brand grocery products, and the results of correlation revealed that there is a strong correlation between age and awareness level and attributes factors.

KEYWORDS: Brand, Consumer perception, Attributes, Awareness level.

1. INTRODUCTION

Indian people's eating habits differ greatly from those of other continents in the universe. Finding a market among the Indian populace is always a difficult task due to the various population and ethnicity. Following policy reforms in 1991, the LPG (liberalisation, privatisation, and globalisation) economic review was implemented, and considerable changes followed. Westernization lifestyles were adopted in major cities throughout India, and people began to emulate western nation lifestyles (Ali, Kapoor & Moorthy, 2010). Because of the shift in consumer attitude, many multinational firms are looking for new ways to integrate their product sales into the Indian people's mindset. People began to favour packaged goods to find convenience in cooking as their lifestyles changed and the nuclear family evolved. Seventy percent of Indian families are nuclear, and women desire to spend less time cooking. One of the reasons for buying packaged branded food goods is an increase in the family's combined income (Kathuria & Gill, 2013). The demand for ready-to-eat foods is increasing, and the majority of the articles identify the sort of market it represents (Sarin & Barrows, 2005). Meal products will range from ready-to-eat to easy-to-cook, and customers will choose any such food if they are aware of it (Lampila & Lahteenmaki, 2007). Despite the fact that this industry is increasing by the thousands of crores, many MNCs and regional companies are looking for opportunities in this arena. Changes in lifestyle are seen to be a big role in the purchasing of packaged foods, and the expanding younger population is also thought to be a major element in this growing trend. Equal involvement of men and women in the labour field boosts demand for food in India. Consumers' attitudes about buying these sorts of items will be influenced by convenience and hygiene preferences (Prasad & Aryasri, 2008). Many models have been tried to predict consumer behaviour, including the Theory of Planned Behavior and the MBE/OBE models (Choo, Chung & Pysarchik, 2002). Each model specifies customer behaviour based on preconceived notions. The Aaker Model, on the other hand, defines how consumers perceive brand identity. We evaluate customer behaviour as well as brand portrayals in this section. Combining these two primary characteristics and developing a study framework has shed additional light on current consumer behaviour theories. Branding generic items will provide customers with a compelling reason to buy, and its popularity has lately increased (Prendergast & Marr, 1997). The consumer behavioural theme is also considered an important component in determining the primary factors of consumer buying behaviour toward processed food purchases. & People with an inventive mindset are more likely to buy packaged goods ahead of time and are more likely to be opinion leaders (Ling, Pysarchik & Choo, 2004). The key research revealed that people often do not regard brand in food goods since they are low-involvement products and many consumers will not take much time to studying or picking the products. Nowadays, health-conscious consumers demand hygienically packaged food items, creating a market for high-



priced goods (Chakrabarti, 2010). In this context, we conducted our research to learn about Indian consumers' attitudes about branded packaged foods.

2. REVIEW LITERATURE

The Aaker and Keller models define the features of a brand as well as its hierarchy (Kumar, 2011). Quality, look, nice texture, trust, loyalty, premium pricing, and brand recognition are some of the important criteria evaluated while determining brand qualities (Steptoe, Pollard & Wardle, 1995). Brand similarities often encourage consumers to choose a brand, and we tested this in the context of a food purchase. Brands will simplify decisions, and brand connections will often show up in customer thoughts, driving people to buy. The buying decision is influenced by one or more elements in brand qualities. In other words, each customer is unique and makes their own set of decisions based on their perceptions of the character of companies (Fearne & Lavelle, 1996). Brands may convey various things to different people, and each feature ultimately drives sales. Attitude is also an important aspect in selecting companies based on their features (Foxall & Bhate, 1992). Even if the brand demands a significant premium price, consumers buy the goods, as is frequent in fashion and high-involvement items such as automobiles; we want to test the same in food purchasing habits.

It paves the path for accurate conclusions about customer behaviour (Ahlgren, Gustafsson & Hall, 2006). Food perception and purchasing behaviour are influenced by socioeconomic circumstances (Bingol & Ceylan, 2012). As previously said, Indian consumers' dietary preferences and purchasing patterns are distinct; hence we opted to incorporate demographics as a variable in consumer behaviour. Even in significant studies of consumer behaviour, demographic dividends are one of the most important influencing variables, particularly when the investigation is geared toward commodities. A study on people's backgrounds will shed more light on behaviour patterns and typically provides marketers with a strong insight into how to promote their goods. Indians often supply varied opinions under different conditions and make decisions based on their emotional quotient rather than product use, while the current developing younger demographic makes product decisions based on logical mind sent.

Patrick De Pelsmacker, Wim Janssens, Ellen Sterck, and Caroline Mielants are among the cast members. In 2005, customers favoured ethically labelled coffee. Ethics, on the other hand, testifies to an individual's emotional content. When compared to ethical branding of a product, consumers prefer product labelling such as eco and bio-labels. According to the statistics, many consumers prefer products with a fair trade label. The findings are consistent across many socio-demographic categories. Companies' responsibilities to the environment and to people will elicit a good buying reaction (Anselmsson & Johansson, 2006). Providing evidence of the company's accountability will attract loyal customers to that product. There is a link between a company's ethical policies and customer reaction. As customer loyalty grows, the company's ethical duty grows as well (Story & Hess, 2010). Labeling is a crucial influencing aspect when buying a product (Davies & Wright, 1994). Brands approved with trustworthy marks often align with customer purchasing habits. These correct labelling signals that a certain product is excellent and edible, and it also contributes to the consumer's ethical concerns (Graham, Harker, Harker & Marshall Tuck, 1994). Consumer Purchase Behavior vs. Brand Equity Financially based brand equity analysis is prevalent in management research, although consumer-based brand equity originated as a concept alongside financial-based brand equity. Consumer perception, rather than objective evidence, is at the heart of consumer-based brand equity (Chieng & Lee, 2011). If brand equity grows, it fosters loyalty and boosts sales in the long term, and customers develop a personal tie to the product. There is a strong positive relationship between brand equity and customer reaction. Brand equity may also help companies expand into new markets and attract loyal customers if it is properly positioned. It also reduces advertising costs and provides confidence to enter new markets if the parent brand is appropriately positioned (Pitta & Katsanis, 1995). Brand equity may be analysed using criteria such as brand awareness, brand association, perceived quality, brand trust, and brand loyalty. Brand equity is regarded as a macro term, and the measures listed below are used to assess such brand capability and performance (Kumar, Dash & Purwar, 2013). Brand equity performance is determined by purchase attitude and loyalty. Even though it is difficult to quantify brand equity success, empirical data may be found to assess the length and breadth of brand equity performance. Trust begets loyalty and helps to build brand loyalty. It is stated that the aforementioned two characteristics did not determine brand equity but rather had a mediating function (Delgado-Ballester & Munuera-Alema'n).

Brand Endorsements are important if a firm is planning a merger or acquisition and wants to ensure a minimum success factor in increasing sales. Brand Endorsements may be used to offer a new meaning to a product and, as a result, inspire trust in the mind of the buyer to make a purchase. For food goods to be evaluated, brand endorsements will instil trust in customers and serve as a trigger point for sales. Food packets sponsored by like, free of chemicals, organically made, fair-trade label, no child labour used, handpicked, free of bacteria, laboratory certification are all examples of excellent brand endorsements.



Brand equity and trust have continuously been identified as the most significant predictors of both behavioural and attitudinal aspects of consumer loyalty (Taylor, Celuch & Goodwin, 2004). In Aaker's brand equity Model, there is a hierarchical comparison between brand association and brand equity. Brand equity and connections enhance favourable brand expansion and lower a company's advertising spend (Pryor & Brodie, 1998). In the event of a merger, brand equity and endorsement will add to a company's development. If the brands are national and private, then each brand is employed to help either company expand (Vaidyanathan, 2000). A significant aspect is brand, which may be done through building a link between endorsement, loyalty, and value. If the convergence of factors maintains pace with customer preferences, the brand will become a valuable asset (Wood, 2000).

3. OBJECTIVE

This study was carried out to attain the following goals:

- To measure the influence of branded product characteristics on customers demographical variables?
- To investigate the amount of customer knowledge about branded products?

4. HYPOTHESES

The following are the hypotheses developed with the aforementioned goals in mind.

- **HO1:** Purchasing factors have no substantial influence on customer demographical features.
- **HO2:** The level of awareness has no effect on customer perception of branded products.

5. METHODOLOGY

- **Research Design:** Descriptive research
- **Sources of data:** This study used a structured questionnaire to acquire primary data from respondents in order to better understand the aspects that influence customer perception behaviour toward branded items, such Secondary data is gathered from a variety of journals and periodicals, such as magazines and business newspapers, as well as from subject-specific books and websites, among other sources.
- **Data collections methods:** The information was gathered via the use of a structured questionnaire, a customer survey approach, and a personal interview with customers.
- **Sampling area:** Hyderabad city
- **Sampling Method:** For the purpose of collecting a sample of 294 respondents in Hyderabad, the convenience sampling approach was used.
- **Statistical tools used:** ANOVAs and correlations, as well as multiple regression, were performed using SPSS 23.0 version for data analysis

Table-1:Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.803	17

According to Table 1, the questionnaire was assessed for reliability and the findings are shown below. The constructed questionnaire has been pretested and validated via face validity by being provided to a carefully chosen group of experts, and it also has a sufficiently high reliability score. The outcome was a value of 0.821 for the. It shows that the data has a high level of dependability and validity.

Demographic Variables: The frequency distribution of demographic variables is presented in the following table.

Table-2: Demographic Analysis

Particulars	Classification	No of Responses	Percentage
Age	Below 20 years	63	21.4
	21-30	85	28.9
	31-40	81	27.6
	41-50	48	16.3
	51 and above	17	5.8
Gender	male	204	69.4
	female	90	30.6



Education	ssc	24	8.2
	intermediate	36	12.2
	Graduation	83	28.2
	Post Graduation	100	34.0
	Above Post Graduation	51	17.3
Occupation	govt employee	88	29.9
	private employee	108	36.7
	business	35	11.9
	home maker	29	9.9
	Student	34	11.6
Monthly income (in rupees)	below 25,000	25	8.5
	25,001 - 35,000	45	15.3
	35,001- 45,000	119	40.5
	45,001 - 55,000	72	24.5
	55,001 and above	33	11.2
Total		<i>n = 294</i>	<i>100%</i>

(a) ANOVA

It is carried out in order to determine if there is a substantial difference in respondents' views based on Attributes variables and Awareness level, and the findings are provided in the table below.

- **HO1:** Purchasing factors have no substantial influence on customer demographical features.

Table-3: Results of ANOVAs

Characteristics	F	Sig.
Age in Years	2.412	.000
Gender	1.911	.000
Education	1.422	.000
Occupation	3.057	.000
Income in rupees	1.237	.000

Table 3 reveals that Purchasing factors have a significant mean difference with sample demographic characteristics. The p-values of all the demographic characteristics has less than sig. values ($p < 0.05$). Thus, the Purchasing factors had a significant impact on sample demographics profiles.

- **HO2:** The level of awareness has no effect on customer perception of branded products.

Table-3: Results of ANOVAs

Factors	F	H0 Results
Print Media	.987	Supported ($p < 0.05$)
Electronic Media	1.245	Supported ($p < 0.05$)
Celebrities	1.402	Supported ($p < 0.05$)
Peer groups	.997	Supported ($p < 0.05$)

Table 4 reveals that level of awareness have a significant mean difference with customer perception of branded goods. The p-values of all the awareness factors has less than sig. values ($p < 0.05$). Thus, the Purchasing factors had a significant impact on sample demographics profiles.

MULTIPLE REGRESSIONS: Multiple regression analysis is a collection of statistical procedures used to estimate the connections between variables. When the emphasis is on the link between a dependent variable and one or more independent variables (or 'predictors,' it covers numerous strategies for modelling and evaluating many variables. It is useful to understand how the usual value of the dependent variable (or 'criterion variable')



varies when one of the independent variables is changed while the other independent variables remain constant. It also helps in determining the model's overall fit (variance explained) and the proportional contribution of each predictor to the total variance explained.

H_0^1 : Purchasing factors have no substantial influence on customer demographical features.

Table-4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.622 ^a	.517	.489	.589	7.895	.000 ^b

a. Predictors: (Constant), Product Display that is appealing, Branded goods, Product Availability, Products you can rely on, Promotional Offers / Discounts, Celebrity Endorsement in Advertisements, Products Come in a Wide Range, The product's taste/flavors, Product Display that is appealing

The R2 value is determined to be .517, indicating that predictors explain 51 percent of the variance in the dependent variable. Because the F value is substantial, the null hypothesis is rejected and the alternative hypothesis is accepted, implying that there is a significant difference in the variation induced by predictors.

Table-5: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.921	.290		10.075	2.921
	Product Display that is appealing	.078	.057	.023	.322	.018
	Branded goods	.054	.057	.066	.957	.024
	Product Availability	.097	.054	.015	.225	.012
	Products you can rely on	.024	.055	.031	.444	.024
	Promotional Offers / Discounts	.088	.046	.126	1.891	.028
	Celebrity Endorsement in Advertisements	.165	.050	.083	1.289	.015
	Products Come in a wide Range	.094	.045	.135	2.066	.024
The product's taste/flavors	.054	.059	.119	1.759	.024	

a. Dependent Variable: Demographical variables

From the above table, it is evident that all the purchasing attributes of branded products have significant impact on demographical variables of customers. Celebrity Endorsement in Advertisements (.165), Products come in a wide Range (.094), Promotional Offers / Discounts (.088), Product Availability (.097) shown more impact on the respondents.

- H_0^2 : The level of awareness has no effect on customer perception of branded products.

Table-6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.573 ^a	.328	.315	.722	24.647	.000 ^b

a. Predictors: (Constant), Print Media, Electronic Media, Celebrities, Peer groups

R² value is found to be 0.328, meaning there by that 32% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant, the null hypothesis is rejected and alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors.

Table-7: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.946	.209		14.120	.000
	Print Media	.111	.065	.015	.171	.044
	Electronic Media	.154	.063	.076	.862	.039
	Celebrities	.164	.055	.087	1.167	.024



Peer groups	.181	.045	.029	.467	.041
a. Dependent Variable: Consumer perception					

From the above table, it is evident that Peer groups (.181) is emerged as the most important source of awareness level on consumer perception, followed with Celebrities (.164), Electronic Media (.154) and also results shown that there is a low influence awareness level on consumer perception is Print Media(.111).

7. CONCLUSION

The current study work seeks to investigate the contributions of different attribute and awareness level components. There are two key objectives, and data is gathered through a questionnaire. Percentages, ANOVAs, and factor analysis were used to analyse it. According to the findings The descriptive analysis of all demographical variables is shown in Table-4, from which more than 28 percent of respondents in the group of 21-30 years and 27 percent of respondents in the group of 31-40 years, followed by 69.4 percent of respondents belonged male and 30.6 percent of respondents belonged female, and 34 percent of respondents studied Post graduation and with followed 28 percent of respondents studied Graduation degree, 36 percent of respondents studied Post graduation and with followed 28 percent of respondents studied Graduation degree, Following the findings of the ANOVAs, it was discovered that demographical variables differed significantly from attributes factors and awareness level, and that there is a strong association between age and Awareness level and attributes factors. Multiple regression analyses revealed that product availability, branded items, a wide variety of products, promotional offers / discounts, peer groups, and celebrities all had a significant impact on customer perception.

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