A STUDY ON FACTORS INFLUENCE ON CONSUMER PURCHASE BEHAVIOURS WITH REFERENCE TO BRANDED CONSUMER GOODS

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ABSTRACT

The present study work evaluated the effect of several factors on customer purchasing behaviours in the context of branded consumer products in the state of Telanagna, Italy. The researcher took into account aspects such as media exposure, brand preference, and brand awareness. Using a standardised questionnaire, we collected primary data from 724 consumers in Telanagna to meet the primary objectives, which we then analysed using ANOVAs, correlations, and multiple regression analyses using the SPSS 23.0 version to arrive at the final conclusions and recommendations. According to the study's results, media exposure, brand preference, and brand awareness all had a substantial influence on consumers' buying decisions and behaviour.

KEYWORDS: *Media exposure, brand preference, and brand awareness, branded consumer goods, consumer behaviour*

1. INTRODUCTION

With such a diverse range of items available in the marketplace, market rivalry is severe in the present climate, pushing firms to adopt a variety of branding tactics in order to attract and retain a competitive advantage in the marketplace. A rise in the amount of competition among enterprises, especially in India's fast-moving consumer goods market, has led in an increase in the number of management strategies used in the industry. Today's branding strategy for the organisation encompasses a diverse variety of brand characteristics that have been integrated and developed in response to the needs and wishes of the target market. As a backup to their branding strategy, businesses are increasingly adopting other strategies in order to react to a wide range of scenarios and market conditions. Alternative strategies include: According to Aaker (1996), branding methods are necessary in order to recruit and keep an edge in the marketplace.

For decades, industries that have been in existence have continually recognised the necessity of product branding and segmentation strategies as a critical weapon in their efforts to establish themselves, survive, and thrive in their respective markets. Several distinctive qualities of the brand contribute to its ability to assist the organisation in its quest of greatness. In recent years, there has been a significant transition in the Indian consumer market. In the past, the Indian consumer was unable to save anything and instead spent the majority of his earnings on obtaining the minimal needs. A multitude of developments have occurred in recent years, propelling the Indian consumer market to the forefront of the world's top markets. Consumers in India, who are armed with increasing incomes, credit cards, exposure to organised shopping culture, and desires for improved living standards, represent a segment of the Indian population that is relatively young and has grown up in an era of television and the internet. Because of increased job possibilities that have arisen as a result of the opening up of the Indian economy since 1991, young customers have gained the ability to purchase a wide range of new items. As a result, the consumer goods industry is looking quite prospective and exciting right now. The consumer markets have also received a necessary boost as a result of the financial industry. Convenient payment methods such as credit cards and ATMs have improved the shopping experience.

As a result of urbanisation, there is an increase in the availability and consumption of branded items; organised shopping, with its glittering environment, and the allure of multiplexes are pulling Indian customers towards branded products. Companies are also seeking items that are specifically customised

for the Indian environment and that are fit for the demands and desires of Indian customers. It has been able to reach the lowest portion of the population via the distribution of lower pack sizes as well as the development of premium items to meet the demands of niche customers. It has also resulted in the development of successful innovations such as single-use sachets and innovative products that cater to regional or local preferences. However, although all of these changes are positive, they also provide a significant challenge to FMCG companies in terms of being competitive in today's highly competitive climate. As a result, Brand Loyalty may play a critical role in attaining a competitive edge over competitors in such circumstances.

Consumer Goods: Generally speaking, goods may be divided into three categories based on their durability or tangibility (Chaudhuri, A., & Holbrook, M. B. (2001). The first category is non-durable items, which are physical commodities that are often consumed after just one or a few uses. Toothpaste, sugar, soap, and salt are examples of commodities that are eaten quickly and bought often by customers. Durable goods are palpable as well as being able to withstand repeated usage. Furniture, clothes, and other items are examples of items that belong within this category. Because they degrade slowly, they are not typically acquired as nondurable commodities in large quantities. Services are intangible activities, advantages, or pleasure that are provided for a fee and are sold to customers. They are often made and consumed in the same time period, as opposed to durable or non-durable items, which might be manufactured and then stored indefinitely. Although the manufacturer of the items may be located thousands of miles distant from the consumers, service providers often operate in the same building as the clients.

2. REVIEW LITERATURE

The fact that it is anything that the client has ever seen or heard about the brand indicates that he or she is aware of the brand and knows the brand effectively (Brewer & Zhao, 2010). In addition, the brand's name is the most important thing to remember. When it comes to decision-making, brand knowledge is beneficial to the client. The client made purchasing selections with ease since he or she was well informed about the Brand and was aware of the Brand. Customers become aware of a company's brand via various media such as the internet, newspapers, radio, and other forms of information dissemination. It is less dangerous to choose a product when customers are informed about the benefits and drawbacks of a certain brand. Brand awareness establishes a connection between the client and the brand they wish to own (Pouromid & Iranzadeh, 2012). When the customer consumes the brand's goods, the consumer has the greatest level of

awareness of the brand. When the customer sees a different commercial on the media, he is aware of the brand since he has already seen the brand. He gets aware of the features and operation of the brand's goods as a result of media exposure. When a customer is aware of a brand's characteristics and believes that the brand can meet his or her demands, he or she will make the decision to buy that brand. In 2009, Tong and Hawley published a paper in which they said that When a customer is about to buy a product from a certain brand, he exhibits the feature known as brand awareness. The customer's contentment increases as a result of the favourable image that the brands have. A customer's awareness of the brand and usage of the brand, as well as their satisfaction with the brand, contribute to the development of the brand's image in the market place. Customer satisfaction rises as a result of a favourable brand image. Customer pleasure contributes to the development of the brand's image. (Hess and Story, 2006) For a company that strives to provide complete customer pleasure, the brand's image is critical. Organizations boost their performance by enhancing their brand's image and providing excellent customer service. When it comes to putting this principle into practise at the shop, This notion demonstrates that the impacts of a shop's image are connected to customer satisfaction with the store. The positive relationship that exists between the firm and its customers demonstrates the link that exists between brand image and consumer pleasure. According to the findings of the study, there is no significant association between loyalty and satisfaction (Zins, 2001). Customer pleasure, on the other hand, has a direct relationship with the organization's image (Kandampully & Suhartanto, 2000). Loyalty helps to strengthen the image of a company. And if the brand's image is positive, consumers are more likely to be happy with their purchase of that brand. When a company provides quality at a cheap price while still meeting the wants and desires of the customer, the customer is happier, which helps to boost the brand's image. The firm gains more profit and goodwill as a result of boosting the image of the brand. Putting products on the market with or without branding is the first and most crucial choice that companies must make when it comes to the products they provide to their customers. Because the primary purpose of branding is to differentiate a product from its competitors, businesses that are in the process of making a branding choice should analyse branding by weighing the advantages and drawbacks of different branding options available. The marketing world is growing more saturated, and being popular is becoming increasingly difficult. As a result, firms need spend much more money and devote significantly more time to marketing efforts than they did before (Szware, P. (2005).).

Businesses that have made the choice to brand themselves may seek for a name for their brand with the aid of a variety of marketing research. One type is sensation testing, which measures the images that are brought to mind, while another is testing to determine the ease with which the name can be articulated, memory testing, which measures the quality of the name in terms of recall, and preference testing, which determines which names are preferred among a group of individuals (Keller, K. L, 1998).

2. RESEARCH STATEMENT

Various studies of the literature review and framed conceptualization developed by researchers emerged from the situation. They are mostly concerned with the brand's terms and performance on branding in the FMCG segment in India. Only a few research mentioned strong strategies on the function of branding in the changing competitive condition of the market in Indian marketplaces. To fill this gap, this research study concentrated on analyzing the perceptions of the consumers pertaining to select issues to trace out the impact of branding strategies. Therefore the researcher concentrate on factors that effect on branding strategies, the impact of media exposure on consumer buying behaviour, and customer satisfaction with consumer products. Furthermore, the research will make an effort to investigate crucial elements of branding strategies such as brand preference, brand awareness, and brand loyalty among consumers toward certain brands of consumer products in the future.

3. OBJECTIVES OF STUDY

- To study the types of media exposure that impact consumer purchasing behaviour for branded consumer goods.
- To investigate the factors influencing brand preference that impact consumer products purchase.
- To explore the effects of brand awareness on consumer behaviour for branded consumer goods.

4. HYPOTHESES OF THE STUDY

Hypotheses are regarded as a critical tool in study analysis. It affects the meaning of new judgments and expectations. In every study report, hypotheses are built on underlying beliefs or assumptions. Following a thorough assessment of the relevant literature, an effort was undertaken to build a conditional assumption to examine its logical ramifications. The following hypotheses have been developed for the objectives of the analysis.

- **H01:** There is no significant impact of media exposure on consumer purchasing behaviour for branded consumer goods.
- **H02:** There is no significant influence on brand preference on consumer purchasing behaviour for branded consumer goods.
- **H03:** There is no significant impact of brand awareness on consumer behaviour for branded consumer goods

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 of media exposure, brand preference and awareness on consumer purchase behaviour towards branded consumer goods. 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:* Telanagna state
- *Sampling Method:* For the purpose of collecting a sample of 724 respondents in Telanagna state, 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
.805	.793	18

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 0.805 for the. It shows that the data has a high level of dependability and validity.

5.1 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	93	12.8
	21-30	289	39.9
	31-40	188	26.0
	41-50	130	18.0
	51 and above	24	3.3
Gender	Male	342	47.2
	Female	382	52.8
Education	SSC	73	10.1
	intermediate	141	19.5
	degree	216	29.8
	Post Graduation	219	30.2
	Above Post Graduation	75	10.4
Occupation	Govt Employee	144	19.9
	Private Employee	175	24.2
	Business	177	24.4
	Home Maker	119	16.4
	Student	109	15.1
Monthly income (in rupees)	below 25,000	153	21.1
	25,001 - 35,000	198	27.3
	35,001- 45,000	174	24.0
	45,001 - 55,000	117	16.2
	55,001 and above	82	11.3
Total		*n = 724*	*100%*

5.2 Anova Results

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.

H01: There is no significant impact of media exposure on consumer purchasing behaviour for branded consumer goods.

Table 3 ANOVA Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	121.777	19	6.409	11.982	.000
Within Groups	376.576	704	.535		
Total	498.353	723			

Table 3 reveals that media exposure factors have a significant influence on consumer purchasing behaviour for branded consumer goods. The p-values of media exposure has less than sig. values ($p<0.05$). Thus, there is a significant impact of media exposure on consumer purchasing behaviour for branded consumer goods

H02: There is no significant influence on brand preference on consumer purchasing behaviour for branded consumer goods.

Table-4 Results of ANOVAs

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	139.128	23	6.049	11.787	.000
Within Groups	359.226	700	.513		
Total	498.353	723			

Table 4 reveals that brand preference factors have a significant influence on consumer purchasing behaviour for branded consumer goods. The p-values of media exposure has less than sig. values (p<0.05). Thus, there is a significant impact of brand preference on consumer purchasing behaviour for branded consumer goods

H03: There is no significant impact of brand awareness on consumer behaviour for branded consumer goods

Table 5 ANOVA Results

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	172.886	21	8.233	17.757	.000
Within Groups	325.467	702	.464		
Total	498.353	723			

Table 5 reveals that brand awareness factors have a significant influence on consumer purchasing behaviour for branded consumer goods. The p-values of media exposure has less than sig. values (p<0.05). Thus, there is a significant impact of brand awareness on consumer purchasing behaviour for branded consumer goods

5.3 Pearson Correlation Results
Correlation is a mathematical term that describes the linear connection between two continuous variables.

Correlation is often utilised when there is no specified response variable. It assesses the quality and direction of a linear connection between two or more variables.
The Pearson correlation approach was used in the research to get a better understanding of the correlations between media exposure, brand preference and awareness with consumer purchase behaviour.

Table 6 Pearson correlation results between media exposure, brand preference and awareness with consumer purchase behaviour

Factors	Pearson correlation	Results
Media exposure	.716[**]	
Brand Preference	.665**	
Brand Awareness	.625**	

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation results from the table below show that there is a strong correlation between Media exposure and consumer purchase behaviour (r =.716**). Similarly, Brand preference had a strong association with consumer purchase behaviour (r =.665**) and Brand Awareness had a good association between consumer purchase behaviour (r =.625**).

5.4 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.
H0: There is no significant impact of Media exposure, brand preference and awareness on consumer behaviour for branded consumer goods

Table 7: Model Summary						
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**F**	**Sig.**
1	.601[a]	.622	.599	.509	7.546	.000[b]
a. Predictors: (Constant), media exposure, brand preference and awareness with consumer purchase behaviour						

The R2 value is determined to be .622, indicating that predictors explain 62.2 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 8: Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	2.921	.290		10.075	2.921
	Media exposure	.102	.079	.045	.322	.000
	Brand Preference	.091	.084	.067	.957	.000
	Brand Awareness	.122	.097	.055	.225	.000
a. Dependent Variable: consumer purchase behaviour						

From the above table, it is evident that all the Media exposure, brand preference and awareness on consumer behaviour for branded consumer goods; Media exposure (.102), Brand Preference (.091), and Brand Awareness (.122) shown more impact on the respondents.

6. CONCLUSION

This research study explored the factors, namely media exposure, brand preference and awareness that influence consumer purchase behaviours concerning branded consumer goods. The researcher collected 724 samples from five major cities of Telangana state using the non-probability sampling method, and data were analyzed with the help of ANOVA, correlation and multiple regression methods. The findings revealed that media exposure, brand preference, and awareness significantly impact consumer purchase behaviour with reference branded consumer goods. Ultimately, it is the customer's contentment that matters, and it is this satisfaction generates a desire for the product and particular brand among the consumer. When it comes to brand image and consumer loyalty, brand awareness is very important. Customer preference will be swayed if the product is distinct from others.

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