



A STUDY ON PROBLEMS AND PROSPECTS OF BRANDING AND NON-BRANDING PRODUCTS

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ABSTRACT

Although brands can signal reputation and serve as proxies for trust, consumer preferences for attributes may differ for branded and non-branded products. The authors of this paper test this hypothesis using data from a particular experiment conducted with Italian jeans' consumers. The results indicate that consumers appear uncertain when there is an absence of a brand; non-brand-oriented consumers ascribe greater importance to the attributes of a product, with emphasis on those that relate to the product model (fit, comfort, design). Price is important for both types of consumers. Factor and cluster analyses permit identification of elements for the positioning strategies of brand and non-branded products. For marketing managers, it is important to know the consumer's perception of the product's characteristics and, accordingly, adopt specific communication and positioning strategies.

KEYWORDS: branding and non branding, Customer preference.

INTRODUCTION

A brand is a product with unique character, for instance in design or image. It is consistent and well recognized. Some retailers use "own-label" brands, where they use their name of the product rather than the manufacturers like Tesco's "Finest" range of meals and foodstuffs. These tend to be cheaper than the normal brands, but will give the retailer more profit than selling a normal brand. The logo on a product is an important part of the product. A logo is a symbol or picture that represents the business. It is important because it is easy to recognise, establishes brand loyalty and can create a favourable image.

STATEMENT OF PROBLEM

Liberalisation, Globalisation has made retail industry competitive. The number of brands both domestic and foreign has tremendously increased worsening the already competitive market structures. There has made imperative for the companies to build and maintain brand image an almost important activity. People are moving from unbranded to more branded items. This study aims to define the effect of branding and non-branding products marketing.

OBJECTIVE

1. To know the socio-economic factors of the respondents
2. To study the branding and non-branding of products
3. To analyse the perception of customer towards branding and non-branding products
4. To analyse the factors influencing the purchase behaviour
5. To find out the problems and prospects of branding and non-branding products

RESEARCH METHODOLOGY

Methodology is a plan of action for a research project and explains in detail how data to be collected and analyzed and presented so that they will provide meaningful information.

This section is to give enough background on the technical aspects of the study to allow the reader to appraise the quality of the information obtained.

Research Design

The descriptive research is used to identify the satisfaction and expectation of consumer and its impact on brand preferences

Area of study

Coimbatore city alone is selected to conduct this survey to lack of time and cost involved in collecting the information from various areas.



Sampling procedure

The Convenience sampling method was adopted for the study with a sample size of 125 respondents from the employees. In this a designated number of sample units is selected deliberately depending upon the objectives so that only the important items representing the true characteristics of the population are included in the sample.

METHOD OF DATA COLLECTION

Data was collected through both primary and secondary data sources.

PRIMARY DATA

A Primary data is a data, which is collected for the first time for particular information and data was collected using questionnaire (Google form).

SECONDARY DATA

A secondary data is a data, which is the information is collected from already existing data and the secondary data was collected from various reviews.

TOOLS USED FOR ANALYSING THE DATA

Study has the objective of ascertaining the “A Study on problems and prospects of branding and non branding products” for analysing the primary data the following statistical tools was used.

- Simple Percentage Analysis
- Chi-Square test
- Weighted average ranking method

REVIEW OF LITERATURE

Mahalaxmi Krishnan, V S Pande and Mayuresh Mule (2022) with the objective of ascertaining the determinants for consumer preference for branded and unbranded products, conducted a survey. Findings of the study revealed that quality of the products is the prime motivator for branded products, easy availability and price are the reasons for choosing unbranded products. Respondents stated that branded products fulfil their expectations.

Santovito (2022) with an objective to find out consumer preferences for attributes of branded and non-branded products conducted a study with structured questionnaire. The results indicated that the attributes that affect the consumer while choosing the brand are comfort, fit, fabric quality, brand, price, colour, type of wash/treatment, versatility of use, trim, design/model, originality of the model and how fashionable the model is. Further, consumers appear uncertain when there is an absence of a brand; non-brand-oriented consumers ascribe greater importance to the attributes of a product, with emphasis on those that relate to the product model (fit, comfort, design). Price is important for both the types of customers.

Agarwal and Ankit Mehrotra (2022) with an objective of determining customer perception regarding branded and unbranded clothes conducted a survey with 353 respondents from Northern part of India. The findings highlighted that out of the various parameters taken into consideration, cut and fit of the clothes is considered to be the most important by customers while choosing clothes. Findings of regression analysis indicated that variety was found to have the maximum impact on customer's choice of branded or unbranded clothes. The only difference in the perception of Indian customers regarding various attributes of branded and unbranded clothes is that branded products are treated as status symbol.

Ahmed Siddiqui (2021) with the purpose to explore the women's perceptions towards branded clothing in Pakistan conducted a survey of 200 women from posh localities of Pakistan through personal interviewed. The findings of the study by using Exploratory factor analysis revealed that women consider four major factors i.e. Status, Traditions, Quality and Values while purchasing the branded clothing.

Md. Mazedul Islam and (2020) wanted to investigate the customer's perception in buying decisions toward Bangladeshi local apparel products. The study was conducted among 200 respondents including ten local apparel brands. The study revealed that customer desires the products quality, comfort, price, functional and aesthetic look, offer & discount and many others key buying factors suitable for them when visiting a brand showroom.

HISTORY OF BRANDING AND NON BRANDING PRODUCTS

A **brand** is a name, term, design, or other feature that distinguishes one seller's product from those of others. Brands are used in business, marketing, and advertising. Initially, livestock branding was adopted to differentiate one person's cattle from another's



by means of a distinctive symbol burned into the animal's skin with a hot branding iron. A modern example of a brand is *Pepsi* which belongs to PepsiCo Inc.

In accounting, a brand defined as an intangible asset is often the most valuable asset on a corporation's balance sheet. Brand owners manage their brands carefully to create shareholder value, and brand valuation is an important management technique that ascribes a money value to a brand, and allows marketing investment to be managed (e.g.: prioritized across a portfolio of brands) to maximize shareholder value. Although only acquired brands appear on a company's balance sheet, the notion of putting a value on a brand forces marketing leaders to be focused on long term stewardship of the brand and managing for value.

The word "brand" is often used as a metonym referring to the company that is strongly identified with a brand.

Marque or make are often used to denote a brand of motor vehicle, which may be distinguished from a car model. A *concept brand* is a brand that is associated with an abstract concept, like breast cancer awareness or environmentalism, rather than a specific product, service, or business. A *commodity brand* is a brand associated with a commodity

ADVANTAGES OF BRANDING

- Provides unique to the products
- Improves goodwill and customer loyalty
- Creates barrier for the competitors to enter the market
- Increases profitability
- Makes easy to launch new products

DISADVANTAGES OF BRANDING

- Requires huge investment
- It creates brand monopoly
- It lacks flexibility
- Customer have to pay premium price for branded products
- It discourages new companies

DATA ANALYSIS

CRITERIA	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Age	Below 20 years	29	23
	21-30 years	63	50
	31-40 years	14	11
	Above 40 years	19	15
Gender	Male	72	58
	Female	53	42
Marital Status	Married	101	81
	Unmarried	24	19
EducationalQualification	School level	37	29
	Degree/Diploma	42	34
	PG	26	21
	Professional	20	16
Occupational status	Student	33	26
	House wife	19	15
	Employed	49	39
	Business	24	19
Monthly Income	Up to 10,000	21	17
	Rs.10,000-Rs.20,000	35	28
	Rs.20,000-Rs.30,000	37	30
	Rs.30,000-Rs.40,000	20	16
	Rs 40,000 & above	12	10
No.of.family members	Up to 2	11	09
	2 to 4	30	24
	4 to 6	36	29
	Above 6	48	38
Preference towards retail stores	Local stores	09	07
	Super markets	29	23



Convenience stores	50	40
Hyper markets	37	30

Advertisement influenced	High	15	12
	Medium	45	36
	Low	34	27
	Not at all	31	25
Stored ambience affect branding	Strongly agree	39	31
	Agree	52	42
	Neutral	10	08
	Disagree	17	14
	Strongly disagree	07	06
Peers appreciation	Excellent	36	29
	Good	47	38
	Neutral	12	10
	Poor	14	11
	Very poor	16	13
Reason for purchasing in preferred store	Discount	04	03
	Variety	20	16
	Service	29	23
	Proximity	45	36
	Ambience	27	22
Are you a royal customer	Yes always. I stick to the same product	47	38
	Never. I keep experimenting with new products	21	17
	Only for quality products.where it is a commodity. I choose the leastpriced product	57	46
What help to build a good brand	Quality	21	21
	Communication strategies	29	23
	Competitive pricing	14	11
	Good value added service	17	14
	Free trails and discounts	25	20
	Others	14	11
Company leads to prefeere for such product	Sometimes	67	54
	Always	49	39
	Never	09	07
Endorsed by favorite celebrity	Yes	95	76
	No	30	24
Company sponsorship helps to build a stronger brand	Yes	96	77
	No	29	23
Do you trust in companies products	Yes	49	39
	No	36	29
	Cant say	40	32
Good word of mouth publicity	Yes	66	53
	No	50	40
	Don't know	09	07
Aport from the direct benefit of the product. What else do you look for ?	Image of the product	78	62
	Identification with other users of the brand	47	38
Proportion of branded and unbranded product in	20:80	56	45
	50:50	43	34



your house ?	60:40	14	11
	Other	12	10
Do you experiment with different brand	Yes	63	51
	No	62	49
The price of companies brand	Is as per your expectation	33	26
	Is more than your expectation	31	25
	Is less than your expectation	23	18
	Can't say	38	30
Sources of companies brand information	Family members	10	08
	Peers	20	16
	TV ads	24	19
	Point of sales	20	16
	Website	42	34
	Others	09	07
Satisfaction with current branded products	Highly satisfied	40	32
	Satisfied	31	25
	Neutral	16	13
	Dissatisfied	19	15
	Highly dissatisfied	19	15
Branded products are better then unbranded prioducts	Yes	67	54
	No	58	46

RANKING FACTORS BASED ON THE BRANDED PRODUCTS

SO.NO	PARAMETER	SCORE	RANK
1	Price	2.53	VII
2	Quality	3.04	IV
3	Variety	3.40	II
4	Service	2.84	V
5	Offers	3.51	I
6	Originality	3.36	III
7	Ambience	2.57	VI

FINDINGS

PERCENTAGE ANALYSIS

- 50 percentage of the respondents are coming between 21-30 years
- 58 percentage of the respondents are male
- 81 percentage of the respondents are married
- 34 percentage of the respondents have completed Degree/Diploma
- 39 percentage of the respondents are employed
- 30 percentage of the respondents have income between Rs.20, 001 – Rs.30,000
- 38 percentage of the respondents have above 6 members in the family
- 40 percentage of the respondents are prefer the daily groceries purchase in theirconvenience store
- 36 percentage of the respondents opinion is medium about role of advertisementsinfluenced to buy the products
- 42 percentage of the respondents agree about store ambience and merchandisingaffect perception towards branded products
- 38 percentage of the respondents rated good about peer appreciation about preferredbrand
- 36 percentage of the respondents said that proximity is the reason for makingpurchase in preferred store
- 46 percentage of the respondents said they only bought quality products and theychoose the least priced product
- 23 percentage of the respondents said communication strategies is to help brand image
- 54 percentage of the respondents opinion is sometimes they prefer for association ofproduct with a particular group of company
- 76 percentage of the respondents have believe in products that are endorsed by theirfavourite celebrities



- 77 percentage of the respondents said that company sponsorship is help them build astronger brand
- 39 percentage of the respondents said they have trust about company products
- 54 percentage of the respondents opinion is sometimes they prefer for association ofproduct with a particular group of company
- 76 percentage of the respondents have believe in products that are endorsed by theirfavourite celebrities
- 77 percentage of the respondents said that company sponsorship is help them build astronger brand
- 39 percentage of the respondents said they have trust about company products
- 53 percentage of the respondents said company productsare get goods word ofmouth publicity
- 62 percentage of the respondents said they look image of the product
- 45 percentage of the respondents said20:80 proportion of branded to unbrandedproducts in their house
- 51 percentage of the respondents said that they have experimented with differentbrands
- 30 percentage of the respondents said that they cant's say about price of brand
- 34 percentage of the respondents said that they know the brand information fromwebsite
- 32 percentage of the respondents are highly satisfied with current branded products
- 54 percentage of the respondents said branded products are better than unbrandedproducts

CHISQUARE TEST

- There is significant difference between Age of the respondents and Satisfaction withcurrent branded products

WEIGHTED AVERAGE WITH RANKING

- Customers most important reason for preference of branded products variety is the first rankwith weighted average 3.57, originality ranks second with weighted average 3.51
- Customers most important reason for preference of non-branded products offers is the firstrank with weighted average 3.51, variety ranks second with weighted average 3.40

CONCLUSION

Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular brands in market. The hyper market need to give more attention to these factors in order to attract and retain their customers. Only one third of the respondents know the brand information from website. The hypermarket could concentrate on giving more ads to attract to their customers. The hyper market concentrate on annual maintenance period of branded items can changeover from branded to non branded items.

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