"A STUDY OF CONSUMERS' BRAND PREFERENCE FOR SELECTED HOUSEHOLD BRANDS IN JUNAGADH."

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Abstract

Today, customers have a number of alternatives to select a single product. So, the current customers are having more brands to choose and thus, more conflict/confusion arises due to it. This is a common nature of individuals. Within any product category, most consumers have a group of brand that comprises of their preference set. These are the four or five high-class brands the consumer will consider when making a purchase.

The present study tries to identify the factors which are influencing the customer's satisfaction and preference to selected a brand.

Keywords: Brand, Brand preference, Brand awareness, Brand loyalty, consumer decision making.

Introduction

In the era of liberalisation and globalisation, markets all over the world are going through a metamorphosis. The present day consumer are regularly exposed to newer lifestyle, products and service unprecedented Due to the impact of media and communication explosion.

Decision making can be regarded as the cognitive process resulting in the selection of a belief or a course of action among several alternative possibilities. Every decision making process produces a final choice. That may or may not prompt action. Decision making is on if the central activities of management and in a huge part of any process of implementation.

Review of literature

1. Singh and Singh (1981) found that consumers had single or multi-brand loyalty based on the nature of product, link necessities or luxuries. Brand choice and store loyalty were found to affect the brand loyalty of the consumer. The factors that influence and strengthen loyalty to brand were quality of product, habit of use and ready and regular availability.
2. Sheeja (1998) in Coimbatore district considered the quality aspects like aroma, taste, freshness and purity as the major factors deciding the preference for a particular brand of processed spices.
3. Padmanabhan (1999) conducted study on brand loyalty, which revealed that the price of the preferred brand, efficiency of the preferred brand and influence of advertisement significantly influenced the brand loyalty. Only when the price of a particular brand is comparatively low, the farmers would naturally prefer to low priced brand. Otherwise farmers would naturally continue to purchase the same brand..
4. Kamalaveni and Nirmala (2000) reported that, there is complete agreement between ranking given by the housewives and working women regarding the reasons promoting them to buy instant food products. Age, occupation, education, family size and annual income had much influence on the per capita expenditure of the instant food products.
5. Rajarashmi and Sudarsana (2004) revealed that, almost all the sample respondents preferred branded products and if their favourite brand is not available in the retail shop, they will go for another store and their favourite brand. If it is not available in the market, the respondents are ready to postpone their decision.
6. P.S Venkateswaran, N.Ananthi, K. Binith Muthukrishnan (2011) examined study on customers brand preference for selected household brands at Dindigul, Tamil Nadu. Researcher takes convince sampling method and data collected by using questionnaire as tool of data collection and 228 questionnaire are filled. Researcher used Percentage analysis method and Garrett score method as analytical tools. Researcher conclude that a consumer prefer a particular brand based on what benefits that brand can offer to him/her

OBJECTIVES OF THE STUDY

- To identify the sources of awareness.
- To study the factors which are influencing household brand preference for different brands.
- To study the impact of media on brand awareness & preference.
- To suggests the marketers and producers for various strategies of marketing.

METHODOLOGY

PERIOD OF THE STUDY

The present study is made for a period of January 2015 to April 2015.

UNIVERSE OF THE STUDY

The present study has been carried out on a micro level because it is not possible for the researcher to conduct it at a macro level. As such the sample the present study is restricted with reference to selected respondents of Junagdh Junagadh only.

NATURE OF THE STUDY

The researcher has adopted sampling approach to this study. The study has been based on convenient sample survey of 100 respondents conducted in the Junagadh only.

SAMPLING DESIGN

Keeping in view the problem and scope of the study, convenience sampling method of choosing Brand preference in users was adopted to select the respondents in the Junagadh to represent an overall picture of the Junagadh.

TOOLS USED FOR DATA ANALYSIS

Primary data collected through the questionnaire were classified, tabulated and analyzed with the help of statistical tools such as percentage and weighted averages were used for studying. Rank as per nature of the study, researcher is used following tools;

- ✓ Percentage
- ✓ Weighted average

❖ **Weighted average method**

It is an average in which each quantity to be averaged is assigned as a weight. These weightings determine the relative importance of each quantity on the average. Weightings are the equivalent of having that many like items with the same value involved in the average.

LIMITATION OF THE STUDY

- First, the research work covers Junagadh only.
- Second the respondents don't' want to disclose their perception about the brands used by them to the researcher.
- Third the sample size do not ensure reprehensive and conclusive finding.

Finally a more robust analysis is needed to reach a strong conclusion.

PART-1: PERSONAL DETAIL OF THE RESPONDENTS

Factor	Classification	frequency	percentage
Age	**18-25**	**42**	**42**
	26-35	**21**	**21**
	36-45	**19**	**19**
	Above 46	**18**	**18**
Gender	**Male**	**50**	**50%**
	Female	**50**	**50 %**
Education	Less than SSC	**19**	**19**
	SSC/HSC	**18**	**18**
	Graduation	**28**	**28**

	Post-Graduation	**35**	**35**
Occupation	Student	**26**	**26**
	Home maker	**18**	**18**
	Service	**18**	**18**
	Own business	**22**	**22**
	Professional	**16**	**16**
Marital status	Married	**45**	**45**
	Single	**55**	**55**
Family income	Below 10000	**21**	**21**
	10001 To 25000	**23**	**23**
	25001 To 50000	**35**	**35**
	Above 50000	**21**	**21**
Family classification	Less than 4	**15**	**15**
	4 To 7	**55**	**55**
	8 To 10	**15**	**15**
	More than 10	**15**	**15**

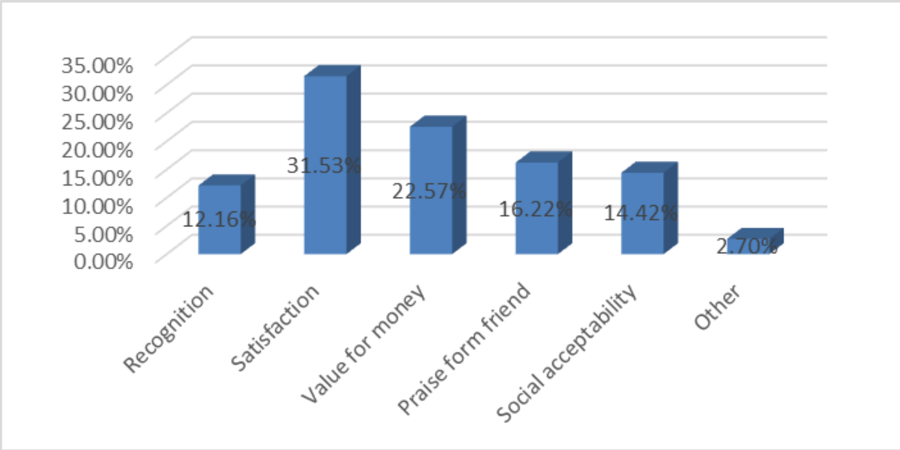
PART-2 TOPIC RELETED QUESTIONS

Table2.1 Expectation from Their Preferred Brands

Sr. No.	Factors	Frequency	Percentage
1	Recognition	27	12.16%
2	Satisfaction	70	31.53%
3	Value for money	51	22.57%
4	Praise from friend	36	16.22%
5	Social acceptability	32	14.42%
6	Other	6	2.70%
7	**Total**	222	100%

(Source: primary data from survey)

Figure 2.1 Expectation from Their Preferred Brands



Interpretation

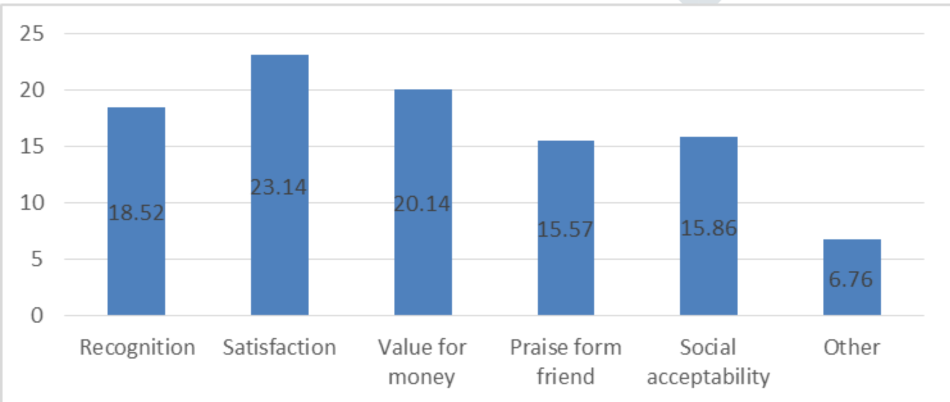
Above table and chart shows that 31.33% of the respondents say their expectation from their brands is satisfaction, 22.97%, 16.22%, 14.42%, 12.16% , and 2.70% for their value for money, praise from friend, social acceptability, recognition, other, respectively from their brands they own.

Table 2.2 Ranking for Expectation From Their Preferred Brands

Sr.No.	Factors	Weight						EWX	EWX ~~EW~~	Final Rank
		6	5	4	3	2	1			
1	recognition	73	95	116	81	14	5	389	18.52	3
2	Satisfaction	318	55	64	36	10	3	486	23.14	1
3	Value for money	102	185	64	45	24	3	423	20.14	2
4	Praise from friend	42	70	80	66	64	5	327	15.57	5
5	Social acceptability	60	80	64	54	70	5	333	15.86	4
6	Other	0	15	12	18	18	79	142	6.76	6

(Source: primary data on survey)

Figure 2.2 Ranking for Expectation from Their Preferred Brands



Interpretation

The above table and chart represent the expected factors from their preferred brand there are six factors recognition, satisfaction, value from money, pries for friend, social acceptability, other. 18.52,20.18,15.86,15.57and 6.76 respectively.

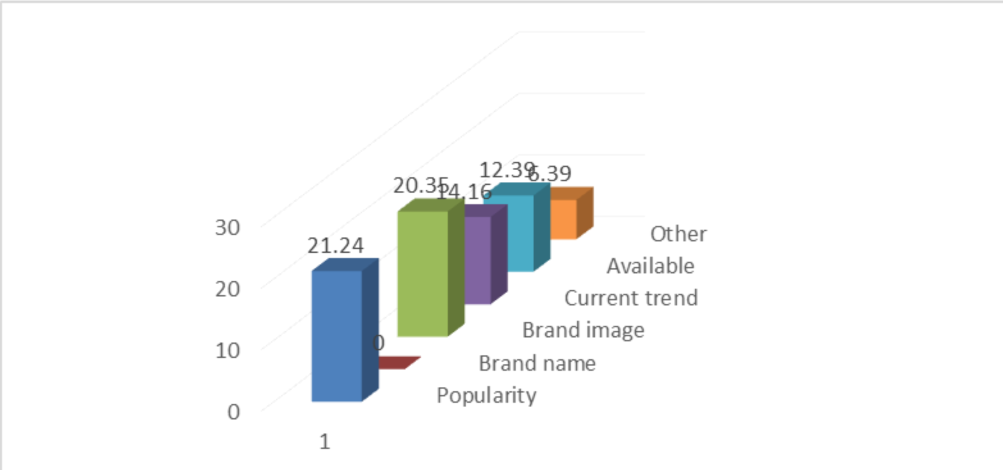
Thus it can be said that majority of respondents expect satisfaction from their preferred brand.

Table 2.3 what basic do you select your brand

Sr. No.	Factors	Frequency	Percentage
1	Popularity	**48**	**21.24**
2	Brand name	**58**	**25..66**
3	Brand image	**46**	**20.35**
4	Current trend	**32**	**14.16**
5	Availability	**28**	**12.39**
6	Other	**14**	**6.39**
7	Total	**226**	**100**

(Source: primary data from survey)

Figure 2.3 what basic do you select your brand



Interpretation

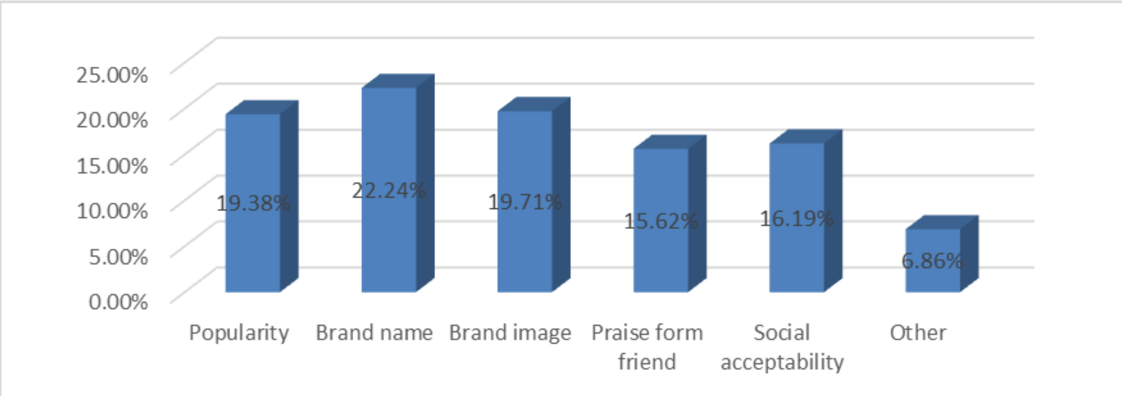
Above table and chart shows that 25.66% of the respondents say their expectation from their brands is brand name, 21.24% 20.35% 14.16% 12.39% and 6.19% for their brand popularity, brand image, current trend, availability, other, respectively from their brands they own

Table 2.4 Ranking for what basic do you select your brand

Sr.No.	Factors	Weight						EWX	EWX / EW	Final Rank
		6	5	4	3	2	1			
1	Popularity	144	115	120	30	20	8	407	19.38	3
2	Brand name	264	95	52	36	16	4	767	22.24	1
3	Brand image	90	165	80	54	22	3	414	19.71	2
4	Current trend	54	70	44	96	60	4	328	15.62	5
5	Availability	78	40	96	54	70	2	440	16.19	4
6	Other	0	15	8	30	12	79	144	6.86	6

(Source: primary data on survey)

Figure 2.4 Ranking for Expectation from Their Select Brands



Interpretation

The above table and chart represent the what basic do you select brand there are six factors, Popularity, Brand name, Brand image, Current trend, Availability, other respectively.

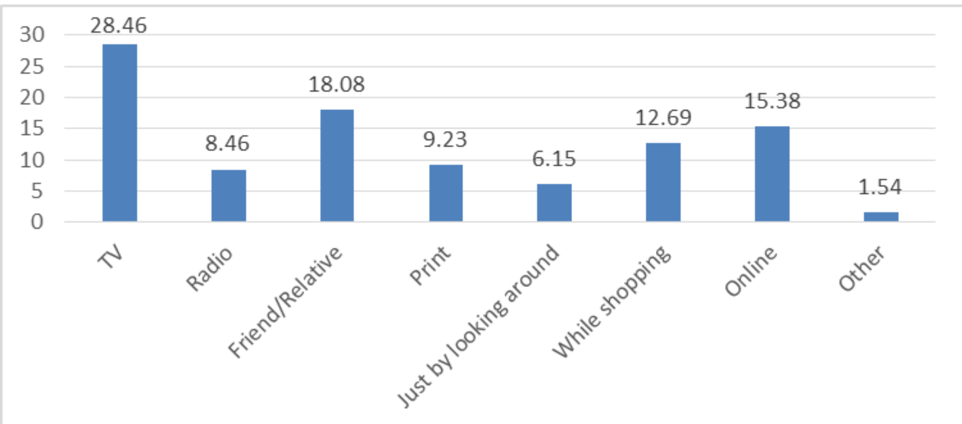
Thus it can be said that majority of respondents expect brand name from their selected brand.

Table 2.5 Got Aware About the Brand

Sr. No.	Factors	Frequency	Percentage
1	**TV**	**74**	**28.46**
2	**Radio**	**22**	**8.46**
3	**Friend/Relative**	**47**	**18.08**
4	**Print**	**24**	**9.23**
5	**Just by looking around**	**16**	**6.15**
6	**While shopping**	**33**	**12.69**
7	**Online**	**40**	**15.38**
8	**Other**	**4**	**1.54**
9	**Total**	**260**	**100**

(Source: primary data from survey)

Figure 2.5Got Aware About the Brand



Interpretation

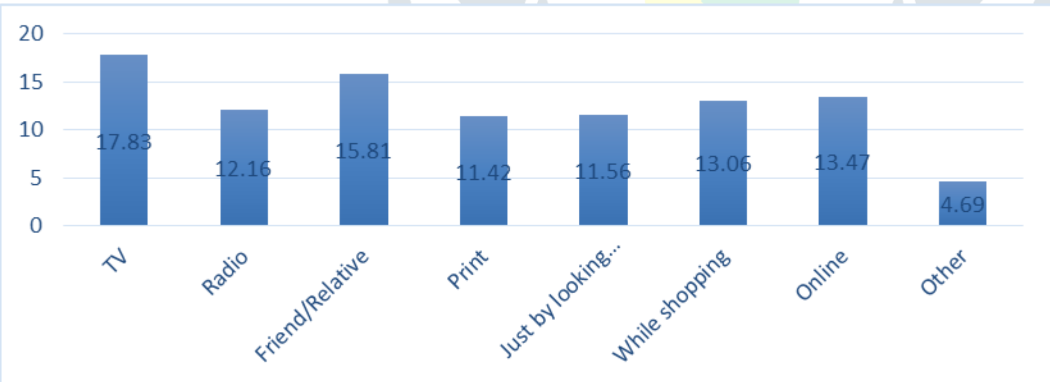
Above table and chart shows that 28.46% of the respondents say their aware about the brands is T.V,18.08%, 15.38%, 12.69%, 9.23% , 8.46%, 6.15%, and 1.54% for their Friend/relative, Online, While shopping, Print, Radio, Just by looking around, other, respectively from their brands they own.

Table-2.6 Ranking For Got About the Brand

Sr.No.	Factors	Weight								EW X	EW X EW	Final Rank
		8	7	6	5	4	3	2	1			
1	T.V	384	70	90	50	16	21	10	1	642	17.83	1
2	Radio	40	140	72	50	60	36	28	12	438	12.16	5
3	Friend/relative	152	182	84	55	72	9	12	3	569	15.81	2
4	Print	48	49	60	65	80	72	34	3	411	11.42	7
5	Just by looking around	24	35	84	90	80	78	2	3	416	11.56	6
6	While shopping	40	112	96	95	44	51	32	0	470	13.06	4
7	Online	112	105	96	70	28	21	52	1	485	13.47	3
8	Other	0	7	18	25	20	12	10	77	169	4.69	8

(Source: primary data from survey)

Figure 2.6 Ranking For Got Aware About the Brand



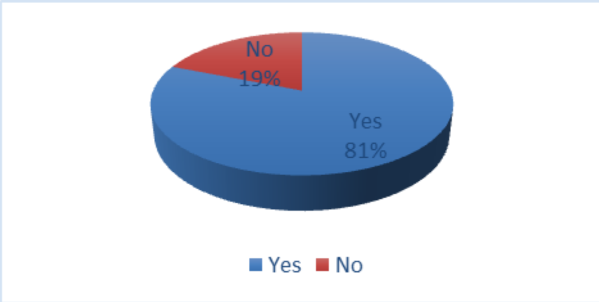
Interpretation

The above table and chart represent the aware about the brand there are eight factors, T.V, radio, friend, print, just by looking around, while shopping, online, otherrespectively. Thus it can be said that majority of respondents expect T.V from their selected brand.

Table 2.7 Advertisement Influence

Sr. no.	Particular	Frequency	percentage
1	Yes	81	81
2	No	19	19
	Total	100	100

Figure 2.7 Advertisement Influence



(Source: primary data from survey)

Interpretation

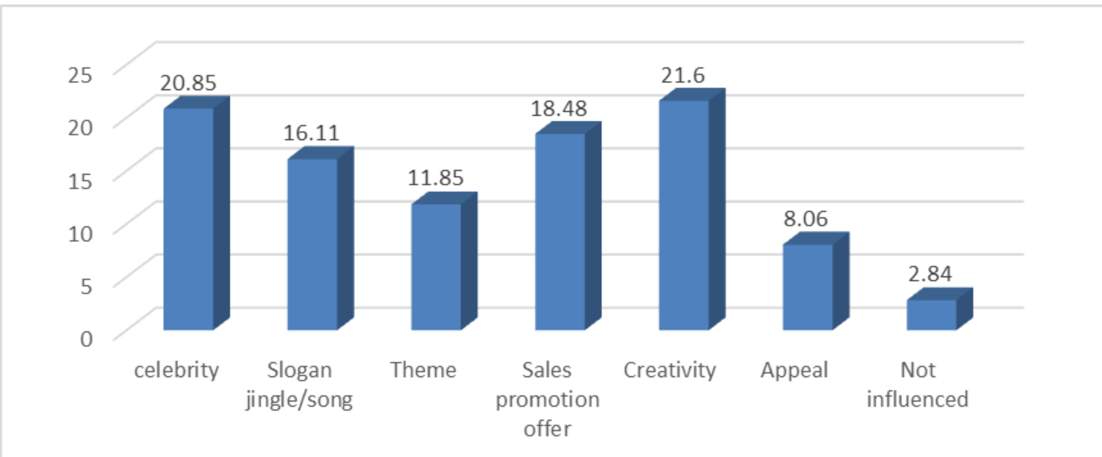
The above table and chart shows that advertisement influence for the brand preference. Here the 81% respondents says yes believe the advertisement influence for their brand preference. And 19% respondents are not influence for their brand preference.

Table 2.8 Advertisement Influence

Sr. No.	Factors	Frequency	Percentage
1	Celebrity	44	20.85
2	Slogan jingle/song	34	16.11
3	Theme	25	11.85
4	Sales promotional offer	39	18.48
5	Creativity	46	21.60
6	Appeal	17	8.06
7	Not influenced	6	2.84

(Source: primary data from survey)

Figure 2.8 Advertisement Influenced Brand



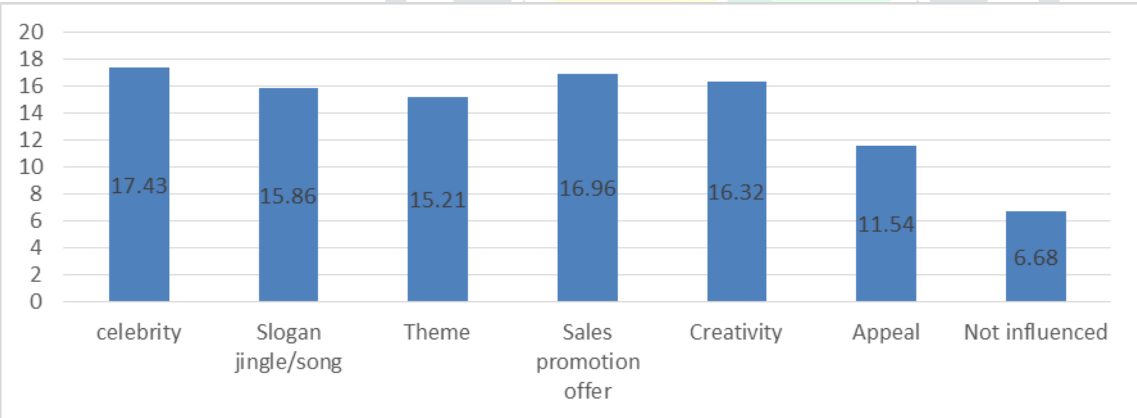
Interpretation

Above table and chart shows that 21.80% of the respondents say their aware about the brands is creativity, 20.85%, 18.48%, 16.11%, 11.85% , 8.06%, and 2.84% celebrity, Sales promotional offer, slogan jingle/song, theme, Appeal, Not influenced, respectively from their brands they own.

Table-2.9Ranking For Advertisement Influenced Brand

Sr. No.	Factors	Weight							EWX	EWX / EW	Final Rank
		7	6	5	4	3	2	1			
1	Celebrity	224	90	60	56	33	18	7	488	17.43	1
2	Slogan jingle/song	119	108	100	48	36	24	9	444	15.86	4
3	Theme	28	102	135	80	57	22	2	426	15.21	5
4	Sales promotional offer	140	126	75	68	42	22	2	475	16.96	2
5	Creativity	154	78	65	68	55	14	3	457	16.32	3
6	Appeal	28	54	40	64	48	84	5	323	11.54	6
7	Not influenced	7	42	25	16	9	16	72	187	6.68	7

Figure 2.9Ranking for Advertisement Influenced Brand



Interpretation

The above table and chart represent the aware about the brand there are seventh factors, celebrity, slogan, theme, sales promotional offer, and creativity, appeal, not influenced, respectively.

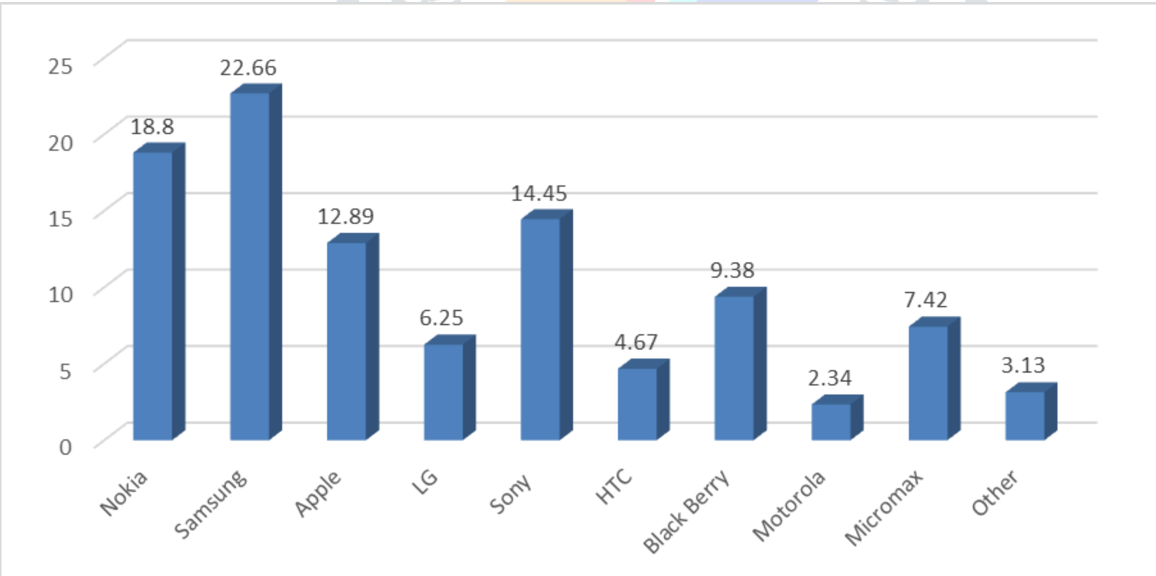
Thus it can be said that majority of respondents expect celebrity from their selected brand.

Table 2.10 Respondent preferences for cell phone brand

Sr. No.	Factors	Frequency	Percentage
1	Nokia	**43**	**18.80**
2	Samsung	**58**	**22.66**
3	Apple	**33**	**12.89**
4	L.G	**16**	**6.25**
5	Sony	**37**	**14.45**
6	HTC	**12**	**4.67**
7	Black berry	**24**	**9.38**
8	Motorola	**6**	**2.34**
9	Micromax	**19**	**7.42**
10	Other	**8**	**3.13**

(Source: primary data from survey)

Figure 2.10Respondent preferences for cell phone brand



Interpretation

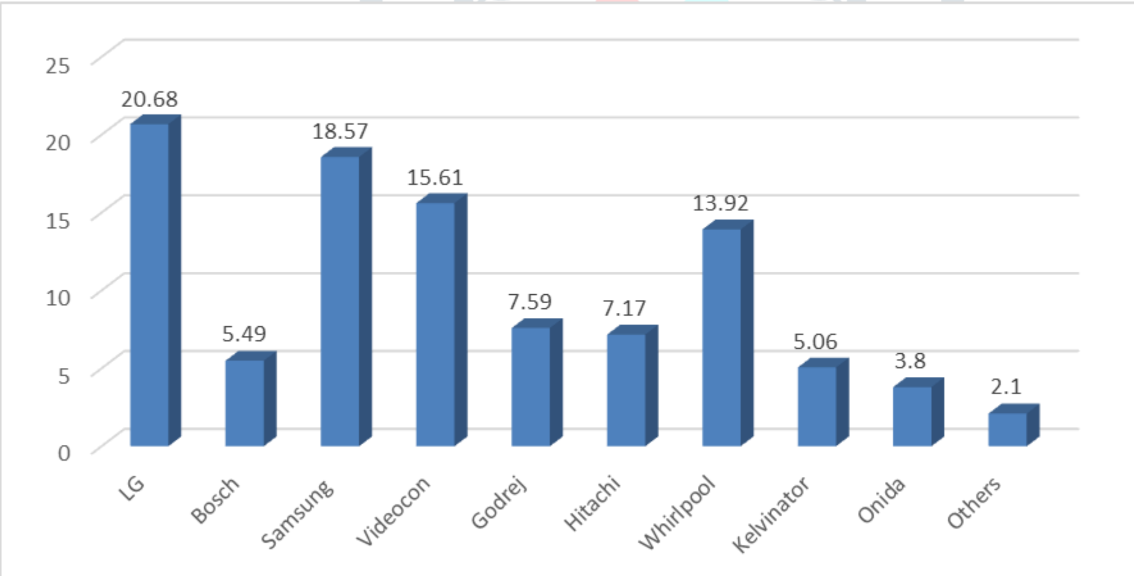
Above table and chart shows that 22.66% of the respondents say their aware about the brands is Samsung, 16.80%, 14.45%, 12.89%, 9.38%, 7.42%, 6.25%, 4.67%, 3.13%, 2.34%, Nokia, Sony, Apple, Black berry, Micromax, LG, HTC, Other, Motorola respectively from their brands they own.

Table 2.11 Respondent preferences for washing machine brand

Sr. No.	Factors	Frequency	Percentage
1	L.G	**49**	**20.68**
2	Bosch	**13**	**5.49**
3	Samsung	**44**	**18.57**
4	Videocon	**37**	**15.61**
5	Godrej	**18**	**7.59**
6	Hithachi	**17**	**7.17**
7	Whirlpool	**33**	**13.92**
8	Kelvinator	**12**	**5.06**
9	Onida	**9**	**3.80**
10	Other	**5**	**2.1**

(Source: primary data from survey)

Figure 2.11 Respondent preferences for washing machine brand



Interpretation

Above table and chart shows that 20.68% of the respondents say their aware about the brands is L.G, 18.57%, 15.61%, 13.92%, 7.59%, 7.17%, 5.49%, 5.06%, 3.80%, 2.11%, Samsung, Videocon, Whirlpool, Godrej, Hitachi, Boasch, Kelvinator, Onida,, others respectively from their brands they own.

FINDING

Here, the researcher has tried to find out the consumer's brands preference by selected brands in Junagadh.

1) More 42% of the respondents were between the ages of 18 to 25 years.

2) Gender of respondents 50% male 50% female
3) More Marital status of respondents 55% are single
4) More Family type of respondents are 4 to 7
5) Educational qualification highest respondents were found 35% of post-graduation
6) There were highest respondents found of student with 26% of occupation.
7) The highest respondents were found 35% 25,001 to 50,000. Of Monthly Family income.
8) There The lowest only 12.16% expect recognition from their brands know one praise from the brands are 16.22% of Expectation from consumer from their preferred brand
9) The highest 25.66% respondents select brand from their brand name and lowest select from other and availability is 12.39% of Selection of brand
10) Above the 28.46% respondents become aware about the brand from T.V and just 8.46% respondents aware from radio and just by looking around 6.15% of Aware about the brand
11) 81% of respondents are of the advertisement influence them to make purchase of brand.
12) The highest 21.80% of respondents are in the by creativity offer of the brand.
13) Samsung is more preferences for cell phone brand.
14) L.G is more preference for washing machine brand.

SUGGESTIONS

After completion of all work of this study research has given some suggestions for the marketers and producers of the product which are as under

- Marketers must put more focus on satisfaction level of the product, creativity factor of advertisements, brand image and brand name of the products.

- The major factor influence their purchase decision is quality of the product. Followed by brand image as the second most important factor affecting in the product decision so more focus should be given to important reputed in brand image of the product.

CONCLUSION:

A customer prefers a particular brand based on what benefits that brand can offer to him. Because of such customer's preferences, the brand can charge a higher price and command more loyalty. In this study, it was observed that in forming the tendency of customers to prefer a particular brand, the marketing variables like advertisement quality of the product, brand name and brand image plays an essential role so, a marketers must understand how the customer made his purchase decision towards the brand. Hence information provides from this study will assist those companies already existing in or planning to enter the market, in selling and increasing market share.

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