



Consumer Perception Towards Branded Products and Non-Branded Products

Dr. K. Suresh Babu¹, S. Aksitha², R. Deva Dharshini³, K. Lokaram⁴, S.B. Mahammed Fameez⁵
Associate Professor, Department of Commerce with Retail Marketing, Students of III B.Com Retail
Marketing
PSG College of Arts & Science, Coimbatore – 641014.

Abstract:

Consumer perception plays a pivotal role in shaping purchasing decisions, particularly in the context of branded versus non-branded products. This study investigates the factors influencing consumer perceptions towards branded and non-branded products, aiming to provide insights for marketers and businesses. The research employs a mixed-methods approach, combining qualitative analysis through focus groups and quantitative analysis using surveys. Key factors such as quality, price, brand image, perceived value, and social influence are examined to understand their impact on consumer preferences. Findings suggest that while branding often leads to higher perceived quality and status, non-branded products are perceived as offering better value for money. Additionally, social influence and personal experiences significantly shape consumer perceptions. The study contributes to a deeper understanding of consumer behaviours in relation to branded and non-branded products, offering valuable implications for marketing strategies and product positioning.

Keywords: *Branded products, non-branded products, Brand image, Quality perception, Consumer perception*

INTRODUCTION

Branded product

Branded products represent a cornerstone of modern consumer culture, embodying the culmination of marketing efforts, reputation-building, and consumer trust. These products are distinguished by their association with recognizable logos, names, and identities that evoke a sense of quality, reliability, and prestige. Unlike unbranded alternatives, which lack such distinct associations, branded products carry with them a wealth of meanings, emotions, and aspirations that resonate with consumers on both conscious and subconscious levels.

Unbranded products

Unbranded products represent a distinct category within the marketplace, characterized by their lack of association with a specific brand or company. Unlike branded counterparts, which carry recognizable logos and established identities, unbranded products rely solely on their inherent features, functionality, and pricing to attract consumers. Often considered as alternatives to branded offerings, unbranded products appeal to a segment of consumers who prioritize value, affordability, or generic functionality over brand recognition.

OBJECTIVES OF THE STUDY

- To know about consumer perceptions towards branded and unbranded products in Coimbatore district.
- To know the perceptions of consumers towards
 - Home appliances (Washing Machine, Refrigerator, Kitchen Stove)
 - Accessories (Footwear, Watch, Perfume)

- Electronic items (Air conditioner, Audio devices, Mobile phones).
- To study the reasons behind consumers choice between branded and nonbranded products.

STATEMENT OF THE PROBLEM

The research aims to study consumer perceptions towards branded and unbranded products, exploring the factors influencing their preferences and purchase decisions. This study seeks to understand how consumers perceive the value, quality, and trustworthiness associated with branded versus unbranded products across various product categories. Additionally, it aims to uncover the role of factors such as pricing, packaging, advertising, and previous experiences in shaping consumer perceptions.

REVIEW OF LITERATURE

Tauber, Edward M. (1984)¹ "Consumer Perceptions of Brand Extensions: Insights from Experimental Research" Through experimental research, this study examines how consumers view brand extensions and how fit between the parent brand and extension product affects brand equity, perceived quality, and buy intentions.

Keller, Kevin Lane (1993)² "The Impact of Branding on Consumer Perception" In examining how branding techniques affect consumer perceptions, this study highlights the impact of marketing communications, brand reputation, and emotional ties on consumer preferences and behavior.

Aaker, David A. (1996)³"Consumer Perception of Price and Quality: Branded vs. Non branded Products" This article explores how customers perceive the relationship between price and quality in branded and non-branded products, highlighting the readiness to pay a premium for branded products due to perceived assurance of quality and reliability.

DESCRIPTIVE ANALYSIS

Table 1.1
Gender of the respondents

Gender	No. of respondents	Percentage
Male	71	47.3
Female	79	52.7
Total	150	100

Source: Primary data

Interpretation

The above table shows that, 52.7% of the respondents are Female and 47.3% of the respondents are Male.

Majority (52.7%) of the respondents are Female

Table 1.2
Source of knowledge about brand

Source of knowledge about brand	No. of Respondents	Percentage
Family	21	14
Friends	59	39.3
Printed advertisement	27	18
Visual advertisement	39	26
Others	4	2.7
Total	150	100

Source: Primary data

Interpretation

The above table states that, 39.3% of the respondents know from friends, 26% of the respondents know from visual advertisement, 18% of the respondents know from printed advertisement, 14% of the respondents know from family and 2.7% of the respondents know from others.

Most (39.3%) of the respondents know from Friends

CHI-SQUARE TEST**Gender X Brand reputation in buying Accessories****Table 1.3****Gender X Brand reputation in buying Accessories**

Gender	Very important	Somewhat important	Neutral	Not very important	Not at all important	Total
Male	27(35%)	16(20%)	27(35%)	6(8%)	2(2%)	78(100%)
Female	31(43%)	21(29%)	12(16%)	4(5%)	4(7%)	72(100%)
Total	58(39%)	37(25%)	39(26%)	10(6%)	6(4%)	150(100%)

	Value	df	Asymptoticsig. (2-sided)
Pearson chi-square	7.560	4	0.109
Likelihood Ratio	7.717	4	0.103
Linear-by-Linear	1.391	1	0.238
N of Valid Cases	150		

Source: Primary data

Interpretation

The chi square static shows 7.560 at 5 percent level of significance ($P=0.000<0.05$). This means that Null hypothesis is rejected. Hence, it can be concluded that there is no relation between age group and brand reputation.

Occupational X Brand reputation in buying electronic items**Table 1.4****Occupational X Brand reputation in buying electronic items**

Occupation	Very important	Somewhat important	Neutral	Not very important	Not at all important	Total
Business	4(12%)	10(30%)	12(37%)	3(9%)	4(12%)	33(100%)
Professional	14(44%)	7(22%)	9(28%)	1(3%)	1(3%)	32(100%)
Employee	19(54%)	10(29%)	4(11%)	2(6%)	0(0%)	35(100%)
Student	21(42%)	10(20%)	14(28%)	4(8%)	1(2%)	50(100%)
Total	58(39%)	37(25%)	39(26%)	10(6%)	6(4%)	150(100%)

	Value	df	Asymptoticsig. (2-sided)
Pearson chi-square	22.594	12	0.031
Likelihood Ratio	24.865	12	0.015
Linear-by-Linear	6.989	1	0.008
N of Valid Cases	150		

Source: Primary data

Interpretation

The chi square static shows 22.594 at 5 percent level of significance ($P=0.000<0.05$). This means that Null hypothesis is rejected. Hence, it can be concluded that there is no relation between age group and brand reputation.

SUGGESTIONS**1.Quality of material**

Strongly believe that quality of material is important whether it is a branded or un-branded products. So, every business should first focus on quality of material.

2.Direct shopping

Inspite the growth of online platforms, most of the customers prefer direct shopping. In case, if a business prefers online platform, it is important for them to gain the trust of the customers by attracting them with innovative ideas and safety of their customer's privacy.

3.Packaging of the product

Whether it is a branded product or un-branded product, every customers expect a good packaging of the product. So, packaging is also a very important component in business.

CONCLUSION

In conclusion, consumer perception towards branded and unbranded products is multifaceted and influenced by various factors. Branded products often carry with them a sense of quality, reliability, and status, which can appeal to certain consumer segments. The branding serves as a symbol of trust, consistency, and familiarity, making it easier for consumers to make purchasing decisions. On the other hand, unbranded products may be perceived as more affordable or authentic by some consumers, particularly those who prioritize value over brand recognition.

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