

INFLUENCE OF BRAND IMAGE ON PURCHASE INTENTION TOWARDS FMCG PRODUCTS

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Abstract: The article tries to find out the influence of brand image on purchase intention. One objective of this study is reached through proper methodology. Sample size is 200 in all obtained through quota sampling in Salem City. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.78 to 0.90. Various statistical tools employed were correlation and regression analyses were for data analysis. The finding indicates that the brand image influencing consumer's purchase intention. The study concluded that the FMCG corporate to concentrate more on attractive advertisements, product quality, price, product design and easy availability. This can establish and improve the positive image about the brand in the minds of consumers. Through that the brand image able to influence the consumer's purchase intention.

Keywords: Brand Image, Purchase Intention, Correlation, regression, FMCG and Consumers.

1. INTRODUCTION

Fast Moving Consumer Goods (FMCG) goods are also called as Consumer Packaged Goods (CPG). The products included in this category are which is used frequently for day to day life and with high return. In recent years, the effort of corporate in sales promotion in this area is greater than before all over the world. This sector's products have less unit value and frequently required items.

Items which have a rapid revenues and comparatively low price are known as Fast Moving Consumer Goods. It sold rapidly and consumed at a consistent basis, as opposed to durable goods which are changed only after lengthy periods. FMCG products are those that get changed within a year. Examples of FMCG consist of a wide assortment such as toiletries, soaps, beauty products, tooth cleaning products, shaving products and other non-durables like glass made items, lights, battery power, stationeries and plastic goods. FMCG may also consist of medication, packed foodstuffs; wipe tissue, and Choco sweets.

In the 90's the development of FMCG market was 15% yearly. But in 2000 the situation was reformed in the development of FMCG was trapped up and decreased for the four years down. Though the consumer's income increased widely and quick starting up the economic system assisted the consumer's to invest in new methods of expenses. A wide fall in interest levels caused consumer's demand on durables. The enticement of spending in new methods of expenses limited the customers to invest on FMCG. The article tries to find out the influence of brand image on purchase intention.

2. REVIEW OF LITERATURE

Niemeyer et al. (2004) also approved the dominant impact of brand equity on customer response toward the branding campaign.

In step with baker (2001), purchaser's attitude towards advertised brand might alternate in 3 occasions: (1) modifications within the records environment - it relies upon at the accessibility of advantageous brand facts and the time of advertising publicity; (2) changes in consumer's motivation, possibility, or ability - purchaser would have judgment on the brand at a primary judgment occasion and based totally on global previous judgement; and (three) changes within the assessment system - this contain

when there are undergoing desire system. Therefore, the study of jeon and beatty (2002) shows that special international locations and commercials kind would have a tremendous effect on advertisement. Online shops also makes people to decide to buy a product i.e., it also affects one's purchase intention. Yang (1996) argues that consumer's high interest in virtual stores is the base for their purchase intention too.

Moreover Yang (1996) additionally argues that customer's purpose toward buy is more likely depends on their well-being to purchase on line. He additionally states that on line shopping makes someone to experience that they are greater at ease, time consuming and also those they can purchase depends on their comfort. These blessings play a critical position in affecting client's buy goal. He also refer that environmental factors which include society, own family, circumstances and additionally the availability of alternative products, their lifestyle, mind-set also plays an crucial position in affecting patron's buy intention..

Olney et al., as cited in Yang, 1996; PWC, 2012, purchase intention is also created moreover by the way which the ad is presented and also depends upon the type of website which it is being used.

Kathiravan, et al. (2014), research outcome reveals that demographic variables are influencing positively and significantly on the Consumers' Cause identification and cause Supportive Decision. Also influence positively on consumer involvement and consumer's purchase intention.

Velaudham, Dr. P. Baskar (2016) found that that up to four dependents extremely influenced whereas shopping for air conditioner in comparison different 2 teams of dependents like five dependents and higher than 6 dependents.

3. RESEARCH METHODOLOGY

Objective of the study

1. The main Objective of the study is found influence of brand image on purchase intention towards FMCG products.

Hypothesis of the study

1. There is no relationship between Brand Image and Purchase Intention towards FMCG products.
2. There is no influence of brand image on purchase intention towards FMCG products.

Scope of the Study

Scope of the study is as follows

1. The study is centered at Salem city only.
2. Study is related only with FMCG products

Sampling Frame

The sample size of the study is 200 in all. The Salem city FMCG product consumers alone come within the sample frame. The sampling technique used is Quota sampling around Salem. Questionnaire with 5 point scale is used. The reliability of the tool is 0.78 to 0.90. Correlation and Regression analysis are used for data analysis.

Period of the study

The study was carried from the Salem city between the periods of Jan 2015 to July 2015.

4. ANALYSIS AND INTERPRETATION

Table 1: Correlation analysis showing relationship between Brand Image and Purchase Intention

	Purchase Intention	Brand Image
Purchase Intention	1 . 200	
Brand Image	.180(**) .000 200	1 . 200

Source: Primary Data

H₀: There is no relationship between Brand Image and Purchase Intention towards FMCG products.

H_A: There is no relationship between Brand Image and Purchase Intention towards FMCG products.

The Pearson correlation test was run on a sample of 200 consumers to know the relationship between Brand Image and Purchase Intention towards FMCG products.

Relationship between the variables Brand Image and Purchase Intention towards FMCG products shows r value is 0.180 and p value is 0.000. Hence p value is less than 0.01 and the hypothesis is rejected. It is concluded that there is significant relationship between the variables Brand Image and Purchase Intention towards FMCG products.

Table 2 Regression analysis showing Influence of Brand Image on Purchase Intention Model Summary

R	R Square	Adjusted R Square	F	p
.374	.140	.137	64.603	.000

Source: Primary Data

Coefficients

	B	SE	Beta	t	p
(Constant)	35.893	2.436		14.737	.000
Brand Image	.302	.038	.374	8.038	.000

Dependent Variable: Purchase Intention Source: Primary Data

H₀: There is no influence of brand image on purchase intention towards FMCG products.

H_A: There is an influence of brand image on purchase intention towards FMCG products.

The regression analysis has been carried a sample of 200 and data considering purchase intention as a dependent variable and independent variable as a brand image. The reaction of the consumers and effect of the brand image over purchase intention have been studied by the regression analysis.

The F value obtained for the analysis is 64.603 which are significant at one percent level. Hence the assumed regression model may be considered as a good fit. The value of R^2 is 0.140 and implies that 14% of purchase intention is influenced by the brand image.

Considering the significant individual regression coefficients, it is seen that the brand image (Beta – 0.374, $t = 8.038$, $p = 0.000$), hence the p value is 0.000 and the null hypothesis is rejected and significant at 1% level.

The analysis found that brand image is influenced on purchase intention towards FMCG products.

5. FINDINGS AND CONCLUSION

Findings

- ❖ The study found that there is significant relationship between the variables brand image and purchase intention towards FMCG products.
- ❖ The analysis found that brand image is influenced on purchase intention towards FMCG products.

Conclusion

The study reveals that there is a relationship between brand image and purchase intention as well as brand image influences purchase intention. Throughout the research, the finding indicates that the brand

image influencing consumer's purchase intention. Hence the researcher recommends the FMCG corporate to concentrate more on attractive advertisements, product quality, price, product design and easy availability. This can establish and improve the positive image about the brand in the minds of consumers. Through that the brand image able to influence the consumer's purchase intention.

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