

EFFECT OF BRAND ON CONSUMER BUYING BEHAVIOUR - A SELECT STUDY

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ABSTRACT:

This paper is focus on the affect of Brand on consumer's Buying behaviour, and preference of Branded product. The purchasing behaviour is strongly influenced by image of product. The quality of the product and price are also influenced with their strong impact on buying behaviour of consumer. The primary data is collected through questionnaires and secondary data was collected through internet, journals and magazines. This survey study was conducted in June 2017. A sample of 80 respondents was taken out in which involves housewives, students and others.



KEYWORDS: Brand, Consumer Behavior, Preference of Lakme and Oriflamme brand product.

INTRODUCTION :

Brand-

The brand is called a name, design or any such special characteristic which separates the product of one vendor from the other. Brand is used in business, marketing and promotion by choosing a brand of a product or service. The vendor or manufacture tries to make it attractive to the customer. Therefore companies often spend a lot of money to choose their brand and after testing many possibilities one choose one. Over time customers states to consider certain brands as trustworthy and become their brand value. That is, if a known and preferred brand is applied on the same item, its sale itself increases Price of certain brand can come from time to time. For instance the value of India famous Tata brand was put in 15 billion US dollars in 2015.

Consumer Behaviour-

Consumer behavior studied individual, groups or organization how does it affect the buying behaviour of such emotions as buyers efforts to understand both the process of decision making between the individual and the group. Demographics and behavioral variables in a attempt to understand the need of such people study the characteristics of individual consumers. It also tries to assess the impact on family, friends, society as well as the game context and the groups. Today the customer hoarding is not worth the price of the sale of standard goods not providing service after guarantee there is a low thief everywhere, surrounded by crises, various laws have been made for customer protection and consequently the customer become dependent on the government Those who do illegal acts like black marketing, adulteration etc get political protection.

OBJECTIVES OF THE RESEARCH:

1. To study the affect of brand on consumer buying behaviour.
2. To know the reason for preferring the lakme brand products.
3. To know the reason for preferring the oriflame brand products.

RESEARCH METHODOLOGY:

Research design- Study is descriptive in nature.

Sample design- The study include students, housewives, customers and retailers from the age group belongs to 15 to 60 years.

Sample size-The simple method will be used to select sample. The sample size will consist 80 respondents which include all above two categories Customers and retailers.

The tools- A details taxonomy based questionnaire will be developed after extensive reviewing the literature besides ascertaining personal view of academic as well as customers and retailers.

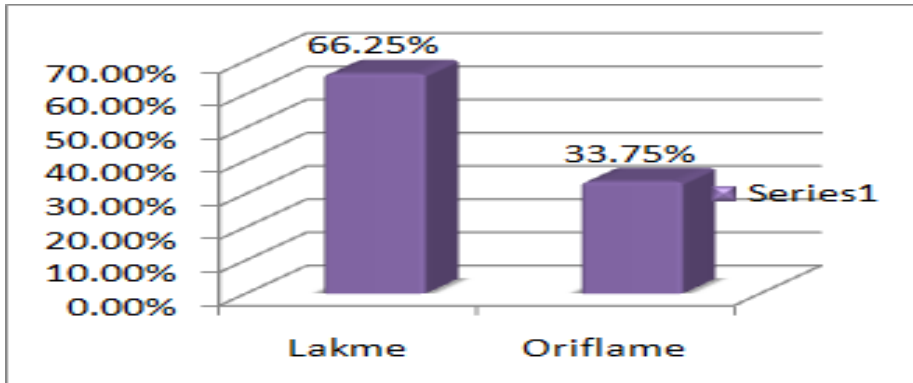
Research methodology- The research first of all, the filled up questionnaire will be check for the completeness and the ones in which responses to all the statements and complete will be select for analysis and the

questionnaires which are incomplete in any response will be rejected. After that all the responses will be scored and tabulated heading wise and overall means scores will be computed for each unit under study separately. The data would be analyzed by using appropriate percentage method. There will be both primary and secondary data will be used.

DATA ANALYSIS:

Table 1 shows which brand you prefer

Category	No. Of respondents	Percentage
Lakme	53	66.25%
Oriflame	27	33.75%
Total	80	100%

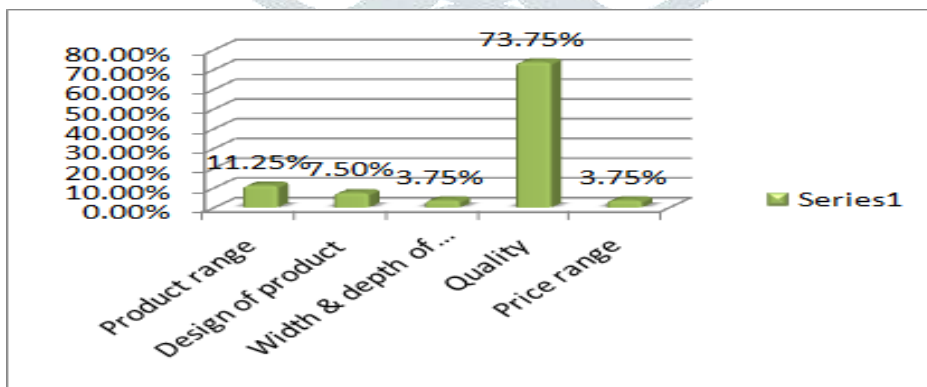


Graph Know about which brand you prefer

INTERPRETATION: Table 1 shows that 66.25 per cent of the respondents says that they prefer Lakme brand products and 33.75 per cent of the respondents says that they prefer Oriflame brand products.

Table 2 Shows reason for preferring particular brand

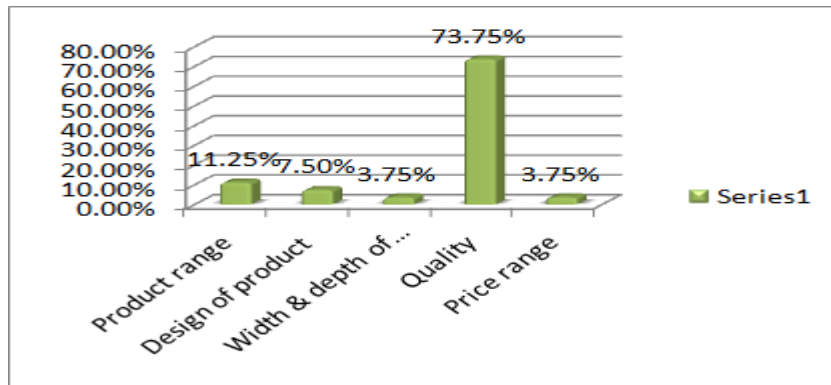
Category	No. Of respondents	Percentage
Product range	9	11.25%
Design of product	6	7.50%
Width & depth of product	3	3.75%
Quality	59	73.75%
Price range	3	3.75%
Total	80	100%



5 Know about prefer brand due to trust and confidence

Table 2 Shows reason for preferring particular brand

Category	No. Of respondents	Percentage
Product range	9	11.25%
Design of product	6	7.50%
Width & depth of product	3	3.75%
Quality	59	73.75%
Price range	3	3.75%
Total	80	100%

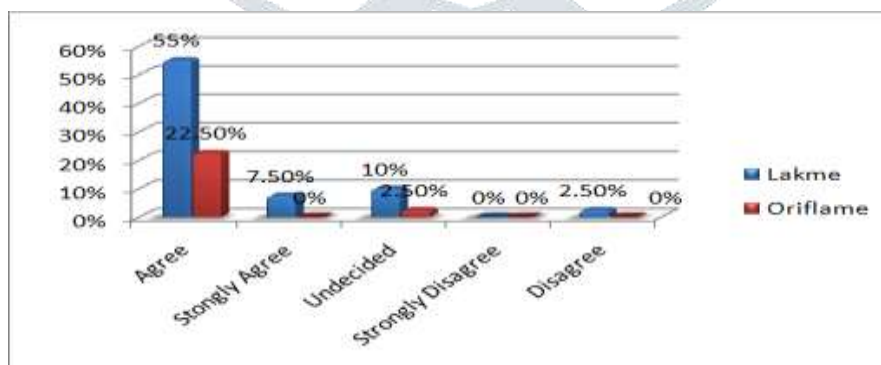


Graph 2 Know about reason for preferring particular brand

INTERPRETATION: Table 2 shows that 11.25 per cent of the respondents prefer particular brand because of product range, 7.50 per cent of the respondents prefer because of design of product, 3.75 per cent respondents prefer because of width and depth of the product, 73.75 per cent respondents prefer particular brand because of quality, and remaining 3.75 per cent of the respondents prefer because of price range.

Table 3 Shows Customer views about to use branded products

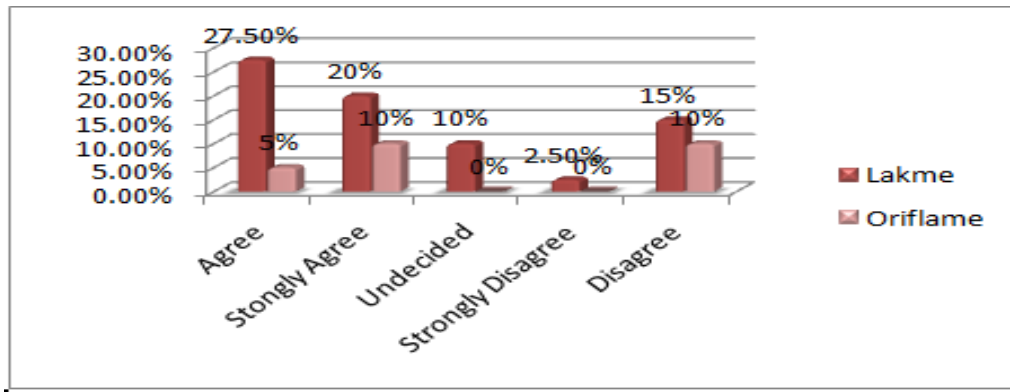
Particular	No. Of res. Lakme	No of res. Oriflame	Percentage Lakme	Percentage Oriflame
Agree	22	9	55%	22.5%
Strongly agree	3	0	7.5%	0%
Undecided	4	1	10%	2.5%
Strongly disagree	0	0	0%	0%
Disagree	1	0	2.5%	0%
Total	30	10	75%	25%



Graph 3 Know about Customer views about to use branded products

Table 4 Shows Customer views about that they agree in selecting a brand having attracting packaging

Particular	No. Of res. Lakme	No of res. Oriflame	Percentage Lakme	Percentage Oriflame
Agree	11	2	27.5%	5%
Strongly agree	8	4	20%	10%
Undecided	4	0	10%	0%
Strongly disagree	1	0	2.5%	0%
Disagree	6	4	15%	10%
Total	30	10	75%	25%

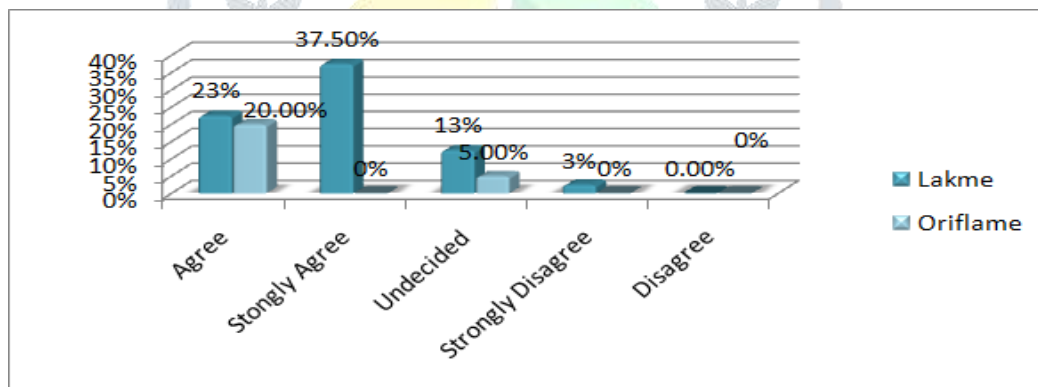


Graph 4 Know about select a brand having attractive packaging

INTERPRETATION: Table 6.1.21 shows that out of total respondents 27.5 per cent of the respondents of lakme and 5 per cent of the respondents of oriflame are agree in selecting a brand having attracting packaging, 20 per cent of the respondents of lakme and 10 per cent of the respondents of oriflame are strongly agree in selecting a brand having attractive packaging, 10 per cent of the respondents of lakme and no of any respondents of oriflame are undecided in selecting a brand having attracting packaging, 2.5 per cent of the respondents of lakme and no of any respondents of oriflame are strongly disagree in selecting a brand having attracting packaging, 15 per cent of the respondents of lakme and 10 per cent of the respondents of oriflame have to disagree in selecting a brand having attracting packaging.

Table 5 Shows Customer views about how they prefer brand due to trust and confidence

Particular	No. Of res. Lakme	No of res. Oriflame	Percentage Lakme	Percentage Oriflame
Agree	9	8	22.5%	20%
Strongly agree	15	0	37.5%	0%
Undecided	5	2	12.5%	5%
Strongly disagree	1	0	2.5%	0%
Disagree	0	0	0%	0%
Total	30	10	75%	25%



INTERPRETATION: Table 6.1.24 shows that out of total respondents 22.5 per cent of the respondents of lakme and 20 per cent of the respondents of oriflame are agree that they prefer brand due to trust and confidence, 37.5 per cent of the respondents of lakme and no of any of the respondents of oriflame are strongly agree that they prefer brand due to trust and confidence, 12.5 per cent of the respondents of lakme and no of any of any respondents of oriflame are undecided that they prefer brand due to trust and confidence, 2.5 per cent of the respondents of lakme and no of any respondents of oriflame are strongly disagree that they prefer brand due to trust and confidence, and no any respondents of lakme and oriflame are disagree that they prefer brand due to trust and confidence.

SUGGESTIONS:

To increase the brand awareness and sales lakme should introduce new categories and also affordable products which will enable the company to gain new customers and will result in higher market share. Lakme should launch new categories of beauty products for men. In these days irrespective of the gender people are focusing on beauty aspect. Lakme shall not limit their products to women as men also constitute the majority population to be served. Young professionals and college students now a day concentrate on their looks. So the company should introduce healthy new product for them at affordable prices. Lakme should introduce moisture and water resistant sunscreen lotion which stay for a longer period during summer. Lakme should introduce more saloons as it will provide it a way for consumer to access all their product, increase their knowledge and also result in brand awareness and increased loyalty. Lakme should frequently and create event and contest and also provide free makeover so that consumers get attest of cosmetic. Wave experience lakme should provide information about all their product, their rating and also uses on their side and regularly update, as well as provide a link in other sides though advertising, block, social media etc.

CONCLUSION:

In this research I have to use two branded products lakme and oriflame the reason for growing popularity of these two brands is product Quality, price, place, promotion and people trust them and the more popular and used product by people is lakme this can be used by all over the world. Advertising creates the desire to possess better and newer items by educating the buyers about better life-style. Advertising gives a direct stimulus to consumer which in turn prompts the producer to produce more and better quality. Advertising and selling have played an important part in expanding the economic system by stimulating consumers into buying more. Advertising makes people work harder than they otherwise would.

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