

# A Study on Consumer Attitude and Purchase Behaviour towards Branded Products.

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## Abstract

This paper studies consumer attitude and purchasing behaviour of different consumer branded products. Data was collected on consumer preference, attitude and perception towards different branded products and factors that they consider while purchasing. The objective of study is to assess the consumer's attitude, perception and preference towards brand products. By developing a powerful brand, corporate can establish 'brand equity' and the equity assists firms in a variety of ways to manage competition and to maintain market share. Due to the globalization process, Indians are getting attracted to different brands' products, particularly Multinational brands.

**Key words:** Consumer Attitude, Buying Behaviour, Brand Loyalty

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## I. Introduction

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing is the science of meeting the needs of a customer by providing valuable products to customers by utilizing the expertise of the organization, at same time, to achieve organizational goals. According to the American Marketing Association. Consumer is the King of the market and all the marketing activities of all the business and industrial enterprises of today go around the habits, tastes, preferences, perception and attitudes of consumers. All efforts are being made to provide maximum satisfaction to maximum consumers. Goods and Services are produced according to the specifications of these needs and wants and these goods and services are distributed to the consumers at the right time and place through most suitable channels of distribution.

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. Consumer Behaviour is the study of Individuals or Organisations and the activities undertaken by them to select, procure and use products or services to satisfy their needs and wants. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it. Understanding consumer behaviour and "knowing consumer" is never simple. Consumers may 'say 'something else but 'do 'something other. They may not be in touch with their inner motivations. They may respond to influences that change their minds at the last minute. The modern Marketing concept spells out the real significance of consumer behaviour.

## II. REVIEW OF LITERATURE

1) De Wulf, K., & Odekerken-Schröder, G. (2003). Assessing the impact of a retailer's relationship efforts on consumers' attitudes and behavior. *Journal of Retailing and Consumer services*, 10(2), 95-108.

This study focuses on the impact of different relationship efforts made by a retailer (direct mail, preferential treatment, and tangible rewards) on key relationship marketing outcomes (trust, relationship commitment, and behavioral loyalty). A cross-sectional study in a retail clothing setting was conducted based on two consumer

samples drawn from Belgium and the Netherlands. SEM results indicate that retailers undertaking relationship efforts to loyal consumers can positively affect these consumers' attitudes and behavior. Consequently, managers and employees of retail companies need to be trained, motivated, and rewarded for making relationship efforts to regular customers.

2) Pilelienė, L., & Tamulienė, V. (2021). Consumer attitudes and behavior towards organic products: Evidence from the Lithuanian market.

The paper analyzes consumer attitudes and related behavior towards organic products and determines the factors affecting consumer attitudes towards organic products and Lithuanian consumers' choices. A questionnaire survey is provided in order to approve the theoretically established factors in the Lithuanian market of organic products. The results indicate the structural differences between theory and its application for the Lithuanian market; therefore, the factors are reestablished. The research results show the high level of Lithuanian consumers' environmental consciousness; also, a willingness to share information relating to environmental issues with friends; and active engagement in sharing information about environmentally related issues. Research results show that Lithuanian consumers do not choose organic products often and they also do not express conformable behavior (resulting from organic product purchases). The established factors affecting consumer attitudes and behavior can be further explored and modeled according to different market situations. Originality and value: Based on the results, companies can elaborate on effective marketing strategies fostering consumer attitudes and behavior in a particular way.

3) Sanad, R. A. (2016). Consumer attitude and purchase decision towards textiles and apparel products. *World*, 2(2016), 16-30.

This study reviewed research studies concerned with consumer behaviour towards textile and apparel products. However, it is believed that textile products' visual and physical characteristics has a great impact Consumer Attitude and Purchase Decision World Journal of Textile Engineering and Technology, It is proposed to extend consumer behaviour studies in textile and apparel area with special concern of fit, comfort and performance. The importance of the meaning held by textile and apparel products was pointed in USA and South Korea. Moreover, the country of origin is reported as an important part of textile product that could motivate or discourage consumers to buy a product.

4) Ahuja, N. (2015). Effect of branding on consumer buying behaviour: A study in relation to fashion industry. *International Journal of Research in Humanities & Social Sciences*, 3(2), 32-37.

This study is aimed at analyzing the effect of brands on consumer buying behavior. Along with finding the effect of brand on consumer buying behavior the purpose of the study is to have an in depth knowledge of what actually is branding and consumer behavior. To study the relationship between brand and consumer behavior the following methodology is opted: Consumer Survey on the effect of brands on their buying behavior through questionnaire. The key results of the study are: The degree brand consciousness goes on decreasing in higher age groups; price & brand were the major attributes that customers gave most importance and 80% people believe that Brands in the fashion industry have become a status symbol. Brands have an effect on the consumer mind in many ways like quality, rates, income, age group's etc. Even in the fashion industries brands have a significant effect on consumer behavior.

### **SCOPE OF THE STUDY**

The study was conducted only with 50 respondents in konaje region of Dakshina kannada district. The central theme of the study focused on the Consumer Attitude and Purchase Behaviour towards Branded Products. Through the questionnaire, the researcher sought required information by personally meeting the respondents. So the findings of the study & conclusions drawn are based on the analysis of the information provided to the researcher through the questionnaire also through the formal interviews

### **Objectives**

1. To measure respondents' attitude towards branded products.
2. To assess the respondents perception and preference towards brand products
3. To examine respondents overall awareness of various brands available in the market

### **III. RESEARCH METHODOLOGY**

Primary data was collected from Questionnaire method and Secondary data was collected through Journals, Magazines and Books.

The sampling method used for this study is convenience sampling.

The sample was selected from those who are consumers of branded products in the Konaje region of Dakshina Kannada district. It was also collected through filling up the questionnaire prepared. The data has been analysed by using mathematical or statistical data.

Considering the allocation of the budget, time constraint, nature of analysis and the importance of decision the sample size of this study is limited to 50. The statistical errors were eliminated to the best and the research work has been carried out by the researcher.

**LIMITATION OF STUDY:**

- The study is only restricted to 50 respondents in konaje region.
- It may not reflect the entire population's opinion. Brands are analysed from the purchase point of view rather than on actual usage of the products.
- The behaviour of the consumers is changing fast and hence cannot be truly predicted.

**ANALYSIS AND INTERPRETATION**

**1. Gender**

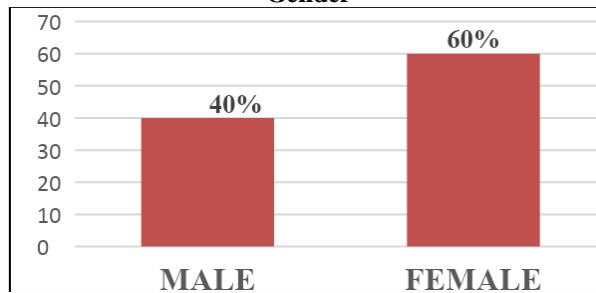
Responses were obtained from 50 respondents. The response on this is presented in the form of table 1

**Table 1  
Gender**

Gender	Respondents	Percentage
Male	20	40
Female	30	60
<b>TOTAL</b>	<b>50</b>	<b>100</b>

Source: Survey Data

**Chart 1  
Gender**



Out of 50 respondents, 30 were females and 20 are males contributing to 60% and 40% respectively. The data reveals that the majority of the respondents belong to the female.

**2. AGE OF THE RESPONDENTS**

The response on age group of respondents are presented in the form of table 2.

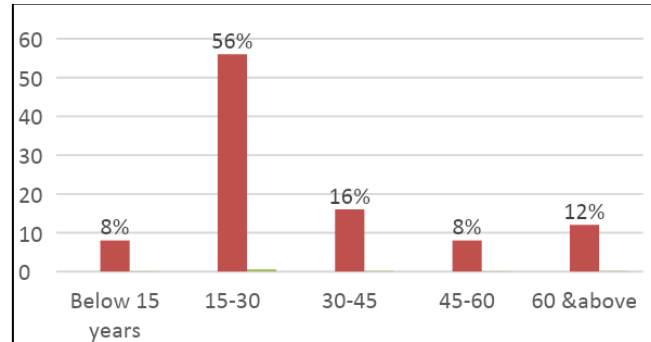
**TABLE.2  
AGE OF THE RESPONDENTS**

Age	Respondents	Percentage
Below 15 years	4	8%
15-30	26	56%
30-45	8	16%
45-60	4	8%
60 & above	6	12%
<b>TOTAL</b>	<b>50</b>	<b>100</b>

Source: Survey Data

The above table shows that out of 50 respondents 4 respondents belong to the age group of below 15 years & 45- 60 year, 6 respondents belong to the age group of 60 & above,8 respondents belong to the age group of 30 - 45 , 26 respondents belong to the age group of 15 – 30, The data reveals that majority of the respondents belong to the age group of 15 – 30 Therefore youngsters are more interested in branded products.

**Chart 2.**  
**AGE OF THE RESPONDENTS**



### 3. MARITAL STATUS

The response of respondents on marital status is gathered. There were options such as single and married. The collected response is presented in the form of Table 3.

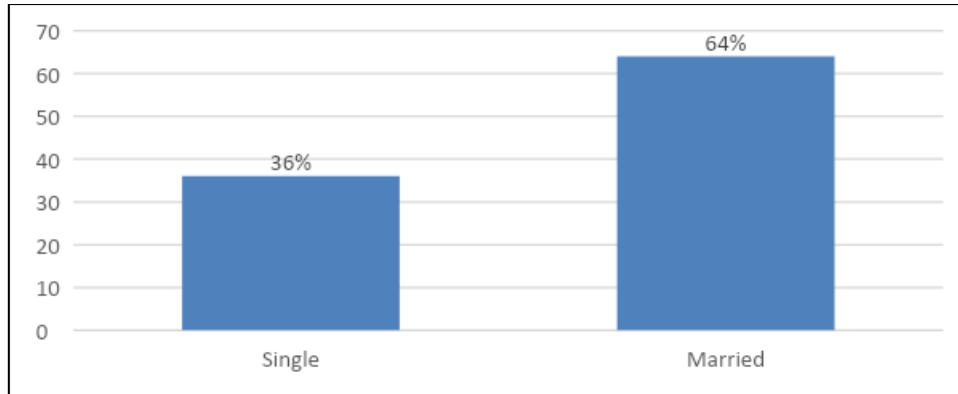
**TABLE 3**  
**MARITAL STATUS**

Marital status	Respondents	Percentage
Single	16	36
Married	32	64
TOTAL	50	100

Source: Survey Data

The above table shows the marital status of respondents. Out of 50 respondents 32 respondents are married and 16 respondents are single. It is found that the majority of the respondents are married.

**CHART 3**  
**MARITAL STATUS**



### 4. EDUCATIONAL QUALIFICATION

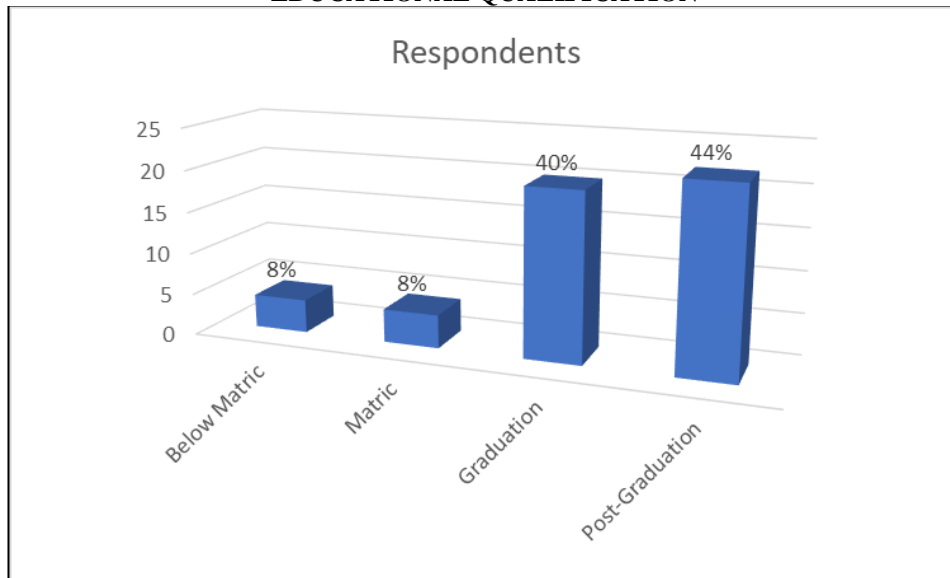
The responses of respondents were taken on the educational qualification. They are provided with the options such as below Matric, Matric, Graduate, Postgraduate. The response were collected and presented in Table 4.

**TABLE 4**  
**EDUCATIONAL QUALIFICATION**

Educational Qualification	Respondents	Percentage
Below Matric	4	8
Matric	4	8
Graduation	20	40
Post-Graduation	22	44
TOTAL	50	100

Source: Survey Data

**CHART 4  
EDUCATIONAL QUALIFICATION**



The above table and chart reveals that out of 50 respondents 20 respondents are having qualification of Graduation, 22 respondents belong to the education level of Post-graduation, the rest 4 respondents belong to the education level of Below Matric and Matric. It is found that the majority of the respondents are having qualification of Graduation.

#### 5. INCOMES OF THE RESPONDENTS

The responses of respondents were taken on the income level of the consumer. The response were collected and presented in the Table 5.

**TABLE 5.  
INCOMES OF THE RESPONDENTS**

Annual Income	Respondents	Percentage
Less than 100000	8	16
Rs 100000-200000	12	24
Rs 200000-300000	20	40
Rs300000-400000	8	16
Rs 400000 & Above	2	4
TOTAL	50	100

Source: Survey Data

The above table reveals the annual income of the respondents. Out of 50 respondents 20 respondents annual income is between 2,00,000 to 3,00,000, 12 respondents annual income is Rs between 1,00,000 to 2,00,000, 8 respondents belongs to annual income group of less than 1,00,000 and 3,00,000 to 4,00,000 respectively, 2 respondents annual income is Rs.4 lakhs and above. It is found that the majority of respondents belong to the annual income group of 2 lakhs - 3 lakhs.

**Chart 5**  
**INCOMES OF THE RESPONDENTS**



### 6. Awareness of Consumers towards Brand

The following table and the chart shows the awareness of the consumers towards the brands appears to be 100 percent. The responses were collected and presented.

**Table 6**  
**Awareness about Brands**

Brand awareness	Respondents	Percentage
Yes	50	100
No	0	0
TOTAL	50	100

Source: Survey Data

**Chart 6**  
**Awareness about Brands**

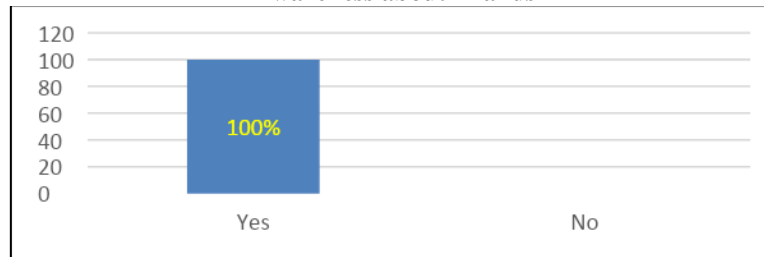


Chart show that all the 50 respondents were aware of the brands products. It seems that the people are have good awareness about brand of products.

### 7. Behaviour of Consumers towards Sources of Information

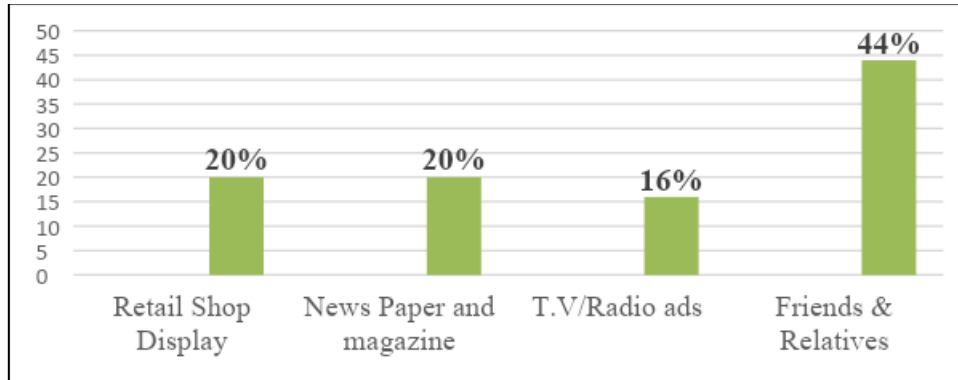
The behaviour of the consumers towards the sources of information including Retail shop display, newspaper & magazine, TV/ radio Ads, friends etc. has been presented in Table 7.

**Table 7**  
**Source of Information**

Source of Information	Respondents	Percentage
Retail Shop Display	10	20
Newspaper & Magazine	10	20
TV/Radio Ads	8	16
Friends & Relatives	22	44
TOTAL	50	100

Source: Survey Data

**Chart 7**  
**Source of Information**



The above table and chart show the different sources of information which influences the consumer behaviour towards branded products. It is apparent that maximum percentages of respondents get the information from Friends & Relatives, 20% of respondents get information from retail shop display and Newspaper & Magazine. In comparison with all of these a few respondents 16% get the sources of information from TV/Radio Ads.

The majority of consumer are aware about the brands products through friends so it can be interpreted that friends and relatives provided information about the branded products

**8.Consumer's Behaviour towards Product Purchase Frequency**

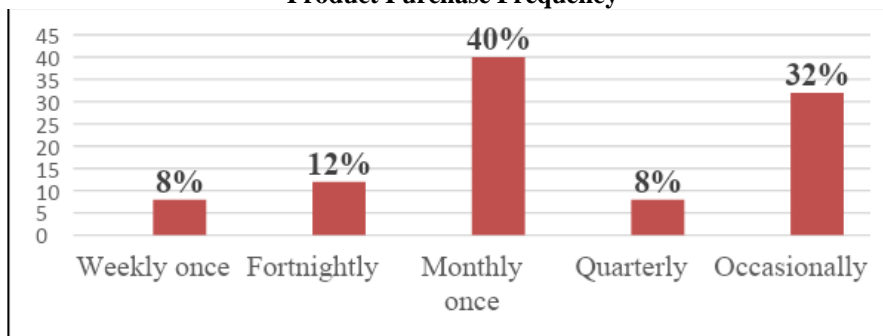
Table 8 represents Product Purchase Frequency which influences the consumer behaviour towards branded food products.

**Table 8**  
**Product Purchase Frequency**

Frequency	Respondents	Percentage
Weekly Once	4	8
Fortnightly	6	12
Monthly Once	20	40
Quarterly	4	8
Occasionally	16	32
TOTAL	50	100

Source: Survey Data

**Chart 8**  
**Product Purchase Frequency**



The above Table 8 shows that a maximum percentage of respondents purchases the branded products once in a month. Further, 32 % of the respondents purchase these products occasionally. 12% of respondents purchase these products fortnightly and the 8% of respondents purchase the branded products weekly, quarterly. Majority of respondents purchase products once in a month.

**9. Behaviour of Consumers towards Brand Loyalty**

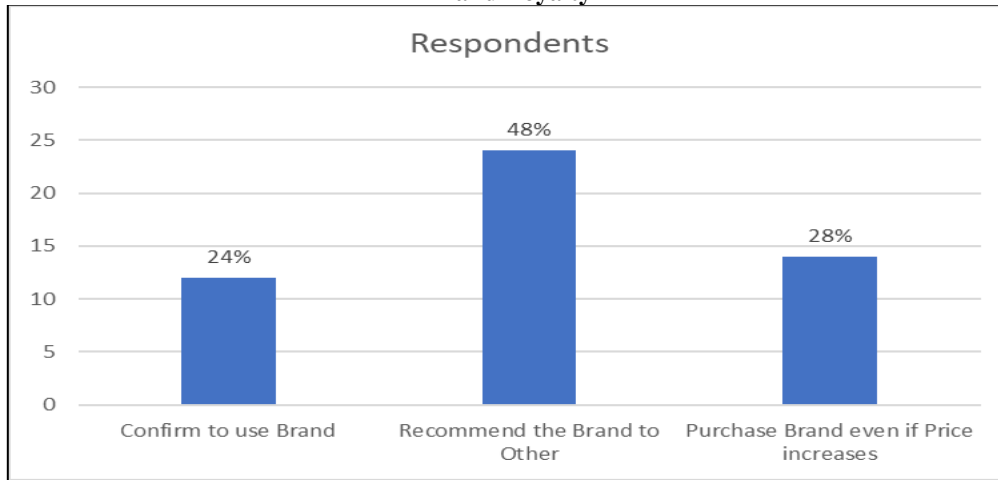
The Table shows the brand loyalty among the consumers. The opinions of the respondents are divided on these aspects. The responses were collected and presented in the Table 9.

**Table 9  
Brand Loyalty**

Brand Loyalty	Respondents	Percentage
Confirm to use Brand	12	24
Recommend the Brand to Other	24	48
Purchase Brand even if Price increases	14	28
TOTAL	50	100

Source: Survey Data

**Chart 9  
Brand Loyalty**



The above table and chart shows the brand loyalty of consumer. Out of 50 respondents 48% of respondents recommend the brand to others. 28% of respondents are recommend the purchase brand even if price increases. 24% of respondents are confirmed to use brand.

**10. Factors Influencing the Behaviour of Consumers towards Brands**

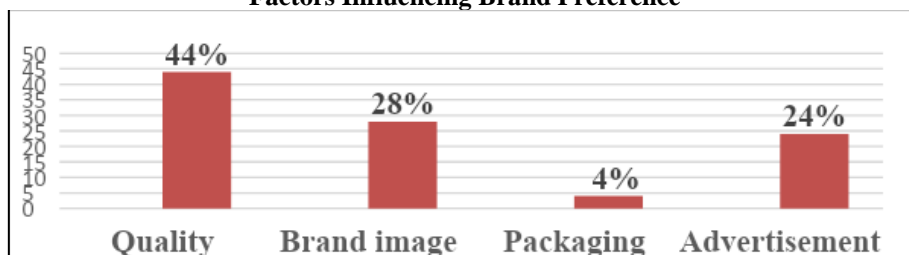
The respondents are provided with the options such as Quality, Brand Image Packaging Advertisement and responses were presented in table 10.

**Table 10.  
Factors Influencing Brand Preference**

Factors	Respondents	Percentage
Quality	22	44
Brand image	14	28
Packaging	2	4
Advertisement	12	24
TOTAL	50	100

Source: Survey Data

**Chart 10  
Factors Influencing Brand Preference**





There are various factors which influences the behaviour of consumers towards brands. The maximum numbers of respondents 44% are influenced by Quality. 28 % of respondents are influenced by Brand image. 24 % respondents are influenced by Advertisement. Further, 4% respondents are influenced by Packaging. It is found that the majority of respondents informed by behaviour towards Quality of products.

**11. Consumer attitude towards calls from sales persons**

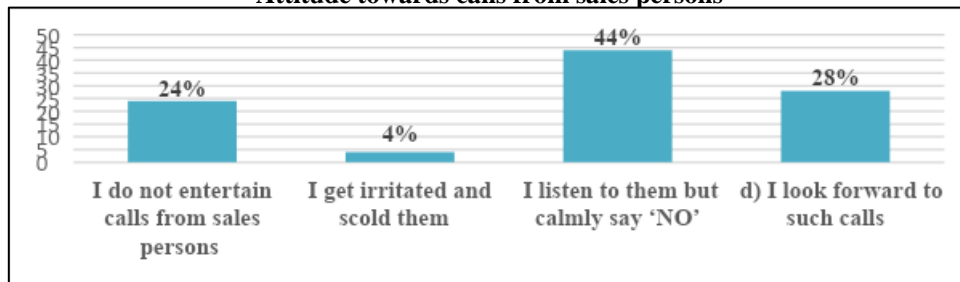
The response of respondent’s view on attitude towards calls from sales persons. There were options such as I do not entertain calls from sales persons, I get irritated and scold them, I listen to them but calmly say ‘No’, I look forward to such calls. The response on this is presented in the form of table 11.

**Table 11**  
**Attitude towards calls from sales persons**

Attitudes	Respondents	Percentage
I do not entertain calls from sales persons	12	24
I get irritated and scold them	2	4
I listen to them but calmly say ‘ No’	22	44
I look forward to such calls	14	28
TOTAL	50	100

Source: Survey Data

**Chart 11**  
**Attitude towards calls from sales persons**



The above table 11 reflects the respondent’s view on attitude towards calls from sales persons. Out of 50 respondents 44% of respondents are listen to them but calmly say ‘ No’, 28% respondents are look forward to such calls, 24% of respondents are do not entertain calls from sales persons and 4% of respondents are get irritated and scold them. It is found that above data it is observed that majority of the respondents are listen to them but calmly say ‘No’.

**12. Consumer preferences towards purchases of products**

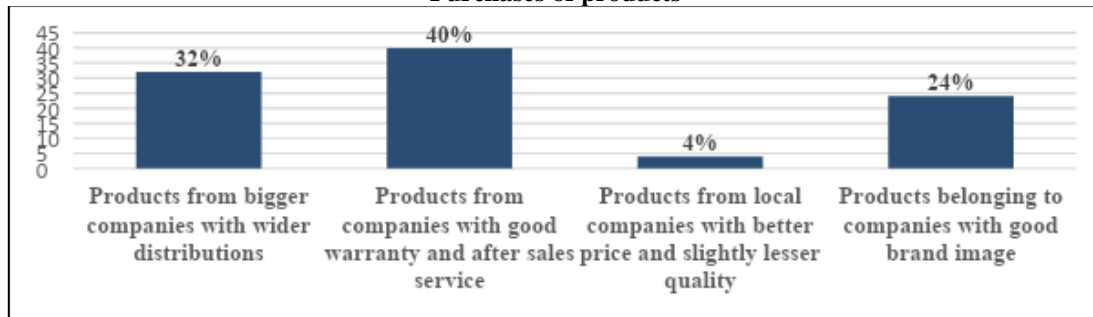
The Table shows the preferences towards purchases of products. The preferences towards purchases of the respondents are divided on this aspect. The response on this is presented in the form of table 12.

**Table 12**  
**Purchases of products**

Purchases of Products	Respondents	Percentage
Products from bigger companies with wider distributions	16	32
Products from companies with good after sales warranty and service	20	40
Products from local companies with better price and slightly lesser quality	2	4
Products belonging to companies with good brand image	12	24
TOTAL	50	100

Source: Survey Data

Chart 12  
Purchases of products



The above table reflects the respondent's attitude on purchase of products. Out of 50 respondents 40% of respondents are like to buy Products from companies with good sales warranty and service, 32% of respondents are like to buy Products from bigger companies with wider distributions, 24% of respondents are like to buy Products belonging to companies with good brand image, 4% of respondents are like to buy Products from local companies with better price and slightly lesser quality. The majority of the respondents are prefer to buy Products from companies with good after sales warranty and service.

#### IV. FINDINGS OF THE STUDY

- ❖ The data reveals that majority of the respondents are female.
- ❖ The data reveals that majority of the respondents belong to the age group of 15 – 30.
- ❖ It is found that majority of the respondents are married.
- ❖ It is found that majority of the respondents are having qualification of Graduation.
- ❖ It is found that majority of respondents are belongs to the annual income group of 2 lakhs to 3 lakhs annum.
- ❖ It seems that the people are have good awareness about brand of products.
- ❖ Consumer are aware about the brands products through friends and relatives so it can be interpreted that friends and relatives provided information about the branded products.
- ❖ Majority % of respondents purchase products once in a month.
- ❖ It is found that the majority % of respondents recommend the brand to other.
- ❖ It is found that the majority % of respondents behaviour towards Quality of products.
- ❖ It is found that above data it is observed that majority of the respondents are listen to them but calmly say 'No'.
- ❖ The majority of the respondents are prefer to buy Products from companies with good after sales warranty and service.

#### V. SUGGESTIONS:

- ❖ Customer like best Quality product at any price, so companies should add latest technologies to their product.
- ❖ Sales warranty and services is the area where branded products can be highly satisfy the existing customers.

#### VI. CONCLUSION

"Every consumer has a natural instinct around what makes them 'stick' to a brand. The traditional 'low price' and 'reliable service' mechanics are no longer as effective at driving loyalty. The maximum percent of the consumers are well aware of brands available in the market. It appears that the factors like low price of competitive brand, bad results provided by the present product, non-availability of the present brand in near market etc. are the major factors that affect the behaviour of consumers towards branded products Brand endorsements, brand ethical concerns, brand attributes have little impact on purchase intention. Hence, we conclude brands offer safety and trust from the consumer point of view.

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