

Influence Of Brand Preference On Purchase Intention

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ABSTRACT

Shopper behavior comprises several elements namely shopper's pre buying behavior, shopper's decision making, mode of purchase and preference related to their consumption etc., play a vital role in the various tasks related to the retailers, marketers, stockers, producers so on and so forth. Sample size of the research was 50 shopping mall consumers in Coimbatore. Convenience sampling technique was used for primary data collection. The research tries to know the brand preference towards FMCG products among consumers at shopping malls. The analysis identified that there is influence of dimensions of brand preference namely piece, quality and brand image on purchase intention among consumers at shopping malls in Coimbatore. From the path analysis, it is found that there is influence of purchase intention on consumer behaviour among consumers at shopping malls in Coimbatore. Hence, it is concluded that the mall managers should go beyond if they are to optimize people-centered business advantage in the marketplace by putting more emphasis on branding due to the perception that people are more tend to have products with reputable brand names.

Keywords: Brand Preference, Piece, Quality, Brand Image, Purchase Intention and Consumers' Behaviour.

INTRODUCTION

Today's innovation becomes the history of the future. There are many challenges to be confronted by the manufacturers, wholesalers and retailers to produce and sell the goods to the present consumers. In modern day needs are diversified and different with the shoppers. Shopper behavior comprises several elements namely shopper's pre buying behavior,

shopper's decision making, mode of purchase and preference related to their consumption etc., play a vital role in the various tasks related to the retailers, marketers, stockers, producers so on and so forth. Shopping malls not only provide room for sales and services, but also it gives various chances for the researchers of various disciplines to study and make the manufacturers and the sellers to get sufficient knowledge about the shoppers and their related behavior. Shopping malls can be considered as time savers, money savers, and energy savers for the shoppers. Prevailing shopping malls assures quality, quantity, guarantee, warranty for almost all the products which are consumed in that malls. Actually shopping malls are service sectors which assure the presence of the desired goods and services. Due to the drastic changes induced, promoted and brought about in the worldwide competitions, working environment, infrastructure developments, technological up gradations, unskilled labors and other external problem such as political, economic, technical and of course social the managements are almost stressed, in order to make the maximum benefits from the incoming shoppers a better understanding becomes inevitable. Where there is a will, there will be a way. Where there are weaknesses, there are also opportunities opened, in this sense study about the shoppers' behavior in the shopping malls can assist the managers of the malls. If the shopping malls are intended to the shoppers to buy as they please, it is the responsibilities of the management of the malls to gain their maximum satisfaction; in order to gain such satisfaction and to conserve the same the management authorities should inevitably understand almost all the dimensions of the shopper behavior. In general, the urban shoppers may usually expect more items, along with comparatively better attributes of the products they intend to buy. Satisfying urban shoppers is comparatively difficult than to satisfy their counter parts. If at all sufficient knowledge about the urban shoppers are gained satisfying them may be difficult; hence this study will positively render the needed assistances to all those who are involved in this retail industry through the establishment of

the shopping malls. An empirical study about the various dimensions may provoke many advantages for the knowledge seekers about the shoppers' behavior.

REVIEW OF LITERATURE

Sandeep Kumar and Srinivasa Narayana (2018) suggested that shoppers' are prone to unfamiliar brands if their quality is good. As against the general conception, price and promotional offers alone are weighed down by most of the shoppers over quality. This study signifies the importance of quality over price, promotion and varieties of options for shoppers in consumer packaged goods category. Abdurrahman Isik and Mehmet Fatih Yasar (2015) suggested that, brand name variable have statistically significant relationships with consumer preferences variable. The findings of the study indicated positive correlations among the two variables with high factor loadings. Brand name of a product has significant impact on the overall preferences of the consumers.

Velaudham and Baskar (2015) found those age groups 31 to 45 years show much relationship towards buying behavior. Other groups are showing less relationship. The same age groups 31 to 45 years influence much the buying behavior directly and through purchase decision also. Jagwinder Singh, et al. (2009) studied about "Mobile Handset Buying Behavior of Different Age and Gender Groups" The study found that the mobile handset users of age group of 18-30 years are less price sensitive than consumers of other groups; rather they consider 'physical appearance', 'brand', 'value added features', and 'core technical features' more important than users of any other age groups. On the contrary, the consumers of age group 50 years and above have given greater importance to 'price' than consumers of other age groups. There were significant differences between different age groups. The difference was highest for the 'brand' closely followed by 'core technical features' of the handset. Gender differences also existed for these factors. (Velaudham and Baskar, 2015) concluded

that respondents earned below Rs.30, 000 influenced purchase of air conditioner compared to other three high income groups; because earned high income respondents expectation was more. Proper efforts can be concentrated to motivate the high income respondents. By this effort the sales promoters can achieve the sales promotion or to reach the target.

Velaudham and Baskar (2015) found that type of Own house respondents influence the buying behavior directly and indirectly through purchase decision. Statistically own house dwellers relate as well as influence the buying behavior directly or indirectly through purchase decision. The influence of female is comparatively greater than male even though they are majority in frequency and percentage (velaudham and Baskar, 2015). Geethanjali, et al. (2011) Studied about “A study on consumer buying behavior towards home appliances in Salem city” The study found that; demographic factors influenced the consumer to buying home appliances. Other factors like price, quality, offer and features of home appliances also influenced the consumer for buy home appliances.

RESEARCH METHODOLOGY

3.1 Research Design

This research comes under the category of descriptive research. “A descriptive study means, providing detailed descriptions about the features linked with a subject population”. The strength of survey research is the wide scope to collect detailed information from a sample of a large population.

3.2 Framework of the Research

It was used to identify the brand preference towards FMCG products among consumers at shopping malls. Brand preference was classified into three sub groups namely price, quality and brand image. Purchase intention was considered as dependent variable. Consumer behaviour was considered as outcome variable.

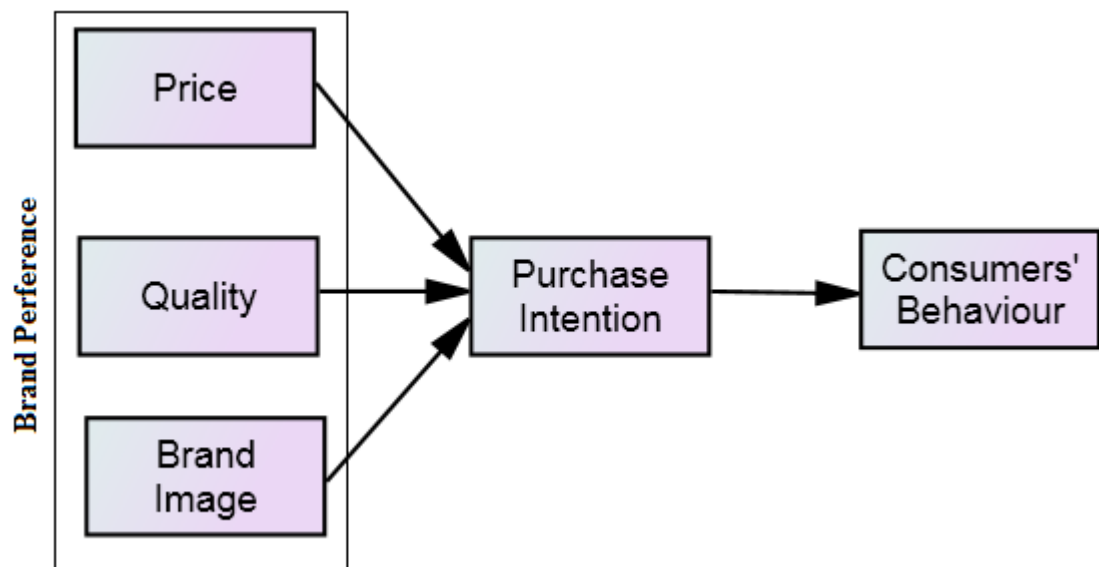


Figure 1: Framework of the Research

3.3 Objectives of the Study

- To study the influence of dimensions of brand preference namely price, quality and brand image on purchase intention among consumers at shopping malls in Coimbatore.
- To know the influence of purchase intention on consumer behaviour among consumers at shopping malls in Coimbatore.

3.4 Hypotheses of the Study

- There is no influence of dimensions of brand preference namely price, quality and brand image on purchase intention among consumers at shopping malls in Coimbatore.
- There is no influence of purchase intention on consumer behaviour among consumers at shopping malls in Coimbatore.

3.5 Questionnaire Construction

Table 1: Reliability of the Research

S.No.	Variable	Author	Reliability
I	Brand Preference	Self Design	
	Price		0.79
	Quality		0.83
	Brand Image		0.92
II	Purchase Intention	Self Design	0.78
III	Consumer Behaviour	Self Design	0.90

Brand preference, purchase intention and consumer behaviour tools were developed by the researcher. For all the statements of the questionnaire construction the alpha was ranged from 0.78 to 0.92. This reliability value indicates that high reliability of the statements of the questionnaire.

3.6 Area of sample and justification

Coimbatore has been selected for this research as area of sampling. Hence, there is a required to defend and expand the consumers in shopping malls in Coimbatore. By understanding this, quality of work life and loyalty are judged for the research.

3.7 Sampling design

The sample comprises among consumers at shopping malls in Coimbatore.

3.8 Determination of sample size

This research is performed to identify the brand preference towards FMCG products among consumers at shopping malls. The sample size of new research was 50.

3.9 Sampling technique

Sampling technique presents a range of techniques that allow decreasing the amount of data wanted to collect by believing only data from a subgroup pretty than all probable cases or rudiments. Convenience sampling technique of non-probability sampling method was followed to collect the primary data for the research.

3.10 Toll for data analysis

Path analysis was used for data analysis. Brand preference was classified into three sub groups namely price, quality and brand image. Purchase intention was considered as dependent variable. Consumer behaviour was considered as outcome variable.

ANALYSIS AND INTERPRETATION

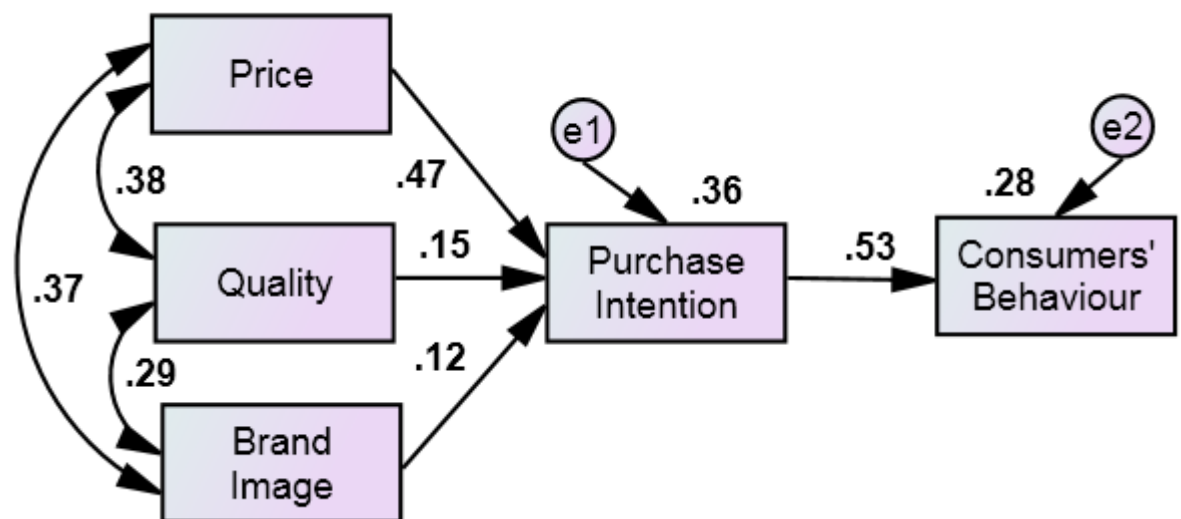


Figure 2: Path analysis of brand preference towards FMCG products among consumers at shopping malls

Table 1: shows Model Fit Indication

Indicators	Observed Values	Recommended Values (Premapriya, et al. 2016)
Chi-Square	2.000	---
p	0.368	Greater than 0.050
GFI	0988	Greater than 0.90

AGFI	0.918	Greater than 0.90
CFI	1.000	Greater than 0.90
NFI	0.948	Greater than 0.90
RMS	0.012	Less than 0.080
RMSEA	0.002	Less than 0.080

Source: Primary data

From the model fit table, it is identified that the chi-square value was 2.000. The p value was greater than five percent level. The AGFI and GFI values were bigger than 0.90. Saminathan, et al. (2019) has found similar result. The calculated NFI and CFI values were bigger than 0.90. Kantiah Alias Deepak and Velaudham (2019); Velaudham and Baskar (2015) have found similar result. It was found that RMSEA and RMS values were less than 0.08. The above pointers indicate that it was completely fit. Velaudham and Baskar (2015) have found similar result.

Table 2: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	p
Purchase Intention	<---	Price	0.347	0.028	12.493	0.468	0.001
Purchase Intention	<---	Quality	0.140	0.035	4.005	0.146	0.001
Purchase Intention	<---	Brand Image	0.103	0.032	3.262	0.118	0.001
Consumer Behaviour	<---	Purchase Intention	0.963	0.063	15.263	0.533	0.001

Source: Primary data

H₀: There is no influence of price on purchase intention.

Influence of price on purchase intention calculated value of CR is 12.493. The Beta value was 0.468. The beta value indicates that 46.8 percent of influence is through price towards purchase intention. The p value was 0.001. The p value was less than 5 percent and

the hypothesis was rejected. Hence, it can be concluded that the price do no influences purchase intention among consumers at shopping malls in Coimbatore.

H₀: There is no influence of quality on purchase intention.

Influence of quality on purchase intention calculated value of CR is 4.005. The Beta value was 0.146. The beta value indicates that 14.6 percent of influence is through quality towards purchase intention. The p value was 0.001. The p value was less than 5 percent and the hypothesis was rejected. Hence, it can be concluded that the quality do no influences purchase intention among consumers at shopping malls in Coimbatore.

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

Influence of brand image on purchase intention calculated value of CR is 3.262. The Beta value was 0.118. The beta value indicates that 11.8 percent of influence is through brand image towards purchase intention. The p value was 0.001. The p value was less than 5 percent and the hypothesis was rejected. Hence, it can be concluded that the brand image do no influences purchase intention among consumers at shopping malls in Coimbatore.

H₀: There is no influence of purchase intention on consumer behaviour.

Influence of purchase intention on consumer behaviour calculated value of CR is 15.263. The Beta value was 0.533. The beta value indicates that 53.3 percent of influence is through purchase intention towards consumer behaviour. The p value was 0.001. The p value was less than 5 percent and the hypothesis was rejected. Hence, it can be concluded that the purchase intention do no influences consumer behaviour among consumers at shopping malls in Coimbatore.

FINDINGS

- The analysis identified that there is influence of dimensions of brand preference namely piece, quality and brand image on purchase intention among consumers at shopping malls in Coimbatore.

- From the path analysis, it is found that there is influence of purchase intention on consumer behaviour among consumers at shopping malls in Coimbatore.

RECOMMENDATIONS

- It is recommended that brand creates consumer awareness and desirability that can facilitate consumer decision making and activate brand purchase. Peoples brand experiences built consumer's preferences toward certain brands directly or indirectly.
- It is also recommended that the mall managers should go beyond if they are to optimize people-centered business advantage in the marketplace by putting more emphasis on branding due to the perception that people are more tend to have products with reputable brand names.

CONCLUSION

Shopper behavior comprises several elements namely shopper's pre buying behavior, shopper's decision making, mode of purchase and preference related to their consumption etc., play a vital role in the various tasks related to the retailers, marketers, stockers, producers so on and so forth. Sample size of the research was 50 shopping mall consumers in Coimbatore. Convenience sampling technique was used for primary data collection. The research tries to know the brand preference towards FMCG products among consumers at shopping malls. The analysis identified that there is influence of dimensions of brand preference namely piece, quality and brand image on purchase intention among consumers at shopping malls in Coimbatore. From the path analysis, it is found that there is influence of purchase intention on consumer behaviour among consumers at shopping malls in Coimbatore. Hence, it is concluded that the mall managers should go beyond if they are to optimize people-centered business advantage in the marketplace by putting more emphasis on

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