

Influence of Branded Grains in Indian Retail Markets

¹Dr. S. Franklin John,²Mr.J.Anand Christopher,³Ms. S. Senith,

¹*Professor and Principal, Nehru College of Management, Coimbatore.*

²*Research Scholar, Karunya University, Coimbatore.*

³*Assistant Professor and Research scholar, Nehru College of Management, Coimbatore.*

Abstract: The study was designed to investigate the Relationship between Rice Branding Dimensions and Brand Rating. The study covers the population includes 780 consumers from Tamil nadu, who are all using branded rice. The questionnaires were given to 900 consumers who are all using branded rice. Out of 900 consumers contacted, 780 questionnaires were received with required coverage and details. The participants completed the two sets of self-reported questionnaires, including Background characteristics and variables chosen for this study in order to measure the influence of branded milk are the Saliency, performance, Imagery, Judgment, Feelings, attitude and Resonance. The collected data were computed and analysed using multiple regressions. The findings of the study were generalized as follows: Statistically significant differences were found in Brand rating by the different brand dimensions like Saliency, Performance, Imagery, feelings, attitude and Resonance. In the end of the study implications and conclusion were provided.

Index Terms: brand, commodities, influence

I. Introduction

Branding is about taking something common and improving upon it in ways that make it more valuable and meaningful (Bedbury, 2002, p. 14).

Indian retail industry largest among all the industries accounting for 10% of countries GDP and around 8% of employment. The retail industry in India has come forth as one of the most dynamic and fast paced industries with several players entering in the market. For manufactures and service providers the emerging opportunities in urban markets seem to lie in capturing and delivering better value to the customers through retail. The retail sector has played a phenomenal role throughout the world in increasing productivity of consumer goods and services. The India Retail industry is gradually inching its way towards becoming the next boom industry. As the Indian consumer evolves they expect more and more at each and every time when they steps into a store. Retail today has changed from selling a product or a service to selling a hope. In this connection want to know what is the role of branding in India. Branding in a modern context has always been an important aspect of marketing. A brand is a promise a company makes to the customer, of what this product is going to deliver. That is, how the brand is going to fit into the business of the customer. Margaret C Campbell (2002). Branding distinguishes a company, its products services or ideas from that of its competitors and creates a lasting impression on the customer's mind. Chaitanya Prasad (2009).

A huge change is being happened in the Indian procurer marketplace in terms of brands. The importance of brands are growing by the day be it in the case of cosmetics, apparels, consumer durables or food products. The rice market in India has evolved over the years and today branded rice has become the order of the day. Basmati Rice also known as King of Rice because of its umpteen characteristics rules the rice industry in India. India is home to thousands of varieties of basmati rice. Maryann Taylor (2011).

A brand is essentially a marketer's promise to deliver a specific set of features, benefits and services consistently to the buyer (Kotler, 2003, p. 420). People are the cornerstones of a brands growth. Keller (2003a) says, "Technically speaking, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand" (p. 3). The CBBE model is built by "sequentially establishing six 'brand building blocks' with customers" (Keller 2003a. p. 75) Achieving the right brand identity involves creating brand saliency with customers. Brand Saliency relates to aspects of the awareness of the brand. Brand awareness refers to the ability to recall and recognise the brand, as reflected by their ability to identify the brand under different conditions. Brand awareness also involves linking – the brand name, logo, symbol, and so forth to certain associations in memory. Brand Performance relates to the ways in which the product or service attempts to meet customers' more functional needs. Thus Brand Performance refers to the intrinsic properties of the Brand in terms of inherent product or service characteristics.

Brand Performance transcends the ingredients and features that make up the product or service to encompass aspects of the brand that augment these characteristics. There are five important types of attributes and benefits that often underlie brand performance. They are Primary ingredients & supplementary features, Product reliability, durability & serviceability, Service effectiveness, efficiency and empathy, style & design and price. The other main type of Brand meaning involves brand imagery. Brand Imagery deals with the extrinsic properties of the product or service,

including the ways in which the brand attempts to meet customers' psychological or social needs. Brand imagery is how people think about a brand abstractly, rather than what they think the brand actually does. Imagery associations can be formed directly (from a customer's own experiences and contact with the product, brand, target market or usage situation) or indirectly (through the depiction of these same considerations as communicated in brand advertising or by some other source of information, such as word of mouth). It also includes User Profiles, Purchase and usage situations, Personality and values and History, heritage and experiences. Brand judgements focus on customers' personal opinions and evaluations with regard to the brand. Brand Judgements involve how customers put together all the different performance and imagery associations of the brand to form different kinds of opinions. Brand Judgements include, Brand Quality, Brand credibility, Brand consideration and Brand superiority. Brand feelings are customers' emotional responses and reactions with respect to the brand what feelings are evoked by the marketing program for the brand or by other means.

Brand Attitudes are defined in terms of consumers' overall evaluations of a brand. Brand attitudes are important because they often form the basis for actions and behaviour that consumers take with the brand. The final step of the model focuses on the ultimate relationship and level of identification that the customer has with the brand. Brand resonance refers to the nature of this relationship and the extent to which customers feel that they are in synchronise with the brand. Resonance is characterised in terms of intensity or the depth of the psychological bond that customers have with the brand, as well as the level of activity engendered by this loyalty Specifically Brand Resonance can be broken down in to four categories: Behavioural Loyalty, Attitudinal attachment, Sense of community and Active engagement.

II. Objectives Of The Study

To study the relationship between Rice Branding dimensions and brand rating.

Hypotheses

Following are the test Hypothesis proposed for the research study. These hypotheses will help us to understand the retail rice brand.

H₁: Brand rating is influenced by the different dimensions of rice brand.

The sub hypotheses were:

H_{1a}: Saliency is influencing Brand rating

H_{1b}: Performance is influencing Brand rating

H_{1c}: Imagery is influencing brand rating

H_{1d}: Judgment is influencing Brand rating

H_{1e}: Feelings is influencing Brand rating

H_{1f}: Resonance is influencing Brand rating

III. Respondent Sample

The questionnaires were given to 900 consumers who are all using branded rice Respondents of the samples where above 18 years using branded rice only. Out of 900 consumers contacted, 780 questionnaires were received with required coverage and details.

IV. Instrumentation

The instruments of this study involved two parts: the first section of the instrument consisted of forced-choice questions about demographic characteristics: gender, marital status, age, occupation, monthly income level. The second section variables chosen for this study in order to measure the influence of branded rice in Indian Retail Markets are taken from branding rice dimension contains of 37 items and characterized into six sub scales : (a) Saliency (items 1 to 5), (b) Performance(items 6 to 11), (c) Imagery (items 14 to 18) ,(d) Judgment (items 19 to 24), (e) Resonance (items 25 to 30) ,(f) Feelings (items 31 to 34),(g) Attitude(item 35) (h) Security (items 36 and 37).The rice branding dimension 60 items are evaluated on a five-point Likert scale ranging from 1 to 5 ,using the anchors "5=stronglyagree,4=agree,3=Neutral,2=Disagree ,1= Strongly disagree".

A variety of scales are used to measure attitudes in behavioral science and marketing research studies. One often used scale is the ten-point, verbal-numerical scale as shown below. (William Reynolds, Nov 1996)

Poor	Fair	Good	Very Good	Excellent
1 2	3 4	5 6	7 8	9 10

V. Data Analysis

The Statistical Package for the Social Science (SPSS) for Microsoft Windows 17.0 was used to complete the analysis of the collected data. Multiple regressions are used to determine whether any significant

relationships exist among respondents. In addition, the .05 level of statistical significance was set at all statistical tests in the present study.

VI. Result Of Data Analysis

1. To analyse the relationship between branding dimensions and brand rating.

Regression analysis will be used to test hypotheses formulated for this study. Variables (Salience, Performance, Imagery, Judgment, Feelings, Attitude and Resonance) were entered. Multiple regressions will determine the significant relationship between dependent and independent variables, the direction of the relationship, the degree of the relationship and strength of the relationship (Sekaran, 2006). Multiple regression are most sophisticated extension of correlation and are used to explore the predict ability of a set of independent variables on dependent variable (Pallant, 2001). The data was edited to detect errors and certify that data quality standard is achieved. Proportions were the summary measured used to describe the dependent and independent variable.

Brand Building in rice market” is constituted by Salience, Performance, Imagery, Judgements, Feelings, Attitude and Resonance. Hence regression equation can be framed as below,

$$Y = X1\beta1+X2\beta2+X3\beta3+X4\beta4+X5\beta5+X6\beta6+ X7\beta7$$

It can be redrafted as,

$$\text{Brand of the rice} = \text{Salience } \beta1 + \text{Performance } \beta2 + \text{Imagery } \beta3 + \text{Judgements } \beta4 + \text{Feelings } \beta5 + \text{Attitude } \beta6 + \text{Resonance } \beta7$$

To test the above model we performed multiple regression in SPSS. For the analysis we have taken brand rating as dependent factor and factors like Salience, Performance, Judgement, Imagery, Resonance, Feelings, Attitude and Security are independent factors. Brand ranking of the institution is measured in a ten point scale and all other independent factors and their factor scores obtained in factor analysis is taken for the study. By analysing we got the following tables.

Table-1 Model Summary

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.831 ^a	.691	.688	1.328

a. Predictors: (constant), Factor score of Security, factor score of attitude, factor score of feelings, factor score of imagery, factor score of resonance, factor score of performance, factor score of judgements and factor score of salience.

From the above table the R square value is .691 and adjusted R square value is .688 and this enlighten us that the model account for 69.1% of variance in the Branded Rice Market Building study. This is the clear indication that this model is a very good model

Table -2 ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3035.327	8	379.416	215.269	.000 ^a
Residual	1358.902	771	1.763		
Total	4394.229	779			

Predictors: (constant), Factor score of Security, factor score of attitude, factor score of feelings, factor score of imagery, factor score of resonance, factor score of performance, factor score of judgements and factor score of salience.

Dependent Variable: Rank the Brand of your rice in a ten point scale

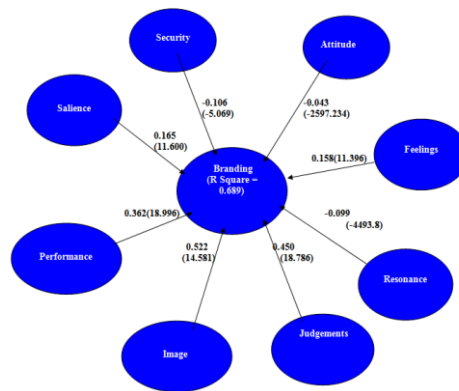
From the above ANOVA table it is inferred that the F value is 215.269 and the significance is .000. As the significance is less than .05. It clearly reveals the fact that the model which we have taken for study is statistically significant.

Table-3 Coefficients

Model	Unstandardized Coefficients		Standardized Coeff	T	Sig
	B	Std. Error	Beta		
1 (Constant)	4.925	.048		110.551	.000
Factor score of Salience	.394	.048	.166	8.282	.000
Factor score of performance	.855	.048	.360	17.981	.000
Factor score of Imagery	1.241	.048	.522	26.088	.000
Factor score of Judgements	1.092	.048	.460	22.958	.000
Factor score of Resonance	.239	.048	.100	5.014	.000
Factor Score of Feelings	.385	.048	.162	8.085	.000
Factor score of Attitude	-.106	.048	-.045	-2.229	.026
Factor score of Security	.248	.048	.104	-5.209	.000

Dependent Variable: Rank the Brand of your rice in a ten point scale.

It can be represented schematically



The above standardised beta coefficient table give a measure of contribution of each variable to the model. T value of salience is 8.282 and significance is .000 and the probability is less than .05. Thus, salience is influencing in prediction of over all brand rating of the rice. T value of performance is 17.981 and significance is .000 and the probability is less than .05. Hence, performance is influencing in prediction of over all brand rating of the rice. T value of Image is 26.088 and significance is .00 and the probability is less than .05. Image is influencing in prediction of over all brand rating of the rice. T value of Judgements is 22.958 with significance of .00 and the probability is less than .05. Hence, judgements is influencing in prediction of over all brand rating of the rice. T value of Resonance is -5.014 and significance is .00 and the probability is less than .05. Hence, resonance is influencing in prediction of over all brand rating of the rice. T value of Feelings is 8.085 and significance is .00 and the probability is less than .05. Hence, feelings is influencing in prediction of over all brand rating of the rice. T value of Attitude is -2.229 and significance is .00 and the probability is less than .05.

Hence, attitude is influencing in prediction of over all brand rating of the rice. T value of Security is -5.209 and significance is .00 and the probability is less than .05. Hence, Security is influencing in prediction of over all brand rating of the rice .

“Brand Building in rice Market” is constituted by Salience, Performance, Imagery, Judgements, Feelings, Attitude and Resonance. Hence regression equation can be framed as below,

$$Y = X_1\beta_1 + X_2\beta_2 + X_3\beta_3 + X_4\beta_4 + X_5\beta_5 + X_6\beta_6 + X_7\beta_7$$

It can be redrafted as,

$$\text{Brand of Rice} = \text{Salience } \beta_1 + \text{Performance } \beta_2 + \text{Imagery } \beta_3 + \text{Judgements } \beta_4 + \text{Feelings } \beta_5 + \text{Attitude } \beta_6 + \text{Resonance } \beta_7$$

From the above beta values the Branding equation can redrafted as

$$\text{Brand rating} = \text{Salience } (.166) + \text{Performance } (.360) + \text{Imagery } (.522) + \text{Judgements } (.460) + \text{Feelings } (.162) + \text{Attitude } (-.045) + \text{Resonance } (.100) + \text{Security } (.104)$$

VII. Implications

In this a summary of salient findings of the study is presented conclusions are drawn with references to the objectives and the implications of the conclusions are used to suggest a brand building sculpt for the influence of branded rice in Indian retail markets. This study is based upon the data and evidence collected from 900 consumers who are all using branded rice. From the above study we know that branded rice dimensions influence brand rating. Therefore customers are aware about the branded rice and they are using branded rice every day and they are loyal towards brand.

VIII. Conclusion

Rice is one of the major food grains in India. In our day to day life everyday all of us are using rice .Earlier in 1980 s branded rice is symbol of esteem, but in 21st century significance of branding has grown in all case of durable and non durable goods. Now a day's branded rice became the order of the day. As we discussed earlier we want to know how this market is working and how customers are purchasing their brand rice from the retail markets. From the above discussions it is clear, the factor branding is influencing in retail rice markets.

Branding has become increasingly significant in the present scenario of Retail industry and this study evidently proves that Branding has got significant influence on Indian retail markets. From the study we can conclude that branded rice is dominating over Indian Retail Industry. Because customers expectations has gone up by a large degree. Now they don't want product rice alone when they purchase it. Their expectation can be satisfied if we concentrate on the Branding if the product wants to sustain in the Indian food grain Industry.

Reference

- [1]. Aaker, D.A. and Joachimsthaler, E. (2000), *Brand Leadership*, The Free Press, New York, NY.
- [2]. Aaker, David A. (2004a), *Brand Portfolio Strategy. Creating Relevance, Differentiation, Energy, Leverage and Clarity*. New York, Free Press.
- [3]. Aaker, David A. (2004b), "Leveraging the Corporate Brand" *California Management Review*, 46 (3), 6-18.
- [4]. Aaker, David A. And Erich Joachimsthaler (2000), *Brand Leadership*, London, Free Press.
- [5]. Aaker, Jennifer L. (1997), "Dimensions of Brand Personality", *Journal of Marketing Research*, 34 (August), 347-356.
- [6]. Anderson, J.C. and Narus, J.A. (2004), *Business Market Management: Understanding, Creating, and Delivering Value*, Pearson Prentice-Hall, Englewood Cliffs, NJ, p. 136.
- [7]. Balmer, John M.T. And Stephen A. Greyser (Eds.) (2003), *Revealing The Corporation: Perspectives Of Identity, Image, Reputation, Corporate Branding And Corporate-Level Marketing*, Routledge, London.
- [8]. Bedbury, S. (2002), *A New Brand World*, Viking Penguin, New York, NY.
- [9]. Bendixen, Mike, Kalala A. Bukasa, And Russell Abratt (2003), "Brand Equity In The Business-To- Business Market", *Industrial Marketing Management*, 33, 371-380.
- [10]. Blackett, T. (1998), *Trademarks*, Macmillan, Basingstoke.
- [11]. Donald R.Cooper, Pamela S.Schindler, *Business Research Methods*, McGraw Hill International Edition. Seventh Edition.
- [12]. Hague, P. and Jackson, P. (1994), *The Power of Industrial Brands*, McGraw-Hill, London.
- [13]. Kapferer, Jean-Noël (1997), *Strategic Brand Management*, Great Britain, Kogan Page.
- [14]. Keller, Kevin Lane (1993), "Conceptualizing, Measuring, And Managing Customer-Based Brand Equity", *Journal Of Marketing*, 57 (January), 1-22.
- [15]. Kevin Keller, *Strategic Brand Management: building, measuring and managing Brand Equity*, New Jersey, Prentice Hall, 2003
- [16]. Knapp, D.E. (2000), *The Brand Mindset*, McGraw-Hill, New York, NY, p. 7.
- [17]. Kotler, P. and Fox, K.F.A. (1985), *Strategic Marketing for Educational Institutions*, Prentice-Hall, Upper Saddle River, NJ.
- [18]. Kotler, Philip (2000), *Marketing Management. The Millennium Edition*, Upper Saddle River, Prentice Hall.
- [19]. Nunnally, J. (1978), *Psychometric Theory*, 2nd ed., McGraw-Hill, New York, NY.
- [20]. Philip Kotler And Waldemar Pfoertsch (2007), "Being known or being one of many: the need for brand management for business-to-business (B2B) companies", *Journal of Business and Industrial Marketing*, Volume 22 · Number 6 · 2007 · 357–362