

## **Brand Choice Decision of Indian consumers**

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**Abstract:** *An understanding of consumer behavior based on the traditional Western nuclear family (husband, wife and unmarried children) model is not enough to handle marketing on a global scale or to interpret changes at home. The number of other factors influence purchase and who they are can vary as can the type of decision making, which may be allocable, stressing individual responsibility. This article re-examines our basic assumptions and then considers marketing under alternative family scenarios extended families, further familial shrinkage, and more participatory decision-making. Past research has presented conflicting evidence regarding the effect of time between purchases on consumer brand choice. This study investigates the time effect on brand purchase probabilities after homogenizing the data with respect to store switching, size of purchase, and frequency of the product purchase. Two exponential models have been proposed and their over-all effectiveness compared with a naive model. The contribution of the study is in building a realistic model of consumer purchase choice by incorporating the elements of the marketing environment. The project was given to determine the process of brand choice decision in Indian urban families. Research on family decision making has been largely confined to spouses, who have been considered as the relevant decision making unit in a family.*

*However, the role of third party influences, such its children, on decision making strategies and negotiations is essential to taking a broader view of the relevant unit of analysis. Traditionally, women were seen to be the purchasing agents for the family. Nonetheless, increasing participation of women in the workforce has prompted a shift in this role as children are increasingly the “buyers” for the entire family. Corporate branding is a potentially strong tool for re-aligning a corporate strategy and ensures that the corporation- big or small - is leveraging adequately on the untapped internal and external resources. From the research, I come across several interesting results about the brand choice decision in Indian urban families which include different sectors like FMCG, FMCD automobiles etc, about people’s perception and different strategies followed by different organization to promote their products and services. From the analysis, it is found that most of the families are in favor of the branded products and strongly believe in Customer Relationship management.*

**Keywords:** *Brand choice decision, marketing.*

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### **I. Introduction**

In today’s marketing context, taking into consideration the rigorous customer orientation that is expected from marketer’s category, it may be worthwhile to consider the conceptual aspect of mass customization. The need of the hour in marketing is not only breakthrough innovations; continuous incremental innovations clearly redefine the brand cycle and brand life as a whole. There has to be integration between production and innovation as expected by consumer, flexibility and quick response has to be an inherent part of product management and mass customization has this vital marketing trait. Liberalization policies of the government have resulted in changes in life styles, increased awareness and changes in need and wants of the consumers. Michael Porter’s dimensions of competition i.e bargaining power of the consumers, bargaining power of the suppliers, threat of the new entrants with substitute products and rivalries among the existing players in the market can be witnessed today. Increased buying power, western influence, information explosion and the flow of new technologies are some of the factors responsible for the product and brand proliferation in the Indian market. The rural markets which did not have any significance in yesteryears have opened up new vistas for companies selling consumers on packaging aspects. Brands are vying with one another to obtain a favorable and appropriate perception of consumers. Brands today try to create brand personalities entities with which consumers can emotionally associate them. Common place products are being perceived with new psychological perspectives. Cigarettes, wrist watches, designer wear, two wheelers and chocolates are being given a symbolic orientation by the marketers. In the present marketing scenario, customer-orientation is achieved through a sequence of well-integrated steps. These steps involve planning of marketing mix elements, choosing the right technology which will be in tune with the need of the target segments and formulating competitive strategies. Customer orientation” operates in a dynamic environment and hence should be fine tuned in accordance with the changing needs of the customers. The greatest challenge for the marketers today is to involve the consumers in the offering made by them. There is a plethora of information available in the environment and the consumers are becoming discerning. The decision making process of consumers is

triggered by the level of involvement brands that are able to generate, both with the core aspects of the products and with the kind of communications with which they are associated.

### **OBJECTIVES OF THE STUDY**

1. To find out the predominant decision maker for a given product categories in Indian urban families.
2. To find our various factors of a given product category that is most effective in brand choice decision.
3. To find out the role of various media, marketing mix towards the brand choice decision of the urban families thereby finding out the perception of the customers towards a particular brand.

## **II. Review Of The Literature**

The problem of predicting innovation adoption at the individual level is considered using a choice-based approach. The choice model incorporates information uncertainty, risk aversion, perceived product attributes, and product use norms in a utility maximization framework to predict innovation adoption. Testable hypotheses regarding innovation adoption are developed. This paper attempts to provide a link between diffusion modeling and consumer diffusion research by examining the consumer's innovation adoption decision in a utility maximization context and proposes a choice model to aid in the prediction of innovation adoption. The model incorporates multi-attribute preference, risk, and information uncertainty in an individual level expected utility framework. The role that total purchases play in determining the choice among brands has been considered in microeconomic theory for quite some time, but for traditional goods only. Consumption of outdoor recreation is an unusual good, most often measured using an individual's recreational trip. Adding the trips made on a number of choice occasions seems the obvious way to aggregate this good, but doing so leads to several problems in defining a meaningful price index. The Hicks—Leontief conditions for aggregation suggest that trips to destinations may be thought of as brand choices on consumption occasions, and the continuous analogue to total purchases may in fact be the individual's total travel. An empirical example of the model is used to estimate welfare impacts for a group of anglers. (W. Douglass Shaw & J. Scott Shoukwiler, University of Nevada, Reno, 1994). This study explores brand choice behavior of older Chinese consumers in comparison with the X-Generation (aged 18-35 years). Based on a survey of 2500 respondents on their purchase behavior of 30 brands across four categories of fast moving consumer products, we have found that old consumers share many similarities of brand choice behavior with the X-generation while some significant differences do exist. Theoretical and managerial implications of the findings are discussed. Older adults constitute a rapidly growing demographic segment, but stereotypes persist about their consumer behavior. Thus, a more considered understanding of age-associated changes in decision making and choices is required. The author's underlying theoretical model suggests that age-associated changes in cognition, affect, and goals interact to differentiate older consumers' decision-making processes, brand choices, and habits from those of younger adults. They first review literature on stereotypes about the elderly and then turn to an analysis of age differences in the inputs (cognition, affect, and goals) and outputs (decisions, brand choices, and habits) of the choice process. Past research suggests that consumers who have greater perceived control over a situation are more likely to evaluate the situation in a favorable manner. In the current study, this theoretical prediction is extended to the domain of product trial and brand choice. Specifically, the results of the study suggest that consumers who experience a product trial resulting from a brand choice process will find the trial to be more useful and valid, and they will feel more expert at judging the brand in the trial compared to those consumers who did not freely choose the trial brand but were simply given a sample of the target brand. There is also some indication that consumers experiencing free choice will judge the brand more favorably in the trial. Implications for theory and practice are discussed. Grocery store managers change prices on a weekly basis either as part of price promotions or in response to changes on their supply side. Consumers experience this price variability and may respond to it. Even though behavioral literature suggests that price variability affects consumers' decisions, most brand choice models have not focused on the consumers' response to such variability. This study attempts to remedy this omission and examine the effect of price variability on consumer brand choice. We use scanner data to show that price variability affects consumer's price sensitivity.

## **III. Research Methodology**

Questionnaire method was adopted for this study. field work was carried out to collect the necessary data. People are asked unstructured questions according to a prepared schedule of questions. The information that was gathered through personal interview constitutes primary data and through books, internet and references are secondary data. Simple random sampling, judgment sampling and convenient sampling were used during the study for generating ideas.

**DATA ANALYSIS**

**FACTORS THAT DRIVES CUSTOMER TO PURCHASE THE AUTOMOBILE PRODUCTS**

FACTORS	VALUE IN %
MILEAGE	20%
STYLE	10%
PRICE	35%
MAINTENANCE	15%
AFTER SALES SERVICE	16%
RESALE VALUE	4%

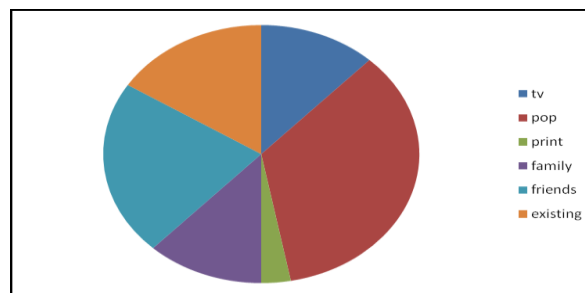
It has been found the analyzing the factors that drives customers to purchase different automobile brands where price becomes the predominant factor followed by mileage, after sales services and maintenance where as style and resale value are least influencing factors for brand purchase decision making.

**FACTORS RESPONSIBLE FOR THE PURCHASE OF THE GARMENTS (RANK WISE)**

FACTORS	RANK
PRICE	1
QUALITY OF MATERIAL	2
BRAND	3
DURABILITY	4
GOODWILL	5
AFTER SALES SERVICE	6

In case of garment segment the factors that influence the purchase decision making is mostly price and quality of material. The factors like brand and durability of material are next in the rank in purchasing garments, while after sale service is not so influencing factor as it has been in case of automobile sector.

**INFLUENCERS THAT DRIVES CUSTOMERS TO PURCHASE**



By analyzing the influencer that drives customer to purchase mostly promotional measures of companies influence customer to purchase Point of Purchase and opinion social relationships friends are found to be the major influencer .The impact of Television advertisement and family are found to be moderate the decision making process. There is also an influence of the existing notion and belief of the consumer about the brand.

**IV. Conclusion**

For almost any common grocery product, consumers shopping in the typical American. The supermarkets are able to make their selection from among numerous competing brands. The ability to correctly select the “best” brand was demonstrated as poorer at both low and high information load levels, compared to intermediate levels. There are three types of consequences were examined by the consumer during purchase decision. They are accuracy, time, and several subjective states which occurs concurrent with and subsequent to the purchase decision (e.g. satisfaction, certainty, confusion).Increases in the amount of total information were positively correlated with amount of time spent on arriving at a decision. Switching from a no-purchase to a certain brand is proportional to the market share of this brand. This study investigates the time effect on brand purchase probabilities after homogenizing the data with respect to store switching, size of purchase, and frequency of the product purchase. The effects of price variability in brand choice models improve the model fit

over conventional benchmark models. Awareness differentials seem to be a powerful influence on brand choice in a repeat purchase consumer product context.

Consumers act in quite a similar manner when making purchase decisions in a product category that is new to them. Consumers learn through experiences and their choices evolve as they become more knowledgeable about a product category. Knowing that consumer preferences evolve is instrumental in helping marketers design offers and marketing programs that co-evolve with the customer. In addition, knowing when customers needs change helps management better understand how to value their customer base, by providing supporting information for equating lifetime customer value assessments. Search goods are products for which it we are able to observe the quality of the product through inspection. Experience goods require experience in use before the product quality is ascertainable. Credence goods the quality of the offer is difficult to distinguish even after the purchase and consumption by the customer. In the Newbie Phase, a phase with low loyalty, the consumer is bound to try a variety of offers. In the Apprentice Phase the consumer is awakening to knowledge about the category and, as things progress, is better able to search for optimal solutions. This study also intended to examine the impact of product display of a good quality underdog brand on consumers' learning of product information and brand choice. Basically, it is assumed that, without differentiating the level of product display across competing brands, subjects will make a brand choice based on their previous brand attitude and brand experience, with the current format of product information on the Web. This assumption is based on the literature concerning the impact of the decision making environment on choice, and it will be tested in this study. Shoppers who have planned their purchasing (made a decision before entering the store) do not process in-store information and show no response to point-of-purchase promotions. Consumers who have not planned their purchasing in a category (deciding at the point of purchase) may process in-store information and may be strongly influenced by promotions. Providing criteria to evaluate the quality of competing brands of stereos facilitates the encoding, retrieval, and alignment of the sensory attribute in brand choice task.

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