



Research Article

BRAND POWER: IMPACT OF BRANDED PRODUCT VERSUS NON BRANDED PRODUCT IN SPECIAL PREFERENCE GIVEN BY CHENNAI CITY

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ABSTRACT

This study investigates differences between branded product versus non branded in the Indian market. Brand power towards Indian and global apparel brand in the Indian market are examined. It is postulated that global and local branded product and non branded product influence brand power, which is composed of brand name, color, value, quality, loyalty, and purchase intention. Descriptive research design is followed in this research. Under non-probability sampling technique, convenience sampling method was used to select the respondent from population. The data were collected through primary sources. Primary source the data were collected using a questionnaire method. Sums of 530 Respondents met at the time of purchase in specified mall (Forum Vijaya mall and Express avenue), in Chennai City during their leisure time, with a request to fill in the questionnaire. Using repeated measures MANOVA and Descriptive, this study finds that Indian consumers perceive Indian and global brands differently based on Brand power.

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INTRODUCTION

This research is mainly focusing on the Indian consumer brand power based on the global and Indian brands. The Indian consumer attitude based upon the consumer taste, preference, focus its totally change, Global marketing has had a huge impact on both local and global brands present in a market. Given the fact that strong indian brands have an advantage of developing close relationships with domestic consumers, it can be challenging for global retailers to convince consumers to use their products and brands. For retailers to succeed in a local market, it is essential to understand consumer preference for Global and local brands. Consumer preferences for products made in different countries are influenced by level of economic development of nations (Scholar & Sunno, 1971), ethnocentric bias (Han & Terpstra, 1988), different demographic characteristics of consumers (Hester & Yuen, 1987), The literature further reveals that preference for Global brands over local brands prevails among consumers in developing countries such as indian (Sharma, Shimp, & Shin, 1995), for different consumer perspectives in Indian market is a crowded one with many options. The competition is fierce and brands, both global and local need to be adapt to the complexity of the Indian market. It has been noted that European origin brands have significant market penetration and attracted consumers in India though

American brands had entered the market early in the 1980s. European brands entered the Indian market in last decade and have followed more aggressive strategies for expansion than their American counterparts. Brand power is defined as the brand knowledge involving recognition of the brand name, color, quantity ,quality price, design, status at the rudimentary level and Brand power of Indian and global brand.

Objectives of the Study

1. To Study brand power of branded product and non branded product
2. To analysis the consumer attitude towards branded product and non branded product

REVIEW OF LITERATURE

Brand power is defined as the brand knowledge involving recognition of the brand name at the rudimentary level (Hoyer & Brown, 1990). In this context, Rossiter and Percy (1987) related brand power to (a) the consumers' ability to trace a brand in different conditions and (b) the likelihood that a brand will easily come to consumers' mind. Similarly, increase in brand power raises the likelihood that the brand will be considered more frequently while purchase is made (Baker *et al.*, 1986). Brand power play important roles in consumer decision making because brand power influences the formation and strength of brand associations. Also, high levels of brand power can increase marketing communication effectiveness because consumers who are favorably

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predisposed toward a brand may respond to advertisements positively and thus require fewer ad exposures to meet communication objectives (Keller, 1993;). Brand power is conceptualized as consisting of brand recognition and brand recall. Brand recognition relates to consumer’s ability to correctly discriminate the brand as being exposed to the consumer previously. Brand recall refers to consumers’ ability to retrieve or correctly generate the brand from memory (Keller, 1993)

RESEARCH METHODOLOGY

Descriptive research design is followed in this research. Under non-probability sampling technique, convenience sampling method was used to select the respondent from population. The data were collected through primary sources. Primary source the data were collected using a questionnaire method. Sums of 530 Respondents met at the time of purchase in specified mall (Forum Vijaya mall and Express avenue), in Chennai City during their leisure time, with a request to fill in the questionnaire. This process was completed. The researcher had provided questionnaire to 530 respondents out of which only 551 filled-in questionnaires were considered for analysis. MANOVA is used for analysis.

Data Analysis

Table 1 Tests of Between-Subjects Effects on Age and selected branded product and non branded product

Source	Dependent Variable	Type III Sum of Squares	Df	Mean Square	F	Sig.
Age	Preference	26.465 ^a	4	6.616	.222	.926
	Intention to repurchase	168.113 ^b	4	42.028	4.671	.001
	Perception of price	132.686 ^c	4	33.171	1.854	.117
	Brand image	818.092 ^d	4	204.523	1.813	.125
a. R Squared = .002 (Adjusted R Squared = -.006)						
b. R Squared = .034 (Adjusted R Squared = .027)						
c. R Squared = .014 (Adjusted R Squared = .006)						
d. R Squared = .014 (Adjusted R Squared = .006)						

The hypothesis is tested using the age group of the respondents as independent measure (Fixed Factor) and selected branded product variables like preference, intention to repurchase, perception of price and non branded product as dependent variables. MANOVA procedure is applied to the data. The table of multivariate tests table displays four tests of significance for each model effect.

The entire four tests show significant difference. The significance value of the main effect is less than .01, indicate that the effect age contribute to the model. The Descriptive Statistics table provides the summary of the analysis and means score of various dependent measures across the various age group of the respondents

Table 2 Tests of Between-Subjects Effects on Educational qualification and selected branded product and non branded product variables

Source	Dependent Variable	Type III Sum of Squares	Df	Mean Square	F	Sig.
Educational qualification	Preference	181.151 ^a	4	45.288	1.538	.190
	Intention to repurchase	70.904 ^b	4	17.726	1.930	.049
	Perception of price	47.150 ^c	4	11.788	.653	.625
	Brand image	505.555 ^d	4	126.389	1.115	.349
a. R Squared = .012 (Adjusted R Squared = .004)						
b. R Squared = .014 (Adjusted R Squared = .007)						
c. R Squared = .005 (Adjusted R Squared = -.003)						
d. R Squared = .008 (Adjusted R Squared = .001)						

The hypothesis is tested using the educational qualification of the respondents as independent measure (Fixed Factor) and selected branded product and non branded product variables like preference, intention to repurchase, perception of price

and brand image as dependent variables. MANOVA procedure is applied to the data. The table of multivariate tests table displays four tests of significance for each model effect. The entire four tests show significant difference. The significance value of the main effect is less than .01, indicate that the effect educational qualification contribute to the model. The Descriptive Statistics table provides the summary of the analysis and means score of various dependent measures across the educational qualification of the respondents

Findings of the Study

This research find the various issues on the the branded product and non branded product based on the There is a difference between educational qualification and brand awarness factors on intention to repurchase at 5% level of significance. Further it is observed that mean score shows intention to repurchase is higher among the graduates for Indian and global brands.

There is a difference between age group and branded product and non branded product factors on intention to repurchase at 1% level of significance. Further it is observed that mean score shows intention to repurchase is higher among the age group of less 35 years for Indian and global brands.

CONCLUSION

Hypotheses for this study were supported in favor of the branded product versus non branded product leading brand in Chennai. The findings demonstrated that Indian consumers do perceive global and local branded and non branded product for differently based on Brand Power. It is evident that Indian consumers lack faith in the quality of local non branded product and hence are more loyal toward global branded product, which supports the findings of several researchers (Batra *et al.*, 2000; Iyer & Kalita, 1997; Kinra, 2006; Shashidhar, 2004). Specifically, Indian consumers’ brand power exceeded for global brand compared to a local brand, indicating their higher level of recognition, involvement, and

association with the global branded product. This higher level of brand power among Indian consumers can influence their selection or choice of brand during purchase process.

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