

Analysis of Influential Factors on Consumer Buying Behavior of Youngster towards Branded Products: Evidence from Karachi

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ABSTRACT

The aim of this study is to find out the factors that influenced on the consumer buying behavior towards the branded products. The specific objective is to find out the relationship of consumer buying behavior with the distinguish features, quality standard and comfort feeling of branded products. Consumer's purchase intension works as catalyst to enhance the brand equity in challenging and competitive market. Several organizations pay worthy attention towards building brand image and spend money for designing marketing strategies and practices. The primary data has been collected from customers who were engaged with several branded products. This study has also collected secondary data from different resources. This study reveals that there is a significant relationship of consumer buying behavior with the distinguish features, quality standard and comfort feeling of branded products. It is recommended that the company should focus on the distinguish features, quality standard and comfort feeling of branded products and retain the customers for a longer period of time.

JEL. Classification: L67; D91; L17.

Keywords: Brand equity, Brand value, Consumer buying behavior, Marketing.

1. INTRODUCTION

From last few decades, many international brands are worried about their recognition among their clients and interested to enhance their brand value and equity for a longer period of time. Commercial and societal marketing techniques come on priority basis to satisfy the needs and wants of the customer. Invisible market competition becomes a major cause of brand failure and customer retention towards branded products. Ultimately, organizational goals are directly associated with the brand equity and its recognition on timely basis. Marketing activities attract the loyal customer with respect to their needs and wants but the brand value and equity can't be measured through promotional campaigns, it is directly

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Acknowledgements: Authors would like to thank the editors and anonymous referees for their comments and insight in improving the draft copy of this article. Author further would like to declare that this manuscript is original and has not previously been published, and that it is not currently on offer to another publisher; and also transfer copy rights to the publisher of this journal.

Received: 25-07-2012;

Revised: 19-08-2012;

Accepted: 25-12-2012;

Published: 31-12-2012:

aligned with the sale of products and services to their customer on routine basis. At initial stage brand value play a vital role for the development of any business and after that brand equity can be measure on the basis of sale and number of customer.

From the above review it is concluded that there is need to identify the factors that influenced on the consumer buying behavior towards the branded products. Several organization largely focus on this issue but still it needs to analyze the key factors and its impact on consumer's buying behavior for branded products. This study enlightens the brand equity and value and how it can be maintained via managing the long term relationship with the customers. This study finds out the factors that influenced on the consumer buying behavior towards the branded products. Further, This study find out the relationship of consumer buying behavior with the distinguish features, quality standard and comfort feeling of branded products.

1.1. Organization of paper

Section 1 is about introduction section 2 review of concept section 3 methodology section 4 empirical analysis and finding section 5 conclusion of this paper.

2. REVIEW OF CONCEPT

The theoretical perspective of brand value and equity are linked with each other while in practical manner it is quite different from the reality (Krishnan 1996). Customer retention can lead towards the actual brand equity which can be measured on quarterly basis. Ailawadi et al. (2001) mentioned in their award winning paper that brand equity is linked with the customers those are willing to pay more for branded products as compare to the non-branded items. Customer's intention towards purchasing the branded products shows the non-linear relationship between the good feature of particular product and their competitive price. Several customer show their willingness to purchase the branded products but reluctant to spend extra money for brand. Brand values are based on the product quality, distinguish features and double delight services for customers. Sometimes price factor become a barrier and raise the competition among the branded products in the market (Keller 1993). In general situation, share price index of the company highlight the brand equity but it is not necessary to calculate the brand value. While the customer purchase intention toward the branded products play a significant role to measure the brand value. Brand equity and value is related with the purchase intension of the customer and the habitual behavior to spend the money for branded products. It also depends on the inertia (addiction) to purchase the brand all the time.

2.1. Brand Value

The market difference of brand value and equity is relying on the behavioral responses of the customer. However, brand valuation is the combination of its value and equity both works together. Moreover, owner and shareholder perspective can evaluate their branded products on the bases of the resources and their capabilities (Barwise et al. 1990). Brand value probably depends upon the consumer level of attachment with the branded products. Consumer preferences and engagement with the branded product provide extensive support to create the brand value in the market.

2.2. Brand Equity

Brand equity based upon the promising relationship of customers with the branded products. There is no-doubt about quality and services associated with the branded products are renowned by each type of customer. But mutual understanding to develop the brand value and equity depends on the purchase intention of the customers (Kotler 1977; Penrose 1958). It should generate results in (1) wrong processing

of information (2) resistance towards change in brand products (3) influenced behavior on the bases of beliefs and peers experience (Petty and Krosnick 1995). It is quite important to understand the conceptual difference in the brand equity with respect to the existence in the market.

2.3. Customer Intention towards Branded Products

Customer perception also works as a catalyst to identify the brand value and equity in the market. It directly relates with the product attributes and features for loyal customer, which may influence some other customers towards purchase brand products through word of mouth (Dillon et al. 2001). The definition of brand equity comes in shape of customer feedback and response. Brand extension and addition of new products as similar with the existing product can manage the change behavior of the customer and engage them for a longer period of time. A regular sale of brand with their loyal customers brings the constant performance of brand in the market and largely contributes towards the brand equity (Delener 1994). With the passage of time, number of customer impressed with the brand name, logo and packaging style. Such activities provide support to increase the brand equity and value due to past effort and marketing activities conducted for the brand products. Appropriate recognition of brand in the market via logo color, name style and customer service outlets helps to generate the perception and information in the mind of the customer. These approach may leads towards the brand equity and value and beneficent for future business of the company.

2.4. Market Segmentation and Social Identity

This is very important aspect for an organization to sort out the market on the bases of their religions and their social norms, values. Consumer buying behavior is highly affected at the time of purchasing any product or services (McClelland 1961). Several research studies identified that the market segmentation can play a vital role for building the strong relationship with their customers. Neither any study pay worthy attention towards the religious perspective of buying the product and services by the customer. Consumer purchase intention is based upon the cultural norms and value. Market segmentation and social identity covers the demographic, psychographic characteristics of the consumer that examine the opportunities for branded products with respect to social norm and values. Hirschman (1981) clarify that social values play vital role to buy the branded products. Hawkins et al. (1980) made a worthy statement on the behavior of consumer that the consumption process of an individual is based on the religion boundaries. It closely relate with the ethnic and social groups while making the decision for buying the product. Mokhlis (2009) indicate that the religious is considered as an important factor which directly influence towards the communities. Wilkes et al. (1986) conclude that religious directly influence on the life style of the human and it generates the certain behavior towards buying branded products.

2.5. Societies Influence on Consumer Buying Behavior

The social and psychological factor leaves major impact on the buying behavior of the customer. According to Engel et al. (1968) consumer behavior is controlled by the groups or individual's behavior. Most of the time social networking directly influence on the consumer buying behavior. The consumer behavior also attract towards the competitive prices in the market. Lichtenstein et al. (1988) argue that consumer behavior highly respond towards the prices of the product. Kwak et al. (2002) highlight that the marketing activities play vital role to attract the customers towards branded products and facilitate the customer with distinguish features and quality stuff. The effective marketing tools attract the customer to purchase the branded products. Aaker (1991, 1996) justify that the brand recognition largely based on its quality, awareness and its image in the market. Hofstede (2001) identify that the uncertain avoidance leave impact on the buying behavior of the customer. Similarly, consumer belongs from the strong

societies and pay worth attention towards the basic requirements of their societies (Essoussi and Merunka 2007).

2.6. Conceptualization

Marketing and brand Image works hands in hand. Brand image is one of the most influential factors that determine the popularity of a certain product in the market. Successful businesses across the world have the common goal of strengthening their brand image. Four aspects directly contributes towards brand recognition i.e. brand loyalty, brand awareness, perceived quality and brand image (Keller 2003). The purchase behavior is not only dictated by personal choice of an individual but also by entire family units. This decision making process reveals that marketers need to develop strategies that cater to family units. There is need to study the mind set of consumer and their living styles.

3. METHODOLOGY

A detailed consideration of research problem is to investigate with certain steps which are highlighted in international brand; an analytical and conceptual evaluation of brand equity and value indicators, its application via recognizes the brand in the market. This study accomplished through data mining and analytical description of whole process which gives value to end findings and results. Probabilistic sampling technique helps to formulate the concept through researcher's survey, experience and judgmental approach. The data gather from the 97 respondents those are familiar with the branded products and regular customer of several brands. The survey tool based upon the likert scale that covers (1= Strongly Disagree 2= Somewhat Disagree, 3= Slightly Disagree, 4= Neutral, 5= Slightly Agree, 6= Somewhat Agree, 7= Strongly Agree).

3.1. Hypothesis

H₁: There is a significant relationship of consumer buying behavior with the distinguish features of branded products.

H₂: There is a significant relationship of consumer buying behavior with the quality standard and benchmark of branded products.

H₃: There is a significant relationship of consumer buying behavior with the comfort feeling of branded products.

4. EMPIRICAL ANALYSIS AND FINDING

Validity and Reliability Analysis				
Cronbach's Alpha (No. of items: 16)	0.725	Sample size (n=97)		
Descriptive Statistics Analysis				
	Mean	Std. Deviation	T test	(Sig. level)
1. Consumer buying behavior*	4.74	0.640	25.014	0.03
2. Distinguish feature **	5.01	0.492	28.683	0.00
3. Quality standard and Benchmark**	5.12	0.713	21.194	0.01
4. Feel comfort **	5.36	0.824	19.078	0.02
Regression Analysis				
R	0.613			
R square	0.517			
Adjusted R square	0.493			
ANOVA (F value)	19.218			
P value (Sig. level 0.05>p-value)	0.00			

*Dependent variable **Independent variables

The above mention statistics clarify that the consumer buying behavior shows the highly significant relationship with distinguish features of branded products (0.000), quality standard and benchmark (0.01) and comfort feeling (0.02). The Durbin-Watson value (1.823) closer to the 2 which indicate that there is no auto correlation in this sample. The Cronbach's Alpha value (0.725) shows the reliability of the survey in an acceptable manner. Alternatively, regression analysis shows that the consumer buying behavior for branded products (adjusted R square) 49.3% depends upon the independent factors those are highly significant at that point. F value (19.218) shows the model fitness among the dependent and independent variables.

5. CONCLUSION

It is justified that the consumer gives priority to branded products due the quality and associated services i.e. packaging, customer dealing via franchise and customer care. Habitual behavior of consumer towards purchasing the brand depends upon the past experience and peer's word of mouth. Ultimately, customer attachment and intention towards the brand leave positive impact on the brand equity and value. It also provides extensive support to increase the market share as well recognize brand on the bases of marketing strategies and practices. In resultant, cultural enmity works as a catalyst in association with the consumer buying behavior. Structural mold of consumer's purchase intention urges the new tools and techniques in the market to overcome the market competition and strategically maintain the brand equity and value in the capital market.

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