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**A STUDY ON INFLUENCE OF BRANDS ON CONSUMERS'
DECISION MAKING PROCESS TOWARDS BATHING SOAPS**

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“A STUDY ON INFLUENCE OF BRANDS ON CONSUMERS’ DECISION MAKING PROCESS TOWARDS BATHING SOAPS”

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Abstract

In today's world, a country's brand plays a critical role in boosting its economy. Consumer preference also varies with their income, Age, Sex, and other features. There are many brands of soaps available in market. Now as there are many brands available in market a question arises to the consumer stating which soap is the best one? So here brand plays a major role in selecting product. The brand preference of bathing soap by the consumers can be satisfied only by offering products that fulfil their desires. A brand is image or an identity of a combination of these, that identifies a product and service provided to make consumer understand the difference between one product to another seller and differentiate them from the competitors. The general belief is that a label identity and a good quality product that is available at a reasonable price would influence the buyer's behaviour.

Keywords: - *Brand, Product, People, Decision, Consumer's behaviour*

I. INTRODUCTION

The only tool that can affect a buyer's behaviour is the brand. Today people are more conscious about the brand than in the past. In this busy life, people need easy way of brand identity in the selection of products. There are several ways present in the environment that guide the consumers in selection. It is considered a powerful mental shortcut in selection.

The Brand is the image of the product in the market. Some people distinguish the varied aspect of a brands by experimenting. The experimental aspect consists of a quantity of all points of contact with the brand and is known as the brand experience. The psychological factor on occasions referred to as the brand image is a symbolic construct created within the people's brains are composed of the facts and expectations about a product or offers provided. Branding professionals work to establish or align the expectations encircling the brand experience, lavishing the sense that a brand is related to something special product and their services varies with the qualities and the characteristics that make an advertising theme, as it demonstrates what the brand owner can offer the marketplace.

II. REVIEW OF LITERATURE

Khasawneh and Hasounch (2010) Customers notice a company's reputation when making purchasing decisions, and demographic characteristics have no prime impact on acknowledgment. People choose higher-priced branded goods because they believe that branded goods are more valuable than local goods.

Kumar (2011) shown that celebrity attributes are likely to influence consumer purchase intentions. The practice of celebrity endorsement has proliferated over time. Now a day it has become an element of advertising industry especially in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares.

Dooster et.al (2012) Customers are influenced by the heights of brand equity for the first time after usage and then tend to make purchasing decisions; they use brands that are only vaguely familiar with their names and convey the value that this worth has created for the sake of customers. Brand fairness dimensions have a favourable impact on purchasing decisions

Rajput et.al (2013) stated that people are more conscious and aware towards branded products. They are ready to pay any price for the comfort and quality of branded products. In India people have become more conscious in looking only brand images is not only a significant factor in choosing the products or particular brand but there are other information's which will be seen as a concern like quality and quantity of product, verity, manufactured design, cost and expectations.

Singh and Singh (2014) found that role of rural teenagers found something which is dominant across all decision process in the case of toothpaste and bathing soaps however the male respondents of 16-19 years old played dominant role at information search & evaluation stage and in brand selection at the final stage of purchasing procedure. It found that the influence of teenagers in family buying decisions of toothpaste and bathing soaps increases with an increase in their age and family income.

III. OBJECTIVES

- To study the influence of brands on consumer decision making process towards bathing soaps.
- To find out the influence of demographic factors on study factors.

IV. RESEARCH METHODOLOGY

In this research, Primary data collection was done with the help of Google survey form which was distributed among 60 respondents with the help of convenience sampling technique, but only 60 respondents replied back (100% response rate) for the survey questionnaire. In the above-mentioned study was majority being analysed with the support of Students belong to ST Francis De Sales College Bangalore.

Data Analysis

PERCENTAGE ANALYSIS:

In this study, basically all responses which were collected from various questions were analysed with the help of a simple percentage method pie and column charts.

STATISTICAL TOOLS APPLIED

There are various procedures used for the analysis of data, now-a-days sophisticated computerized statistical packages like SPSS, MS-EXCEL and others available for data verification. In this, researchers have preferred SPSS 17 statistical package to carry out the following tests,

Chi-square Test

GENDER

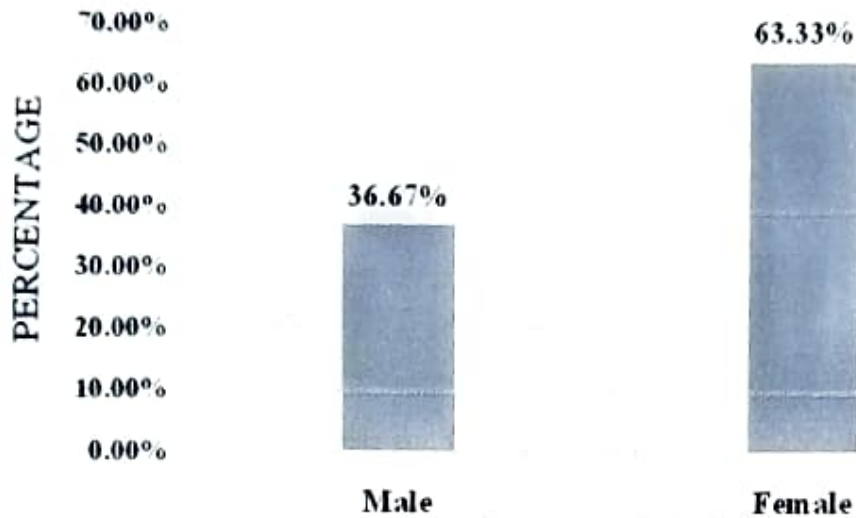


FIGURE 5.1 Distribution of respondents based on Gender

Interpretation:

The above table shows that 63.33% of the respondents are Female and 36.67% of the respondents are Male.

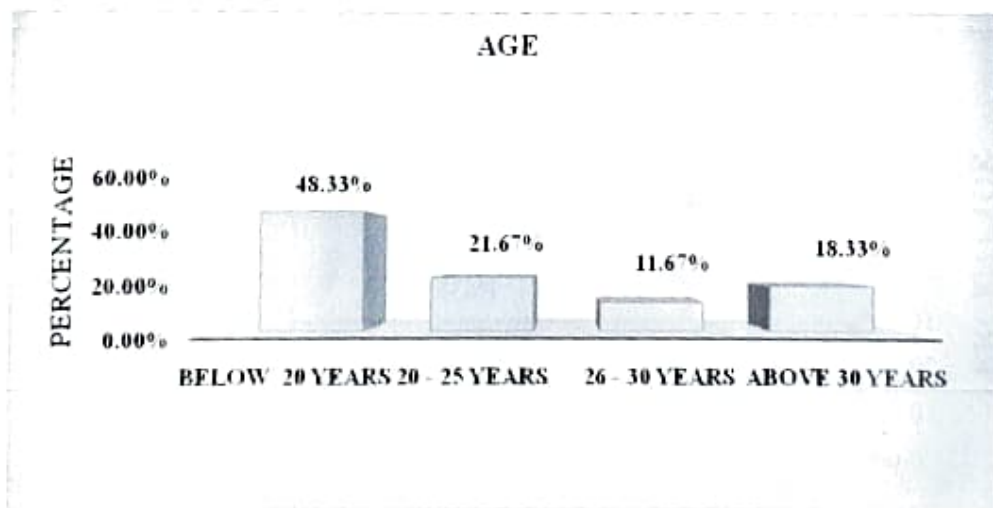


FIGURE 5.2 Distribution of respondents based on Age

INTERPRETATION:

The above table shows that 48.33% of the respondents are in the age Below 20 years, 21.67% of the respondents are in the age 20 – 25 years, 18.33% of the respondents are in the age 26 – 30 years, and 11.67% of the respondents are in the age Above 30 years.

MARITAL STATUS

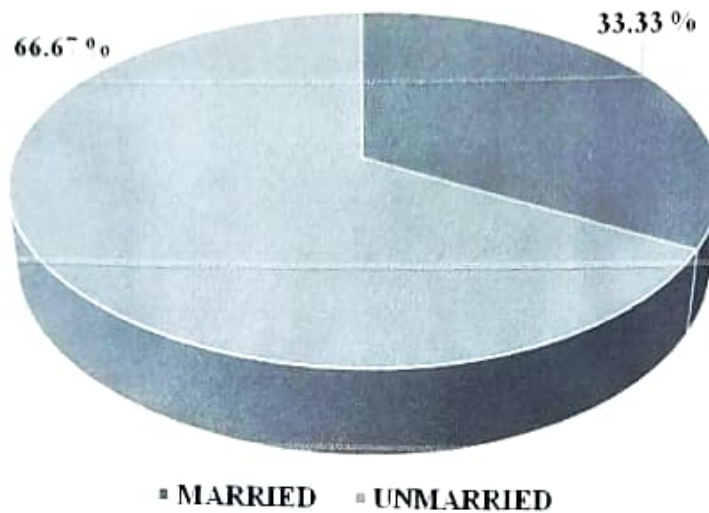


FIGURE 5.3 Distribution of respondents based on Marital Status

Interpretation:

The above table shows that 66.67% of the respondents are unmarried and 33.33% of the respondents are married.

RESIDENTIAL PLACE

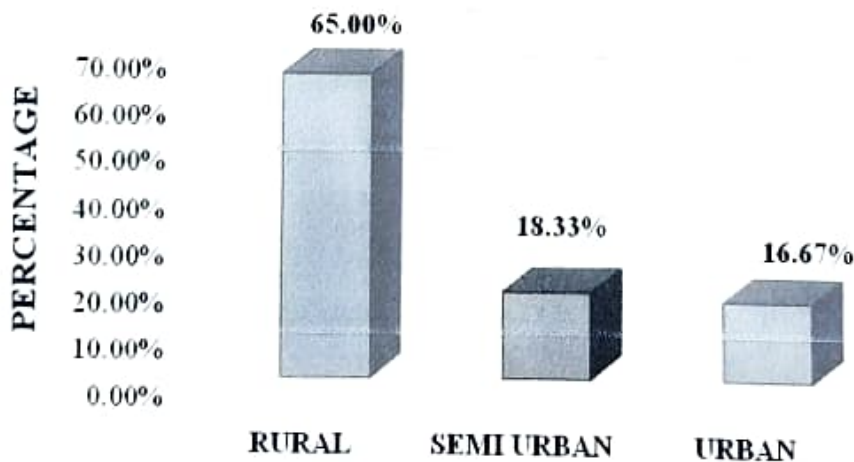


FIGURE 5.4 Distribution of respondents based on Residential Place

Interpretation:

The above table shows that 65% of the respondents belong to rural areas and 18.33% of the respondents belong to urban areas.

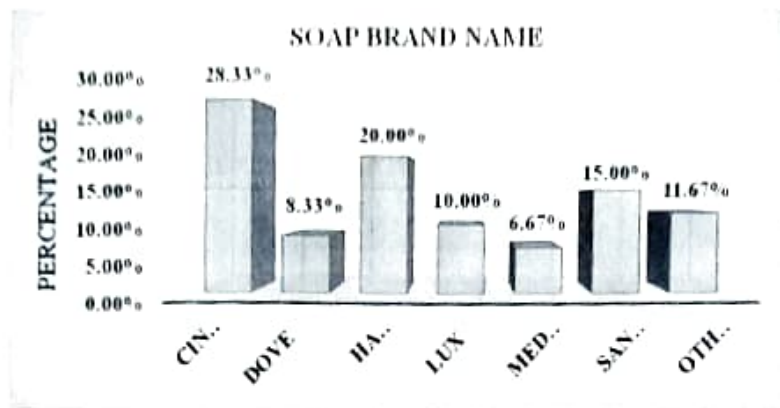


FIGURE 5.8 Brand Name

Interpretation:

The above table shows that 28.33% of the respondents are using Cinthol soap and 11.67% of respondents are using Dove soap.

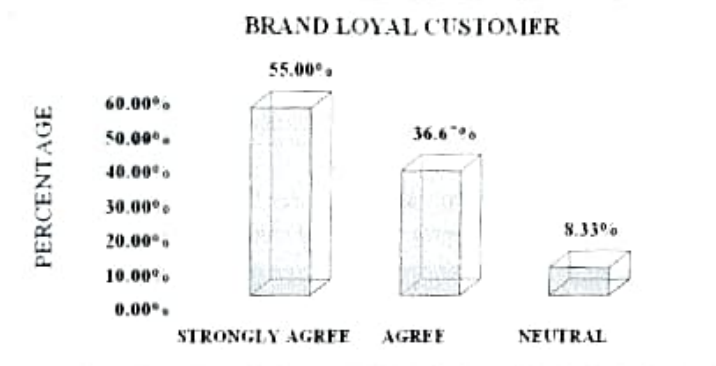


FIGURE 5.10 Brand Loyal Customer

Interpretation:

The above table shows that 55% of the respondents strongly agree that they are brand loyal customers and 8.33% of the respondents have neutral about the brand loyalty.

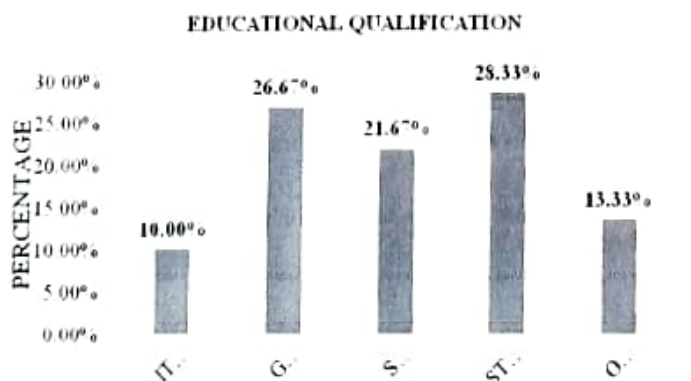


FIGURE 5.5 Distribution of respondents based on Educational Qualification

Interpretation:

The above table shows that 28.33% of the respondents are graduates and 10% of the respondents have completed ITI / Diploma.

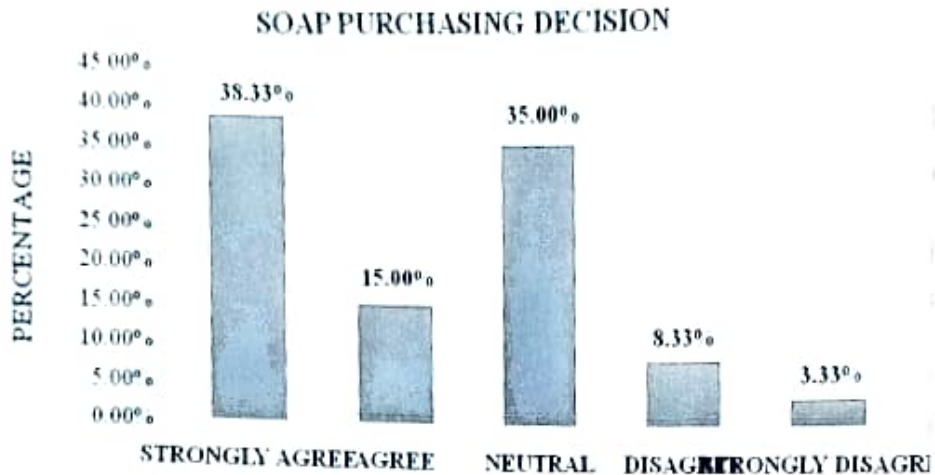


FIGURE 5.13 Brand name of soap is influencing on purchasing decision

Interpretation:

The above table shows that 38.33% of the respondents strongly agree that brand name influencing them in purchasing decision and 3.33% of the respondents strongly disagree that brand name influencing them in purchase decision.

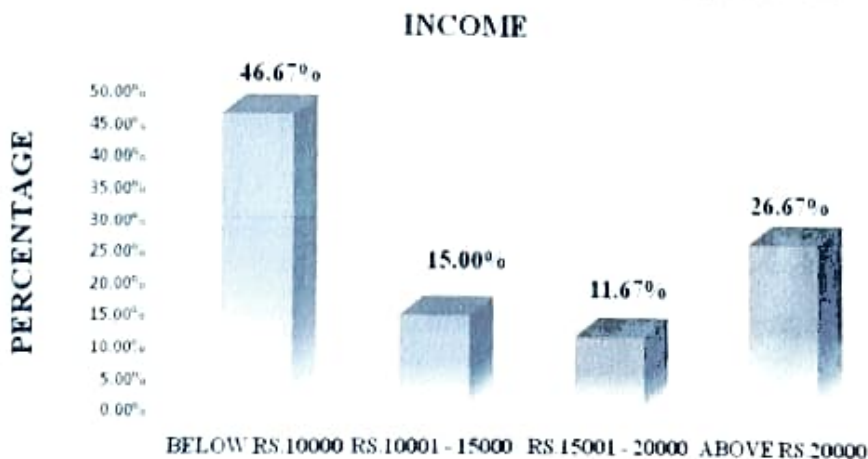


FIGURE 5.7 Distribution of respondents based on Income

Interpretation:

The above table shows that 46.67% of the respondents belong to the income group Below Rs.10000 and 26.67% of the respondents belong to the income group of Above Rs.2000.

PRICE ATTRACT TO PURCHASE THIS BRAND

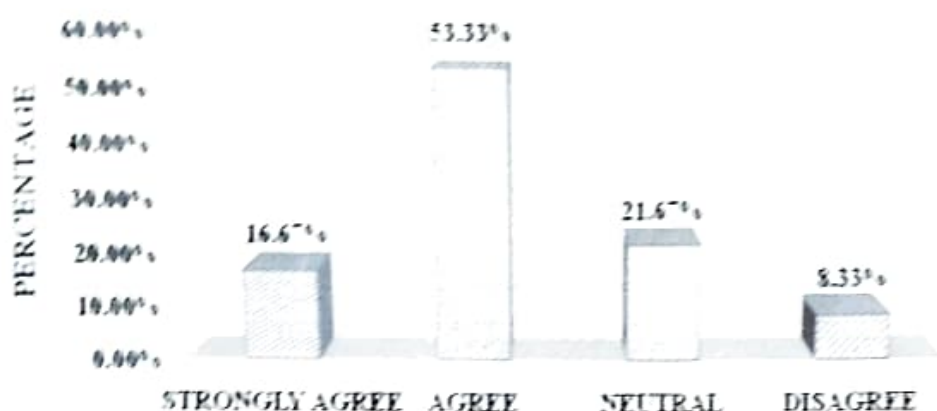


FIGURE 5.14 Affordable price attracts to purchase this brand

Interpretation:

The above table shows that 53.33% of the respondents agree that affordable price attracts them to purchase their brand and 8.33% of the respondents disagree that affordable price attracts them to purchase their brand.

TABLE 5.23 Chi - Square test showing the association between Residential Place and brand loyal customer

Opinion	Residential Place (%)			Total
	Rural	Semi Urban	Urban	
Agree	20	2	0	22
Neutral	4	1	0	5
Strongly Agree	15	8	10	33
Total	39	11	10	60

Hypothesis: There is a significant association between residential place and brand loyal customer.

Chi-Square Tests			
	Value	df	Asymp.Sig. (2 - Sided)
Pearson Chi-Square	14.22759059	4	0.007
Likelihood Ratio	18.14490219	4	0.001
N of Valid Cases	60		

Interpretation:

The above table shows that, the significance value is less than 0.05 (0.007). Hence hypothesis is accepted. It is found that there is a significant association between residential place and brand loyal customer.

TABLE 5.24 Chi – Square test showing the association between qualification and Influence of brand name on purchase decision

Opinion	Educational Qualification (%)					Total
	Graduation	ITI / Dip	Others	Schooling	Student	
Agree	1	2	0	4	2	9
Disagree	1	0	1	1	1	5
Neutral	3	1	3	4	10	21
Strongly Agree	11	2	4	2	4	23
Strongly Disagree	0	0	0	2	0	2
Total	16	5	8	13	17	60

Hypothesis: *There is a significant association between qualification and influence of brand name on purchase decision.*

Chi-Square Tests			
	Value	Df	Asymp.Sig. (2 - Sided)
Pearson Chi-Square	36.64007476	20	0.013
Likelihood Ratio	29.90854951	20	0.071
N of Valid Cases	60		

Interpretation:

The above table shows that, the significance value is less than 0.05 (0.013). Hence hypothesis is accepted. There is a significant association between qualification and the influence of brand name on a purchase decisions.

TABLE 5.25 Chi – Square test showing the association between Income and Influence of affordable price

Opinion	Affordable Price				Total
	Agree	Disagree	Neutral	Strongly Agree	
Above Rs. 20000	8	0	3	5	16
Below Rs. 10000	15	2	7	4	28
Rs. 10001 – 15000	3	2	3	1	9
Rs.15001 – 20000	6	1	0	0	7
Total	32	5	13	10	60

Hypothesis: *There is a significant association between income and influence of affordable price.*

Chi-Square Tests			
	Value	df	Asymp.Sig. (2 - Sided)
Pearson Chi-Square	11.60542582	9	0.236
Likelihood Ratio	14.32176832	9	0.111
N of Valid Cases	60		

Interpretation:

The above table shows that, the significance value is less than 0.05 (0.236). Hence hypothesis is rejected. It is found that there is no significant association between income and influence of affordable price.

OBSERVATIONS:

- Majority Responses was given by people who come below 20 age group.
- The Majority of females have responded.
- Respondents received majority by unmarried population.
- Maximum numbers of respondents belong to the rural areas.
- Received many responses from students view.
- Majority of the respondents belong to the income group of below Rs. 10000.
- Majority of the respondents are brand loyal customers.
- Majority of the respondent's purchase decisions influenced by brand name.
- Affordability also had influenced the majority of respondents' purchasing decisions.
- There is an association between Residential place and brand loyal customer.
- It is found that there is a significant association between qualification and influence of brand name on purchase decision.
- It is found that there is no significant association between income and influence of affordable price.

RECOMMENDATIONS:

- Availability of the soap is an important factor in purchasing decision. The company may assure availability to of product to all areas like urban, semi urban, rural. Because area wise respondents have difference of opinion in brand availability.
- The company should offer good quality soap for affordable price, in order to satisfy all income groups
- Consumers of different educational qualification and residential area have significant differences in their opinions towards the study factors. While designing the marketing strategies, the company need to consider these demographic variables as criteria.
- Though the study is relating to behaviour off consumers, most of the consumers are influenced by brand and quality in purchase of bathing soap. If the companies adopt the following suggestions, they can perform well in the market with the high market share.

V. CONCLUSION

The victory of a firm depends largely on its marketability to attract consumers towards its own brands. In particular, it is quite difficult for the survival of a company to retain its existing customers, and to make them loyal to the brand. To a large extent, the success of every organisation depends on customer satisfaction and their ability to create and maintain customer loyalty. In the first place, selling to brand loyal customers is far less costly than converting new customers. Adding on more values, brand successes provide firms with competitive tools.

The purpose of this study is to examine the relationship between brand image and consumer buying behaviour. For this purpose, survey questionnaire method and non-probability sampling technique was used. After applying all SPSS tests result, we conclude that brand image or brand name has strong positive relationship with consumer decision making. One of the most important links to the customer is brand name which relates the customers positively.

VI. REFERENCES

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