

Factors Which Influence the Consumer Perception towards the Purchase of New Store Brands

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ABSTRACT: The association between consumers' decision-making styles and their choice between domestic and smuggled new store brand is explored using a sample of Indian consumers. The objective of this paper is to observe consumer attitude about diverse new store brands available in the Indian market in gender outlook. To study the factors which effect the consumer perception towards the purchase of new store brands? Observed findings are calculated using survey technique and chi square test with a sample of 80 participants in Coimbatore city. There is a significant difference in total spending on branded apparels done by males vis- a - vis females. The results exhibit no significant differences in the brand awareness, between males and females.

I. INTRODUCTION

India is found to be third most attractive retail endpoint among thirty emerging markets globally. Indian Retail Industry is anticipated to grow by 950 billion dollars till 2018 with yearly growth of approximately 8.9 per cent since last decade. Indian online retail market is also anticipated to increase from 3.1 billion dollars to 22 billion dollars (from around 10 per cent to greater than 15 per cent of the organized retail market) since year 2013 till year 2018. According to Neilson Global report 2014, Europe has the highest private label brand share of approximately 45 per cent from last ten years followed by US, Canada and Australia having approximately 18 per cent share of private label brand which explains the tremendous growth of Private Label brands in past years across the globe.

New store brands are produced, distributed, sold & operated by the retailers usually known as in house brand, self-label brands, dealers store brand as well as retailer's brands. Earlier Private label brand was introduced by the retailers as the low cost alternative compared to the manufacturer brand. Private label was defined as generic product offering price value proposition to

the consumers. Often the lower priced alternative, private label or store brands carried inferior quality image and thus considered less trustworthy as well as low confident products by consumers. Retailers are continuously pushing larger number of new store brands into different categories in their outlets since they represent higher margins and the greater profitability with relatively lesser or no marketing effort. In today's global scenario of private label brand where share in European countries is around 45% it becomes increasingly important for the retailer to understand consumer perspective as they are looking new store brands as favourable substitute to manufacturer brand.

II. REVIEW OF LITERATURE

Debdeep De et al, (2017) "Consumer's Perspective and Retailer's Consideration Towards Purchase of Private Label Brands" examines the relationship between key attributes such as (price consciousness, quality variability, brand image, store image and smart-shopper self-perceptions) towards purchase of private label brands by Indian consumers and how consumers prioritize different attributes in making purchase decision of private label brands. Hypothesis framed was tested by gathering data on select Indian retailers in Food & Grocery and clothing & apparel segment and assessed through multiple regression analysis. This paper also studies the impact of socio-demographic attributes such as (age, gender, occupation, income and qualification) on purchase of private label brands by using cross tabulation technique. The finding of the study reveals preference adopted by consumers on purchase of PLBs on the identified attributes in which brand image is the most crucial factor and self-perception is the least significant factor, and the findings on socio-demographic factor reveals that all factors have positive impact towards purchase of PLBs. Based on the findings it is suggested that retailers of PLBs should adopt appropriate strategies for increasing the revenue from PLBs in their stores.

Syed Tabrez Hassan, (2014) “A Study Of Customer Perception Of Youth Towards Branded Fashion Apparels In Jalandhar City” the study we must be able to understand what customers want from a brand, why they switch to other brand, what are the factors which force them to purchase branded apparels. By analyzing these, company can formulate the strategies as per the customer needs & deliver them the products which consumer wants from the company, which will be profitable for the company. The relationship between consumers’ decision-making styles and their choice between branded and non-branded clothing is investigated using a sample of consumers of Jalandhar City only. The purpose of our research is to investigate youth of Jalandhar city to examine if any factor dominates in their buying behavior for apparel. In addition, consumer attributes (i.e., apparel involvement, brand consciousness, reference group, social class, and other factors) and personal characteristics were investigated separately and in relation to the purchase behaviour of youth.

Verma, A.P. and Tiwari, K(2011), “A Study on Consumer’s perception about branded clothing store and merchandise Levis Stores & Koutons Store in India” covered the medium to high potential consumers that international and national brands can target in the Indian context. This study measures the segment values of some brands those have achieved success in the Indian

market. Study shows that people are becoming more brand conscious with the increase in income level. Brands and individuals would do well to understand the finer aspects of the scenario, and venture out to capitalize on the opportunities.

Objective Of The Study

- To observe consumer attitude about different new store brands available in the Indian market in gender perspective.
- To study the factors which influence the consumer perception towards the purchase of new store brands?

RESEARCH METHODOLOGY

The study is descriptive in nature. The area of the study refers to Coimbatore city. The study used both primary data and secondary data. The primary data was collected from 80 respondents by structural questionnaire method. As the total population size was unknown, convenient sampling method was adopted, the primary data had been collected from those who are purchasing the new store brands and the questionnaire was collected from public places like shopping malls, trade centres and other source. Required secondary data was collected from the sources like various websites of smartphones, various publications, journals and Reports.

III. DATA ANALYSIS

Chi-square

Table 1

Gender	Consumer attitude to purchase of new store brands.			total	Chi square value	Df	pvalue
	Low	Medium	High				
Male	12	9	11	32	10.0261	2	0.0066
Female	22	13	13	48			
Total	34	22	24	80			

From the above table it is found that around 34 respondents are with low attitude towards the purchase of new store brands, followed by 22 respondents are with medium attitude towards the purchase of new store brands. 24 respondents are with High attitude towards the purchase of new store brands.

The chi-square value being 10.0261 and P-Value being .006 infers that the Hypothesis is rejected. i.e. there is significant relationship

between Gender and consumer attitude towards purchase of new store brands.

Factor Analysis

Factor analysis is useful to compress the data and helps to identify the most important variable. Hence, factor analysis is applied to identify the most important factor in the purchase of new store brands in Coimbatore city.

KMO and Bartlett's Test		
Table 2		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.531
Bartlett's Test of Sphericity	Approx. Chi-Square	155.026
	df	91
	Sig.	.000

The above table 2 shows the results of Kaiser-Meyer-Olkin (KMO) and Bartlett's Test/ KMO value is 0.531 indicating that the pattern of association amongst the variables is relatively compact. The Bartlett's Test of Sphericity shows

the significance at 1% level and hence factor analysis for the factors which are influence the consumer perception towards the purchase of new store brands.

Communalities

Table 3

	Initial	Extraction
new styles of apparel	1.000	.728
impress people	1.000	.777
Price effect	1.000	.872
look more attractive	1.000	.497
the quality of that particular brand	1.000	.561
feel different	1.000	.751
knowledge	1.000	.926
value for the money	1.000	.902
buy well-known brands	1.000	.618
fashionable clothes	1.000	.882
Excitement for new clothes	1.000	.793
bored with the same type of clothes	1.000	.818
wearing brand	1.000	.693
ambassadors	1.000	.693
Brands give more comfort	1.000	.723

Extraction Method: Principal Component Analysis.

Component Matrix^a

Table 4

	Component			
	Value and Quality Seekers	Band conscious factor	Trendy factor	Reasons for Buying
value for the money	.867			
feel different	.675			
the quality of that particular brand	.638			
knowledge	.433			

buy well-known brands	.780			
impress people		.768		
Price effect		.751		
new styles of apparel		.432		
look more attractive		.560		
bored with the same type of clothes wearing			.656	
fashionable clothes			.565	
Excitement for new clothes			.807	
brand ambassadors				.649
Brands give more comfort				.527
Extraction Method: Principal Component Analysis.				
a. 4 components extracted.				

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.798	27.125	27.125	3.798	27.125	27.125
2	3.214	22.955	50.080	3.214	22.955	50.080
3	1.855	13.250	63.330	1.855	13.250	63.330
4	1.673	11.954	75.284	1.673	11.954	75.284

The technique of Factor Analysis has been used through statistical package for social science (SPSS 20 version) with Principal Component Analysis along with varimax rotation for summarization of the total data into minimum factors. The statements having factor loadings less than 0.5 and eigen value less than 1 were ignored for subsequent analysis (Hair et al., 1995). Tables 3, 4 and 5 shows the results of factor analysis, the determinant of decision making process in smartphone repurchase comprise of 14 statements consisting of various dimensions that influence, and by applying factor analysis, the statements got converged into four factors “**Value and Quality Seekers**” with 27% of variance, “**Band conscious factor**” with 22% of variance, “**Trendy factor**” with 13% of variance and “**Reasons for Buying**” with 12% of variance. Totally 75.28% of variance explained for these four factors.

IV. CONCLUSION

This study identifies the key attributes that are responsible in consumer purchase decision for

new storebrand in Food & Grocery and Clothing & apparel segment of major Indian retailers. Several attributes were identified through literature review for new storebrand. Four of them namely Value and Quality Seekers, Bandconscious factor, Trendy factor, Reasons for Buying, comprising of 14 items were surveyed from the top retail stores of food & grocery and clothing & apparels in NCR Region. Causal Analysis identified the most significant and discriminating factors. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. From the analytical introspection it is evident that the gender differences do exist with respect to build attitude towards fashionable and brands.

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