

# Consumer Attitudes towards Global Brand Power versus Indian Brand Power Brand In Special Preference Given By Chennai City

R.Murugan\*, Dr. A.Palani\*\*

Assistant professor Saveetha School of Law Saveetha University Chennai -77

Assistant professor School of management Studies Sathyabama University Jeppiaar Nagar, Chennai -119

Corresponding Author: R.Murugan

**Abstract:** This study investigates differences between global and Indian brand power 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 brand power influence brand preference, 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 brand power differently based on Brand awareness.

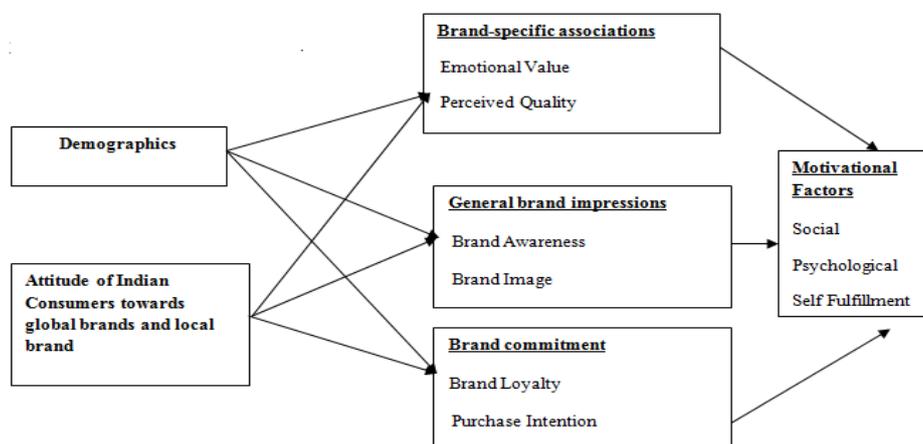
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## I. Introduction Of The Study

Globalization is the principal and most favorite slogan of brand power and businesses around the world. This concept has turned into a key idea for business theory and practice, and also entered academic debates (Giddens, 1990). For brand power to strive and expand their brand power to global market, it is essential to understand consumer preference for foreign and domestic brand power based upon level of economic development, ethnocentric bias, demographic characteristics of consumers, product type, and product familiarity. The Indian consumer market is a crowded one with many options. The competition is fierce and brand power, both global and local need to be adapt to the complexity of the Indian market. It has been noted that European origin brand power have significant market penetration and attracted consumers in India though American brand power had entered the market early in the 1980s. European brand power entered the Indian market in last decade and have followed more aggressive strategies for expansion than their American counterparts. The rise of Indian brand power like Flying Machine, Killer, and Wills Lifestyle has increased the competition and the fight for survival in the market. The immense need to analyze the market and to understand the brand strategies irrespective of country of origin from a consumer point of view gives rise to the need of this study. The brand power taken for this study are American brand power (Levi's, Lee, Tommy Hilfiger, Nike Wrangler), Indian brand power (Wills Lifestyle, Allen Solly, Vanheusen, Peter England, Louis Philippe) and European brand power (Jack & Jones, Benetton, Hugo Boss, Guess, Next)

## II. Conceptual Framework



Emotional value is defined as the value that relates to individuals to their feelings or affective states and Perceived quality has been defined as a consumers' appraisal or subjective evaluation of the overall excellence or superiority of the products. Brand awareness is defined as the brand knowledge involving recognition of the brand name at the rudimentary level and Brand image is generally the perception of the product by the consumer which links features or characteristics of a particular brand to consumers' memory and builds a general brand impression. Brand loyalty has been identified as an important strategy for brand power to obtain a competitive advantage in the market and Purchase intention indicates the tendency of consumers to purchase specific brand power in a routine manner compared to other brand power. Social factors are things that affect lifestyle, such as religion, wealth or family, Psychological Factors are the factors that talk about the psychology of an individual that drive his actions to seek satisfaction and self- fulfillment involves realizing ones potential through achievement and development.

**III. Statement Of The Problem**

Consumers in developing countries is not highly familiar with global brand power before the brand power actually enter the market, they tend to become more loyal towards global brand power compared to local brand power because of perception of better quality (Han & Qualls, 1985; Teas & Agarwal, 2000). The review also point out that only a very less amount of research were done on Brand Analyses of Global Brand power Versus Local Brand In Indian Apparel Consumer Market and that too not in Chennai district. Taking this in to account the researcher makes an effort to Study Brand Analyses of Global Brand power Versus Local Brand in Chennai city.

**IV. Objectives Of The Study**

1. To Study brand power of Indian, American and European brands.
- 2 . To analysis the consumer attitude towards Indian and global brands.

**V. Review Of Literature**

Brand awareness 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 awareness 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 awareness raises the likelihood that the brand will be considered more frequently while purchase is made (Baker et al., 1986). Brand awareness play important roles in consumer decision making because brand awareness influences the formation and strength of brand associations. Also, high levels of brand awareness can increase marketing communication effectiveness because consumers who are favorably predisposed toward a brand may respond to advertisements positively and thus require fewer ad exposures to meet communication objectives (Keller, 1993;).Brand awareness 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)

**VI. 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.

**VII. Data Analysis**

**Table : 5.1** Tests of Between-Subjects Effects on Age and selected brand power variables

Source	Dependent Variable	Type III Sum of Squares	Df	Mean Square	F	Sig.
Age	Preference	26.465 <sup>a</sup>	4	6.616	.222	.926
	Intention to repurchase	168.113 <sup>b</sup>	4	42.028	4.671	.001
	Perception of price	132.686 <sup>c</sup>	4	33.171	1.854	.117
	Brand image	818.092 <sup>d</sup>	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 brand power 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 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 : 5.2** Tests of Between-Subjects Effects on Educational qualification and selected brand power variables

Source	Dependent Variable	Type III Sum of Squares	Df	Mean Square	F	Sig.
Educational qualification	Preference	181.151 <sup>a</sup>	4	45.288	1.538	.190
	Intention to repurchase	70.904 <sup>b</sup>	4	17.726	1.930	.049
	Perception of price	47.150 <sup>c</sup>	4	11.788	.653	.625
	Brand image	505.555 <sup>d</sup>	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 brand power 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

### VIII. Findings Of The Study

- **This research find the various issues on the the brand power based on the** There is a difference between educational qualification and brand power 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 brand power 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.

### IX. Conclusion

Hypotheses for this study were supported in favor of the European brand leading over American and Indian brand. The findings demonstrated that Indian consumers do perceive global and local brands differently based on Brand Awareness. It is evident that Indian consumers lack faith in the quality of local brands and hence are more loyal toward global brands, which supports the findings of several researchers (Batra et al., 2000; Iyer & Kalita, 1997; Kinra, 2006; Shashidhar, 2004). Specifically, Indian consumers’ brand awareness exceeded for global brand compared to a local brand, indicating their higher level of recognition, involvement, and association with the global brand. This higher level of brand awareness among Indian consumers can influence their selection or choice of brand during purchase process.

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