

## **CONSUMER BEHAVIOUR AND BRAND PREFERENCE: A STUDY**

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### **ABSTRACT:**

The consumer influenced by variety of product availability and by influence of media and varied market reasons and much more. The dynamism of shifting from to another requires careful study to understand the choice made by the consumer and reason attributed with it. The success of any marketing campaign of the firm is all rest with consumer preference and their choice of decision-making. Very often purchase intentions of selected consumer are changing due to the powerful corporate tools and campaign model. Various to and fro strategy are adopted by the companies to step up the sales volume and thereby make more profit and face stiff competition. Marketing people are now a days are forced to tough decisions by altering product design, size, price, multiple uses, easy availability, online mode, increasing consumer retention strategy with lot of soaps in order to attract new one and enhance the purchase of old consumer. This paper explores the changing dynamics of consumer intention and his behaviour towards the purchase of selected product.

**Keywords:** Consumer product choice, Purchase intention, decision making

### **1.1. INTRODUCTION**

In Companies Brand preference is to provides an indicator of their customers' loyalty, the success of their marketing strategy, and the strength of their own brands.

*What should be brand leader advertise?*

*Brand leadership, of course.*

*Leadership is the single most important motivating factor in consumer behaviour*

*-Al & Laura Ries*

The idea of preference is considered in different disciplines such as economists, psychologists, sociology. For example, economists' belief those preferences are constant , with satisfactory accuracy and are uncovered through decision conduct.

### **1.2. NEED FOR STUDY**

**"In order to sell a product or a service, a company must establish a relationship with the consumer. It must build trust and rapport. It must understand the customer's needs, and it must provide a product that delivers the promised benefits."**

**- Jay C. Levinson, American Author, First to use the term 'Guerrilla Marketing'**

The first and foremost need for the study is due to increasing the brand variety in the toner market. This Study is to understand the purchase behaviour and brand preference of the customer towards the toners. In this what the customers is expecting in the toners, their preferred quantity, and their buying pattern on toners were studied. These are mainly based on awareness, quality, packaging, advertisement, quantity preferred etc.

According to Mulyanegara, R., & Tsarenko, Consumer behaviour are mainly influenced by their individual assessment of self image and brand image. Hawkins, D., Best, R., & Coney (2004), the fact that buying intention and his decision are influenced by twin theme of brand personality and the attachment of brand reputation gained by the company

Bloemer, J., & Kasper (1995), the decisive factors which includes a) Brand choice b). Behavioural aspect c). Timing factor d). Decision making process e). Availability of another brand and f). Psychological factors are main source of changes in the purchase intention. Brand Image requires lot of timing and planning also expensive method resulting in brand image development on the part of consumer. The likes and dislikes depend upon the following a) price b). Durability c). Income d). lifestyle e). Product utility f). Protection measures g). Socio-economic fabric etc. The profit of the company rest with winning the hearts of consumer and their loyalty to stay and reputation of the product.

### **1.3. OBJECTIVES OF THE STUDY**

**The following are main objectives of the study:**

1. To study brand preference of inks and toners product
2. To study brand image of inks and toners product
3. To examine brand promotion measures, adopt by the company,
4. To explain “customer opinion” about brand familiarity, usage, services offered by the company,
5. To offer suggestion to impressive and to make it popular brand in the market

### **1.4. SCOPE OF THE STUDY**

This study is only based on brand preference so other aspects such as brand reliability, awareness and other branding strategies are not covered. Brand image, promotion measures, brand familiarity, and performance of respondents are also focus on this study. This research covered focus on the Chennai city. So, the information from the study bare only relevant to Chennai alone. It helps us to various factors influencing the Chennai customers of packaged toners. It gives the more details to us regarding the brand preference of Chennai customers towards toners. Study covers the reasons of buying the toners.

### **1.5. LIMITATIONS OF THE STUDY:**

1. Time is very short for research, so this is very difficult to get the knowledge about everything towards the preference of ink and toners.
2. Filling of questionnaire need special attention so many of the customers is less interested and reluctant to give valid opinion.
3. The information was collected through the survey is subject to the willingness of the respondents to respond.
4. Sample size is comparatively small for a study of vast relevance.

### **1.6. METHODOLOGY OF THE STUDY**

**A). RESEARCH DESIGN:** The study was descriptive research design. Descriptive studies come under formal research, where the objectives are clearly established. It is concerned with the research studies with focus on the portrayal of the characteristics of a group or individual or a situation. The main objectives of this type of study are to acquire knowledge, brand image and brand preference.

**B). SAMPLING DESIGN:**

**Population:** The population for the study is chosen Chennai city customers.

**Sampling size:** The sample size for this analysis is 85 respondents.

**Sampling method:** Convenience sampling has been used for this study.

**Nature of data:** The nature of data chosen is quantitative data.

**C).DATA COLLECTION:** Survey method is used for collection of required data.

Primary data is known as the data collected in first field survey. The important source for the primary data collection is through and other source is through sales for opinion. Secondary data refers to the information or facts already collected. Such data are collected with objective of understanding the past status of any variable. Secondary source includes the Books, Journals and Internet.

**D). TOOLS OF DATA COLLECTION:**

The primary tool which was used for data collection was questionnaire. It was a structured Questionnaire consists of series of questionnaire.

**E). STATISTICAL TOOLS:**

- chi – squared test
- correlation
- regression

**1.7. FINDINGS FOR STUDY:**

**The following points are major findings of the study.**

- 26 percent of the responds are female and 74 percent of the responds are male.
- There are no respondents are less than 20 years of age, 21 percent are between 20 – 30 years, 34 percent are between 30 – 40 years and 45 % respondent's above 40 years of age.
- There is 8 % of respondents are up to SSLC, 28% of the respondents are up to Graduate, 39% of the respondents are up to Post Graduate, 25% of the respondents are up to Diploma & Others educational qualifications.
- 11 percent of respondents are government sector and 89 percent of respondents are private sector in employment status.
- 20% of the respondents have monthly income of less than 5 lakh, 38% have monthly income of less than 5 - 10 lakh, 31% monthly income of less than 10 - 15 lakh, 10 percent of the respondents have monthly income of less than above 15 lakhs.
- 25 percent of the respondents are unmarried and 75 percent of the respondents are married.
- 86 percent of the respondents aware of black dots inks & toners brand and 14 percent of the respondents say no aware of black dots inks & toners brand.
- 33 percent of the respondents are excellent, 54 percent of the respondents are very good, 13 percent of the respondents are good and 0 percent of the respondents are fair with their quality of products.

- 19 percent of the respondents are under 1 month, 45 percent of the respondents are 1 to 6 months, 28 percent of the respondents are 6 months to 1 year, 8 percent of the respondents are not sure and 0 percent of the respondents are others with their last time used this product.
- The respondents say buying product is once in 1 year, 22 percent of the respondents say buying product is twice in a year, 60 percent of the respondents say buying product is thrice in a year, 18 percent of the respondents say buying product is others.
- 15 percent respondents are somewhat unlikely, 33 percent of the respondents are saying not sure, 26 percent of the respondents are saying somewhat likely, 26 percent of the respondents says very likely in buying product in future.
- 55 percent respondents are quality, 38 percent of the respondents are brand, 7 percent respondents are safety.
- 44 percent of the respondents are recommendation, 16 percent of the respondents are fair / exhibition, 40 percent of the respondents are internet.
- 33 percent of the respondents are satisfied, 67 percent of the respondents are neutral, 0 percent of the respondents are dissatisfied.
- 32 percent of the respondents are high, 46 percent of the respondents are average, 7 percent of the respondents are very low with their brand values.
- 18 percent of the respondents are strongly agreeing, 43 percent of the respondents are agreed, 24 percent of the respondents are the neutral.
- 51 percent of the respondents are highly satisfied, 34 percent of the respondents are satisfied, 15 percent of the respondents are neutral.
- 7 percent of the respondents are excellent, 73 percent of the respondents are very good, 20 percent of the respondents are good.

#### **1.8. SUGGESTIONS FOR THE PROMOTION OF INK AND TONERS PRODUCT**

- One of basic need for brand preference is “Turn Around Time” which is help to improve the customers satisfaction and also improves the company’s brand image.
- Brand managers need to understand that customers’ learning and attitude towards brand extension differ at various levels of experience in using them. The quality of the products is maintained over time because; associations based on direct experience with the brand are likely to be believed more than other influences.
- Marketers need to create a view in the minds of customers that skills used for producing brand extensions are the same as that of the parent brand. This is possible through developing the right image and personality fit between the parent brand and extensions.
- It is better if brand managers pay attention for improving the performance of the parent for attracting customers towards brand preference.
- Brand preferences that do not create positive synergy for the parent brand shall not be pursued by a marketer. This can avoid undesirable attribute association with the parent brand, avoiding dilution of parent brand image.

#### **1.9. CONCLUSION:**

*"You can buy a person's time; you can buy their physical presence at a given place; you can even buy a measured number of their skilled muscular motions per hour. But you cannot buy enthusiasm... you cannot buy loyalty. You cannot buy the devotion of hearts, minds, or souls. You must earn these." -- Clarence Francis, American Business Executive and Food Expert*

After the completion of this project, I've gained some new experience in the field research. During survey, I've met a lot of peoples with different perception and behavior. It was a great opportunity for me to learn about the customer behavior and I utilized it properly to same. From this study, it is concluded that the brand preference for toners among customer is higher in India. It is advisable to implement the suggestions to retain the customers.

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