



BRAND PREFERENCE FOR CONVENIENCE GOODS AMONG RURAL CONSUMERS



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ABSTRACT

The research paper was designed with the primary objective of finding out the brand preference for convenience goods among rural illiterate consumers in selected villages in and around Dindigul district. The study was conducted with 850 samples from different villages. The secondary objective of the study is to find out the profile of the people living in Selected villages of Dindigul Dist, Brand preference for convenience goods and finding out the relationship between age, sex, occupation and job with brand preference of convenience goods and also to find out the impact of demographic variables on brand preference of convenience goods.

KEYWORDS: brand preference, companies, marketing tactics, prices, spurious loyalty, Rural consumers

INTRODUCTION

Brand preference reflects a desire to use a particular company's product(s) or service(s) even when there are equally-priced and equally-available alternatives. In fact, more often than not, brand preference indicates a desire to seek out a specific product or service even when it requires paying more or expending more effort to obtain it! Brand preference is important to companies because it provides an indicator of their customers' loyalty, the

success of their marketing tactics, and the strength of their respective brands.

THE PSYCHOLOGY OF BRAND PREFERENCE

There are two levels of brand preference. The first is a more limited degree of loyalty that some researchers call *spurious loyalty*, which primarily implies a bias towards a particular brand. With spurious loyalty, people may go the extra penny, or the extra foot, but not



the extra dollar or mile. That is, they will go a bit further to buy a particular brand, or pay a bit more to shop at a particular store, but will not be willing to patronize a particular brand come what may. Such fair-weather fans can be lured away to try another brand with a sufficiently strong incentive.

PREVIOUS STUDIES ON BRAND PREFERENCE

Prior studies on brand preference can be divided into two groups: the first group is for studies examined the impact of consumer-related factors. They focused on the impact of cultural, social, psychological and personal factors of consumers. The main findings of this group studies revealed that changes in consumers' life style can cause changes in their brand preferences. The consumers' personality traits and values are also considered to be important predictors of brand preference. The second group addressed the impact of brand-related factors such as the brand price and other marketing communications tools with particular concern on advertising and promotion. One of the major findings of these studies is that the brand attributes, plus other brand factors such as perceived value have a significant impact on brand preference. In addition, the interaction between the self-image and brand-image; the self-image congruence has shown to be important in brand preference building. Brunel Business School – Doctoral Symposium 28th & 29th March 2011

CONVENIENCE GOODS

The items which are bought frequently, immediately and with minimum shopping efforts are convenience goods. These include candy, ice-cream, cold drinks, cigarettes, magazines, medicines etc.

The shops which keep the convenience goods are called convenience stores. Often convenience goods are non durable.

Some common features:-

1. Generally non durable Purchased at convenient locations.
2. Regular and continuous demands
3. Generally small unit of purchase and low prices
4. Most of them are standardized in prices
5. Sales promotion, schemes etc.

1. OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study about the Brand preference for convenience goods among rural illiterate consumers.

SECONDARY OBJECTIVES

1. To study the profile of the people living in Selected villages of Dindigul Dist, Tamilnadu.
2. To study the preference of brands by Rural consumers towards basic items.
3. To find out the relationship between age, sex, occupation and job with brand preference of convenience goods.
4. To find out the impact of demographic variables on Brand preference of convenience goods

2. METHODOLOGY

1. DATA COLLECTION

The study depends on primary sources of data; The Interview schedule was adopted for the collection of data. A well-structured Questionnaire was administered to elicit primary data.

2. RESEARCH DESIGN

Research Design constituted the blue print for the collection, measurement and analysis of data. This study is mainly focus on Descriptive research design as base. Descriptive Research design is one that simply describes something such as demographic characteristics of consumers who use the product.

3. SAMPLE FRAME, SIZE AND SELECTION

The sample size is 850 respondents from villages in and around Batlagundu.

4. TOOLS USED FOR METHOD OF ANALYSIS

The raw data was entered in SPSS and the analysis was carried forward. The data was checked for reliability and validity. The result showed .7 Cronbans Alfa value confirming the validity of the Test instrument. Simple Percentage Analysis, chi square analysis and Multiple Regression was used.

ANALYSIS OF DATA PROFILE OF THE RESPONDENTS

S.No	Variable	Option	No. of Respondents	Percentage
1.	AGE	35-40	590	70
2.	SEX	FEMALE	573	67
3	MARITAL STATUS	MARRIED	799	94
4.	OCCUPATION	HOUSE WIFE &Coolie	254 254	30 30
5.	INCOME	8000-10000	689	81
6.	EDUCATIONAL QUALIFICATION	8 TH to 10 TH STD	624	73

FINDINGS

70% of the Respondents are in the age group of 35-40. 67% of the Respondents are Female. 94% of the Respondents are married. 30% of the Respondents are Housewives and 30% of the Respondents are Coolies. 81% of the Respondents are with the income category of 8000-10000. 73% of the Respondents are with the Educational Qualification of 8th to 10th std.

Brand Preference of Convenience Goods of the Respondents

S.No	Variable	Brand	No. Of Respondents	Percentage
1	BRAND PREFERENCE- BRUSH	COLGATE	380	45
2	BRAND PREFERENCE- TOOTH PASTE	COLGATE	382	44.5
3	BRAND PREFERENCE- BATHING SOAP	HAMAM	159	18.5
4	BRAND PREFERENCE- WASHING SOAP	ARASAN	249	29.0
5	BRAND PREFERENCE- TOILET CLEANER	HARPIC	335	39.0
6	BRAND PREFERENCE-SHAMPOO	CHIK	176	20.5
7	BRAND PREFERENCE- WASHING POWDER	ARIEL	266	31
8	BRAND PREFERENCE- FACE POWDER	PONDS	286	33.9
9	BRAND PREFERENCE-HAIR OIL	PARACHUTE	290	34.2
10	BRAND PREFERENCE-COOKING OIL	GOLD WINNER	236	27.9
11	BRAND PREFERENCE-SHOPPING MALL	POTHYS	175	20.7
12	BRAND PREFERENCE-FOOTWARE	VKC	499	59
13	BRAND PREFERENCE-MASALA	AACHI	367	43.3
14	BRAND PREFERENCE-MOBILE	NOKIA	271	32
15	BRAND PREFERENCE-TWO WHEELER	TVS	271	32

RELATIONSHIP BETWEEN DEMOGRAPHIC VARIABLES AND THE ATTITUDES TOWARDS THE BRAND PREFERENCE TOWARDS CONVENIENCE GOODS

S.N O	VARIABLE	CHI SQUARE VALUE	P VALUE
1	AGE OF THE RESPONDENTS * BRAND PREFERENCE-BRUSH	48.732 ^a	0.001
2	AGE OF THE RESPONDENTS * BRAND PREFERENCE-PASTE	1.022E2 ^a	.000
3	SEX OF THE RESPONDENTS * BRAND PREFERENCE-BATHING SOAP	1.610E2 ^a	.000
4	SEX OF THE RESPONDENTS * BRAND PREFERENCE-WASHING SOAP	64.500 ^a	0.001
5	JOB OF THE RESPONDENTS * BRAND PREFERENCE-BATHING SOAP	1.209E2 ^a	0.005
6	JOB OF THE RESPONDENTS * BRAND PREFERENCE-WASHING S	1.008E2 ^a	0.002
7	JOB OF THE RESPONDENTS * BRAND PREFERENCE-TOILET CLEANER	1.522E2 ^a	.000

By way of Multiple Regression, the impact of the demographic factors over the attitude towards Brand Preference was studied. It was found that 95% was the impact. The demographic factors included were Age, Sex and Job and among these Age is found to be the most influencing factor.

CONCLUSION

The study on Brand preference for convenience goods among Rural consumers was conducted with the secondary objective of studying the profile of the people living in Selected villages of Dindigul Dist and finding out the relationship between age, sex, occupation and job with brand preference of convenience goods and also to find out the impact of demographic variables on brand preference of convenience goods. Majority of the respondents belongs to the age group of 35-40 and they are married female and they are house wives and as coolies. Their income category is 8000-10000. Their Educational qualification is 8th to 10th Std.

Regarding Brand preference of the Rural consumers towards the convenience goods Colgate is the most preferred brand for Brush and Toothpaste. With respect to Bathing soap and washing soap the rural consumers prefer Hamam and Arasan respectively. When asked about the brand preference for Shampoos Chick occupies the top position. Ponds is the most preferred brand for face powder, Parachute for Hair oil, Gold winner for cooking oil. Pothys is the preferred Textile shop and regarding footwear VKC is in the top position. Aachi Masala occupies the first position in masala items. Harpic is the preferred brand for toilet cleaner and Ariel for

washing powder. Regarding Mobile Nokia is the preferred brand. TVS occupies the topmost position in two wheeler brand. The impact of Age is found to be upto 95% on Brand Preference.

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