CONSUMER BRAND PERCEPTION

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Abstract: *This paper will focus on determining the purchase decision and behaviour of consumers towards quality products. Acceptance of brand depends largely on the consumer's opinion. The objective of this study was to investigate consumer's opinion, attitudes and beliefs about brand quality. It reveals how consumers influence brand attributes and it leads to consumer purchase decision. Price, quality and value are considered pivotal determinants of purchase decision of the consumers. Now-a-days companies attempt to build brand awareness through media exposure on channels such as Internet, radio, social media, newspaper, television and magazines. This is the way to measure how well brands rank in the minds of consumers.*

Key words: *Consumer, perception, attitude, behaviour, decision.*

INTRODUCTION

Perception, an awareness of impressions received through senses. Perception is determined by the qualities of both the thing perceived and the perceiver. Perceived quality is perceived by customer by evaluating different brand on quality. This research relies on consumer behaviour, consumer belief and feelings. Consumers rely on both internal and external attributes for evaluate the brand quality. People cannot always evaluate the attributes of product. Sometimes they relies on warrants, brand name, and service and so on. The mind of a consumer influences brand affinity and consumer purchase decisions. It reflects four dimensions like cognitive, emotional, language and action. Consumer behaviour can be revealed through consumer language, body of consumer knowledge. Consumer emotions and values convey meanings and feelings about brands. So the brand coherence depends on the strength relationship between the brand message and the feelings.

Forces motivate the buying behaviour among the consumers. Comfort and convenience motivate the humans in purchasing luxury articles. Some people desire to earn and save money. This desire induces people to go around the shops to purchase goods at lower prices and have monetary gain. Consumers wants to be recognised as an important person by to ensure these things, he may buy certain products. Consumer

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behaviour is the outcome of individual or environmental influences besides that consumer's perception of branded products states that the promotion of these products increase the price of the product. Impact of the quality of the product to be more prominent than the impact of different variables on the brand. Consumer's perception as to the quality is of high and on branding, then they will be willing to pay a premium for it.

LITERATURE REVIEW

Country of origin, brand image perception and brand image structure. The brand perception differs across brands and across countries of production. Brand quality appears to be of significant impact on consumer perception. (Yamen koubaa, 2008). The extrinsic product attributes influence consumers' perceptions and resulting evaluation of intrinsic product attributes, quality and purchase intension (J.Robert field, Blaise J. Bergiel, J.Martin giesen, Courtney fields, 2012). Brand accomplishes various functions like Top-of-mind awareness, recall of past experiences, quality sign and identity and it pulls the people towards brand loyalty (Xiaoling guo, Andy wei Hao, Xia oyan shang, 2011). (Henry Yu Xie, David J.Boggs, 2006) stated to build a framework for the development of branding stratergy for international markets. (Johan Anselmsson, Nikias vestman Bondesson, Ulf Johansson, 2014) mentioned in his study customers pay a premium price on the basis of brand image, quality, social image and uniqueness and awareness. Firm should be aware of what drives price premium in addition to the dimensions of quality and loyalty. (Scott M.davis, 2000) mentioned brand occupies a space in the minds of the consumer's. In order to strengthen this relationship a company must understand what it sells, does and what it is?. Firm must know which one drive the consumer to purchase decision, consumer behaviour and attitude towards the product. (Jing Theng So, Andrew Grant parsons, Sheau-fen yap, 2013). Over 50% of an experience is based on emotions. It only shape the attitudes that drive decisions and behaviour. Emotional connections can determine the strength and length of a customer relationship, it drive passion, loyalty and advocacy. (Gillian Naylor, Kimberly E.frank, 2001). Consumers expect more than just benefits like quality and price when assessing brand.

Research Methodology

1. Research Objectives:

   * To assess the perception of consumers towards the brand quality.

   * To identify how the consumer influence brand affinity and consumer purchase decision

This study is descriptive in nature. The initial stage composed of the literature review and the subsequent development of the questionnaire to collect data. A specific questionnaire was developed for the study and the same was used to collect data

from the respondents. An indepth consumer interview were conducted with a total of 127 respondents in the Chennai city were selected for the study to gain insight into consumer perceptions over quality and value of the brand. Convenience sampling method has been adopted for identifying samples from the population. SPSS package has been used for analysing the data using chi-square test, multiple regression analysis are as follows.

ANALYSIS AND INTERPRETATION

Statistical tool has been used for analysing the data using chi-square test for establishing relationship between the two variables such as consumer perception and the brand quality. The hypothesis for this study are as follows:

H01 – There is no significance difference between the consumer perceptions with regard to brand quality.

Consumer perception over brand quality

Chi-Square Tests

	Value	*Df*	*Asymp. Sig. (2-sided)*
Pearson Chi-Square	21.328[a]	2	.000
Likelihood Ratio	21.557	2	.000
Linear-by-Linear Association	21.117	1	.000
N of Valid Cases	127		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.30.

From the table, we came to know that 93% of the respondents were ready to accept only superior quality brand rather better quality products. Rest of the respondents were feel comfort with better quality brand due to the income level, accessibility, saving habit and so on. Since the calculated value is greater than table value, so we reject the null hypothesis.

Regression analysis

To identify how the consumer influence brand affinity and consumer purchase decision.

Descriptive Statistics

	Mean	*Std. Deviation*	*N*
purchasedecision	1.427	.5861	15
Affiity	3.633	.6758	15
Perception	2.027	.7353	15

Correlations

		purchasedecision	Affiity	Perception
Pearson Correlation	Purchasedecision	1.000	.501	.809
	Affiity	.501	1.000	.231
	Perception	.809	.231	1.000
Sig. (1-tailed)	purchasedecision	.	.029	.000
	Affiity	.029	.	.204
	Perception	.000	.204	.
N	purchasedecision	15	15	15
	Affiity	15	15	15
	Perception	15	15	15

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.646	2	1.823	18.807	.000ᵇ
	Residual	1.163	12	.097		
	Total	4.809	14			

a. Dependent Variable: purchasedecision
b. Predictors: (Constant), Perception, Affiity

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	-.801	.473		-1.695	.116
	Affiity	.288	.127	.332	2.273	.042
	Perception	.584	.116	.732	5.017	.000

a. Dependent Variable: purchasedecision

Residuals Statisticsᵃ

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.529	2.449	1.427	.5103	15
Residual	-.4738	.4363	.0000	.2882	15
Std. Predicted Value	-1.758	2.003	.000	1.000	15
Std. Residual	-1.522	1.401	.000	.926	15

a. Dependent Variable: purchase decision

The first table gives the descriptive statistics for the three variables of perception, affinity and purchase decision. Mean value of purchase decision 1.427, perception value is 2.027 and the brand affinity is 3.633 The second table exhibits the value under column B against constant and the values against brand affinity (0.288) and value against brand perception (0.584) shows the scope of regression lines. Hence, the multiple regression equation is formulated as

$$Y = -0.801 + 0.288X1 + 0.584X2$$

Third table gives the residual value – mean and standard deviation of the dependent variable.

FINDINGS

The descriptive and statistical analysis in this study clearly brought a torrent of useful results on consumer perception and its impact. Apart from our quantitative results, our qualitative analysis show that the users are sensitive about branding, and branding denotes favourite, familiarity and popularity to users. In today's globalizing economy competition is getting more and fiercer. That means it becomes more difficult for products and services to differentiate themselves from other offering then even before. Customers are widely aware of their expectations on how companies should care for them. In this situation the development of a strong relationship between customers and a company could likely prove to be a significant opportunity for competitive advantage. It is important to realise that the customers can be an individual user, a company or several people who contribute to the purchasing decision. The product can be a hard good, a service or even an idea anything that would provide some value to the customers. Marketers may also make decision for their marketing strategy based on the consumer's demographic information. This is used to predict purchasing habits of the consumers and make key decision in the product. Marketers must also understand the values of the consumers, this will provide them with more success in their marketing campaign.

CONCLUSION

Brand seek to be chosen by customers, branding is aimed at increasing the probability that they are. Brands that win the battle for awareness. Brand awareness is the battle of mind and thus it cannot be won without in depth knowledge of one's strength, weakness and competitive outlook. This study insights into consumer perception governing consumer purchase decision. Different perception among consumers influence their preference over various brand. Also this study helps to analyse consumer's perception towards their behaviour and their impact on purchase decision. This study reveals that cohesion between perception and belief of the consumers.

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