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A STUDY ON CONSUMER ATTITUDE TOWARDS PRIVATE AND NATIONAL BRANDS FOOD PRODUCTS IN COIMBATORE CITY THE INFLUENCE FACTORS

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ABSTRACT

PURPOSE: Private labels brands and national brands food products to different levels and products categories to be taken this study then go to find which type the attributes to be influenced a consumer mind ,the private and national food products item

DESIGN/METHODOLOGY/ APPROACH: The research involved review of available literature on factors affecting consumers' attitude towards private label products. For, collection of data questionnaire was designed and data was collected from 30 consumers in the area of Coimbatore, in Tamilnadu.

FINDINGS: Data analysis using statistical tools showed that consumers' purchase intention is influenced by consumers' store image, price consciousness, advertising, perceived risk.

RESEARCH LIMITATIONS/ IMPLICATIONS: This relates to limited number of food and grocery items taken for study and restricted environmental area of field of research.

ORIGINALITY/ VALUE: Considering increasing awareness towards own label products, this study contributes to academic body of knowledge, by examining consumers' perception about own label food and grocery items. By testing existing knowledge in the new context, the paper provides insights for practitioners.

KEY WORDS: consumer attitudes, purchase Intention, Private label brands, national brands, Food and Grocery items, Perception

INTRODUCTION

The highly challenging nature of food and grocery retailing has resulted in the Indian consumer being exposed to diverse retail format alternatives consisting of convenience store, discount store, supermarket and hypermarket. As retail choices have proliferated, shoppers have undergone important changes in their expectations, shopping tendencies and strategies for where and how they will satisfy their ever increasing shopping needs (Sinha, Banerjee and Uniyal, 2002). However, a large section of consumers have perceived new formats adding insufficient additional value except novelty although they are propagated to be providing new shopping options and experiences to consumers (Sinha and Banerjee, 2004)[1].

FOOD INDUSTRY IN INDIA

In India, the 1990 s saw a significant shift in economic policy, away from state-led, and towards market-led development. Faster economic growth has seen the expansion of the middle class. Aspirations for consumption of personal care products, electronics, motor vehicles, resort vacations, and house furnishings have changed dramatically in the last decade, as have their availability and relative affordability for India's middle classes (Singh, 2005). According to a McKinsey study, average per household spending on food will grow from India rupees 34,552 in 2005 to Indian rupees 61,569 in 2025.Urban India accounts for only one-third of total food consumption today. Also, the Indian food industry is still at a nascent stage of development. Only a third of the food processing and packaging industry is organised, and less than 10 per cent of the food market is branded[2].

CONSUMER ATTITUDES

Attitudes can be described as an individual's favourable or unfavourable inclination towards an attribute of an object which will lead to a tendency to act or behave in a predictable way in relation to it. Attitudes represent therefore a crucial link between customers' views of a product and what they decide to buy **(Perry, 1969, p. 34).** This is because attitudes not only partly clarify consumer behaviour, but they are also modifiable by marketing activity. **Burton et al. (1998)** found in a grocery store setting that PB attitude is positively related to the actual percentage of PB purchase on a shopping trip, and PB attitude is the strongest predictor of the percentage of PB purchase in relation to other price perceptions, deal perceptions, and other marketing related constructs

FACTORS THAT INFLUENCE THE CHOICE OF A PL OVER A NB

The factors influence the choice of a PL over a NB, like consumer socio-economic status, store image, price consciousness, advertising, perceived risk. This study was conducted to investigate some of these specific factors that influence the PL brand image and the consumer choice

between PL's and NB's, specifically characteristics of consumers, their socio-economic status, store image ,perceived risk of PL's and NB's, prices, packaging, and the difference between product categories.

STORE IMAGE

Store image as personality or "the way in which store is defined in the shoppers mind, partly by its functional qualities and partly by an aura of psychological attributes"[4] The store image is was identified is the second order constructs ,the store image there are three components like merchandise attributes ,store ambience ,marketing attractiveness .store image is the important drive to the behavioural intentions .that store direct effort to the purchase intension and customer satisfaction .the store ambulance the consumer easily purchase to purchase the product to create a environment facilities ,the service to generate the new friendly movement to the employee via customer also[5]

PRICE CONSCIOUSNESS

Price consciousness defined as the "degree to which the consumer focuses exclusively on paying low prices"[6].the price premium is the strongest determinates are social image and corporate social responsibility and awareness .the price premium determinates of the six dimensions like quality ,uniqueness ,corporate social responsibility ,social image ,origin .the price premium indicator of brand strength[7].the low and affordable price continues to the main attributes of the customers seek private brands (Kumar.N And Steenkamp J.B-2007)[8]

ADVERTISEMENT

The word advertising creates from the Latin words advertise, which means to turn to the dictionary meaning of the form is "to provide public notice or to declare publicity .AMA-American marketing association, Chicago has defined as "any form of non-personal presentation or promotion of ideas, goods and services by an identified sponsor. Retail advertising "the cover all advertising by the store that sell goods straight to the consuming public[9] . The advertising is the retailers focus more efforts on invention indicators[10].the advertising expenditure the improving the advertising message to clear. To maintain the compared to the store brands, the national brands continue to create an innovation in advertising through head the store brand. The ad found of indirect effort of perceived quality through extrinsic cues[11].

PERCEIVED RISK

The perceived risk is the undesirable utility associated purchase of a product or brand[12] the risk measured in the two components one is uncertainty and consequences of purchase mistake .this purchase of perceived risk the many varieties like financial risk ,performance risk ,physical risk ,psychological risk and social risk[13] the time risk is the additional risk antecedents of the purchase

of the product ,the risk based on the product categories and situation[14] perceived risk influenced to the consumer intention to purchase premium grocery .the time risk is the negative effect of the purchase intention because the consumer to time in purchase in our convenience[15].

BACK GROUND OF THE STUDY

Future research can be include other factors (other than price consciousness) and investigate their combined effect on the image or purchase intension of the PLBs[16]

Future research should empirically study the influence exercised by the difference in perceived risk between store brands and national brands on the purchasing intension on consumption levels of store brands with the aim of evaluating to what extent the risk associated with a purchase inhabits the consumer from purchasing a specific brands[17].

STATEMENT OF THE PROBLEM

Prof Dr.Deepali Gala and Dr.Ramchandra D.Patil in their titled "consumer attitude towards private labels in comparison to national brands" in (2013) they are having a different products wise to compare like food, clothing, sanitary, electronic, luxury.[18]

Dr.Amit D.Pandaya and monarch a Joshi they are focusing in determining and comparing customer's attitude towards national brands and private brands with respect different attributes like quality, price, risk, packaging, brand image[19].

The problem statement here focuses consumer attitude towards private labels and national brand in food products and focus on attributes like store image, price consciousness, perceived risk, advertising.

PURPOSE OF THE STUDY

This research covers existing gaps in the literature, probes recommendations from previous researches, and broadens the investigation of consumer attitude in private labels and national food products.

The primary purpose of this research is to investigate the relationship between dependable variable (consumer attitude) and in dependable (attributes) to consumer attitude towards the private labels and national brands in food products, what are the factors influence in consumer purchase intention

RESEARCH OBJECTIVE

1. To study the brand wise customers preference
2. To compare consumers attitudes towards private with that of national labels brands on selected attributes (store image ,price consciousness ,perceived risk , advertising, purchase intention)the categories in food products only .

3. Consumer attitude to private label are positively associated with consumer perception of store image
4. To investigate perceived risks that customers associate with premium food product in private labels brands and national brands
5. To understand which of these risks significantly affect the purchase intensions

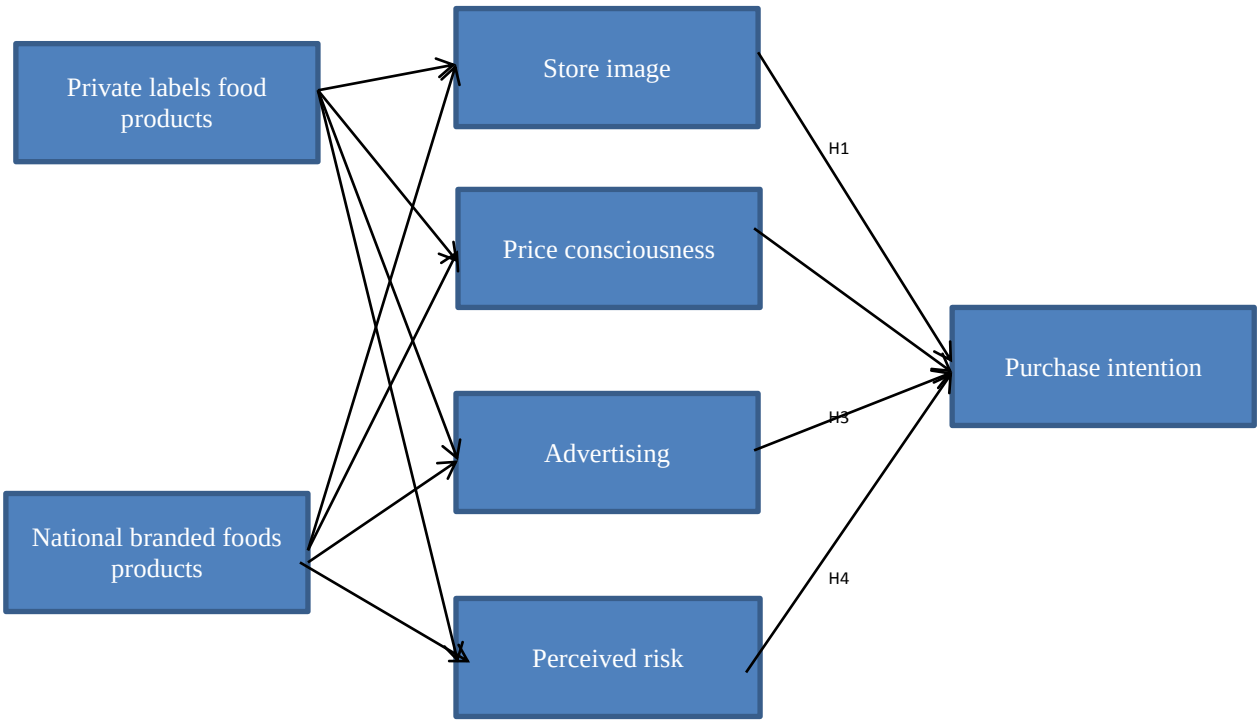
SCOPE OF RESEARCH

1. It cloud be useful for further study and business and business organisation
2. Food product industry can understand the requirements of the customers.

LIMITATIONS OF THE STUDY

1. The study focuses on few attributes to the know the consumer attitudes
2. The study is done on a food product categories
3. The sample methodology is the convenience sampling
4. The survey area is Coimbatore city only
5. This survey cannot be applied to small shops.

CONCEPTUAL FRAME WORK IN THE STUDY



HYPOTHESES

H1= Store image has an indirect effect on customer –purchase intension through the customer satisfaction.

H2= the relationship between price consciousness to willingness to pay premium to the food products.

H3= the relationship between advertising tendency impact the buying products.

H4= the perceived risk direct –impact to the purchase intension of the food products

H5= There is relationship between monthly income and Store Characteristics

H6= There is a relationship Family size and store characteristics Cross tabulation

RESEARCH METHODOLOGY

Research models : confirmatory research models

Sample area in pilot study : Coimbatore city in super markets

Sample design : satisfied random sampling

Sample size : 30 respondents

STATISTICAL TOOLS USED FOR ANALYSIS

- Percentage analysis
- Cross tubulisation
- Chi-square analysis
- Skewness and kurtosis co-efficient test
- Cronbach's alpha test

PERCENTAGE ANALYSIS IN GENDER

Demographic factors	Particulars	Frequency	Percentage
Gender	Male	12	40.0
	Female	18	60.0
	Total	30	100.0
Age	below and 20	1	3.3
	21 to 30	18	60.0
	31 to 40	8	26.7
	41 to 50	3	10.0
	Total	30	100.0
Education	Graduate	1	3.3
	Post graduate	18	60.0
	Others	11	36.7
	Total	30	100.0
Monthly income	below RS 10000	2	6.7
	10001 to 20000	14	46.7

	20001 to 30000	7	23.3
	30001 to above	7	23.3
	Total	30	100.0
occupation	students	20	66.7
	Govt. employee	1	3.3
	Private employee	6	20.0
	business/professional	3	10.0
	Total	30	100.0
Marital status	single	18	60.0
	married without children	3	10.0
	married with children	9	30.0
	Total	30	100.0
Family size	single	3	10.0
	3-4 members	23	76.7
	5 and above	4	13.3
	Total	30	100.0
Store characteristics	large supermarket	9	30.0
	small grocery store	14	46.7
	convenience store	7	23.3
	Total	30	100.0

FINDINGS

40% of the respondents male and 60% of the respondents are female ,3.3% of the respondents under the less than 20 years ,60% of the respondents under the age of 21 to 30years ,26.7 %of the respondents under the 31 to 40 years ,10% of the respondents under the age of 41 to 50 years .3.3 % of the respondents finished under graduate ,60% of the respondents finished in post graduate ,36.7 of the respondents studied in others .6.7 % of the respondents earning in monthly below 10000,and 46.7% of the respondents earning in monthly 10001 to 20000,and 23.3 %of the respondents earning in 20001 to 30000 and 23.3 %of the respondents earning in 30001 to above .66.7 %of the respondents in students and 3.3 % of the respondents in govt. employee ,and 20% of the respondents in private employees and 10% of the respondents in business /professional level.60% of the respondents are single ,and 10 of the respondents are married without children ,and 30%of the respondents are married with children .10% of the respondents only a single ,76.7 % of the respondents in 3to 4 members of the family ,and 13.3 %of the respondents in 5 and above in family members . 30% of the respondents purchasing in large supermarket ,and 46.7 % of the respondents purchasing in small grocery store, and 23.3% of the respondents purchasing in convenience store.

CROSS TABULATION : Family size * store characteristics Cross tabulation

Family size * store characteristics Cross tabulation

			Store characteristics			Total
			large supermarket	small grocery store	convenience store	
Family size single		Count	1	2	0	3
		% within family size	33.3%	66.7%	0.0%	100.0%
		% within store characteristics	11.1%	14.3%	0.0%	10.0%
		% of Total	3.3%	6.7%	0.0%	10.0%
	3-4 members	Count	7	9	7	23
		% within family size	30.4%	39.1%	30.4%	100.0%
		% within store characteristics	77.8%	64.3%	100.0%	76.7%
		% of Total	23.3%	30.0%	23.3%	76.7%
	5 and above	Count	1	3	0	4
		% within family size	25.0%	75.0%	0.0%	100.0%
		% within store characteristics	11.1%	21.4%	0.0%	13.3%
		% of Total	3.3%	10.0%	0.0%	13.3%
Total		Count	9	14	7	30
		% within family size	30.0%	46.7%	23.3%	100.0%
		% within store characteristics	100.0%	100.0%	100.0%	100.0%
		% of Total	30.0%	46.7%	23.3%	100.0%

INTERPRETATION:

The above table the total respondents of 30,the respondents of family size is the single the 1 family for large super market ,2 family small grocery store ,there is no respondents of convenience store is going to purchase The family size 3-4 members the total family is 23 ,that 7 family to purchase in large super market , 9 family to purchase in small grocery store ,7 family to purchase in conveniences store .The family size 5 and above members in totally 4 ,1 family going to purchase in large supermarket ,3 family going to purchase small grocery store .The over all this table represents 30 respondents family ,the high percentage(46.7) of the respondents to going to purchase in small grocery store compare to large supermarket and conveniences store .

CHI-SQUARE

H0= there is no relationship between monthly income and Store Characteristics

H1= there is relationship between monthly income and store characteristics

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.714[a]	6	.456
Likelihood Ratio	6.069	6	.415
Linear-by-Linear Association	1.221	1	.269
N of Valid Cases	30		

a. 11 cells (91.7%) have expected count less than 5. The minimum expected count is .47.

There is a significance association (x2=5.714, p<0.456)between monthly income and store characteristics as the chi-square sig.value (p<0.456) is less than 0.05 ,it indicates .there is association between monthly income and store characteristics.

SKEWNESS AND KURTOSIS CO-EFFICIENT TEST

Store image and purchase intention

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
storeimage	30	.000	.427	-2.148	.833
Valid N (listwise)	30				

Result

The result skewness is the approximately symmetric

The result in kurtosis is the <3 so is polymeric

CRONBACH'S ALPHA TEST

PURCHASE INTENTION RELIABILITY STATISTICS

Cronbach's Alpha[a]	N of Items
-.533	4

Result

The purchase in tensions the three is accepted the first variables to be recoded

CONCLUSION

This Study Focus Only On Food Products In Private And Branded Products At Coimbatiore City. This Particular Study Indicates That Large Number Of Respondents To Going To Purchase In Small Grocery Store Compared With Supermarket And Convenience Stores .There Is High Relationship Between Monthly Income And Store Characteristics .The Store Image And Purchase Intention In The Approximately Symmetric ,Cronbach's Alpha Test Is There Is Three Variables Are Accepted The One Variable Is Recoded To The Final Result In The Purchase Intention In This Study .The Further Study In Private And National Products In Home Appliance And FMGC Products The Result Change In Geographic Factors And Consumer Behaviour Of The Products .

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