



A STUDY ON CONSUMER BRAND AWARENESS ABOUT GLOBAL BRANDS VERSUS INDIAN APPAREL BRANDS IN CHENNAI CITY

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Abstract

This study investigates differences between global and Indian brands in the Indian market. Brand awareness towards Indian and global apparel brand in the Indian market are examined. Brand awareness is defined as the brand knowledge involving recognition of the brand name, color, quantity, quality price, design, status at the rudimentary level and Brand awareness of Indian and global brand. Under non-probability sampling technique, convenience sampling method was used to select the respondent from population. The data were collected through questionnaire method. Sum of 540 Respondents met at the time of purchase in specified mall (Spencer Plaza and Phoenix mall), 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 brands differently based on Brand awareness.

Keywords: Brand awareness.

1. Introduction

This research is mainly focusing on the Indian consumer brand awareness towards global and Indian brands. Globalization is the principal and most favorite slogan of brands 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). Globalization involves economic integration of countries, the gradual transfer of policies across borders and the transmission of knowledge ensuring a cultural stability (Larsson, 2001). The global phenomenon has involved the interlacing of economic and cultural activity. Globalization has heralded the onset of a borderless world (Ohmae, 1990). Globalization in the sense of connectivity in economic and cultural life across the world has been growing for centuries. We have also witnessed the rise and globalization of the idea of a 'brand'. For brands to strive and expand their brands to global market, it is essential to understand consumer awareness for foreign and Indian brands based upon level of economic development, ethnocentric bias, demographic characteristics of consumers, product type, and product familiarity. Brand awareness is defined as the brand knowledge involving recognition of the brand name, color, quantity, quality price, design, status at the rudimentary level and Brand awareness of Indian and global brand.

2. Objectives of the Study

- To Study Age and brand awareness of customer's towards Indian, American and European apparel brands.
- To Examine Educational qualification and brand awareness of customer's towards Indian, American and European apparel brands.

3. 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)

4. 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. Sum of 540 Respondents met at the time of purchase in specified mall (Spencer Plaza and Phoenix mall), 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 540 respondents out of which only 530 filled-in questionnaires were considered for analysis. M ANOVA is used for analysis.

5. Data Analysis

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

Source	Dependent Variable	Type III Sum of Squares	Df	Mean Square	F	Sig.
Age	Preference	26.465 ^a	4	6.616	.222	.926
	Intention to repurchase	168.113 ^b	4	42.028	4.671	.001
	Perception of price	132.686 ^c	4	33.171	1.854	.117
	Brand image	818.092 ^d	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 awarness 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 awarness variables

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

Findings of the Study

This research found that there is a difference between educational qualification and brand awarness 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 awarness 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.



Conclusion

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 Indian 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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