A Study On Customers' Brand Preference For Selective Household Brands At Dindigul, Tamil Nadu

* P. S. Venkateswaran
** N. Ananthi
*** K. Binith Muthukrishnan

INTRODUCTION

According to American Marketing Association, a brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or a group of sellers and differentiate them from those of competitors. Today, brands function as valuable marks of trust, superior quality, positive equity associations and differentiating values. Given their increasing importance in a mixed-up marketplace, it is not surprising that brands are strongly managed and controlled by Firms. Brands have been building customer loyalty, competitive advantage and positive benefit perceptions for their corporate owners. Coke, IBM, BMW, TATA, L&T, P&G and MRF have characterized the strength of a well-positioned brand marketed to a mass consumer audience through traditional Medias.

Corporate owners brand strategy and tactics are typically based on an understanding of how consumer brand choice behaviour is influenced by marketing factors, such as Quality, Price, Innovation, creativity, Design, Package and advertisement, etc., .This study reveals that advertisement has a strong influence on customers' brand choice and the role of celebrities in the advertisement is high to influence the customers.

THEORETICAL BACKGROUND

Market maybe effectively segmented through statistical analysis of brand preference and Selection **(Henderson et al., 1998)**. Single brand preference can be regarded as a measure of loyalty, which also provides valuable information for customer management and market segmentation **(Gralpois, 1998)**.

Jitchaya (2005) stated that the brand acts as a credible guarantee for that product or service, allowing the consumer clearly to identify and specify products, which genuinely offer added value. Several perspectives uncover the value of brands to both customers and companies themselves.

Research of **Batra & Homer (2004)** reported that brand image beliefs will have a greater impact on brand preferences when consumer's preconceived associations fit the associations derived from the product category.

Consumers entering the market of enormous product demands most of the time, have well-established tastes and preferences. These preferences are developed by memory-based expectations of attributes, which were embodied by brands, celebrities, and product categories **(Misra & Beatty, 1990; McDaniel, 1999)**.

Several researchers using the decision variables of consumers' brand preference utilized a joint estimation approach to identifying sub-markets. For consumer markets, it is important to understand the organizational buyer's psychological characteristics and especially his predispositions, preference structure and decision model as the basis for marketing strategy decisions **(Webster and Wind, 1972)**.

Marketers see a brand will continue with present and future purchases of the same product. This may increase sales by making a comparison with a competing product more favourable. It may also enable the manufacturer to change more for the product. It is not only advertising, public relations or publicity through which a brand or an organization

*Assistant Professor, Department of Management Studies, PSNA College of Engineering and Technology, Dindigul,Tamil Nadu. Email : venkatespsna07@gmail.com

**Lecturer, Department of Management Studies, PSNA College of Engineering and Technology, Dindigul, Tamil Nadu. Email:anuananthimba@gmail.com

***Lecturer, Department of Management Studies, Kurinji College of Engineering and Technology, Manapparai, Trichy, Tamil Nadu. Email:binithmuthukrishnan@yahoo.com

communicates with its target customers. Actually, it is everything, every person and every message that touches a customer communicates something positive or negative about the brand and ultimately, the organization. The value of the brand is determined by the amount of profit it generates for the manufacturer. This results from a combination of increased sales and increased price.

RESEARCH METHODOLOGY

Primary data was collected for the research study in Dindigul town, Dindigul district of Tamil Nadu. The major reason for choosing Dindigul was its demographic nature (which includes both educated and uneducated people from different parts of the town and different income level) and Dindigul being considered as one of the important towns in Tamil Nadu.

❀**Objectives:**
i. To know the brand preference of the customers for the selected brands in Dindigul town.
ii. To identify the sources of awareness.
iii. To study the factors which are influencing brand preference for different brands.

❀**Research Design :** The research design for the study is descriptive. Consumers of various age groups have been interviewed for the research survey using a structured questionnaire.

❀ **Period of the study:** The study was conducted in the period of November 2009 to April 2010.

❀ **Sampling Design and Sample Size:** Sampling technique used for the study was convenience sampling and the sample size was 228. The research instrument used was a questionnaire, and it comprised of both open and close-ended questions. Personal interview was conducted among the target respondents using the questionnaire.

TOOLS USED FOR THE STUDY

❀ **Percentage Analysis Method:** Simple percentage method analysis refers to a special kind of ratio. With the help of absolute figures, it will be difficult to interpret any meaning from the collected data, but when percentages are found out, then it becomes easy to find the relative difference between two or more attributes.

Percentage = No of respondents/ Total no. of respondents X 100

❀ **Garrett Score Method:** Garrett's ranking technique was used to rank the respondents' brand preference towards the selected household items. The selected items for the study were the Cell phone, Camera, Detergent (Powder/Cake), Television, Tooth Paste, Mixer Grinder, Watch, Shampoo, Hair Oil and Washing Machine.

Garrett's ranking technique was also used to find out the key factors which involve the consumer to make a purchase. The key factors were Product, Style/ Design, Brand name, Quality, Availability, Advertisements, Trend, Price, Word of Mouth, Durability.

Respondents were asked to assign the rank for all the factors and outcome of such a ranking was converted into score value with the help of the following Formula:

Percent Position = $100(R_{ij}-0.5)/N_j$

Where, R_{ij} = Rank given for the ith factor by the jth respondents
N_j = Number of factors ranked by the jth respondents.

LIMITATIONS OF THE STUDY

Chances of the respondents' bias are involved in the research. As the research is restricted to Dindigul town of Tamil Nadu, the results are not applicable to other parts of the District or State or Country.

DATA ANALYSIS

The Table 1 shows the socio - economic conditions of the respondents in Dindigul. From the Table 2, 31.6% of the respondents said their expectation from their brand was Satisfaction. 13.2% and 15.4% of the respondents said that they expected Social acceptability and Value for money respectively from their brand. 17.1% and 13.2% of the respondents (respectively) said they expected praise and recognition from their friends for the brand they owned. 9.6% of the respondents said they aspired for other attributes like warranty, Prestige, etc., from their brand.

Table 1: Socio- Economic Conditions Of The Respondents

S. No		Factors	Frequency	Percent
1	Age Of The Respondents (in years)	18-25 years	46	20.2
		26-35 years	64	28.1
		36-45	76	33.3
		45 & above years	42	18.4
		Total	**228**	**100.0**
2	Sex	Male	136	59.6
		Female	92	40.4
		Total	**228**	**100.0**
3	Education	Plus 2	43	18.9
		Graduate	59	25.9
		Post Graduate	41	18.0
		Diploma	39	17.1
		Others	46	20.2
		Total	**228**	**100.0**
4	Marital status	Single	55	24.1
		Married	116	50.9
		Unmarried	57	25.0
		Total	**228**	**100.0**
5	Occupation	Self employed /Business	41	18.0
		Government employed	47	20.6
		Professional employed	44	19.3
		SSI	36	15.8
		Agriculture	33	14.5
		Others	27	11.8
		Total	**228**	**100.0**
6	Family annual income (in ₹)	Less than 2 lakh	36	15.8
		2-3 Lakh	66	28.9
		3-5lakh	59	25.9
		5- 10 lakh	45	19.7
		Above 10 lakh	22	9.6
		Total	**228**	**100.0**

Source: Primary data

Table 2: Expectations From Their Preferred Brands

S.no	Factors	Frequency	Percent
1	Recognition	30	13.2
2	Satisfaction	72	31.6
3	Value for money	35	15.4
4	Praise from friends	39	17.1
5	Social acceptability	30	13.2
6	Other	22	9.6
	Total	**228**	**100.0**

Source: Primary data

Table 3: Selection Of A Brand

S.no	Factors	Frequency	Percent
1	Popularity	40	17.5
2	Brand name	55	24.1
3	Brand image	37	16.2
4	Current trends	30	13.2
5	Availability	35	15.4
6	Others	31	13.6
	Total	**228**	**100.0**

Source: Primary data

From Table 3, it can be inferred that 24.1 % of the respondents selected a product based on brand name.16.2% of the respondents selected the product based on brand image. 15.4% of the respondents selected a product based on Availability. 17.5% of the respondents selected a product based on Popularity. 13.2% and 13.6% of the respondents selected a product based on current trends and other factors like trail base, retailer recommendation, etc.

Table 4 : Awareness About The Brand

S.no	Factors	Frequency	Percent
1	TV	61	26.8
2	Radio	30	13.2
3	Friends & relatives	43	18.9
4	Print	16	7.01
5	Just by looking around	29	12.7
6	While shopping	24	10.5
7	Online	18	7.9
8	Others	7	3.1
	Total	**228**	**100.0**

Source: Primary data

From the Table 4, it can be inferred that 26.8 % of the respondents came to know about the brands through TV media. 18.9 % of the respondents came to know about the brands through Friends & relatives. 10.5 % of the respondents came to know about the brands while shopping. 12.7% of the respondents came to know about the brands while looking around at a place of shopping. 13.2% of the respondents came to know about the brands through radio media. 7.01 % of the respondents came to know about the brands through Print media. 7.9 % and 3.1% of the respondents come to know about the brand online and by other means such as Word Of Mouth, Point of Display etc.

Table 5 : Advertisement Influence

S.no	Factors	Frequency	Percent
1	Yes	203	89.0
2	No	25	11.0
	Total	**228**	**100.0**

Source: Primary data

From the Table 5, it can be seen that 89 % of the respondents were of the view that advertisements influences them to make a purchase for a brand. On the other hand, 11% of the respondents were not influenced by advertisements to make a purchase of a brand. From Table 6, 32% of the respondents were influenced by celebrities in the advertisements.14.5% of the respondents were influenced by the slogans /jingles/songs in the advertisements.12.3%

of the respondents were influenced by Sales Promotional Offer shown in the advertisements. 11.8% of the respondents were influenced by theme of the advertisements. 9.6% of the respondents were influenced by creativity in the advertisements. 8.8% of the respondents were influenced by the *Appeal factor* in the advertisements.11% of the respondents were not influenced by the Advertisements.

Table 6 : Attributes Of The Advertisement Influence

S.no	Factors	Frequency	Percent
1	Celebrity	73	32.0
2	Slogan /Jingle/song	33	14.5
3	Theme	27	11.8
4	Sales Promotional Offer	28	12.3
5	Creativity	22	9.6
6	Appeal	20	8.8
	Not influenced	25	11.0
	Total	**228**	**100**

Source: Primary data

Table 7: Respondents' Preference For Cell Phone Brands

RANKS BRANDS	1	2	3	4	5	6	7	8
Samsung	48	24	26	28	22	16	33	31
Nokia	33	37	22	34	55	19	15	13
Sony Ericsson	33	35	45	26	22	21	28	18
LG	39	15	17	31	33	39	10	44
Motorola	24	21	29	33	21	50	22	28
Virgin	21	16	29	34	27	19	49	33
Apple	19	57	27	28	22	15	22	38
Others	11	23	33	14	26	49	49	23

Source: Primary data

The respondents were asked to rank the various brands of cell phones they preferred to buy. The cell phone brands - Samsung, Nokia, Sony Ericsson, LG, Motorola, Virgin, Apple and others were ranked by the respondents as per their preference, and the ranks are shown in the Table 7.

Table 8: Respondents' Preference For Cell Phone Brands - Calculated By Using Garrett Score

RANKS BRANDS	1	2	3	4	5	6	7	8	Garrett Score	Mean Score	Rank
Samsung	3936	1680	1638	1624	1166	752	1386	1147	*13329*	58.46	III
Nokia	2706	2590	1386	1972	2915	893	630	481	*13573*	59.53	I
Sony Ericsson	2706	2450	2835	1508	1166	987	1176	666	*13494*	59.18	II
LG	3198	1050	1071	1798	1749	1833	420	1628	*12747*	55.91	V
Motorola	1968	1470	1827	1914	1113	2350	924	1036	*12602*	55.27	VI
Virgin	1722	1120	1827	1972	1431	893	2058	1221	*12244*	53.7	VII
Apple	1558	3990	1701	1624	1166	705	924	1406	*13074*	57.34	IV
others	902	1610	2079	812	1378	2303	2058	851	*11993*	52.6	VIII

From the Table 8, it can be inferred that the most preferred brand was Nokia (ranked, I) with a score of 59.53, followed by Sony Ericsson (ranked II-score: 59.18).Samsung was ranked third with a score of 58.46. The last rank was given to *'other'* brands such as - Asus, Sagem Bleu, Imate with a score of 52.6.

Table 9 : Respondents' Preference For Camera Brands

RANKS BRANDS	1	2	3	4	5	6	7	8
Canon	34	21	20	33	39	17	25	39
Fuji	22	34	55	19	15	22	34	27
Panasonic	45	26	22	21	28	33	39	14
Sony	17	31	33	39	10	38	21	39
Kodak	29	26	21	50	22	12	44	24
Nikon	33	22	15	25	40	55	21	17
Olympus	22	45	39	10	22	28	32	30
Samsung	26	23	23	31	52	23	12	38

Source: Primary data

The researchers have presented the respondents' preference for Camera Brands in Table 9.

Table 10 : Respondents' Preference For Camera Brands - Calculated By Using Garrett Score

RANKS BRANDS	1	2	3	4	5	6	7	8	Garrett Score	Mean Score	Rank
Canon	2788	1470	1260	1914	2067	799	1050	1443	*12791*	56.1	V
Sony	1804	2380	3465	1102	795	1034	1428	999	*13007*	57.05	II
Kodak	3690	1820	1386	1218	1484	1551	1638	518	*13305*	58.36	I
Fuji	1394	2170	2079	2262	530	1786	882	1443	*12546*	55.03	VIII
Panasonic	2378	1820	1323	2900	1166	564	1848	888	*12887*	56.52	IV
Olympus	2706	1540	945	1450	2120	2585	882	629	*12857*	56.39	VI
Nikon	1804	3150	2457	580	1166	1316	1344	1110	*12927*	56.7	III
Samsung	2132	1610	1449	1798	2756	1081	504	1406	*12736*	55.86	VII

From Table 10, it is clear that the most preferred brand for Camera was Kodak (ranked I) with a score of 58.36,

Table 11: Respondents' Preference For Detergent Brands (Powder/Cake)

RANKS BRANDS	1	2	3	4	5	6	7	8	9	10
Tide	25	14	19	22	34	45	19	9	14	27
Ponvandu	10	21	11	18	22	22	34	49	19	22
Rin	31	34	22	21	20	33	30	14	14	9
Wheel	12	12	22	34	43	19	15	19	39	13
Arasan	11	24	45	26	22	21	23	18	24	14
Power	25	20	17	31	33	31	10	21	17	23
Vanish	10	38	24	26	21	30	22	11	22	24
Ariel	31	21	16	25	11	12	25	34	19	34
Nirma	29	32	26	10	6	4	19	38	35	29
Surf excel	44	12	26	15	16	11	31	15	25	33

Source: Primary data

followed by Sony (ranked II-score: 57.05).Nikon was ranked third with a score of 56.7. The last rank was given to Fuji, with a score of 55.03.

Table 12 : Respondents' Preference For Detergent Brands (Powder/Cake) - Calculated By Using Garrett Score

RANKS / BRANDS	1	2	3	4	5	6	7	8	9	10	Garrett score	Mean score	Rank
Tide	2050	980	1197	1276	1802	2115	798	333	420	486	*11457*	50.25	V
Ponvandu	820	1470	693	1044	1166	1034	1428	1813	570	396	*10434*	45.763	X
Rin	2542	2380	1386	1218	1060	1551	1260	518	420	162	*12497*	54.811	I
Wheel	984	840	1386	1972	2279	893	630	703	1170	234	*11091*	48.645	IX
Arasan	902	1680	2835	1508	1166	987	966	666	720	252	*11682*	51.237	II
Power	2050	1400	1071	1798	1749	1457	420	777	510	414	*11646*	51.079	III
Vanish	820	2660	1512	1508	1113	1410	924	407	660	432	*11446*	50.202	VI
Ariel	2542	1470	1008	1450	583	564	1050	1258	570	612	*11107*	48.715	VIII
Nirma	2378	2240	1638	580	318	188	798	1406	1050	522	*11118*	48.763	VII
Surf excel	3608	840	1638	870	848	517	1302	555	750	594	*11522*	50.535	IV

The researchers have presented the respondents' preference for Detergent Brands (Powder/Cake) in Tables 11 and 12 .

Table 13 : Respondents' Preference For Television Brands

RANKS / BRANDS	1	2	3	4	5	6	7	8	9
Hitachi	32	22	21	20	33	30	11	16	43
TCL	14	22	34	43	20	15	39	27	14
ONIDA	24	45	26	22	21	23	10	38	19
Sony	20	17	38	33	39	15	38	14	14
LG	38	24	9	14	30	22	33	19	39
Samsung	21	16	49	19	12	25	44	18	24
Videocon	33	38	14	14	29	31	20	19	30
BPL	22	16	19	39	34	18	12	44	24
Others	24	28	18	24	10	49	21	33	21

Source : Primary Data

Table 14 : Respondents' Preference For Television Brands - Calculated By Using Garrett Score

RANKS / BRANDS	1	2	3	4	5	6	7	8	9	Garrett score	Mean score	Rank
Hitachi	2624	1540	1323	1160	1749	1410	462	592	1290	*12150*	53.289	IV
TCL	1148	1540	2142	2494	1060	705	1638	999	420	*12146*	53.272	VI
ONIDA	1968	3150	1638	1276	1113	1081	420	1406	570	*12622*	55.36	I
Sony	1640	1190	2394	1914	2067	705	1596	518	420	*12444*	54.579	III
LG	3116	1680	567	812	1590	1034	1386	703	1170	*12058*	52.886	VII
Samsung	1722	1120	3087	1102	636	1175	1848	666	720	*12076*	52.965	V
Videocon	2706	2660	882	812	1537	1457	840	703	900	*12497*	54.811	II
BPL	1804	1120	1197	2262	1802	846	504	1628	720	*11883*	52.118	IX
Others*	1968	1960	1134	1392	530	2303	882	1221	630	*12020*	52.719	VIII

* Others (Sanyo, Sharp, Toshiba)

From the Table 12, it is clear that the most preferred brand was Rin (ranked I), with a score of 54.811, followed by Arasan (ranked II-score: 51.237). Power was ranked third, with a score of 51.079. The last rank given to Ponvandu, with a score of 45.763.

Table 15 : Respondents' Preference For Toothpaste Brands

RANKS BRANDS	1	2	3	4	5	6	7	8	9
Colgate	34	55	19	15	13	21	38	19	14
Himalaya	26	22	21	28	22	23	34	22	30
Close-up	31	33	39	10	44	35	7	11	18
Pepsodent	33	15	50	22	28	28	18	24	10
Vicco	34	27	19	49	33	14	6	8	38
KPNamboothari	28	22	15	22	38	19	47	29	8
Babool	21	18	24	10	15	18	30	44	48
Anchor	7	10	11	44	17	37	38	40	24
Others	14	26	30	28	18	33	10	31	38

Source : Primary Data

The respondents were asked to rank the various brands of Television they preferred to buy and the data for the same is presented in the Table 13. From the Table 14, it is clear that the most preferred television brand was ONIDA(ranked I) with a score of 55.36, followed by Videocon (ranked II-score: 54.811).Sony was ranked third with a score of 54.579. The last rank was given to BPL, with a score of 52.118.

Table 16 : Respondents' Preference For Toothpaste Brands - Calculated By Using Garrett Score

RANKS BRANDS	1	2	3	4	5	6	7	8	9	Garrett score	Mean score	Rank
Colgate	2788	3850	1197	870	689	987	1596	703	420	13100	57.456	II
Himalaya	2132	1540	1323	1624	1166	1081	1428	814	900	12008	52.667	VI
Close-up	2542	2310	2457	580	2332	1645	294	407	540	13107	57.487	I
Pepsodent	2706	1050	3150	1276	1484	1316	756	888	300	12926	56.693	III
Vicco	2788	1890	1197	2842	1749	658	252	296	1140	12812	56.193	IV
KPNamboothari	2296	1540	945	1276	2014	893	1974	1073	240	12251	53.732	V
Babool	1722	1260	1512	580	795	846	1260	1628	1440	11043	48.434	VIII
Anchor	574	700	693	2552	901	1739	1596	1480	720	10955	48.048	IX
Others*	1148	1820	1890	1624	954	1551	420	1147	1140	11694	51.289	VII

* Others ((RA Thermoseal, Ajantha, Nitro gel)

Table 17 : Respondents' Preference For Mixer Grinder Brands

RANKS BRANDS	1	2	3	4	5	6
Preeti	55	39	44	31	33	26
LG	41	31	26	24	60	46
Maharaja	33	39	33	48	24	51
Sumeet	38	50	49	32	37	22
Philips	35	41	32	35	35	50
Haier	26	28	44	58	39	33

Source : Primary Data

The respondents were asked to rank the various brands of Toothpastes they prefer to buy and the ranking is given in the Table 15.From Table 16, we can infer that the most preferred toothpaste was Close up (ranked, I) with a score of 57.487, followed very closely by Colgate (ranked II-score: 57.456).Pepsodent was ranked third with a score of 56.693. The last rank was given to Anchor, with a score of 48.048.The respondents were asked to rank the various brands of Mixer grinders they preferred to buy and the ranking is given in the Table 17 and Table 18.

Table 18 : Respondents' Preference For Mixer Grinder Brands - Calculated By Using Garrett Score

RANKS BRANDS	1	2	3	4	5	6	Garrett Score	Mean Score	Rank
Preeti	4510	2730	2772	1798	1749	1222	*14781*	64.829	I
LG	3362	2170	1638	1392	3180	2162	*13904*	60.982	V
Maharaja	2706	2730	2079	2784	1272	2397	*13968*	61.263	IV
Sumeet	3116	3500	3087	1856	1961	1034	*14554*	63.833	II
Philips	2870	2870	2016	2030	1855	2350	*13991*	61.364	III
Haier	2132	1960	2772	3364	2067	1551	*13846*	60.728	VI

Table 19 : Respondents' Preference For Watch Brands

RANKS BRANDS	1	2	3	4	5	6	7	8	9
Titan	34	43	20	15	39	29	12	12	24
Citizen	26	22	21	23	10	38	32	19	37
Casio	38	33	25	15	38	14	13	24	28
Ajanta	9	14	30	22	23	19	35	37	39
Timex	49	19	12	25	44	18	12	35	14
Quartz	14	21	29	31	20	32	25	39	17
Raga	21	23	27	15	32	30	27	26	27
HMT	16	35	24	34	11	21	27	24	36
Others	21	18	40	48	11	27	45	12	6

Source : Primary Data

From the Table 18, it is clear that the most preferred mixer grinder was Preeti (ranked, I) with a score of 64.869, followed by Sumeet (ranked II-score: 63.833). Philips was ranked third with a score of 61.364. The last rank was given to Haier, with a score of 60.728. The respondents were asked to rank the various brands of watches they preferred to buy. From the Table 20, it is clear that the most preferred watch brand was Titan (ranked I) with a score of 57.132, followed by Timex (ranked II-score: 56.803). Casio was ranked third with a score of 56.215. The last rank was given to Ajanta with a score of 48.268.

The respondents were asked to rank the various brands of Shampoos they preferred to buy and the respondents' preferences are presented in Table 21. From the Table 22, it is clear that the most preferred Shampoo brand was Sunsilk (ranked I) with a score of 54.26, followed by Clinic Plus (ranked II-score: 53.07). Garnier was ranked third with a score of 51.18. The last rank was given to Vatika Shampoo, with a score of 46.57. In the Table 23, the researchers have presented the respondents' preference for various brands of Hair oil. From the Table 24, it is clear that the most preferred Hair Oil brand was VVD Gold (ranked I), which was having a high score of 56.096, followed by Parachute (ranked II-score: 51.982). Emami was ranked third, with a score of 51.518. The last rank was given to Dabur amla, with a score of 43.724.

The Table 25 depicts the respondents' preference for washing machine brands. From the Table 26, it is clear that the most preferred Washing Machine brand was Videocon (ranked I) with a score of 57.544, followed by Whirlpool

Table 20: Respondents' Preference For Watch Brands - Calculated By Using Garrett Score

RANKS / BRANDS	1	2	3	4	5	6	7	8	9	Garrett Score	Mean Score	Rank
Titan	2788	3010	1260	870	2067	1363	504	444	720	*13026*	57.132	I
Citizen	2132	1540	1323	1334	530	1786	1344	703	1110	*11802*	51.763	VIII
Casio	3116	2310	1575	870	2014	658	546	888	840	*12817*	56.215	III
Ajanta	738	980	1890	1276	1219	893	1470	1369	1170	*11005*	48.268	IX
Timex	4018	1330	756	1450	2332	846	504	1295	420	*12951*	56.803	II
Quartz	1148	1470	1827	1798	1060	1504	1050	1443	510	*11810*	51.798	VII
Raga	1722	1610	1701	870	1696	1410	1134	962	810	*11915*	52.259	VI
HMT	1312	2450	1512	1972	583	987	1134	888	1080	*11918*	52.272	V
Others	1722	1260	2520	2784	583	1269	1890	444	180	*12652*	55.491	IV

* Others (Seiko & Omega)

Table 21: Respondents' Preference For Shampoo Brands

RANKS / BRANDS	1	2	3	4	5	6	7	8	9	10
Clinic Plus	43	19	15	19	39	17	12	28	12	24
Dove	22	21	23	18	24	38	19	17	19	27
Garnier	33	31	10	21	17	22	24	24	24	22
Meera	21	30	22	11	22	20	37	17	37	11
Vatika	11	12	25	34	19	15	35	18	35	24
Sunsilk	26	45	23	13	21	25	15	38	14	8
Head & Shoulders	16	23	29	24	21	30	22	15	19	29
Pantene	22	10	23	28	21	12	25	44	18	25
Johnson & Johnson	27	11	28	32	26	16	29	11	24	24
Others*	7	26	30	28	18	33	10	16	26	34

* Others (Chik and Vivel) , Source : Primary Data

Table 22: Respondents' Preference For Shampoo Brands - Calculated By Using Garrett Score

RANKS / BRANDS	1	2	3	4	5	6	7	8	9	10	Garrett score	Mean score	Rank
Clinic plus	3526	1330	945	1102	2067	799	504	1036	360	432	*12101*	53.07	II
Dove	1804	1470	1449	1044	1272	1786	798	629	570	486	*11308*	49.59	VI
Garnier	2706	2170	630	1218	901	1034	1008	888	720	396	*11671*	51.18	III
Meera	1722	2100	1386	638	1166	940	1554	629	1110	198	*11443*	50.18	V
Vatika	902	840	1575	1972	1007	705	1470	666	1050	432	*10619*	46.57	X
Sunsilk	2132	3150	1449	754	1113	1175	630	1406	420	144	*12373*	54.26	I
Head & Shoulders	1312	1610	1827	1392	1113	1410	924	555	570	522	*11235*	49.27	VII
Pantene	1804	700	1449	1624	1113	564	1050	1628	540	450	*10922*	47.90	VIII
Johnson & Johnson	2214	770	1764	1856	1378	752	1218	407	720	432	*11511*	50.48	IV
Others	574	1820	1890	1624	954	1551	420	592	780	612	*10817*	47.44	IX

Table 23 : Respondents' Preference For Brands of Hair Oil

RANKS BRANDS	1	2	3	4	5	6	7	8	9	10
Jasmine	22	21	28	22	23	28	17	33	16	18
Parachute	20	51	19	25	10	28	17	13	12	33
Keokarpin	47	18	24	26	28	38	9	12	8	18
Vatika	21	14	37	22	34	22	16	19	33	10
Dabur amla	8	11	23	21	26	20	23	24	34	38
Kasvarthini	17	18	15	17	31	15	42	26	28	19
Navratna Cool	32	24	16	19	12	25	21	21	39	19
VVD Gold	19	26	16	21	24	30	32	24	12	24
Emami	20	35	27	27	28	13	16	14	20	28
Others	22	10	23	28	12	9	35	42	26	21

Source: Primary data, * others (Nutrich oil, Trichup oil and Aswini Hair oil)

Table 24 : Respondents' Preference For Brands of Hair Oil - Calculated By Using Garrett Score

RANKS BRANDS	1	2	3	4	5	6	7	8	9	10	Garrett score	Mean score	Rank
Jasmine	1804	1470	1764	1276	1219	1316	714	1221	480	324	11588	50.825	V
Keokarpin	1804	700	1449	1624	636	423	1470	1554	780	378	10818	47.447	IX
VVD Gold	3854	1260	1512	1508	1484	1786	378	444	240	324	12790	56.096	I
Vatika	1722	980	2331	1276	1802	1034	672	703	990	180	11690	51.272	IV
Dabur amla	656	770	1449	1218	1378	940	966	888	1020	684	9969	43.724	X
Kasvarthini	1394	1260	945	986	1643	705	1764	962	840	342	10841	47.548	VIII
Navratna Cool	2624	1680	1008	1102	636	1175	882	777	1170	342	11396	49.982	VI
Parachute	1640	3570	1197	1450	530	1316	714	481	360	594	11852	51.982	II
Emami	1640	2450	1701	1566	1484	611	672	518	600	504	11746	51.518	III
Others	1558	1820	1008	1218	1272	1410	1344	888	360	432	11310	49.605	VII

Table 25 : Respondents' Preference For Washing Machine Brands

RANKS BRANDS	1	2	3	4	5	6	7	8	9
Videocon	32	31	34	45	18	16	14	20	18
Electrolux	19	12	26	22	38	19	35	36	21
Samsung	20	24	31	33	30	32	22	12	24
Sanyo	20	28	33	15	21	30	22	27	32
LG	19	37	34	27	21	12	25	34	19
Onida	24	28	28	22	24	45	23	13	21
Whirlpool	37	39	14	11	23	23	36	24	21
Godrej	35	14	11	23	21	27	30	38	29
Others	22	15	17	30	32	24	21	24	43

Source: Primary data; *others (IFB, Sumeet)

Table 26: Respondents' Preference For Washing Machine Brands - Calculated By Using Garrett Score

RANKS BRANDS	1	2	3	4	5	6	7	8	9	Garrett Score	Mean Score	Rank
Videocon	2624	2170	2142	2610	954	752	588	740	540	*13120*	57.544	I
Electrolux	1558	840	1638	1276	2014	893	1470	1332	630	*11651*	51.101	VIII
Samsung	1640	1680	1953	1914	1590	1504	924	444	720	*12369*	54.25	V
Sanyo	1640	1960	2079	870	1113	1410	924	999	960	*11955*	52.434	VI
LG	1558	2590	2142	1566	1113	564	1050	1258	570	*12411*	54.434	IV
Onida	1968	1960	1764	1276	1272	2115	966	481	630	*12432*	54.526	III
Whirlpool	3034	2730	882	638	1219	1081	1512	888	630	*12614*	55.325	II
Goodrej	2870	980	693	1334	1113	1269	1260	1406	870	*11795*	51.732	VII
Others	1804	1050	1071	1740	1696	1128	882	888	1290	*11549*	50.654	IX

Table 27 : Factors Influencing The Customers To Go For The Purchase

RANK ATTRIBUTES	1	2	3	4	5	6	7	8	9	10
Brand image	19	22	34	32	24	20	14	22	24	17
Style/ Design	31	18	16	14	20	18	36	29	23	23
Brand name	33	38	19	15	16	21	15	23	21	27
Quality	34	30	32	22	12	24	18	21	8	27
Availability	28	21	23	22	11	32	24	26	28	13
Advertisements	14	21	12	25	21	18	37	22	34	24
Durability	21	12	25	17	19	27	23	21	26	37
Price	12	23	23	13	38	31	15	17	31	25
Word of mouth	17	23	16	39	38	26	16	19	12	22
Trend	19	20	28	29	29	11	30	28	21	13

Source : Primary Data

Table 28 : Factors Influencing The Customers To Go For The Purchase- Calculated By Using Garrett Score

ATTRIBUTES	1	2	3	4	5	6	7	8	9	10	Garrett score	Mean score	Rank score
Brand image	1558	1540	2142	1856	1272	940	588	814	720	306	*11736*	51.474	III
Style/ Design	2542	1260	1008	812	1060	846	1512	1073	690	414	*11217*	49.197	VII
Brand name	2706	2660	1197	870	848	987	630	851	630	486	*11865*	52.039	II
Quality	2788	2100	2016	1276	636	1128	756	777	240	486	*12203*	53.522	I
Availability	2296	1470	1449	1276	583	1504	1008	962	840	234	*11622*	50.974	V
Advertisements	1148	1470	756	1450	1113	846	1554	814	1020	432	*10603*	46.504	IX
Durability	1722	840	1575	986	1007	1269	966	777	780	666	*10588*	46.439	X
Price	984	1610	1449	754	2014	1457	630	629	930	450	*10907*	47.838	VIII
Word of mouth	1394	1610	1008	2262	2014	1222	672	703	360	396	*11641*	51.057	IV
Trend	1558	1400	1764	1682	1537	517	1260	1036	630	234	*11618*	50.956	VI

Table 29 : Socio Economic Variables Relating To Selection Of A Brand

S.no	Demographic Variables	Chi square			Result	(P<.05)	
		Calculated Value (CV)	Degrees of Freedom	Table value (TV)	Inference	Asymp. Sig	Null Hypothesis
1	Age	26.952	15	25.0	CV>TV	0.029	**Rejected**
2	Sex	24.370	5	11.07	CV>TV	0.000	**Rejected**
3	Education	74.032	20	31.41	CV>TV	0.000	**Rejected**
4	Occupation	75.281	25	37.65	CV>TV	0.000	**Rejected**
5	Annual Income	60.915	20	31.41	CV>TV	0.000	**Rejected**
6	Marital Status	48.763	10	18.31	CV>TV	0.004	**Rejected**

Source: Primary data

Table 30 : Association of Family Income With Advertisement Influence

S.no	Demographic Variables	Chi square			Result	(P<.05)	
		Calculated Value(CV)	Degrees of Freedom	Table value (TV)	Inference	Asymp. Sig	Null Hypothesis
1	Age	0.715	3	7.82	CV<TV	0. 870	**Accepted**
2	Sex	3.119	1	3.84	CV<TV	0.077	**Accepted**
3	Education	1.968	4	9.49	CV<TV	0.742	**Accepted**
4	Occupation	8.948	5	11.07	CV<TV	0.111	**Accepted**
5	Annual Income	10.601	4	9.49	CV>TV	0.031	**Rejected**
6	Marital Status	0.147	2	5.99	CV<TV	0.929	**Accepted**

Source : Primary Data

(ranked II-score: 55.325). ONIDA was ranked third with a score of 54.526. The last rank is given to *'Others'*, with a score of 50.654.

The Table 27 shows the respondents' preferences for the attributes which may influence them to go for a particular brand. From the Table 28, it is clear that the key factors which are influencing the customers to go for specific brands were **Quality(ranked I)** with a score of 53.522, followed by **Brand name (ranked II-score: 52.039)**. Brand image was ranked third **(Rank III)** with a score of 51.474. The **last rank** is given to Durability with a score of 46.439.

❋ **Chi Square Values For Socio Economic Variables Relating To Selection Of A Brand**

❋ **Null Hypothesis: The socio - economic variables have no association with the selection of a brand.**

From the Table 29, it can be inferred that the socio economic variables have a strong association with the selection of a brand.

❋ **Chi Square Values For Socio Economic Variables Relating To Advertisement Influence**
❋ **Null Hypothesis: The socio economic variables have no association with advertisement influence to prefer a particular brand.**

From the Table 30, it can be inferred that the annual family income is strongly associated with advertisement influence to prefer a particular brand. Other Socio- economic variables do not have a strong association with the influence of advertisements to prefer a particular brand.

FINDINGS OF THE STUDY
❋ 31.6% of the respondents were of the view that they expected Satisfaction from the brand of their choice.
❋ 24.1 % of the respondents selected a product based on Brand Name.

❀ 26.8 % of the respondents came to know about brands through TV media and 89% were influenced by advertisements.

❀ 32% of the respondents were influenced by celebrities in the advertisements.

❀ The most preferred cell phone brand was **Nokia**.

❀ The Most preferred camera brand was **Kodak**.

❀ The Most preferred Detergent(Powder/cake) brand was **Rin**.

❀ The Most preferred television brand was **Onida**.

❀ The most preferred toothpaste brand was **Close up**.

❀ The Most preferred mixer grinder brand was **Preeti**.

❀ The most preferred watch brand was **Titan**.

❀ The Most preferred shampoo brand was **Sunsilk**.

❀ The Most preferred Hair Oil brand was **VVD Gold**.

❀ The Most preferred Washing Machine brand was **Videocon**.

❀ The important key factors which were influencing the customers to go for specific brands were **Quality** (ranked, I), **Brand name** (ranked II) and **Brand image**. (Ranked III).

❀ Socio economic variables have a strong association with the selection of a particular brand.

❀ Annual family income was strongly associated with advertisement influence to prefer a particular brand.

CONCLUSION

A Consumer prefers a particular brand based on what benefits that brand can offer to him/her. Because of such consumer preferences, the brand can charge a higher price and command more loyalty. In this study, it was observed that in forming the tendency of customers to prefer a particular brand, the marketing variables like Advertisement, Quality of the product, Brand name and Brand image plays an essential role. So, a marketer must understand how the customer made his purchase decision towards the Brand. Hence, information provided from this study will assist those companies already existing in or planning to enter the market, in selling and increasing their market share.

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