



INFLUENCE OF BRAND ON CONSUMER BEHAVIOUR - A CASE STUDY OF HYUNDAI CAR

S. N. Jagadeesh* Dr. B. Vijayachandran Pillai**

*Additional Co-Ordinator, School of Management Studies, Palakkad, Kerala .

**Head, Department of Commerce & Management Studies , University of Calicut, Kerala .

Abstract

The present paper attempts to examine the influence of brand on the consumer behavior of Hyundai car. It also tries to identify the factors influencing the consumers to select the brand. It is descriptive in nature, prepared with the help of both primary and secondary data. The primary data have been collected from the 120 customers of MCP Hyundai in Thrissur District by following simple random sample method. The analysis has been done by employing suitable mathematical and Statistical tools like percentages, averages, chi-square and correlation. It is found that majority of the sample customers prefer branded car due to better quality and status.

Keywords : Branding, Consumer Behaviour, Customer Preference.

1. Introduction

Brand is a combination of name, symbol and design. Brands represent the customer's perceptions and option about performance of the product. The powerful brand is which resides in the mind of the customer. Brands differ in the amount of power and worth they have in the market place. Some brands are usually unknown to the customers in the market place while on the other hand some brands show very high degree of awareness. The brands with high level of awareness have a high level of acceptability and customers do not refuse to buy such brands as they enjoy the brands performance. Some brands commend high level of brand loyalty. Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction. Usually people do not buy certain brands just for design and requirement, but also in an attempt to enhance their self –esteem in the society. Brand names present many things about a product and give numbers of information about it to the customers and also tell the customer or potential buyer what the product means to them. Furthermore it represents the customers' convenient summary like their feelings knowledge and experience with the brand. Moreover customers consider about the purchase, they evaluate the product immediately by reconstructing product from memory and cued by the brand name. A brand has a value. This depends on the quality of the product and satisfaction of the customer in the product and its services. In fact if the customers trust quality it makes a positive impact on the brand and loyalty to the brand. In fact loyalty reduces the impact of competition on the brand.

Brands play an important role in customer decision making. It is vital for the company's to consider customer decision making process and identify the conditions which customers apply while making decisions. Marketers are highly concerned about how brand name influences the customers purchase decision. Why customers purchase a particular brand also implies how customers decide what to buy. Also, purchase of a brand frequently, the customer uses his or her past experience about that brand product regarding performance, quality and aesthetic appeal.

2. Statement of the Problem

Nowadays, Companies are very particular to invest a sizeable amount in building their own brand. Brand is one of the media used for creating awareness among customers in the market. Of course, the brand affects the purchasing decision of the customer positively. Brand awareness influences the volume of market also. At this juncture, the authors have made an attempt to examine whether there is any influence of brand on the buying behavior of customers of Hyundai Cars in Thrissur District in Kerala.

3. Objectives of Study

The paper has the following objectives

1. To identify the factors which influence the customers to buy the Santro brand of car.
2. To examine whether there is a positive relationship between brand and performance of the vehicle.

4. Methodology and database

This is a descriptive study namely based on primary data collected from the selected customers of Hyundai car. The sample customers were selected from the district of Thrissur in Kerala by following the simple random sampling method. Accordingly 120 customers were selected for detailed study. Besides primary data, secondary data were also collected from the books, dealing the subject, official reports and records of Hyundai company, brochures, websites, study reports, research dissertations etc.

In order to collect the data for the preparation of this paper, a structured interview schedule was developed and administered among the selected customers. A pilot study was conducted among 10 customers and there after suitable modifications were incorporated in the study and thus pre-tested and finalized. The statistical and mathematical tools like, percentages, averages, chi-square test, correlation were employed for the analysis of the data.

5. Variables Used for the Analysis

1. Sources of Information of Hyundai.
2. Extent of information search before buying a car.
3. Buying decision making progress.
4. No. of brands considered before buying.
5. Quality consideration between well known brands and unknown brand.
6. Customer perception regarding branded products.
7. Customer preference over branded products.
8. Correlation between branded products and quality.

6. Results and Discussion

The results of the analysis based on the above mentioned variables are given in the following pages:

1. Source of Information about MCP Hyundai

Advertisement, Tele-caller, sales officer, Newspaper, Friends and relatives are the source of information about the car. The response of the sample customers in this respect is shown in Table 1.

Table: 1 Source of Information About MCP Hyundai

SI No.	Source	No. Of Respondents	Percentages
1.	Advertisement	18	15
2.	Tele-caller	12	10
3.	Sales officer	84	70
4.	Newspaper	4	3
5.	Friends & relatives	2	2
	Total	120	100

Source; Primary data

It is clear from the table that 70% of the sampled customers got the information about the car from sales officer. Next to this advertisement (15%), tele -caller(10%), are the important source of information.

2. Purchase decision making process:

Own decision, Joint family, friends, family alone, are the sources which aided in decision making process. The response of the sample customers in this respect is shown in Table-2.

Table-2 Purchase Decision Making Process

SI No.	Particulars	No. Of Respondents	Percentages
1.	Own decision	48	40
2.	My family	12	10
3.	Joint family	30	25
4.	friends	24	20
5.	Others	6	5
	Total	120	100

Source; Primary data

From the survey it can be inferred that 40% of the people buy the car based on their own decision only, 25% on the basis of joint family decision, 20% on the basis of friends influence and only 10% on the basis of their own family.

3. Attributes Of Purchasing A Car

Price, Quality , both price & quality ,brand name and design are the attributes considered while purchasing a car.The sample inference is given in the table -3 below:

Table 3 : Attributes of Purchasing a Car

SI No.	Attributes	No.of Respondents	Percentage
1.	Price	37	31
2.	Quality	23	19
3.	Combination of Price & Quality	8	7
4.	Brand name	42	35
5.	Design	10	8
	Total	120	100

Source; Primary data

The survey envisages that 35% of the people buy the product based on brand name, 31% of the people buy on the basis of Price and 19% buy the product on the basis of Quality. Only 7% buy the product on the basis of two factors price & quality.

4. No. Of identical brands Analysed before buying decision

Two, three, Four, Five and more than Five identical brands are considered while making a purchase decision. The analysed data is as follows.

Table 4 - Number Of Brands Analysed Before Purchase.

SI No.	No. of brands	No.of respondents	Percentages
1.	Two	31	26
2.	Three	38	32
3.	Four	20	17
4.	Five	15	13
5.	More than five	14	12
	Total	120	100

Source; Primary data

The survey finds that 32% of the people make purchase decision after analysing Three brands, 26% after analysing two brands, 17% after analysing four brands. Only 12% of the people purchase after analysing more than Five identical brands of cars.

5. Seeking Opinion from other customers.

Before purchasing whether opinions are sought from others is analysed. The data availed are as follows:

Table 5. Opinion Seeking From Others

SI No.	Opinion	No. Of Respondents	Percentages
1.	Always	53	44
2.	Often	24	20
3.	Sometimes	Nil	Nil
4.	Rarely	32	27
5.	Never	11	9
	Total	120	100

Source; Primary data

From the survey it can be analysed that 44% of the always consult or take opinion of others before taking the purchase decision. 27% rarely consult anyone before taking a purchase decision. 9% do not take the opinion of anyone before making purchase decision.

6. Considering lesser known brands before purchasing the present brand.

Whether brands in the evoked set are analyzed before buying are analyzed.

Table 6. Analyzing about Considering Lesser Known Brands Before Purchasing the Present Brand.

SI No.	Opinion	No. Of Respondents	Percentages
1.	Always	24	20
2.	Often	53	44
3.	Sometimes	23	19
4.	Rarely	12	10
5.	Never	8	7
	Total	120	100

Source; Primary data

The survey finds that 44% of the respondents often analysed other lesser known brands in the evoked set. 20% always analysed all the known brands. 19% sometimes analysed other brands before arriving at a purchase decision. 10% analysed rarely another other brands before making a purchase decision. 7% considered brands in their consideration only and not any other brands.

7. Quality perception of consumers between well known brands and lesser known brands:

Customers' perception of quality of well known brands and lesser known brands are analysed.

Table 7. Quality Perception Between Well Known Brands And Lesser Known Brands.

SI No.	Opinion	No.of respondents	Percentage
1.	Always	58	48
2.	Often	27	23
3.	Sometimes	17	14
4.	Rarely	12	10
5.	Never	6	5
Total		120	100

Source; Primary data

From the data it can be seen that 48% of the customers understand that well known branded cars have better quality to lesser known brands and 23% often presume branded cars have better quality. 14% perceive that well known brands sometimes have better quality to lesser known brands. 10% perceive that well known brand cars rarely have better quality as compared to lesser known branded cars. 5% perceive that quality between well known and lesser known brands are same.

8. Branded Products Have Better Quality

Opinion of the respondents regarding whether branded products have better quality was analyzed. The data available was as follows.

Table 8 - Perception Whether Branded Products Have Better Quality

Sl.No.	Opinion	No. Of respondents	Percentage
1.	Always	74	62
2.	Often	11	9
3.	Sometimes	31	26
4.	Rarely	4	3
5.	Never	Nil	Nil
Total		120	100

Source; Primary data

From the survey it can be inferred that 62% consider that branded products always have better quality, 9% infer that branded products often have better quality. 26% says that branded products sometimes have better quality. 3% infer that branded products rarely have better quality. But none opinion that branded cars have no quality, which means that branded products have some quality or other.

9. Brands Define Social Status

The survey analyzed whether a particular brand signifies social status. The data analyzed was as follows.

SI no.	Attributes	No. of Respondents	Percentage
1.	Often	41	34
2.	Very often	17	14
3.	Sometimes	27	23
4.	Rarely	35	29
5.	Never	Nil	Nil
Total		120	100

Source; Primary data

From the survey it can be analyzed that 14% very often agree that branded products signify social status. 34% opinion that branded products often have social status. 23% agree that branded products sometimes have social status. 29% infer that branded products rarely have social status. It can be inferred from the survey that brands have some social status.

10. Relationship between brand name and desired attribute of the product

The importance of brand name relative to the desired attribute of the product was analyzed. The data from the survey is as follows.

SI No.	Opinion	No. of respondents	Percentage
1.	Always	22	19
2.	Often	55	46
3.	Sometimes	23	19
4.	Rarely	16	13
5.	Never	4	3
Total		120	100

Source; Primary data

From the data collected it can be inferred that 46% of the respondents say that there is often relationship between brand name and desired attribute of the product. 19% says that there is always relationship between brand name and desired attribute. It is further inferred that 19% also have the opinion that there is sometimes relationship between brand name and desired attribute. 13% infer that there is rarely any relationship between these two factors. And 3% say that there is no relationship between brand name and desired attribute of the product.

11. Preference to branded products

Attributes like always, frequently, sometimes, rarely and never were used to analyze the preference for a branded product. The analyzed data is as follows.

SI No.	Attributes	No. Of respondents	Percentages
1.	Sometimes	23	19
2.	Always	55	46
3.	Frequently	23	19
4.	rare	16	13
5.	Never	3	3
Total		120	100

Source; Primary data

From the analyzed data it can be verified that 46% always goes towards the branded products while 19% sometimes purchases branded ones. 13% frequently by only branded cars and 3% never buy a branded product of car.

12. Lesser Known brands of not Inferior Quality

Attributes like whether the respondents agree, disagree, frequently, rare and never are analyzed by this survey. The survived data is as follows.

SI No.	Opinion	No. of respondents	Percentages
1.	Agree	40	34
2.	Disagree	28	23
3.	Frequently	34	28
4.	Very rare	6	5
5.	Never	12	10
Total		120	100

Source; Primary data

34% agree to the fact that lesser known brands are not of inferior quality. 5% says that it is very rare and 10% never agree to the fact, which means that lesser known brands are of inferior quality.

13. Importance of brand logo

Importance of the brand all times, important to an extent, not at all important, not always and neutral are the attributes analyzed. The analyzed findings are as follows

SI NO.	Opinion	No. of Respondents	Percentage
1.	Very important	48	40
2.	Important to an extent	28	23
3.	Not at all important	23	19
4.	Not Always	21	18

5.	Neutral	0	0
Total		120	100

Source; Primary data

Survey finds that 40% of the respondents feel that logo is very important for a Brand and 23% feels that it is important to an extent.18% feels that it is not always important and 19% says that logo is not at all important for a brand.

14.Preference of branded products.

The frequency of preference of branded products are analysed. The findings are as follows.

SI NO.	Attributes	No.Of Respondents	Percentage
1.	Sometimes	40	34
2.	Always	28	23
3.	Frequently	34	28
4.	Rare	0	0
5.	Never	18	15
Total		120	100

Source; Primary data

From the survey it can be said that 23% always prefer a brand .While 34% sometimes prefer a branded products.28% always prefer branded products only. But 15% do not prefer any branded products.

15. Self-Esteem enhancement thro brand.

The options of always, sometimes, often, rare and never are analysed thro the survey. The inferences obtained are as follows.

SI.NO.	Attributes	No.Of Respondents	Percentage
1.	Always	41	34
2.	Often	23	19
3.	Sometimes	31	26
4.	Rare	25	21
5.	Never	0	0
Total		120	100

Source; Primary data

From the data collected it can be inferred that 34% always feels that brand enhances self –esteem of the product, while 26% feel that it sometimes enhances self-esteem value of the product. While 19% feels it that brand often enhances self esteem value of the product, whereas 21% feel that it rarely enhances self esteem value. Chi-square analysis between quality of the brand and its social status has been analysed. The null hypothesis was assumed as there is no relationship between quality of the brand and its social status. The calculated value obtained was 50.75 where as @5% level of significance with (5-1)(5-1) degrees of freedom and the table value was 26.296,as such the null hypothesis was not accepted. Hence, it is inferred that there is relationship between social status of the brand and better quality.

Correlation between opinion of Advertisement and whether they convey needed information:

The calculated correlation between Advertisement and it conveying needed information was found to be highly positive.i.e.,.9993. Hence it can be inferred that advertisement was highly informative and effective.

7. Findings of the Study

- The investigator has found that 70% of the respondents have got information about the car from sales officers of the company.
- Brand name is the main attribute in purchasing the car.
- 60% of the respondents considered brand as an important attribute in buying decision.
- 32% of the people referred at least three identical capacity alternatives cars before making their purchase decision.
- 44% of the customers sought opinion from other sources before arriving a purchase decision.
- 44% of the respondents often considered lesser known brands before making purchase decision.
- 62% of the respondents prefer lesser known branded products as they think that it has better quality.
- Nearly half of the respondents consider known and unknown brands before making a purchase decision.
- lesser known brands are not considered to be inferior by 34% of the customers.
- Around 34% of the respondents agree that brand signify social status.
- 34% of the respondents believe that buying branded products enhances self –esteem.



- 34% of the respondents believe buying branded cars define social status.
- 46% believe that there is relationship between brand name and attribute of the product.
- 46% always prefer branded products.
- 40% feel that brand logo is very important in purchase decision.
- 23% always prefer branded car products.
- Advertisements and its contents are highly correlated positively which infers that Advertisement is highly effective.

8. Suggestions

Branded name should be more highlighted in the advertisement as nearly 26% do not consider this as a desired attribute in purchase decision. As brand name and price of the product are the main factors of purchasing the brand, more emphasis may be given on price of competitive brands. As 44% of the customers seek opinion from others the purchaser of the car should be given detailed specification and review of the car purchased regarding quality and price of the product. Customers are more concerned with quality aspect, hence emphasis of quality should be given in all forms of promotion.

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