"A STUDY ON EXPECTATIONS TOWARDS FOREIGN BRANDS IN COMPARSION INDIAN BRANDS WITH REFERENCE TO COIMBATORE CITY"

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ABSTRACT

The purpose of this dissertation is to investigate, in an emerging market, consumer attitudes towards local and foreign brand purchases against a background of factors like Culture, Country of Origin, Product quality and services. A comprehensive model broadens knowledge on consumer behavior by incorporating the above-mentionedfctors.Design/methodology/approach- India is the emerging market studied. A total of 120 respondents were interviewed face-to-face using a semi structured questionnaire in the city of coimbatore. Findings- It was found that the quality of global brands was perceived to be generally higher and superior to local brands. Most consumers also associated greater accessibility of foreign brands in the Indian market with better quality at lower prices. Indian consumers were not prejudiced against foreign brand names. In fact, they evaluated them higher on technology, quality, status and esteem than Indian brands and attributed higher credibility to those countries of origin.

Keywords- Global Brands, India, Culture, Country of Origin and Product and Service Quality, Materialism

1. STATEMENT OF PROBLEMS

This study identifies research gaps in the extant literature. First, despite its huge population and growth potential, India has only recently gained the attention of consumer behavior. If businesses are to expand into this lucrative market, it is important to know Indian consumer behaviors toward U.S. apparel. Second, limited clothing research related to Indian consumers exists, even though multinational apparel brands operate in the Indian market and Indian consumers have increased purchasing power with regards to buying foreign brand apparel. Only a little consumer research has been conducted in India, and it focused on the food industry. Third, while the theory of reasoned action model has been used to study some countries, such as the U. S. It has not been used to explain Indian consumer behaviors.

Objectives of the Study

- To analyze the factors that affect consumer expectations for foreign and Indian brands. Factors like Product and Service Quality, Country of Origin, Culture, Materialism affect consumer perceptions of global and local brands.

- To determine the main reasons as to why people consume brands as symbolic identities.

- To determine how many consumers are aware of foreign and Indian brands, buying behavior.

Limitations of the Study:

- The study is limited to 120 respondents who are users of foregin brands and Indian brands.

- The period of study is limited and it was major constraint to complete the work entirely.

- As this study is confined only to the respondents of Coimbatore city, the finding and suggestions are applicable only to Coimbatore.

Scope of the Study

The study is significant from both application perspective of management as well as from an academic point view. The market is flooded with offers of different kinds. Sales Promotion can have a damaging effect on Brand Equity in the long run. Brand has always been portrayed as a powerful tool and its success depends on its proper positioning among the consumers. Consumers always use brand names and various product

attributes as cues for information that help in the purchase decision making process. For academicians, the study will give more insight into the dimensions of Consumer Based Brand.

2.   REVIEW OF LITERURE

(Zinkhan, 1992). (Bennett 1995)

States that customer behavior is influenced by four factors; affect, cognition, buying environment & the behavior, while (Zinkhan, 1992), argues that customer behaviour is influenced on the utilities that they derive from the product when they make a purchase: An economic point of view while making purchase. As stated earlier, the concept Customer behavior has derived its definition from many authors from different perspectives.

(Hoyer & Deborah 2008, p. 6)

Customer behavior that, it covers all the grounds that are related to selection of product or service, buying and then consumption of goods or services"

(Kotler, 2002)

"Customer behavior is also defined as the dynamic interaction of affect and cognition, behavior and environmental events by which human beings conduct the exchange aspects of their lives". Journal of consumer marketing, 1995 - emerald.com to identify the goods and services of a seller (Bennett, 1988). Although not used in the marketing.

Kotler (2002)

Customer behavior is study of processes that covers right from the evaluation of the products/services to the ultimate disposal of product or services. Solomon.

SM Schwager, MS Reinalda, JD **Hoyer**… - British journal of …, **2008** - Wiley Online Library

The development of cytopenia in chronic lymphocytic leukemia (CLL) patients can predict poor prognosis

Bamossy et al (2006) agreeing upon Kotler's (2002)

views they state, customer behavior is a study of analyzing how Customers select the products/services, use of them and disposal of the products/services that satisfy their needs. Both authors stress upon the fact that, customer behavior can be understood only when Customers processes of buying products/services are studies. However,

GJ Bamossy - Journal of Management Studies, 2006 - Wiley Online Library

This study examines the post-formation processes that firms use to create successful international joint ventures (IJVs).

3.   DATA COLLECTION METHOD

PRIMARY DATA:

The primary data are those which are collected fresh and for the first time and thus happen to be original in character.

SECONDARY DATA:

The secondary data, on the other hand are those which have already collected by someone else and which have already been passed through the statistical process. The primary data was collected through questionnaire. The structured questionnaire is used.

SAMPLE SIZE:

The sample size for the survey conducted was 120 respondents.

SIMPLE PERCENTAGE ANALYSIS

Here the various factors are analyzed based on the percentage of satisfied. Among the sample size 120, from these samples the percentage of satisfied level is found to give conclusion.

CHI-SQUARE

The chi-square analysis is mainly used to test the independence of two factors. In other words, the chi-square analysis performed to test the significance of one factor over the other. In this study the factors are classified under personal.

Analysis and Interpretation

Demographic profile of the respondents

S no	Demographic		No of Respondents	Percentage
1	Gender	Male	80	70%
		Female	40	30%
2	Age	15-25	32	38.4%
		25-35	44	52.8%
		35-45	32	38.4%
		45 AND ABOVE	12	14.4%
3	SPOCIAL GROUP	STRONGLY DISAGREE	19	38.4%
		DISAGREE	28	60%
		NEUTRAL	62	21.6%
		AGREE	11	16.8%
		STRONGLY AGREE	6	7.2%
4	MANAFACTURING	HANDMADE	76	91.2%
		MACHINERY	44	52.8%
5	PRODUCT AND PRICE	YES	34	40.8%
		NO	27	32.4%
		MAYBE	59	70.8%

Interpretation:

Table clearly states the demographic profile of the sample respondent. Majority of the responds fall in the HANDMADE of 76 years and the most manufacturing. Majority of them gender Majority of the respondent's. Most of the respondents have foreign brands

Chi=square analysis

Chi-square Table 1

PARTICULAR	DF	CHI-SQUARE	TABLE VALUE	REMARK
Gender of the respondents and manufacturing foreign brands	2	0.99	3.84	Accepted

Source: primary data.

The calculate chi-square value is (0.99) is higher than (3.84) table value hence the hypothesis is accepted. Therefore, there is significance relationship between gender of the respondents and the manufacturing foreign brands.

Chi-square Table 2

H1: There is significance relationship age between the age of the respondent's social group do you agree.

PARTICULAR	DF	CHI-SQUARE	TABLE VALUE	REMARK
AGE OF RESPONDENTS AND SOCIAL GROUP DO YOU AGREE	5	6.42	16.92	REJECTED

Source: primary data.

The calculate chi-square value is (6.42) is higher than (16.92) table value hence the hypothesis is rejected. Therefore, there is significance relationship between AGE of the respondents and SOCIAL GROUP DO YOU AGREE.

4.   RESULTS AND DISCUSSION

- Majority 70% of the respondents are male.

- Majority 44% of the respondents are between 25 to 35 years.

- Majority 55% of the respondents are Up to Graduation.

- Majority 54% of the respondents are Employees.

- Majority 36% of the respondents monthly income are >25000 .

- Majority 50% of the respondents are shopping 1-2 times in a month.

- Majority 40% of the respondent purchase in Online.

- Majority 57% of the respondents are spending 1000-3000 rupees.

- Majority 56% of the respondents proportion are 20:80.

- Majority 38% of the respondents are buying as per foreign trends.

- Majority 39% of the respondents are sometimes buying.

- Majority 49% of the respondents are selected maybe.

- Majority 40% of the respondents are disagreed.

- Majority 46% of the respondents are spending more on clothes.

- Majority 38% of the respondents are preferring clothes.

- Majority 42% of the respondents are influenced by online.

- Majority 54% of the respondents are buying clothing more and often.

- Majority 70% of the respondents are preferring more on Imported products.

- Majority 66% of the respondents are preferring handmade.

- Majority 38% of the respondents prefer discounts.

- Majority 48% of the respondent's switches because of Advertisement impact.

- Majority 56% of the respondents buy Indian brands because of its quality and quantity.

- Majority 58% of the respondents not buy Indian brands because of its promotional methods.

SUGGESTIONS:

The research found out that Advertisement is strongest predictor towards international brand preference. Consumers will not look further to another factor if Advertisement and promotion is notaffective. Furthermore, based on the findings in this study, quality is also considered as one of the strong impact on consumer preferences towards international branded apparel.

5. CONCLUSION

Country of origin is an important factor that affects consumer opinion towards product quality. People often in absence of information about product associate product quality by that country image. But according to the present study, consumers do not associate product quality with country image. It may be due to the fact that after globalization, Indian companies have raised their product quality and India is playing an important role in global arena. Indian products are gaining acceptance worldwide so there is a change in consumers' attitude towards Indian product as well. After globalization gap between foreign and Indian product are narrowing down. People noware getting complete information about products so they like to go by product quality rather than country image. Product quality is the only consideration for consumers and in recent year due to globalization the Indian market is flooded by foreign companies and consumers is now exposed to variety of product. The product quality has improved due to cut throat competition between firms andpeople are now getting multiple choices. Foreign brands have always been synonymous to status symbol in India.

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