



Brand Attitude Vs Customer Demographic Profile: A Study of Fmcg Sector

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ABSTRACT

Attitudes are the most abstract form of brand associations expressed in terms of consumers overall evaluation of brand and meaning to them. Customers perceive brand as a positive icon that assures certain standards and value, for some brand is a technique adopted by the corporate to charge premium price. The attitudes depend upon the strength of the association between the brand and other intangible and tangible factors favorable to the customer. Consumers may develop positive or negative attitude on brand based on the basic and social needs. The study tried to identify attitude towards brand by taking branding as an object of interest and examines the relationship of socio demographic variables in building brand attitude. The study has contributed valuable insights to brand attitude analysis and assessed the importance of demographic variables in building brand attitude.

KEYWORDS

Brand attitude, demographic variables, brand association

1. Introduction:

Liberalization of business across the globe is posing challenge to the marketers as competition is increasing due to entry of new players into the market with advanced technologies, more sophisticated products and smart ideas. Increased number of brands and variants available to customers making them multi brand loyal or non loyal to any brand. At the same time demographic profile is subjected to change posing new threats to marketers. Now marketers need to have more understanding of demographics of customers to enhance their customer base through avoidance of customer attrition, retention of existing customers and attracting new customers. Branding is one feature that makes the customer to value the product and keep using the product to satisfy different needs along with basic utility of the product. The present study has clearly identified the demographics of the respondents and analyzed the influence of the demographic variables on brand attitude especially in the FMCG Segment. The study selected FMCG Segment as the products under this segment involve low involvement purchase.

Income is one of the important variables which influence the brand preference behavior of the customers. The disposable income makes respondents to choose the brand. Customers continue with the brand usage in spite of price rise if their income levels permit, else, customers shift to low cost brand that matches their budget. Gender influences are predominant in purchase decisions as masculine and feminine characteristics of brand influence the customer preference. Age is another demographic variable that influences the purchase habits of the customers and may have different preferences of buying. Education is a component which might influence the awareness level of the consumer about brands, information processing ability, preferences, and attitude towards brands. It is therefore necessary to analyze educational levels of customers.

2. Literature review:

- Demographic variables are found to be important and relevant in influencing the consumer behavior. Fisher (1952)¹, Lyndall (1955)² and Zwick (1957)³ investigated the role of demographic data in influencing the consumer behavior and agreed to incorporate the demographic variables in consumer behavior model.
- Exter, P (1988)⁴ studied how demographics help in gaining understanding of how things work in increase of market size, deepen market penetration, and carve out market share
- Vano, Jurcova & Meszaros (2002)⁵ explored that functioning

of society is significantly influenced by demographic environment and is always projected in the business activity.

- Ross & Harradine (2004)⁶ made significant research into adult buying behavior and branding existence and revealed that it is not appropriate to assume that this can be applied to younger consumers.
- Lee (2005)⁷ identified role of Demographic characteristics such as gender, age, income level, educational level in consumer's purchase decision process and explored how they can cause deviation from general patterns of consumer decision making.
- Swarna, (2012)⁸ revealed in her study that gender play an important role in consumer behavior. She stated that men and women behave differently in selecting the products as their exist differences in their expectations, wants, needs & life styles.

3. Objectives of the study:

The study aimed at understanding the role of demographic variables like age, gender, income & level of education in building brand attitude with reference to FMCG. The study was conducted with the following objectives

- To assess the brand attitude of selected respondents towards FMCG products
- To understand the role of demographic variables in building brand attitude

The study is conducted with the research question "Does demographic variables influence brand attitude".

4. Methodology:

The general attitude on branding has been assessed by developing a multi attribute model on a 5 point scale. To assess the attitude of the sample respondents towards brands and branding as a concept, respondents asked to rate brand attitude statements on a 5 point scale.

The sample selected for the study comprises of 250 respondents selected across 4 districts of Rayalaseema region of Andhra Pradesh using convenience sampling. A structured questionnaire was administered to obtain the relevant information required for the study. The data collected is coded, tabulated and analyzed using SPSS 16.0

5. Results analysis:

The responses are analyzed using SPSS package the results of the data are normally distributed with permissible levels of

skewness. The data is tested for reliability and found the questions posed to the respondents satisfy the internal consistencies as shown in Table No.1

Table No.1 Descriptive Statistics

	Mean	Standard deviation	Skewness
Gender	1.46	.500	.145
Age	2.23	1.039	.195
Education	3.74	1.207	-.835
Monthly income	2.92	1.342	-.034
Brands Avoid risk	3.38	.838	-.553
Brand name meet customer requirement	3.86	.974	-.610
Assure quality	3.31	1.036	-.340
Provide choice	3.90	.989	-.483
Simplifies decision making	3.70	.808	-.092
Provide pleasure of buying	3.60	.901	-.618
Reflects my personality	3.68	.846	-.177
Brand imp than company	3.84	.761	-.816
Relatively less expensive	3.60	.888	-.433
Leads to wise decision	3.09	.990	.048

5.1 Brand attitude:

Customer develops positive attitude towards branding when they feel comfortable and are able to avoid risk of consumption with reasonable prices. They may create demand for branded products when they perceive them as higher quality and feel them pride. Customers when satisfied with branded products build attachment or empathy towards the product. Branding helps the firms in building continuous relationship and retains the customer and assures them pleasure of buying.

The mean attitude of respondents towards branding with reference to FMCG is obtained and found as 3.5948 as shown in Table No.2. The respondents exhibited a positive attitude towards the concept of branding in FMCG Sector.

Table No.2 Brand Attitude

	Mean	Standard deviation	Skewness
Brand attitude	3.5948	.54287	.089

5.2 Demographic variables Vs Brand attitude:

The study observed from the analysis weak relationship of gender with brand attitude ($r=.049, p=.441$). Hence gender does not influence brand attitude i.e. both the genders are of the same opinion on brand attitude. Age is insignificant in building brand attitude ($r=-.006, p=.920$).

Education level of the respondents is also insignificant in building brand attitude ($r=-.097, p=.128$). Similarly monthly income does not bear any relationship with brand attitude and is insignificant ($r=-.010, p=.876$).

The research question hypothesized is found to be false as no demographic variable selected is able to influence the brand attitude.

Table No.3: Correlations

		Gender	Age	Education	Monthly income
Brand attitude	Pearson Correlation	.049	-.006	-.097	-.010
	Sig. (2-tailed)	.441	.920	.128	.876

6. Conclusion:

The study concludes that demographic variables do not have influence on the brand attitude among customers in the FMCG sector. The reasons may be, FMCG belongs to low involvement purchase category and brand attitude does not particularly influenced by demographic variables. Branding as a concept is accepted by all the customers and reveals that customers are looking for value branding and purchase only branded products that assure them quality and reflects their personality. Customer does not look at the company when buying the products and select brands to satisfy their requirements. Customers do understand that brands are expensive and still like to buy only branded products than non branded in the FMCG segment. Customers enjoy the pleasuring of buying by confining themselves to the branded products. Companies need to promote the brands as need satisfying vehicles and create value of buying for the customers.

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