

Influence of Brand Image on Young Consumers towards Purchase of FMCG Products

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Abstract - Brand Image plays a crucial role to boost up any business performance. Brand image is an implied tool that can positively change people's buying behaviour. The purpose of this study is to examine the impact of brand image on young consumers towards the purchase of FMCG Products in the Mysuru district of Karnataka. The interview schedule was used to collect the data by using a Convenience sampling technique. A sample of 200 respondents was selected. In the present study, the researcher used simple percentage analysis, regression and correlation. Findings show that brand image has a strong positive influence and a significant relationship with the purchase of FMCG Products. Young consumers perceive the brand image with a positive attitude. The study depicted that respondents in the Mysuru district are more conscious about their social status so they prefer branded FMCG products.

Index Terms - Brand image, FMCG, Young consumers.

I. INTRODUCTION

The term FMCG (Fast Moving Consumer Goods), although popular and frequently used does not have a standard definition and is generally used in India to refer to products of everyday use. Conceptually, however, the term refers to relatively fast-moving items that are used directly by the consumers. The Indian FMCG sector has a market size of US \$ 13.1 billion and is the fourth largest sector in the Indian economy. A well-established distribution network, mature logistics, intense competition between the organized and unorganized segments, National brands, and private labels or local brands characterize the sector. An average Indian spends 8% of his income on personal care products. Personal care mainly consists of Hair Care, Skin Care, Oral Care, Personal wash (Soaps), Cosmetics. The sales of the FMCG Personal

care segment are growing by leaps and bounds in Mysuru., with the most literate and cultural consumers in India. Mysuru has been witnessing a social transformation over the past decade to form a modern consumerist with little focus on the farming sector, increased interest in I.T related parks, educational services, medical facilities, and tourism, higher-income with huge remittances from the NRI's and increased living standards providing better growth prospects and demand for the FMCG sector.

Creating sturdy brands is very important for FMCG firms and that they devote substantial money and energy to developing brands. With differentiation on useful attributes being tough to realize during this competitive market, branding ends up in consumer loyalty and sales growth.

II. REVIEW OF LITERATURE

- Cotte and Wood (2004), observed that children or adolescents are most influential when they are primary customers. There is a sustainable variation in the amount of teenagers' influence in purchase decision for products for their own use and for their family.
- Kotwal et al., (2008), while purchasing cosmetic, stationary, gifts and cards, the girls give importance to informational input by the TV adverturists into their decision to buy. It was also found that girls had positive attitude towards TV commercials.
- Kathiravan (2014), research outcome reveals that demographic variables are influencing positively and significantly on the Consumer's cause identification and cause supportive decision. Also

influence positively on consumer involvement and consumer’s purchase intention.

- Velaudham and Baskar (2016), found that up to four dependents extremely influenced whereas shopping for air conditioner in comparison different 2 teams of dependents like five dependents and higher than 6 dependents.

III.NEED FOR THE STUDY

There is a lot of scope in analyzing the brand image of FMCG products particularly the youth segment. Youth have always been a prime target for marketers. The young consumer is considered to play an influential role in buying FMCG Products. As India has the largest youth population in the world; around 66% of the total population is below the age of 35. being such a major demographic, it becomes very important to understand their influence of brand image toward the purchase of FMCG products.

IV.OBJECTIVES OF THE STUDY

The main objective of the study is to find out the influence of brand image on young consumers towards the purchase of FMCG Products.

V.FORMULATION OF HYPOTHESES

1. H_0 : There is no relationship between the Brand Image and Purchase of FMCG Products.
2. H_0 : There is no influence on Brand Image and Purchase of FMCG Products.

VI.RESEARCH METHODOLOGY

A) Area of the Study: The area of the study refers to Mysuru City which is known for the development of various industries such as information technology, paper mills, Tyre, etc. The city has become a hub of educational institutions attracting many students across the country and the world. The study was carried from Mysuru city between the period of September 2021 to December 2021. The study related only to FMCG products.

B) Sources of Data: Both Primary and Secondary data have been collected for the study. Primary data are collected from the 200 young consumers from Mysuru city. Primary data have been extracted by using a

structured questionnaire. The Secondary data have been collected from books, journals, and websites.

C) Sampling Design: For the purpose of the study 200 respondents were selected. Convenience sampling methods were used to collect the data.

D) Tools for Analysis: SPSS has been used to analyze the data. Percentage analysis, Correlation, and Regression analysis are the statistical tools used in this study.

VII.DATA ANALYSIS AND INTERPRETATION OF RESULTS

1. Demographic Profile of the Young Consumers of FMCG Product

Respondents represented people from eight demographic variable such as gender, age, marital status, educational qualification, occupational status, family type family size, and monthly income. Demographic variables generally have a great impact on the purchase behaviour of consumers.

Table No. 1: Demographic Profile of the Respondents

Factors	Classification	Frequency	Percentage (%)
Gender	Male	104	52
	Female	96	48
Age	Less than 20	20	10
	21-30	122	61
	31-40	58	29
Marital Status	Married	86	43
	Unmarried	62	31
	Divorce	52	26
Educational Qualification	SSLC	10	5
	PUC	20	10
	UG	78	39
	PG	56	28
	Professional Course	8	4
Occupational Status	Agriculture	10	5
	Business	22	11
	Employee	58	29
	Professionals	7	3.5
	Housewife	73	36.5
Family Type	Nuclear Family	179	89.5
	Joint Family	21	10.5
Family Size	Up to 2 members	126	63
	3- 4 members	46	23
	Above 5 members	28	14
Monthly Income	Less than 10,000	14	7
	10,001-20,000	38	19
	20,001-30,000	72	36
	30,001-40,000	40	20
	40,001-50,000	28	14
	Above 50,001	08	4

Source: Primary Data

Interpretation: From the above Table No. 1 indicates that 52% of the respondents are male. 61% of the consumers are belonging to the age group of 21-30 years of age. 43% of the respondents are married. 39% of the consumers are qualified with under graduates. 36.5% of the respondents are Housewife. 89.5% of the respondents are having nuclear family. 63% of the customers family size is 2 members in the family and 36% of the respondent monthly income falls under Rupees 20,001 to 30,000 Rupees.

2. Testing of Hypothesis:

1. H_0 : There is no relationship between the Brand Image and Purchase of FMCG Products.

H_1 : There is a relationship between the Brand Image and Purchase of FMCG Products.

The correlation test was run on sample of 200 young consumers to know the relationship between brand image and purchase of FMCG products.

Table No. 2: Correlation analysis showing relationship between brand image and purchase of FMCG products

	Purchase Intention	Brand Image
Purchase Intention	1 .200	
Brand Image	.180 (**) .200	1 .200

Source: Primary Data

Interpretation: Relationship between the variable Brand Image and Purchase of FMCG products shows r value is 0.180 and p value is 0.000. Hence p value is less than 0.01 and the hypothesis is rejected. It is concluded that there is a significant relationship between the brand image and purchase of FMCG products.

2. H_0 : There is no influence on Brand Image and Purchase of FMCG Products.

H_1 : There is an influence on Brand Image and Purchase of FMCG Products.

The regression analysis has been carried a sample of 200 young respondents and data considering purchase of FMCG products as a dependent variable and independent variable as a brand image. The reaction of the young consumers and effect of the brand image over purchase of FMCG products have been studied by the regression analysis.

Table No. 2 Regression analysis showing influence of brand image on purchase of FMCG products

Model Summary

R	R Square	Adjusted R Square	F	p
.374	.140	.137	64.603	.000

Source: Primary Data

Co-efficient

	B	SE	Beta	t	p
(Constant)	35.893	2.436		14.737	.000
Brand Image	.302	.038	.374	8.038	.000

Source: Primary Data, Dependent Variable: Purchase of FMCG products.

Interpretation: The F Value obtained for the analysis is 64.603 which are significant at one percent level. Hence the assumed regression model may be considered as a good fit. The value of R^2 is 0.140 and implies that 14% of purchase of FMCG products is influenced by the brand image.

Considering the significant individual regression coefficient, it is seen that the brand image (Beta- 0.374, t- 8.3038, p- 0.000), hence the p value is 0.000 and the null hypothesis is rejected and significant at 1% level. The analysis found that brand image is influenced on purchase intention towards FMCG products.

VIII.FINDINGS OF THE STUDY

- The study found that there is a significant relationship between the brand image and purchase towards FMCG products.
- The analysis found that brand image is influence the purchase towards FMCG products.

IX.CONCLUSION

The study was conducted to find out the influence of Brand image on young consumers towards purchase of FMCG products. The study reveals that there is a relationship between brand image and purchase of FMCG products as well as the influence of brand image on purchase of FMCG products. Throughout the research, the findings indicates that the brand image influence the young consumers to purchase the FMCG products. Hence the researcher recommends the FMCG companies concentrate more on attractive advertisements, price, product quality, product design and easy availability. This can establish and improve the positive image about the brand in the minds of the young consumers.

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