

**“A STUDY ON INFLUENCE OF BRAND ON HABITUAL  
BUYING BEHAVIOUR OF CONSUMERS: WITH SPECIAL  
REFERENCE TO RAIPUR”**

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**Abstract**

Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand consumer wants. A brand is a symbolic embodiment of all the information connected to the product & serves to create associations and expectations around it. Many brand oriented companies markets say “brand is the name, term, sign, symbol or a combination of them intended to identify the goods or service of one seller or group of sellers to differentiate them from those competitors.”

Habitual buying behaviour exhibits little perceived difference between the possible brands and low consumer involvement. This is a product that consumers purchase often and they will typically buy a particular brand out of habit. Consumers do not extensively search for

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information because they buy based on brand recognition. Marketers of habitual products typically use lower prices and sales to stimulate the habit of buying their particular product.

The basic purpose of this study is to identify connection between brands and buying behaviour of consumers and what parameter of brand influences consumers the most. This research will be helpful to marketers to formulate strategies and to monitor new brands available in market. To accomplish objectives of this research we have used various factors of brand which may influence habitual buying behaviour. Varied parameters of brands which may influence habitual buying behaviour of consumers are: the dependent variable is brand buying behaviour and independent variables are brand information search, price of brand, quality of brand, brand availability and retailers choice. For the analysis techniques used are factor and regression analysis. The marketing strategies can be designed in accordance with the result.

**Key words: Consumer Behaviour, Habitual Buying Behaviour, Brand, Brand Awareness, Brand Preference, Brand Equity.**

## Introduction

Understanding behaviour of consumers is a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of buying behaviour and purchase decisions to predict the future trends. Consumer behaviour can be explained as the analysis of how, when, what and why people buy. Consumer research takes place at every phase of consumption process, before the purchase, during the purchase and after the purchase. According to Philip Kotler defined consumer behavior as “all psychological, social and physical behaviour of potential customers as they become aware of evaluate, purchase, consume and tell other about products and services”. The scope of consumer behaviour includes not only the actual buyer and his act of buying but also various roles played by different individuals and the influence they exert on the final purchase decision. Individual consumer behaviour is influenced by economic, social, cultural, psychological, and personal factors. To accomplish objectives of this research we have used various factors of brand which may influence habitual buying behaviour. Varied parameters of brands which may influence habitual buying behaviour of consumers are: the dependent variable is brand buying behaviour and independent variables are brand information

search, price of brand, quality of brand, brand availability and retailers choice. For the analysis techniques used are resulted of the study in a logical and convenient form through factor and regression analysis. The marketing strategies can be designed in accordance with the result.

### Types of Consumer Behaviour

There are four typical types of buying behaviour based on the type of products that intends to be purchased.

**Complex buying behaviour** is where the individual purchases a high value brand and seeks a lot of information before the purchase is made.

**Habitual buying behaviour** is where the individual buys a product out of habit e.g. a daily newspaper, sugar or salt.

**Variety seeking buying behaviour** is where the individual likes to shop around and experiment with different products. So an individual may shop around for different breakfast cereals because he/she wants variety in the mornings.

**Dissonance reducing buying behaviour** is when buyer is highly involved with the purchase of the product, because the purchase is expensive or infrequent. There is little difference between existing brands an example would be buying a diamond ring, there is perceived little difference between existing diamond brand manufacturers.

	High Involvement	Low Involvement
Significant Difference Between brands	Complex Buying Behaviour	Variety Seeking Behaviour
Few differences Between brands	Cognitive Dissonance Theory	Habitual Buying Behaviour

Alternative models exist to explain consumer behaviour. These seek to provide explanations as to why do consumers behave as they do. The important ones among these are as follows:

### **1. ECONOMIC PERSPECTIVE**

Economists view consumers as being rational and utility maximizes. It assumes that consumers tend to have perfect information about alternatives; they can correctly assess each alternative on the basis of its merits, i.e., advantages and disadvantages and consequently they are able to identify the best alternative. That is, consumer is a maker of perfect decisions. The utility theory proposes that consumer will select from given alternatives, within budget constraints, that combination of goods and services which would provide the maximum utility by equating marginal utilities per rupee spent for all goods.

Critics say that assumptions proposed in this model are far too stringent and unrealistic. The real life market conditions tend to deviate from those proposed in the model. The rationality argument is weaker because the consumers are limited by their existing skills, habits and reflexes. Also consumers are limited by their values and goals. Further, consumers are limited by the extent of the maximizes. Their decisions are not always governed by economic considerations. The reality of consumer behaviour is that consumers usually do not resort to extensive decision making to arrive at 'satisfactory' decisions; rather, they settle for decisions which are 'good enough'.

### **2. PASSIVE PERSPECTIVE**

The passive view on consumer behaviour holds on an entirely opposite view. It consumers are objects of manipulation; hence marketers can easily influence consumers in order to further their own agenda. Consumers are impulsive and irrational and can therefore be easily exploited. This idea of consumers is consistent with the selling concept. Earlier, selling efforts focused on getting the customers to buy all means-by hook or by crook.

This perspective, like the economic perspective, is extremist. This model does not give adequate attention to the role of consumers. Nothing could be further from reality than the assumption that consumers do not play any role in buying situations. In certain situations, the consumers tend to be deeply involved in the buying process, especially when the purchase involves risk. Customers do tend to be impulsive at times, but not always. The passive school does not provide realistic explanation of consumer buying.

### 3. EMOTIONAL PERSPECTIVE

This perspective views the consumer from the psychological angle. Consumers tend to be driven by feelings and emotions. The widespread usage of emotional appeals and symbolism in advertising and brands is based on this model. This view holds that consumers tend to be emotional; accordingly, incorporating emotions in products and communication would lead to consumers buying a particular brand. Products like perfumes, designer clothes, designer watches, jeweler, diamonds, greeting cards, etc., exploit this 'emotional angle' in their marketing. An emotion distracts a consumer from being rational. Accordingly, less emphasis is placed on pre-purchase information and evaluation of alternatives. Not in all circumstances does a consumer exhibit impulsiveness triggered by compelling emotion. There can be situations when consumer behavior cannot be explained totally by emotions. For instance, buying a computer or headache reliever would hardly lend itself to marketing based on emotions. This school does explain a valid side of consumer buying, but it is not a complete understanding of consumer behavior.

### 4. COGNITIVE PERSPECTIVE

The cognitive perspective views consumers as capable of cognitive or thinking activity. In the cognitive paradigm, consumers purchase goods or services to solve their problems. A problem, in this context, is a perceived difference between an existing consumer state and the desired state. Products and services are solutions. Consumers play an active role in locating and buying solutions to their problems. A consumer, according to this approach is an active processor of information, which is utilized in preference development and purchase decisions.

The conception of consumers as problem solvers is closer to reality. Problem solving accounts for insights on utility theory. It explains economic behaviors when parameters of the problem are economic considerations. It incorporates perceived risk perspective. A consumer reduces the risk by acquisition of information and evaluation. It also accounts for various decisions where no risk is involved. Finally, the problem solving perspective is also in line with brand switching, trial of new products, and deliberate risk taking by the consumer.

The cognitive perspective does not take an extreme position about consumer behavior. It falls somewhere in between the economic and passive perspectives. Consumers cannot have access to total or complete information. It is not within their capacity to have total knowledge. Consumers are seen as active processors, not like passive perspectives. Consumers use their cognitive

abilities to get out of problem situations by making satisfactory decisions. This idea is much more realistic and effective in explaining consumer buying behavior.

### **Meaning of brand**

Brands are a means of differentiating a company's products and services from those of its competitors. There is plenty of evidence to prove that customers will pay a substantial price premium for a good brand and remain loyal to that brand. A brand is the identity of a specific product, service, or business. A brand can take many forms, including a name, sign, symbol, color combination or slogan. The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service. "A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors." - American marketing association. The main aim of the brand is to identify the products or services of a seller or groups of sellers and differentiate an offering of a seller from that of its rivals (Kotler).

The process of maintaining, improving, and upholding a brand so that the name is associated with positive results. Brand management involves a number of important aspects such as cost, customer satisfaction, in-store presentation, and competition. Brand management is built on a marketing foundation, but focuses directly on the brand and how that brand can remain favorable to customers. Proper brand management can result in higher sales of not only one product, but on other products associated with that brand. For example, if a customer loves Pillsbury biscuits and trust the brand, he or she is more likely to try other products offered by the company such as chocolate chip cookies.

### **Consumer Decision Making Process**

The most important environment in which firms operate is their customer environment because the basic belief of marketing oriented company – that the customer is the centre around which the business revolves. Therefore, marketing people need to understand the processes that their customers go through when making decision.

The consumer decision making process involves series of related and sequential stages of activities. The process begins with the discovery and recognition of an unsatisfied need or want. It becomes a drive. Consumer begins search for information. This search gives rise to various alternatives and finally the purchase decision is made. Then buyer evaluates the post purchase

behavior to know the level of satisfaction. There are various steps of consumer decision making process. The process is explained below with the help of diagram.

### Steps in decision making process

- Need Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Post-Purchase Behaviour

#### 1. Need Recognition

When a person has an unsatisfied need, the buying process begins to satisfy the needs. The need may be activated by internal or external factors. The intensity of the want will indicate the speed with which a person will move to fulfill the want. On the basis of need and its urgency, forms the order of priority. Marketers should provide required information of selling points.

#### 2. Information Search

Identified needs can be satisfied only when desired product is known and also easily available. Different products are available in the market, but consumer must know which product or brand gives him maximum satisfaction. And the person has to search out for relevant information of the product, brand or location. Consumers can use many sources e.g., neighbors, friends and family. Marketers also provide relevant information through advertisements, retailers, dealers, packaging and sales promotion, and window displaying. Mass media like news papers, radio, and television provide information. Now a day's internet has become an important and reliable source of information. Marketers are expected to provide latest, reliable and adequate information.

#### 3. Evaluation of Alternatives

This is a critical stage in the process of buying. Following are important elements in the process of alternatives evaluation

- a) A product is viewed as a bundle of attributes. These attributes or features are used for evaluating products or brands. For example, in washing machine consumer considers price, capacity, technology, quality, model and size.
- b) Factors like company, brand image, country, and distribution network and after-sales service also become critical in evaluation.

c) Marketers should understand the importance of these factors to consumers of these factors to consumers while manufacturing and marketing their products.

#### 4. Purchase Decision

Outcome of the evaluation develops likes and dislikes about alternative products or brands in consumers. This attitude towards the brand influences a decision as to buy or not to buy. Thus the prospective buyer heads towards final selection. In addition to all the above factors, situational factors like finance options, dealer terms, falling prices etc., are also considered.

#### 5. Post- Purchase Behaviour

This behaviour of consumer is more important as for as marketer is concerned. Consumer gets brand preference only when that brand lives up to his expectation. This brand preference naturally repeats sales of marketer. A satisfied buyer is a silent advertisement. But, if the used brand does not yield desired satisfaction, negative feeling will occur and that will lead to the formation of negative attitude towards brand. This phenomenon is called cognitive dissonance. Marketers try to use this phenomenon to attract user of other brands to their brands. Different promotional-mix elements can help marketers to retain his customers as well as to attract new customers.

#### RESEARCH METHODOLOGY

##### Objective of Research

The objective of this research is to identify the factors of brand that influence a consumer to make a decision to buy a certain product. This study aims at:-

1. To study the habitual buying behaviour of consumers.
2. To analyze the impact of brand on habitual consumers.
3. To analyze the important parameters which influence habitual buyers.

**Methodology:** Keeping in view the objective of the research, the research plan includes the decision on data source, research approaches, research instruments and contact method.

RESEARCH PLAN	
Research Design	Descriptive
Research Method Used	Survey
Research Technique Used	Questionnaire



Data Collection (location)	From Raipur
Sampling Plan	Convenience
No of Sample collected (sample size)	100

### DATA SOURCE:

**Primary Data sources:** The primary data here consist of responds gathered from respondents through Questionnaire and Personal Interaction.

**Secondary Data sources:** The secondary data sources includes previous reports on buying behaviour, related information from internet and books and publication

**Collection of the Data:** The collection of data was done through interaction with the respondents of Raipur city taking personal interview, Telephonic interview and general survey.

### Sampling Design

In statistical usage term population is applied to any finite or infinite collection of individuals, so for this respondents of Raipur city has been used.

Sample size (n) =100

### Data Analysis and Interpretation

Analysis and interpretation are central steps in the research process. This research aims at presenting the resulted of the study in a logical and convenient form through factor and regression analysis. It also aims at picking out the crucial results of the study.

	Initial	Extraction
Srno	1	0.26
BP11	1	0.941
BP12	1	0.907
BP13	1	0.895
BB11	1	0.902
BB12	1	0.89
BB13	1	0.917
BB14	1	0.919
l11	1	0.948
l12	1	0.936

I13	1	0.949
P11	1	0.965
P12	1	0.955
P13	1	0.937
P14	1	0.933
Q11	1	0.928
Q12	1	0.35
Q13	1	0.884
A11	1	0.869
A12	1	0.809
A13	1	0.884
RC11	1	0.906
RC12	1	0.815
RC13	1	0.722
RC14	1	0.713

Extraction Method: Principle component analysis

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.585	30.341	30.341	7.585	30.341	30.341	3.671	14.686	14.686
2	3.59	14.358	44.7	3.59	14.358	44.7	2.985	11.942	26.627
3	2.907	11.629	56.329	2.907	11.629	56.329	2.98	11.919	38.547
4	2.347	9.39	65.719	2.347	9.39	65.719	2.947	11.79	50.336
5	1.939	7.754	73.473	1.939	7.754	73.473	2.912	11.648	61.984
6	1.489	5.957	79.43	1.489	5.957	79.43	2.903	11.611	73.595
7	1.277	5.109	84.539	1.277	5.109	84.539	2.736	10.945	84.539
8	0.987	3.95	88.489						
9	0.794	3.176	91.665						
10	0.679	2.718	94.383						
11	0.217	0.869	95.252						
12	0.17	0.681	95.934						
13	0.154	0.616	96.55						
14	0.13	0.521	97.071						
15	0.106	0.425	97.495						
16	0.104	0.414	97.91						
17	0.099	0.395	98.304						
18	0.089	0.357	98.662						
19	0.077	0.307	98.968						
20	0.058	0.232	99.201						

21	0.053	0.213	99.414					
22	0.046	0.186	99.599					
23	0.041	0.162	99.762					
24	0.032	0.128	99.889					
25	0.028	0.111	100					

Component Matrix:

	Component						
	1	2	3	4	5	6	7
Srno	-0.103	0.228	-0.075	-0.136	0.332	-0.039	-0.248
BP11	0.405	-0.616	0.158	0.434	0.119	0.265	0.315
BP12	0.452	-0.64	0.125	0.41	0.209	0.131	0.221
BP13	0.448	-0.599	0.115	0.431	0.225	0.12	0.266
BB11	0.706	-0.351	0.091	-0.057	0.261	-0.044	-0.446
BB12	0.713	-0.335	0.053	-0.023	0.266	-0.09	-0.432
BB13	0.661	-0.369	0.053	-0.032	0.352	-0.084	-0.458
BB14	0.558	0.18	0.372	-0.577	0.209	0.051	0.24
I11	0.562	0.166	0.36	-0.604	0.263	0.081	0.185
I12	0.557	0.102	0.39	-0.579	0.243	0.158	0.209
I13	0.605	0.295	-0.522	-0.016	-0.126	0.455	-0.024
P11	0.606	0.244	-0.522	0.035	-0.112	0.495	-0.079
P12	0.625	0.209	-0.538	0.027	-0.062	0.468	-0.09
P13	0.59	-0.057	-0.549	-0.084	-0.01	-0.497	0.173
P14	0.615	-0.099	-0.541	-0.074	-0.017	-0.452	0.207
Q11	0.638	-0.093	-0.578	-0.069	-0.007	-0.386	0.158
Q12	0.401	0.04	-0.022	-0.162	-0.355	0.005	-0.187
Q13	0.676	-0.197	0.276	-0.045	-0.555	-0.046	0.025
A11	0.614	-0.228	0.296	-0.106	-0.58	-0.023	0.066
A12	0.528	-0.124	0.361	-0.102	-0.605	-0.031	-0.09
A13	0.499	0.54	0.281	0.467	-0.061	-0.159	-0.129
RC11	0.477	0.554	0.371	0.449	-0.01	-0.154	-0.092
RC12	0.438	0.548	0.373	0.418	-0.006	-0.082	-0.047
RC13	0.474	0.596	-0.002	0.235	0.215	-0.047	0.197
RC14	0.448	0.611	0.047	0.173	0.258	-0.036	0.198

Extraction Method: Principle component analysis

a. 7 component extracted

Rotated Component Matrix:

	Component						
	1	2	3	4	5	6	7
Srno	0.054	-0.351	0.016	0.075	-0.296	-0.043	0.197
BP11	-0.011	0.145	0.064	0.012	0.947	-0.007	0.137
BP12	0.001	0.097	0.004	0.007	0.9	0.093	0.282
BP13	0.039	0.067	0.004	0.013	0.905	0.114	0.239
BB11	0.064	0.191	0.124	0.199	0.23	0.151	0.855
BB12	0.092	0.172	0.119	0.167	0.229	0.206	0.845
BB13	0.052	0.089	0.088	0.169	0.237	0.177	0.885
BB14	0.154	0.174	0.042	0.917	-0.017	0.086	0.121
I11	0.127	0.134	0.067	0.933	-0.029	0.063	0.185
I12	0.09	0.162	0.085	0.929	0.05	0.003	0.17
I13	0.161	0.114	0.922	0.097	-0.007	0.223	0.043
P11	0.149	0.107	0.941	0.047	0.036	0.181	0.1
P12	0.133	0.077	0.926	0.057	0.053	0.215	0.148
P13	0.065	0.108	0.171	0.048	0.033	0.93	0.152
P14	0.046	0.127	0.195	0.063	0.096	0.918	0.143
Q11	0.038	0.116	0.274	0.051	0.092	0.892	0.18
Q12	0.05	0.47	0.236	0.07	-0.15	0.119	0.172
Q13	0.142	0.859	0.088	0.169	0.21	0.151	0.154
A11	0.066	0.869	0.06	0.2	0.203	0.119	0.099
A12	0.122	0.866	0.025	0.14	0.05	0	0.143
A13	0.903	0.207	0.078	-0.04	-0.017	0.017	0.132
RC11	0.926	0.18	0.016	0.03	0.001	-0.034	0.116
RC12	0.879	0.16	0.042	0.063	0.018	-0.081	0.062
RC13	0.73	-0.132	0.256	0.234	0.021	0.219	-0.065
RC14	0.714	-0.16	0.224	0.303	-0.008	0.179	-0.061

Rotation Method: Varimax with Kaiser Normalization.

Extraction Method: Principle component analysis

a. Rotation converged in 6 iterations.

**Component Transformation Matrix**

Component	1	2	3	4	5	6	7
1	0.381	0.399	0.39	0.364	0.282	0.392	0.422
2	0.662	-0.18	0.237	0.145	-0.588	-0.065	-0.319
3	0.307	0.309	-0.558	0.368	0.141	-0.581	0.075
4	0.528	-0.104	0.003	-0.675	0.495	-0.092	-0.043

5	0.097	-0.834	-0.105	0.329	0.204	0.014	0.365
6	-0.183	-0.049	0.679	0.144	0.249	-0.638	-0.113
7	0.007	-0.061	-0.09	0.355	0.455	0.297	-0.753

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	X6, X4, X1, X2, X5 <sup>a</sup>	.	Enter

- a. All requested variables entered.
- b. b. Dependent Variable: y

**Model Summary:**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456 <sup>a</sup>	0.208	0.166	1.207

- a. Predictors: (Constant), X6, X4, X1, X2, X5

**ANNOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	35.993	5	7.199	4.94	.000 <sup>a</sup>
	Residual	136.979	94	1.457		
	Total	172.972	99			

- a. Predictors: (Constant), X6, X4, X1, X2, X5

- b. Dependent Variable: y

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	3.034	0.64		4.74	0

X1	0.504	0.128	0.481	3.933	0
X2	-0.248	0.122	-0.254	-2.025	0.046
X4	0.118	0.168	0.095	0.705	0.483
X5	0.11	0.169	0.09	0.647	0.519
X6	-0.064	0.115	-0.062	-0.557	0.579

a. Dependent Variable: y

## FINDINGS AND CONCLUSION

**FINDINGS:** Following are the Findings of the study:

- It was found by factor and Regression analysis test that there are two factors which significantly influence habitual buying behaviour of consumers for a brand i.e. buying behaviour and information search.
- In the Regression test the coefficient value of Buying behaviour is 0.000 which is less than 0.05; thus the buying behaviour is a major factor which influences habitual buying behaviour of consumers for a brand.
- In the Regression test the coefficient value of Information search is 0.046 which is less than 0.05; thus information search is a major factor which influences habitual buying behaviour of consumers for a brand.

In the Regression test the coefficient value of other factors i.e., price, Quality, availability and retailers choice are not significant.

**Conclusion:** Consumer behaviour research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Habitual buying behavior is a phenomenon when the consumer are low involved in the purchase but sees absence of aware of differences among brands. Consumers tend to make purchasing decisions based on peer recommendations and direct experience, as well as traditional advertising methods. This is why it is necessary to build brand awareness strategies out by instilling trust among consumers. Therefore, from this study it can be concluded that brand is an important factor for habitual buyers. So, brand influence the buying behaviour of habitual consumers as buying behaviour and information search are important parameters.

**Recommendations:** Following are the recommendations for marketers to influence the consumers to stick to their brand under habitual buying behaviour:

**1. Capture Strategy :**

A leading brand should ensure that it develops the market, bills the brand and captures large number of consumers. Monitoring the environment and developing product line as the market evolves is an important strategy. In a way, marketers should ensure that their brand is preferred under habitual buying behaviour.

**2. Preference Strategy :**

(a) Retailers Choice impacts consumer decision making under habitual buying behaviour. Relation and trust helps the consumers to be firm on their decisions.

(b) The preference strategy could be a part of Customer Relationship Program (CRP). This is a very powerful strategy which could be used for customer retention. Preference strategy, if used by marketers can help them to retain the customers.

**3. Brand Equity :**

Maintaining brand equity helps the marketers in a way that their brand is not compared by the consumers while they are under habitual buying behaviour and decision making process.

**4. Disrupt Strategies:**

**a) Promotional strategies**

Marketers should adopt promotional strategies so that there consumers are brand loyal. Free Samples and Coupons should be adopted as a strategy by the marketers.

**b) Brand Propaganda**

Brand Propaganda, Preposition, Popularity should be adopted by the marketers. Using advertisements so that brand is always ‘‘on the top of mind’’ this strategy can be implemented.

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