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A Study of Buying Behaviour about Branded Products Over Price

Dr. Suryakant R. Wakle

Professor, Dept. of Commerce, Maharashtra Mahavidyalaya, Nilanga,
suryakantwakle@gmail.com +91 94214 50286

Introduction :

It is very difficult to understand consumer's behavior which is not constant. It keeps on changing with income, life style, physiology, technology and innovation. Researchers try to point out the behavior of consumers about branded products of FMCG market. In this era of globalization behavior of the consumers is changing day to day. Its prediction and strategy formulation is a challenge for the management of any business organization. Consumers behavior differs based on different factors. The present study tried to focus on behavior of consumers about branded products.

Objectives :

1. To know the consumers behavior about branded products in FMCG in Latur District.
2. To know about preference given before buying the products by consumer to brand over price.

Research Methodology :

Data plays an important role in research. Both primary and secondary data is collected with an object of careful analysis and interpretation.

Primary Data :

A well designed, structured and orderly formed questionnaire has been used to collect responses from the targeted respondents. Feedback is obtained through it by personally visiting the respondents at their workplace. The primary data collection is made by personally visiting the customers in the district. The sample of 50 respondents has been selected for the study.

Secondary Data :

Following are some of the prominent features of secondary data used for this research work.

Referred interviews and articles published in news papers, referred research articles published in various journals and magazines, referred books, referred Ph.D. thesis and internet sites to access latest information related to research topic

Data Analysis and Interpretation:

1. Buying Behavior about Brand of FMGC Products

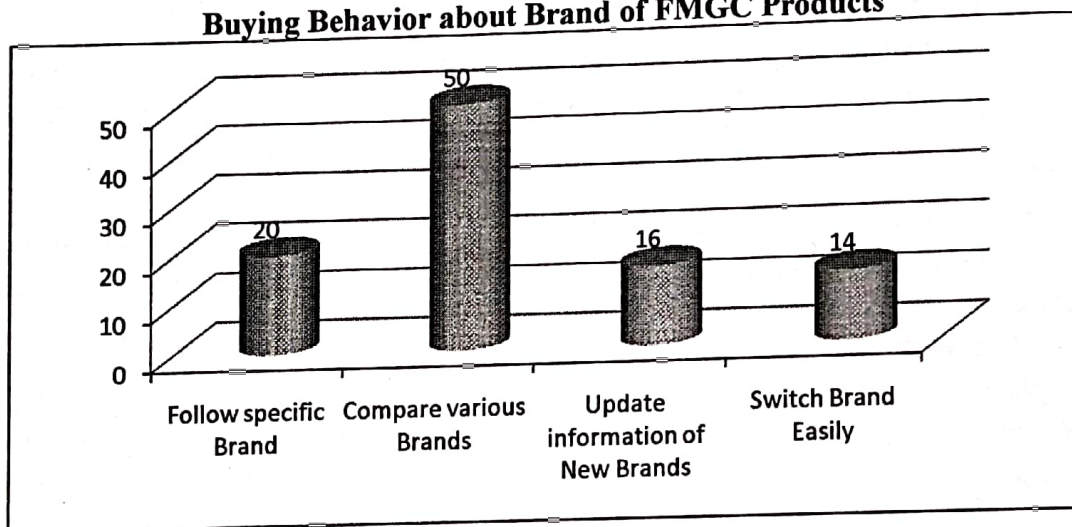
Generally buying behavior of the customers are carefully observed by sellers and other marketers. Market experts design their policies on the buying behavior of customers. Researcher tried to study what customers themselves think about their own behavior and brand consciousness. The importance of brand is generally considered in costlier articles but the same pattern is observed in case of selected FMCG or domestic articles.



Table No. 1.1
Buying Behavior about Brand of FMCG Products

Sr. No.	Opinion About Brand	Respondents	In %
1	Follow specific Brand	10	20%
2	Compare various Brands	25	50%
3	Update information of New Brands	8	16%
4	Switch Brand Easily	7	14%
Total		50	100%

Graph No. 1.1
Buying Behavior about Brand of FMGC Products



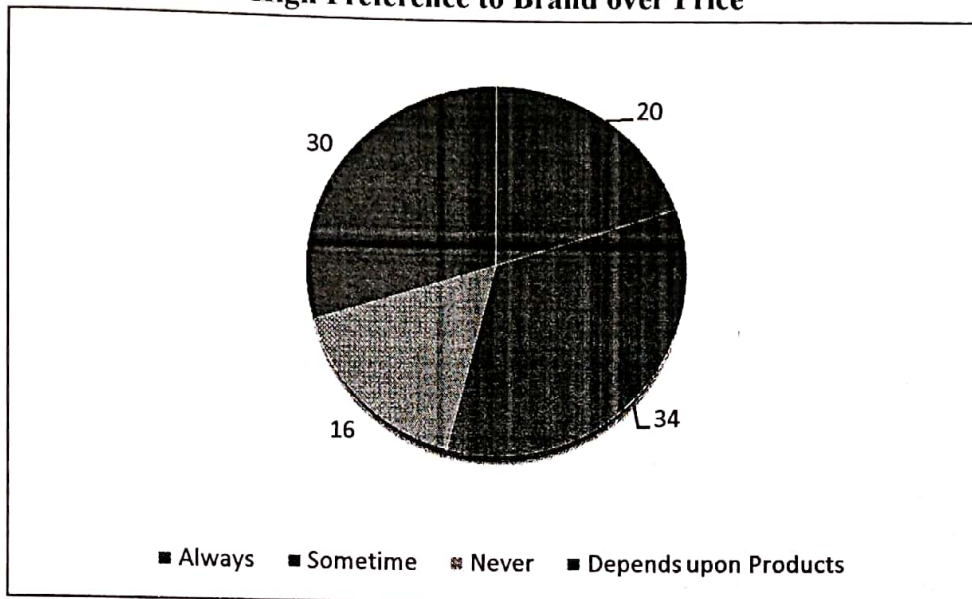
More than half of the respondents' i.e. 50% has clearly stated that they use to compare the various brands available in the markets in order to buy domestic articles too. 20% customers still follow specific brands in case of FMCG articles and never switches its brands. 16% of the respondents have agreed that they keep on updating their information about the current and new brands for domestic articles which further indicates possibility of switching brands. Moreover 14% of the respondents have fairly mentioned that they switch the brand of domestic articles very easily which may be under the influence of attractive advertisements or considerable price gap etc.

2. High Preference to Brand over Price

Usually the relationship of brand loyalty and price level is direct in nature. As the brand of a specific commodity becomes stronger in market its price level also increases. Higher the brand value more will be its price. The trends of customers preference about FMCG articles over its price is can be studied in detailed manner with the help of this question.

Table No. 1.2
High Preference to Brand over Price


Sr. No.	Nature of Preference	Respondents	In %
1	Always	10	20%
2	Sometime	17	34%
3	Never	8	16%
4	Depends upon Products	15	30%
Total		50	100%

Graph No. 1.2**High Preference to Brand over Price**

In case of FMCG articles more importance is always given to price level as compare to its brand. Only 20% of the respondents have suggested that they always give first preference to brand of domestic articles over its price. 34% of the respondents have mentioned that sometimes only the more importance is given to the brand of FMCG articles over their prices which also accounts a major reaction. On the other hand preference between the brand and price is not uniform for all articles as 30% of the respondents have stated that matter of preference to either of these two concepts is purely depends upon nature of that domestic articles. 16% of the respondents have clearly mentioned that they never prefer the brand of domestic articles over its price and give first priority to the price level only.

Findings :

- Brand of the FMCG articles is inevitably attached with them. As current market is providing numerous brands with all price range there is branded domestic articles for every type of income earner.
- Tendency of switching brand of FMCG articles by customers is commonly found as like in any other form of market. The variation in case of FMCG articles might be about its frequency and intensity. 50% of the respondents has clearly mentioned that they switch their brand of domestic articles. At the same time every one out of four customer have accepted that he/she frequently switches the brand of domestic articles.
- The choice between brand and price level of FMCG articles also placed interesting pattern of buying behaviour and react in its own unique style. 20% gave more importance to brand and 15% to price. On the other hand some have stated that brand is very important for some products and rest for others depend up on that domestic articles.

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Conclusion :

Price of the domestic article, family size and the social status are also important in case of these articles. Price of the domestic articles is one of the important factors. But in case of certain FMCG products, its brand plays vary vital role and side-lines all other factors.

Suggestions :

- A wide range of FMCG products with different price should available in the market.
- The seller has to maintain the stock of the branded and unbranded domestic articles in accordance with the buying pattern of consumers.

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