



IJMIRD 2014; 1(3): 160-162  
www.allsubjectjournal.com  
Received: 27-07-2014  
Accepted: 29-08-2014  
e-ISSN: 2349-4182  
p-ISSN: 2349-5979

**Dr. S Gurumoorthy**  
Assistant Professor,  
Department of Business  
Administration, Annamalai  
University, India

## Influence of brand awareness on consumers' purchase decision towards FMCG products in Dharmapuri town

**Dr. S Gurumoorthy**

### Abstract

The article tries to find out the importance of brand awareness in consumers' purchase decision towards FMCG products in Dharmapuri town. One objective of this study is reached through proper methodology. Sample size is 730 in all obtained through quota sampling in Dharmapuri town. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.80 and 0.74. Various statistical tools employed were correlation and regression analyses were for data analysis. The study reveals that there is a relationship between brand awareness and purchase decision as well as brand awareness influences purchase decision. Throughout the research, the finding indicates that the brand awareness influencing consumer's purchase decision. Hence, the scientist all over that so as to make, maintain and expand own whole awareness, firms should perceive the importance of growing and leverage brands' power-assisted and unaided awareness and act consequently. Selling integrated communication should be enforced, with special stress on advertising and client relationship management that play elementary roles during this direction.

**Keywords:** Brand Awareness, Purchase Decision, Correlation, regression, quota sampling technique and FMCG products

### Introduction

The article tries to search out the importance of brand name awareness in consumers' purchase call towards FMCG product in Dharmapuri city. Complete awareness are often represented into complete recognition (consumers' ability to verify previous exposure to the complete once given the complete as cue) and complete recall (consumers' ability to retrieve the complete once given the merchandise class, the requirements consummated by the class, or another cues).

Brand awareness is important in shopping for decision-making because it is vital that buyers recall the complete within the context of a given specific product class, awareness increasing the likelihood that the complete are going to be a member of the thought set. Awareness conjointly affects selections regarding brands within the thought set, even within the absence of any complete associations in consumers' minds. In low involvement call settings, a minimum level of brand name awareness could also be enough for the selection to be final. Awareness also can influence client deciding by moving complete associations that type the complete image (Keller, 1998) [6].

In the 90's the event of FMCG market was V-day yearly. However in 2000 true was reformed within the development of FMCG was unfree up and cut for the four years down. Although the consumer's financial gain exaggerated wide and fast popping out the national economy motor-assisted the consumer's to take a position in new ways of expenses. a good fall in interest levels caused consumer's demand on consumer durables. The enticement of paying in new ways of expenses restricted the shoppers to take a position on FMCG.

### Review of Literature

#### Purchase Decision

Rajeswari *et al.*, (2014) [8] distributed a Study on buying behavior and Factors Influencing the acquisition call of consumer goods in Salem District. Fifty samples were taken from the study. Descriptive statistics was used and therefore the study shows that majority a quarter mile of the respondents were in agreement with the issue of "Price" and "Quality", forty second of the respondents were in agreement with the issue of "Offers/Discounts" and "Brand Image", four-hundredth of the respondents was in agreement with the issue of "Color", "Technical Features"

**Dr. S Gurumoorthy**  
Assistant Professor,  
Department of Business  
Administration, Annamalai  
University, India

and “Model / Design”. Twelve months of the respondents were in agreement with the issue of “Brand Preference” and “Celebrity”. Concessions within the worth, worth reductions, discounts sell, gifts, etc., became common practices. The patrons of durables ought to try and avail these advantages, whenever they were on the market. However, the patrons of such merchandise mustn't be lured mere by consciousness while not considering the standard and performance aspects of those higher price products.

Yuvraj Lahoti (2013) [10] conducted a research on Communication Mix for Buyers Purchase Decision towards Consumer Durables in Rural Areas of Maharashtra State and sample sizes were 137 households. The sample size was calculated exploitation commonplace applied math formula of sample size estimation. The collected ordinal advantageous information was analyzed by exploitation a method multivariate analysis and Kano analysis. The study shows that in rural areas the communication combine ought to be informative in order that product options and usage info are often well accepted by the shoppers and therefore the purchases are often boosted.

Tobias Kowatsch (2013) [9] had analyzed “Mobile Purchase call Support Systems for In-Store searching Environments.” the acquisition decision-making was influenced by product info offered in on-line or in-store searching environments. In on-line searching environments, the employment of call support systems will increase the worth of product info as info becomes adoptive and therefore a lot of relevant to consumers' info wants. The study indicates that perceived info influences product purchases and predicts usage intentions and store preferences of shoppers. They discuss new business models for retail stores within which MP-DSSs satisfy each the knowledge wants of shoppers and therefore the communication wants of shops.

**Brand Awareness**

Farquhar (1989) [5] considers that building a robust complete inside consumers' minds means that making a positive complete analysis, associate accessible complete perspective, and an identical complete image, the accessible complete perspective really relating what the others term as awareness.

Aaker (1991) [1] approaches complete equity as a collection of elementary dimensions sorted into a fancy system comprising mainly: complete awareness, complete perceived quality, complete loyalty and complete associations. He additionally suggests a “brand equity ten” model for assessing complete equity (Aaker, 1996) [2], taking into thought many factors among that complete awareness is key.

The Authors (Laurent, Kapferer and Roussel, 1995) [7] counsel 3 classical measures of name awareness in an exceedingly given product category: spontaneous (unaided) awareness (consumers square measure asked, with none prompting, to call the completes they recognize within the product class – during this case the unaided awareness of a brand is that the share of interviewees indicating they recognize that brand), prime of mind awareness (using an equivalent question, the proportion of interviewees United Nations agency name the complete 1st is considered) and, severally, power-assisted awareness (brand names square measure bestowed to interviewees – during this case the power-assisted awareness of a complete is that the share of interviewees United Nations agency indicate they recognize that brand).

**Research Methodology**

**Research Decision**

To obtain higher answer to the analysis question, a correct

analysis style is to be framed (Cooper & Schindler 2001; Davis & Cosenza 1988) [4]. Supported the framed hypotheses of the analysis each descriptive and inferential statistics were adopted. Beta descriptive and casual styles are few analysis styles. This study is associate beta sort that tries to explore the importance of product awareness in consumers' purchase call towards FMCG product in Dharmapuri city.

**Objective of the study**

1. The main objective of the study is found the importance of brand awareness in consumers' purchase decision towards FMCG products in Dharmapuri town.

**Hypothesis of the study**

1. There is no relationship between brand awareness and purchase decision towards FMCG products.
2. There is no influence of brand awareness on purchase decision towards FMCG products.

**Scope of the Study**

Scope of the study is as follows

1. The study is centered at Dharmapuri town only.
2. Study is related only with FMCG products

**Sampling Frame**

The sample size of the study is 730 in all. The Dharmapuri town FMCG product consumers alone come within the sample frame. The sampling technique used is Quota sampling around Dharmapuri. Questionnaire with 5 point scale is used. The reliability of the tool is 0.80 and 0.74. Correlation and Regression analysis are used for data analysis.

**Period of the study**

The study was carried from the Dharmapuri town between the periods of July 2015 to Dec 2015.

**Analysis and Interpretation**

**Table 1:** Correlation analysis showing relationship between Brand awareness and Purchase Decision

| Variables |                     | Purchase Decision | Brand Awareness |
|-----------|---------------------|-------------------|-----------------|
| Purchase  | Pearson Correlation | 1                 | .421(**)        |
| Decision  | Sig. (2-tailed)     | .                 | .000            |
|           | N                   | 730               | 730             |
| Brand     | Pearson Correlation | .421(**)          | 1               |
| Awareness | Sig. (2-tailed)     | .000              | .               |
|           | N                   | 730               | 730             |

Source: Primary Data

The Pearson correlation test was run on a sample of 730 consumers to know the relationship between Brand awareness and Purchase decision towards FMCG products.

H<sub>0</sub>: There is no relationship between Brand awareness and Purchase decision towards FMCG products.

H<sub>A</sub>: There is no relationship between Brand awareness and Purchase decision towards FMCG products.

Relationship between the variables Brand awareness and Purchase decision towards FMCG products shows r value is 0.421 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 significant relationship between the variables Brand awareness and Purchase decision towards FMCG products.

**Table 2:** Regression analysis showing Influence of Brand Image on Purchase Intention Model Summary

| R    | R Square | Adjusted R Square | F       | p    |
|------|----------|-------------------|---------|------|
| .503 | .253     | .252              | 246.277 | .000 |

Source: Primary Data

### Coefficients

| Variable        | B      | SE   | Beta | t      | p    |
|-----------------|--------|------|------|--------|------|
| (Constant)      | 13.732 | .935 |      | 14.691 | .000 |
| Brand Awareness | .453   | .029 | .503 | 15.693 | .000 |

Dependent Variable: Purchase Decision Source: Primary Data

The regression analysis has been carried a sample of 730 and data considering purchase decision as a dependent variable and independent variable as a brand awareness. The reaction of the consumers and effect of the brand awareness over purchase decision have been studied by the regression analysis.

H<sub>0</sub>: There is no influence of brand awareness on purchase decision towards FMCG products.

H<sub>A</sub>: There is an influence of brand awareness on purchase decision towards FMCG products.

The F value obtained for the analysis is 246.277 which are significant at one percent level. Hence the assumed regression model may be considered as a good fit. The value of R<sup>2</sup> is 0.253 and implies that 25.3% of purchase decision is influenced by the brand awareness.

Considering the significant individual regression coefficients, it is seen that the brand image (Beta – 0.503, t – 15.693, 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 awareness is influenced on purchase decision towards FMCG products in Dharmapuri town.

### Findings of the Study

The correlation analysis has been carried a sample of 730 and data considering brand awareness and purchase decision towards importance of brand awareness in consumers' purchase decision towards FMCG products in Dharmapuri town. It is observed from the r value is 0.421, p value is 0.001. So the null hypothesis is rejected at 1% level of significance. It is establish that there is a positive relationship between brand awareness and purchase decision towards importance of brand awareness in consumers' purchase decision towards FMCG products in Dharmapuri town.

The multiple regression analysis has been carried a sample of 730 and data considering brand awareness and purchase decision towards importance of brand awareness in consumers' purchase decision towards FMCG products in Dharmapuri town. The F value obtained for the analysis is 246.277 which are significant at one percent level. Hence the assumed regression model may be considered as a good fit. The value of R<sup>2</sup> is 0.253 and implies that 25.3% of brand awareness and purchase decision towards importance of brand awareness in consumers' purchase decision towards FMCG products in Dharmapuri town. It is concluded that influence of brand awareness on purchase decision towards FMCG products in Dharmapuri town.

### Conclusion

The article tries to find out the importance of brand awareness in consumers' purchase decision towards FMCG products in Dharmapuri town. One objective of this study is reached through proper methodology. Sample size is 730 in all

obtained through quota sampling in Dharmapuri town. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.80 and 0.74. Various statistical tools employed were correlation and regression analyses were for data analysis. The study reveals that there is a relationship between brand awareness and purchase decision as well as brand awareness influences purchase decision. Throughout the research, the finding indicates that the brand awareness influencing consumer's purchase decision. Hence, the scientist all over that so as to make, maintain and expand own whole awareness, firms should perceive the importance of growing and leverage brands' power-assisted and unaided awareness and act consequently. Selling integrated communication should be enforced, with special stress on advertising and client relationship management that play elementary roles during this direction.

### Reference

1. Aaker DA. *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, The Free Press, New York, 1991.
2. Aaker DA. *Building Strong Brands*, The Free Press, New York, 1996.
3. Cooper DR, Schindler PS. *Business Research Methods*, 7th edn., Irwin/ McGraw-Hill, Singapore, 2001.
4. Davis D, Cosenza RM. *Business Research for Decision Making*, 2nd edn., PWS-Kent, Boston, 1988.
5. Farquhar PH. "Managing Brand Equity", *Journal of Marketing Research*, 1989, 1.
6. Keller KL. *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, Prentice Hall, Upper Saddle River, New Jersey, 1998.
7. Laurent G, Kapferer JN, Roussel F. "The Underlying Structure of Brand Awareness Scores", *Marketing Science*. 1995; 14(3).
8. Rajeswari R, Pirakatheswari P. A Study on Consumer Behaviour and Factors Influencing the Purchase Decision of Durable Goods with Reference to Dharmapuri District. *International Research Journal of Business and Management – IRJBM*, 2014, VII.
9. Tobias Kowatsch. *Mobile Purchase Decision Support Systems for In-Store Shopping Environments*, Copyright 2013, IGI Global, Copying or distributing in print or electronic forms without written permission of IGI Global is prohibit, 2013
10. Yuvraj Lahoti. A Research Paper on Communication Mix for Buyers Purchase Decision towards Consumer Durables in Rural Areas of Maharashtra State. *International journal of innovative research & development*. 2013; 2(5).