



Factors Influencing Youth Customers Buying Behavior of Branded Goods

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Abstract

India is being the highest youth population economy in the world. As we know that Information or a potential customer database is essential to get stay in the market and to develop a competitive edge for the success of any business. This article aims to explore the factors influencing customers buying behaviour of branded goods in Indian market. It is conceptual paper based on secondary data with help of content analysis. The result reflect towards the factors which influences the youth customers buying behaviour in purchase decision making of branded good in India. There are some factors like celebrity endorsement and brand image which influences the Indian youth customer buying behaviour. The key findings of the research may help policy makers and managers in formulating and implementing strategies to encourage purchasing.

Keywords-Customer, Consumer Buying Behaviour, Branded Goods and Youth

Introduction

In today's world, the customer's demand and the power of the retailers are tremendously growing due to the competitive environment and changing business. It is vital to have a sustainable relationship with customers for the survival and success of producers. Customers purchase products based on their preferences needs and buying power. One of the most striking changes that are visible is the entrant of young consumers who have been taking a keen interest in luxury consumption. This segment of the population is termed as Generation behavior, perceptions and attitudes determine their purchase intentions. To evaluate and access a specific product, purchase behavior becomes a key point for consumers. This study attempted to understand the impact of the perception value, social value and marketing mix factors influencing the buying behavior on the development of marketing strategy for luxury fashion products among Indian youth. Under the Perception value factors, Attitude towards branded goods.

Consumer Buying Behavior:

Buying Behaviour can be defined as the process and activities people engage in searching for, selecting, purchasing, using evaluating, and disposing of products and services so as to satisfy their needs and desires. After recognizing a need or a want, consumers begin searching for products or services that fit their



requirements. Marketing plays an important role in this. Marketing & Advertising have a strong positive impact on the buying behavior of consumers, and they directly influence consumer buying a product from a company that she/he is well aware of. In ancient days, consumers were not bothered about the attributes before buying a product. But there comes a tremendous change in the consumer buying behavior of the 21st Century. (Anjana , 2018.) The marketers try to understand the actions of the consumers in the marketplace and the underlying motives for such actions. These motives are the factors that influence consumer behavior. These are:

Psychological Factors: Human psychology plays a crucial role in designing the consumer's preferences and likes or dislikes for a particular product and services. Some of the important psychological factors are: Motivation, Perception, Learning, Attitudes and Beliefs

Social Factors: Human beings live in a complex social environment wherein they are surrounded by several people who have different buying behaviors. Since the man is a social animal who likes to be acceptable by all tries to imitate the behaviors that are socially acceptable. Hence, social factors influence the buying behavior of an individual to a great extent. Some of the social factors are: Family, Reference Groups, Roles and status

Cultural Factors: It is believed that an individual learns the set of values, perceptions, behaviors, and preferences at a very early stage of his childhood from the people especially, the family and the other key institutions which were around during his developmental stage. Thus, the behavioral patterns are developed from the culture where he or she is brought up. Several cultural factors Culture, Subculture and Social Class.

Personal Factors: There are several factors personal to the individuals that influence their buying decisions. Some of them are: Age, Income, Occupation and lifestyle

Economic Factors: The last but not the least is the economic factors which have a significant influence on the buying decision of an individual. These are: Personal Income, Family Income, Income Expectations, Consumer Credit, Liquid Assets of the Consumer and Savings. These are some of the underlying factors that influence the consumer behavior, and the marketer must keep these in mind, so that appropriate strategic marketing decision is made.

Youth: The people age group of 18 to 25 is termed as youth. Youth marketing is a term used in the marketing and advertising industry to describe activities to communicate with these age groups.

Branded Goods: Branded goods are basically an ironic symbol for the consumers for that they are willing to pay higher prices in return of a good name. Purchase intentions may be blocked by the brand loyalty which can be a result of the cause related exertions of marketing.

Literature Review

Analysis of purchasing goods: There are mainly five steps/ stages in consumer decision process (SS Anjana 2018), Brand plays an important role in creating a positive image among customers. Brand name has the ability to create loyal customers as well as to retain market share of the company. Loyal customers always



remain faithful or loyal to a brand, they repurchase it and through word of mouth they recommend it to others. **Eric's (2012)**, and **Debiprasd Mukherjee (2012)**, states that brand loyalty have a connection with the celebrities on the brand. Consumers show high brand loyalty for brands with images of celebrity that they aspire to be like. **Loudon and Della Bitta (1988)**, states that from different resources, customers get a thought or feeling about brand image. Customers prefer familiar brand because of high quality and less purchase risk. **Mrs. HemaPatil and Dr.B.Bakkappa (2012)** says that through quality products global brands fulfill the needs and wants of the customers and that is the reason behind consumers prefers to buy cosmetics of preferential brands.

Quality:

Quality product plays an significant role in assessing purchase intention. Product Quality indicates the extent to which product is carrying out its desired work & this is treated as an important factor which influence the brand choice. (**Khan & Rohi, 2013**) Quality can also be defined as the difference customer observes in actual level of performance in comparison to the perceived level of performance.

Kang (2006),conducted in India indicated that unbranded products vary significantly in their quality dimensions therefore people perceive something as a brand only because of its better quality. **Jalilvand et al. (2011)** found that quality product always has a direct and positive relation with customer buying.

For Packaging ,**Rahimniya et al (1991)**, in his research says product labelling and packaging is a representative of manufacturer and act as the carrier of advertising messages and company **slogan**.

Yang (2004), states that proper packaging create distinctiveness among the companies. **Cahyorini and Rusfian (2011)** states that packaging definitely has strong impact on purchase decision. During the time of unplanned purchases, customers are attracted by the color, labelling and totally the appearance of the product.

Brand:Durrani, Godil., Baig & Sajid, 2015) According to other researchers proposed that brand image is the variable which can enhance the level of performance of business as better brand image always results in positive behavior of customer towards the particular brand. (Malik et al., 2013)

Price: Levy & Weitz (2012), states that loyal customers are ready to buy a product even if it cost high. Company always give more attention and care to loyal customers and take necessary steps to retain them as they bring more profit to the firm. **Wickliffe & Pysarchik (2001)**, states that, product features (brand and price) have an inherent impact on customer behaviour.

Keller (2013), state that before making actual purchase, customers make a comparison and evaluate price with alternative brands because customers have a tremendous belief or faith in the value or benefit they get from their favorite brand.

Advertising, Most critical influencers to this generation are the media. Any method through which information is communicated to buyer in order to create profile of the brand or its values is known as promotion, (McCarthy & Pereaault, 1984). It includes various methods used for promotion like advertisements, sales promotion techniques, word of mouth referrals etc.



This generation is extremely tech savvy, and media consists of wide range of technology such as television, internet, mobile phone and DVD (Angela Hughes, 2008; Sriviroj 2007). Latif (2011) states that, through advertising manufacturers create an emotional link with customers and it will long last in the mind of the consumers. Branding is today an important marketing tool for manufacturers (Motameni and Shahrokhi, 1998). The values of a brand and the perceptions of it control purchasing patterns of products and services (Kotler et al., 2001).

Apparel is especially a way of communicating one's self-image to the surroundings. The apparel industry is one business where branding is a common way for companies to differentiate from competition and gain competitive advantage. According to Baskin, (2003) Goods Among the leading factors brand loyalty is effective for the brand preference of consumers. One of the most widely shared definitions of brand loyalty was that of Jacoby and Kyner, (1973). It was described as the biased behavioural response expressed over time by some decision making unit with respect with one or more alternative brands out of a set of such brands, it has functions such as psychological (decision-making, evaluative) process (Bozzo et al., 2003).

Research Objective:

To explore factors influencing consumer buying behavior Behavior of Branded Goods.

Research Methodology

Research approach is qualitative based on is exploratory research design , tool used for analyzing the data that collected from literature review based on content analysis. The Secondary Data were collected from various available sources through desk research including literature survey and referring e-libraries etc. Proposition is developed based on literature :

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Review of literature and other available information from various published and unpublished reports. Journals, books, newspapers etc (including databases like Ebsco, Pro-quest, Emerald, Google Scholar, which explore different factors of customers that leads to buy a brand.

Proposition 1: New styles of apparel appear on the market influences the Youth Customers Buying Behavior of Branded Goods.

Branding is today an important marketing tool for manufacturers (Motameni and Shahrokhi, 1998). The values of a brand and the perceptions of it control purchasing patterns of products and services (Kotler et al., 2001). Apparel is especially a way of communicating one's self-image to the surroundings. The apparel industry is one business where branding is a common way for companies to differentiate from competition and gain competitive advantage. According to Baskin, (2003),



Proposition2: Renowned Branded clothes to impress people influences the Youth Customers Buying Behavior of Branded Goods

Among the leading factors brand loyalty is effective for the brand preference of consumers. One of the most widely shared definitions of brand loyalty was that of Jacoby and Kyner, (1973). It was described as the biased behavioural response expressed over time by some decision making unit with respect with one or more alternative brands out of a set of such brands, it has functions such as psychological (decision-making, evaluative) process (Bozzo et al., 2003).

Proposition 3: Quality influences the Youth Customers Buying Behavior of Branded Goods.

Quality product plays a significant role in assessing purchase intention. Product Quality indicates the extent to which product is carrying out its desired work & this is treated as an important factor which influence the brand choice. (Khan & Rohi, 2013) Quality can also be defined as the difference customer observes in actual level of performance in comparison to the perceived level of performance

Proposition 4: Advertising influences the Youth Customers Buying Behavior of Branded Goods

Advertising, most critical influencers to this generation are the media. Any method through which information is communicated to buyer in order to create profile of the brand or its values is known as promotion, (McCarthy & Pereault, 1984). It includes various methods used for promotion like advertisements, sales promotion techniques, word of mouth referrals etc.

Discussion and Result

It has been seen that that they usually wear or are neutral regarding the wearing of branded clothes to impress people. People are saying that they usually prefer or are neutral towards the price of branded clothes i, e high price is not an issue for them. Most of the people show their consent that they wear branded clothes to look attractive. It can be revealed that people wear branded clothes to look Branded apparel in place of non-branded apparel regardless of the high prices and advertising influences the Youth Customers Buying Behavior of Branded Goods. Branded apparels only because you want to look more attractive influence the Youth Customers Buying Behavior of Branded Goods. Attractive and to impress people. Price of branded clothes is not a big issue for peoples.

Conclusion:

India is a vast country, with a wide number of heterogeneous populations, spread across the different regions of the country. Each of these regions have their unique characteristics which gets reflected on the individual's consumption behavior, attitudes, beliefs and values, it is almost like catering to different markets within the country. With the luxury market growing at a phenomenal rate, it very essential for international brands and the markets to understand this, and strategies their marketing plan accordingly. Based on the past researches, analysis of the present study and after getting views of the expert luxury marketers, the researcher has made a



the following recommendations that would facilitate the international marketers and brands to customize the marketing pitch for the different segments of the young population of India, and successfully exploit the potential buoyant market.

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