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Analysis of brand stimuli on the spending behaviour among youth of cosmopolitan cities of north India

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Abstract

The purpose of the study was to examine the strength of brand stimuli in the spending behaviour among youth of cosmopolitan cities of North India. To achieve the objective of the study, out of 681 students, 334 students became the subjects from Chandigarh and 347 were from Delhi including males and females. A questionnaire pertaining to brand stimuli was used to collect the data. Perceptual preference about particular brand influencing youth spending behaviour

was evaluated by using descriptive methods of percentage for Chandigarh, Delhi as well as overall. t-test was applied to compare strength of brand stimuli between Chandigarh and Delhi as well as male and female subjects. It was found that the brand stimuli were more dominant in case of Delhi as compared to Chandigarh. It was more dominant in case of males over females.

Keywords: Brand stimuli, Spending Behaviour, Youth, Cosmopolitan Cities, North India

Introduction

Branding has been conceptualized as bundle of tangible and intangible features which increase the attractiveness of product and its functional value (Park and Srinivasan, 1994). Brand is not just a craze but a new buzz word among today's youth. Brand salience is at the peak these days among Indian youth and they insist of buying brands for clothes, footwear, perfumes, eatables, accessories and gadgets, stationary items etc. Brand has become an element of differentiation among them. It boosts their status in the society and they drive value for money by buying brands. Brands have emerged as top priority among the marketers due to its growing realization among the youth. Although a lot of work has already been done on branding yet a number of opportunities still exist.

Mc Neal (1990) ^[6] in his study called, "Children as Customers" had revealed that even if the parents did not approve or show their consent in buying branded items but youth had all preference and insistence towards brands. They had started associated themselves with the brands so closely that they were ready to spend a big chunk of their income, pocket money etc. on satisfying them by buying expensive branded items.

Fernandez (2009) ^[2] conducted a research on college level students (youth) in the age bracket of 18-24 years in Malaysia to understand the impact of branding while selecting clothes for them. The researcher used questionnaire to collect the quantitative data and named his study as, "Impact of Branding on Gen Y's Choice of Clothing". The key findings stated that status, quality and brand image were the prime reasons for their purchase patterns on branded clothing.

Sahay and Sharma (2010) ^[7] observed strong brand associations and a strong influence of friends and family behind their consciousness towards branded products. In their study entitled, "Brand Relationships and Switching Behaviour for Highly Used Products in Young Consumer", they reported youth as an upcoming market. This market had a strong passion and preference for the branded items. They gave consideration to pricing also.

Verma and Tiwari (2010) ^[9] conducted a study on consumers perception about branded clothing store and merchandise in Levi's Stores and Kouton's stores in India. The study was conducted on medium and high potential targeted consumers for international and national brands in India. The research reported a positive correlation between income and brand consciousness. If the consumer had more money in the pocket, they were considered to be more brand conscious.

Gupta et al (2011) ^[4] revealed a strong positive attitude and motivation towards brands and also reported presence of materialistic values among them which really forced them to buy brands which was grossly missing among older consumers. The study was entitled, "Globalization does lead to consumer behaviour".

Amaldas and Chiweshe (2015) conducted a study entitled, "Youth Consumer Behaviour: A Case of Beauty Product Consumption" to observe the influence of brand image and self-image on the consumption patterns of beauty products among

South African Generation Y females. A qualitative research study had been framed to get an insight to understand why the female consumers preferred filling their baskets with specific branded beauty products. A questionnaire was circulated among 200 female respondents between the age group of 18-22. The key findings suggested the influence of post-exposure to marketing communications as an influential factor and also, they founded that these communications were reflection of their desired images.

The study empirically showed Indian consumers predisposition towards foreign brands. Singh (2016) [8] in her study entitled, "A study of buying behaviour of youth towards branded fashion apparels in Mawana city" revealed that branded clothing helped them to look impressive. It provided them value for their money. Fashionable clothing made them feel excited. It also gave them comfort and recognition in the society. The study was conducted on 200 respondents from Mawana City.

Kumar and Soni (2016) [5] highlighted consumerism and higher brand awareness as the influencing factors behind consumer purchase decision at the store outlet for branded apparels. In total, 200 samples were taken for this study from Madhya Pradesh and Indore.

Goswami (2018) in his study naming, "Role of media in developing brand consciousness among youth" revealed that youth was fascinated by brands and looked for various media to gather information. Study was conducted on a sample size of 200 respondents from different streams of disciplines with the help of self-established questionnaire. They were brand loyal and they preferred brands only. The great deal of brand consciousness was found among the youth and celebrities played an important role in this. Media was considered as a contributing factor towards developing strong brand

inclinations among the youth. It was also revealed that the content of the message had also played a pivotal role in influencing youth towards insisting brands,

Objectives of the study

1. Perception of youth for the preference of particular brands
2. Comparative influence of brand stimuli between Chandigarh and Delhi youth on spending behaviour.
3. Comparative influence of brand stimuli between male and female youth on spending behaviour.

Hypothesis

1. Youth would have varied perception for particular brand.
2. There would be a significant difference between Chandigarh and Delhi youth in influence of brand stimuli on spending behaviour.
3. There would be a significant difference between male and female youth in influence of brand stimuli on spending behaviour.

Research Methodology

A survey type study was designed and modified questionnaire by Renu Parashar (2014) containing brand stimuli questions was used on 681 youth including male and female drawn from colleges and universities of Chandigarh and Delhi. These cities are considered as cosmopolitan cities of North India. The questionnaire covered perception of youth about its influence on their spending behaviour. The range of questions were point likert scale. For analysis of data descriptive statistics in terms of perception and t-test was used. The processed data was presented in different tables for interpretation of analysis.

Results and Discussions

Table 1: Perceptual Distribution of respondents affecting their spending behaviour

	Reason for being brand conscious	Male	%	Female	%	Total	%
Chandigarh	Quality	28	15.64%	31	20.00%	59	17.66%
	Status	68	37.99%	49	31.61%	117	35.03%
	Comfort	33	18.44%	10	6.45%	43	12.87%
	Durability	29	16.20%	33	21.29%	62	18.56%
	Lifestyle	21	11.73%	32	20.65%	53	15.87%
	Total	179		155		334	
Delhi	Quality	43	23.76%	45	27.11%	88	25.36%
	Status	30	16.57%	43	25.90%	73	21.04%
	Comfort	36	19.89%	37	22.29%	73	21.04%
	Durability	24	13.26%	16	9.64%	43	12.39%
	Lifestyle	48	26.52%	25	15.06%	73	21.04%
	Total	181		166		347	
Overall	Quality	71	19.72%	76	23.68%	147	21.59%
	Status	98	27.22%	92	28.66%	190	27.90%
	Comfort	69	19.17%	47	14.64%	116	17.03%
	Durability	53	14.72%	49	15.26%	102	14.98%
	Lifestyle	69	19.17%	57	17.76%	126	18.50%
	Total	360		321		681	

The results presented in table revealed that overall subjects were status conscious which attracted them to go for brand irrespective of male and female. 37.99% of males and 31% of female respondents from Chandigarh felt that brand reflected their status followed by its durability and quality. In case of Delhi youth, they preferred branded items because of their better quality. Their next perception was that brand reflected status and lifestyle and about durability, overall, the

maximum subjects expressed that brand provided status followed by quality and lifestyle. The minimum number from Chandigarh i.e., 43 (12.87%) expressed their perception as comfort and minimum number from Delhi 43 (12.39%) expressed their perception in favour of durability of brands. In overall also, minimum number of subjects (14.98%) were concerned about durability of branded items. However, this information do not provide comparative difference between

Chandigarh and Delhi subjects about branding stimuli on their spending behaviour. For this purpose, t test has been applied and the results have been presented in the following table.

Table 2: t-test for the equality of means of scores of impact of branding stimuli on the spending behaviour between Chandigarh and Delhi youth

Variable	State	N	Mean	SD	MD	σ DM	t	P
Branding	Chd	334	3.6241	0.60879				
	Delhi	347	3.4294	0.64475	0.19469	0.04809	4.048	0

The results presented in the table above revealed significant difference between Chandigarh and Delhi Subjects as regards to branding stimuli. The obtained t value (4.048) was much greater than required t value of 2.58. The results indicated that the impact of brand stimuli was significantly more on Chandigarh subjects than their counter Delhi Youth to influence their spending behaviour. An attempt was also made to find out comparative influence of brand stimuli between male and female youth and the results have been given in the following table.

Table 3: t-test for the equality of mean scores of impact of brand stimuli on the spending behaviour between male and female youth

Variable	Sex	N	Mean	SD	MD	σ DM	t	P
Branding	Males	360	3.6633	0.5875				
	Females	321	3.3697	0.64992	0.29359	0.04742	6.192	0

The results presented in the table above reflected significant difference between male and female towards branding stimuli to influence their spending behaviour as the obtained t-value (6.192) was greater than tabulated value of 2.58 required to be significant at 5% level. The results indicate that male youth were more brand conscious than female youth.

Conclusion

The results of the study revealed that youth are more concerned about their status which attracts them towards branded items. Chandigarh male youth was more brand conscious than Delhi youth. Male and female subjects were also compared on brand stimuli and found that male subjects were significantly more brand conscious than female subjects. On the whole, it was noted that youth irrespective of Chandigarh and Delhi, male and female were brand conscious further leading to their spending behaviour.

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