A Study on Perception and Attitude towards Brand Image

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Abstract
The study is mainly concentrated on consumer perception on brand image, how does customer attract towards the brand, impact of brand image on firms profitability and competition with other company brands. The research was conducted with a sample of 100 respondents, based on random sampling, the primary data were collected utilizing a structured questionnaire and using the questionnaire instruments 5 Likert's scale, the data were using various tools like percentage analysis and chi-square technique. The study reveals that the company has to develop the techniques of online branding and online sales and marketing for the more effective brand building and increases sales performance via online selling.
Keywords: Brand Image, Quality, Attraction, Perception and Competition, Percentage and Chi- Square test.

I. Introduction

The Indian luggage and bag manufacturing industry is engaged in the production of luggage bags, school bags, bag packs, duffel bags, laptop bags, other business travelling bags and various travel accessories. The luggage that people carry varies according to needs and choices makes the consumers to demand luggage in various styles and this provides the reason for the luggage products to be so diverse in terms of utility. The luggage and bag manufacturing industry market can be segmented on the basis of organized and unorganized segment where unorganized sector still occupies majority share of the market and also segmentation done on the basis of materials. The luggage industry is dominated by the unorganized sectors as they hold approximately 60-65% there is a growth in the Indian travel and tourism industry as with more people travelling, and they spend on recreational activity like travelling.

This industry is undergoing a lot of innovation and development in the luggage bags and school bags in the context of increasing the status of people. Innovation like water-proof luggage bags and recent development on luggage bag i.e. "the smart luggage" called pluggage. Pluggage provides various facilities like charging of phone, weighing scale and inbuilt speaker. The increase in urban population and increase in per-capita income have led to increase demand for products from the industry. In addition to this, the increasing the number of children's going school, the demand for school bags have also increased and it has resulted in increased production in the luggage bag industry. The luggage industry is directly affected by the travel and tourism industry. The luggage market in India was valued at Rs.8, 495cr in 2019 and it is degrade to Rs. 7,305cr in 2020, due to the impact of the Covid-19 pandemic. This is big hit has blurred the outlook for the luggage companies in 2020. The market is expected to grow annually by 7.45% CAGR 2021-2025.

II. Background of the Study

To study the brand image of the company, factors influencing brand image building, attitude, perception of customers and competition of the company and impact of brand image on firm's profitability, customer attraction towards the brand. The company has to improve marketing and sales performance in the online platform, the online branding enhance the sales. In this study says impact of brand image on firm's profitability is rejected.

III. Review of literature

Rajeev Batra and Pamela Miles Homer(2004)[24]: brand beliefs created and add value to the experience consumption for that product and influence the choice of product brand, through the brand ad-evoked, ad-reinforced, a celebrity endorser's personality attribute. An-Tien Hsieh and Chung-Kai li(2008)[4]: the consumers perception on brand image is unfavourable then companies have to focus on implementing strategies to capture the trust from customers the public relation and customer loyalty effects the companies brand image and also it relates to marketing as well as company performance. Michael. S Pepe, Russell Abratt and Paul Dion(2011)[18]: Retailers use store brands to increase business as well as to win the loyalty of their customers, Managerial studies have researched the impact of private label brands and department product both at profitability and loyalty behaviour. Lin Chien-Hsiong (2011)[15]: the construction of good brand image, customers were likely to increase the satisfaction of the usage and referred to the pleasant attitude when a customer accepting certain deal or service. The customer satisfaction and brand value appeared notably positive relation. Eunjoo Cho(2011)[9]: the new love mark experience depends on consumer based brand equity developing the brand image scale through the past experiences useful to identify of brand image and predicting the brand loyalty and brand equity, brand image directly influence perceived value satisfaction and willingness to pay a high premium price. Satendra Thakur and Dr. A P Singh (2012)[28]: Brand image supports for create a effective marketing strategy, customer satisfaction and loyalty intention is fully supported. The brand loyalty and customer satisfaction, if they perceived high social, functional and appearance enhances the benefits. Bambang Sukma Wijaya (2013)[6]: the brand reputation is developed from the five dimensions of brand image i.e. brand identity, brand personality, brand association, brand behaviour and attitude. Brand competence and benefits are the powerful and positive dimensions in the minds of the consumer audience.

Syed Hassan , Bilal H Hurrah and Amit lanja(2014)[30]: the Indian economy becoming more diversified to western country technology, ideas and lifestyles are moving quickly for this the consumer perception of youths attracting to the branded products as the fashion and lifestyles change in India. Rajeev Kumar Panda and Siddharth misra(2014)[25]: The durable products that the consumers are familiar with countries with good image and perceived makers of quality brands., the consumers study the origin-of-country an ideal country image will make favourable brand image and ultimately brand distinctiveness. Navita Mahajan(2014)[22]: Redesign of logo to achieve iconic status or to clarify a noisy logo, a simple logo design sends many messages to customers and logo design makes it easy to reproduce and makes appealing to customers. Mr. Pankaj Gupta, Ms. Ruchita Patti and Ms. Shaveta Marwah (2014)[20]: the employer branding has been a very popular concept in the human resource professional in attracting of right talent for the business success. Fahim Shaker and Reaz Hafiz(2014)[10]: the concept of personal branding is going to be viral through how people construct their identities in online and offline environment, the online environment platforms offers a wide range of social relationships and social-networking sites. Aniket Sengupta(2014)[3]: the east Indians have less knowledge about the global brands, the west and south India has showed more acceptance of global brands than the local brands. Ramesh Neupane(2015)[26]: It enhances the strengths of brand image to maintain higher level of customer satisfaction and loyalty, these instruments can be applied by the retailers themselves to understand the perception of their customers. Mohammed Allaham(2015)[19]: Promotion on brand image effects the products in increasing sales and helping brands to maintain their competitive position, through monetary and non- monetary promotion, different sales promotion has a different brand image. onigbinde isaac oladepa and odunlami samuel abimbola(2015)[23]: brand image perception can lead to positive results in terms of turnover. Customer retention has improved as a result of increased market share. Imran Khan and Zillar Rahmani(2015)[13]: focusing on building a brand strategies around brand experience will helps marketers for effective marketing strategies to enhance brand experience and in return build strong brand.

Dr. K.Venkatalakshmi(2015)[8]: The visual elements such as name, logo, color and slogan all together considered important in consumers perception. The change in brand reflects the consumers attitude towards the brand and there is a direct positive relationship between brand and loyalty, this mostly depends on their experiences. Asaad Ali Karam and Serdar Saydam (2015)[5]: revealed the study of traditional media and new media (social media) positively influence the brand awareness. The social media can be a very important channel of a brand, feedback on a company's products is easily accessed. Abdullah Awad Alhaddad(2015)[1]: . Using the social media network to creates brand equity and explore its challenges to draw the attention towards the company, the social media networks increases the brand awareness and brand equity. Methaq Ahmed Sallam(2016)[17]: The corporate branding on brand equity reflects the strong relationship between reputation and social responsibilities. The researcher recommended that the process of building positive consumers choice by using corporate branding and brand image is considered difficult in the beginning. Margarita Isoraite (2016)[16]: The communicating customers through internet, social media tools using facebook, twitter, linkdln to reach the innovative ways to increase the brand image and brand awareness. Bina Nazir, Muhammad Ali and Mehwish Jamil(2016)[7]: The analysis variable customer retention on brand experience and brand loyalty is highly significant; it shows the positive relation towards the brand. Shamim Akhtar, Zhao xicang and Shuja iqbal(2017)[29]: Positive brand image attracts the customers and build association which ultimately cultivate better profits, a strong brand name contributes a lot towards reputation and as well as income of the firm. Jibu P Joseph(2017)[14]: Customer prefer products with high quality and reasonable price range over and above product design and product range as the reasons for the brand preference of the consumers. Hendra Pratama and Budi Suprapto(2017)[11]: company must pay attention to brand image, brand awareness, satisfaction and trust positively affect brand loyalty, while the price doesn't significantly affect the brand loyalty.

M S Iskandar and K Y Sholihat(2018)[21]: The most significant aspect of web design or a website is that it creates the characteristics of a firm or a person; it improves the professionalized worth of goods and services, communicates with customers, and affects mutual return on investment. Renee B. Kim and Yan Choa(2019)[27]: it is important to recognize the earning of consumers trust by building a good brand image and quality of a product, providing proper brand experience and evoke positive feelings for both high and low involvement products, marketers have to apply marketing strategy that focuses to brand experience to enhance image , trust and attachment via experimental marketing strategies for high and low involvement products. Andini Anindya Prameswari and Gayes Mahestu (2019)[2]: the relationship between brand image and customer satisfaction produced is very strong and shows that there is high influence between the brand image and customer satisfaction. Ilham El Fawwaz, Dra, Indrawati(2020)[12]: A marketing strategy which id force to grow and sustain competition, using brand ambassador promoting tool is one effective marketing technique for delivering deals and drawing a lot of attention, where in brand ambassador use of celebrities that attract the public's attention.

IV. Statement of the problem:

The research problem selected for this project is to know the online brand image building of Mysore tarpaulins, the online branding and online marketing of the firm is poor, lack of experience in dealing with online platform. The current customers prefer most online purchasing and study the product brand through the internet. Another thing is that the customers prefer global brands than the local brands, however the company is providing high quality material bags, and there is an issue of current generation students prefer lightweight and thin material, on this the company is focusing There are many firms misleading the brand name and misguiding the customers of the company.

V. Objectives of the study:

- To determine the customer perception and attitude towards the brand image of the company.
- To analyse the impact of brand image on firms profitability.

VI. Research Methodology:

a) Type of Research

Descriptive research: It was defining current position of a spectacle and sometimes appeal valid conclusions based on the truths find out throughout study. It focuses more on 'what' also it deals with the present and manipulation of the variables is not possible. In a current situation what exist with respect to variables of a condition. Compare between the present situation and what we want to be and develop strategy to achieve goal. Research, the research design was used as a tool.

b) Sampling Method:
Simple random sampling and convenient sampling will be used this study. Simple random defines as randomly selected sample from large population.

c) Sampling techniques:
Probability sampling and non-probability sampling is used a selection of few criteria and chooses peoples of a randomly and selection based on non-random criteria and not every people have a chance of being included.

d) Sampling Unit:
Employees and customer of Mysore tarpaulins.

e) Sample Size:
100 respondents.

f) Source of Data:
Primary data: primary data has been gathered by researchers, meeting the respondents personally that too with the help of the questionnaire.

Secondary data: secondary information is those which has been amassed by using a person and right here secondary facts are accumulated from the business enterprise internet site, journals, and books.

g) Statistical tools of analysis:
Percentage analysis (%): Percentage analysis was used to analysis was used to analyse the demographic and other data information's and later those information's are represented by pie/ graph charts.

$$\text{Percentage analysis [\%]} = \frac{Number\ of\ Respondents}{Total\ Respondents} x100$$

Chi-Square Test (X^2): Chi- square is a non- parametric test and was used when the sample size is more than 50 and is represented by X^2.

$$\text{Chi-Square Test } (X^2) = \frac{(Oi-Ei)^2}{Ei}$$

h) Hypothesis of the study:
H_0 = There is no significant impact of brand image on firms profitability.

VII. Data Analysis and Interpretation

The Study tries to prove the objectives by considering the percentage analysis and chi-square test to accepted or rejected the hypothesis.
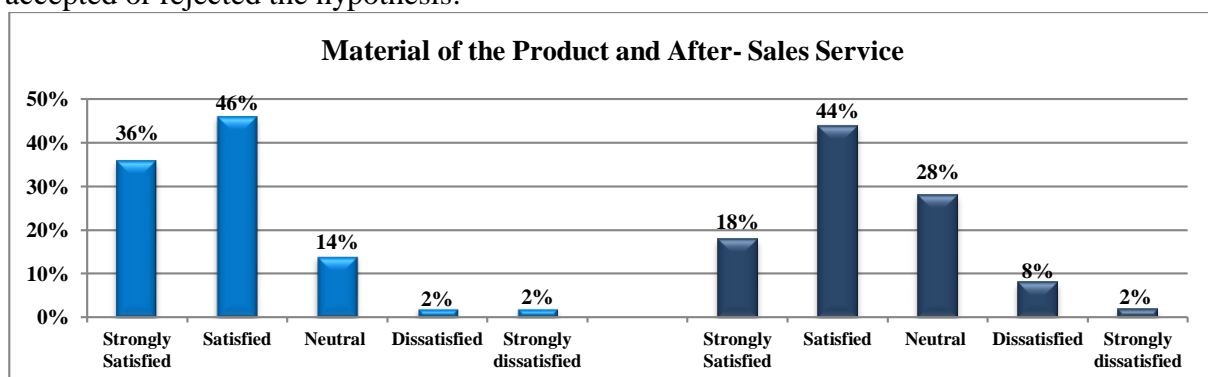

Material of the Product and After- Sales Service

Chart 1.1: Material of the product and after sales services

According to the following graph, respondents' perceptions of product material and firm after-sales service. Out of 100 percent of respondents, strongly satisfied respondents make up 36%, satisfied

respondents make up 46%, neutral respondents make up 14%, unhappy respondents make up 2%, and strongly dissatisfied respondents make up 2%. And when it comes to after-sales support, 18 percent of respondents are extremely satisfied, 44 percent are satisfied, 28 percent are neutral, 8% are dissatisfied, and 2% are extremely disappointed.
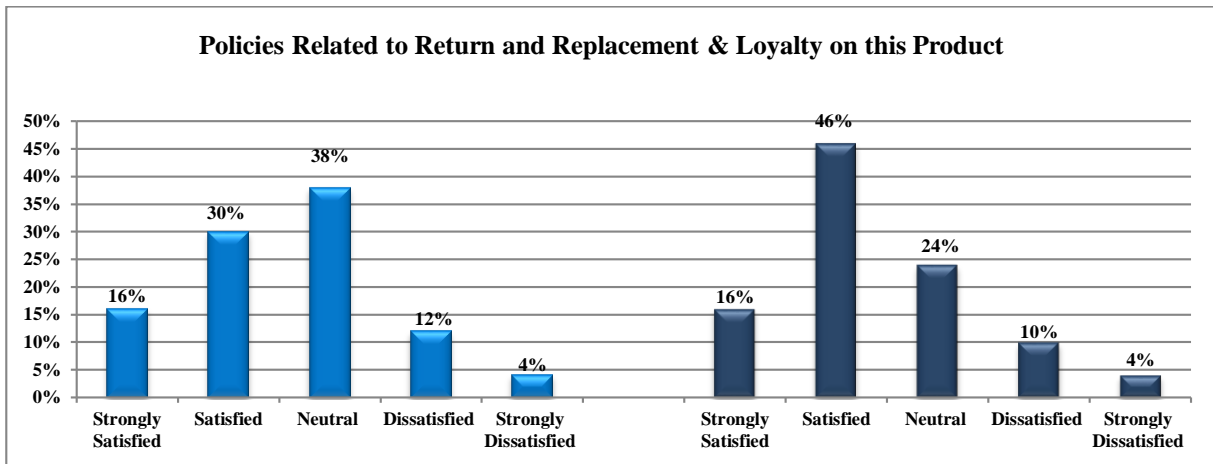

Chart 1.2: Policies related to return and replacement and loyalty on this brand

The graph depicts the respondents' perceptions and attitudes toward the company's brand image. Out of 100 respondents, 16 percent are extremely satisfied, 30 percent are satisfied, 38 percent are neutral, 12 percent are dissatisfied, and 4 percent are extremely dissatisfied with policies. In terms of loyalty, 16 percent of respondents are extremely satisfied, 46 percent are content, 24 percent are neutral, ten percent are dissatisfied, and four percent are extremely dissatisfied
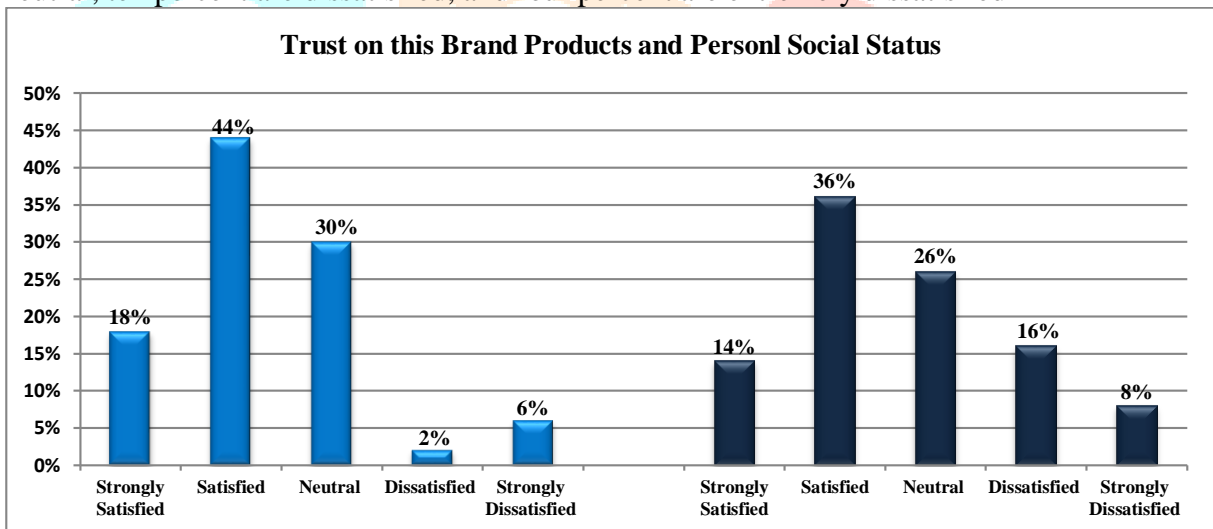

Chart 1.3: Trust on these brand product and personal social status

The above line bar chart reflects that, the respondent's opinion and attitude toward these brand products in terms of trust and personal standing Out of 100 respondents, 18% are very satisfied, 44% are satisfied, 30% are neutral, 2% are dissatisfied, and 6% are very dissatisfied.. In terms of personal social status, 14 percent of respondents are extremely satisfied, 36 percent are content, 26 percent are neutral, 16 percent are dissatisfied, and eight percent are extremely dissatisfied. We deduced from this data that trust and social status are met.
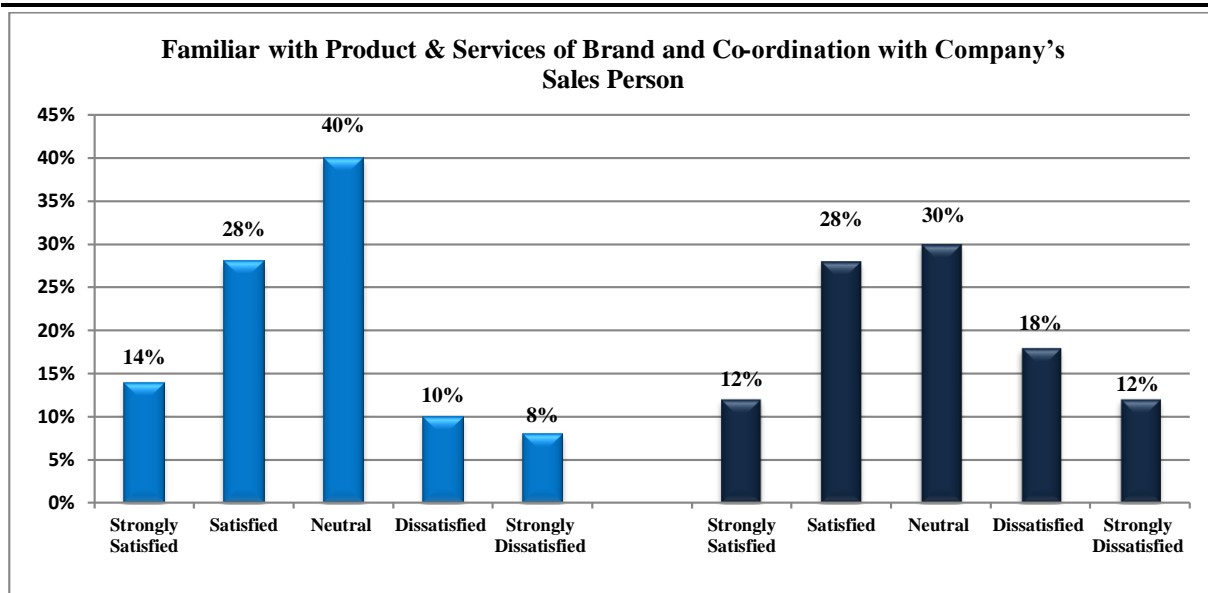
Chart 1.4: Familiar with product & services of brand and co- ordination with company sales person.

The first figure shows that 14 percent of respondents are extremely satisfied, 28 percent are satisfied, 40 percent are neutral, ten percent are dissatisfied, and eight percent are extremely dissatisfied out of a total of 100 respondents. And according to chart co-ordination with company sales person, 12 percent of respondents are extremely satisfied, 28 percent are satisfied, 30 percent are neutral, 18 percent are dissatisfied, and 12 percent are extremely dissatisfied. The majority of respondents had a neutral opinion of familiarity with the product and services, as well as coordination with the company's salesperson.

Table1.1: Calculation of chi-square test of impact of brand image on firm's profitability.

Observed value (O)	Expected value (E)	O – E	$(O – E)^2$	$\dfrac{(O – E)^2}{E}$
122	153.78	-31.78	1010.00	6.56
300	308.89	-8.89	79.03	0.25
224	209.78	14.22	202.21	0.96
84	71.11	12.89	166.15	2.33
70	56.44	13.56	183.87	3.25
224	192.22	31.78	1010.00	5.25
395	386.11	8.89	79.03	0.20
248	262.22	-14.22	202.21	0.77
76	88.89	-12.89	166.15	1.86
57	70.55	-13.55	183.60	2.60
Total				**24.03**

Degree of freedom: (R-1)*(C-1)
(5-1)*(2-1)
(4)*(1)
4

The table1.1 calculated chi-square value X^2 at 4 degree of freedom at 0.05% is 9.48. Since calculated value is 24.03 is much greater than table value 9.488. Therefore H_0 is rejected.

VIII. Results of discussions:

- The 46% of the respondents are satisfied with the material of the brand and 44% of respondents were satisfied with after sales services.
- The perceptions of respondents 38% were agreed with policies related to return and replacement and 46% of participants have a loyalty on this brand.
- 44% respondents were satisfied with the trust on brand and 36% of respondents were thinking that the social status is satisfied.
- More than 60% of respondents are familiar with product and services of the company and 30% respondent's co-ordination with sales person is neutrally satisfied.
- Hypothesis of the study is calculated by using chi-square test, the result says that H_0 is rejected.

IX. Conclusion:

The study is focused on brand image of Mysore tarpaulins, the customer perception on brand, how customer attraction on brand, brand awareness of the company and impact of brand image on firm's profitability and competition level among the other companies brand.

The overall of the study the sample size was 100 and data were collected based on random sampling method, the data was analysed using primary and secondary data and as well as structured questionnaire. The study found that, majority of customer attracted towards the company brand by the quality, price and material of the company. There is a positive perception of customer and each customer's have different attitude. The loyalty on brand, product and services, after sales services are satisfied by the customer. The negative response is that the company is not available in online platform in selling of products; the company should work on online sales. There is a huge competition in the market and in online platform currently the entering into online early makes easy to compete the market. As comparing to competitive brands the Mysore tarpaulins is lovable product to local regions comparing to other brands. The company has certified with best quality manufacturer in 2020.

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