

A STUDY ON BRAND SWITCHING OF CONSUMER PRODUCTS WITH SPECIAL REFERENCE TO PATANJALI PRODUCTS IN ERNAKULUM DISTRICT

** Dr.Gimson.D.Parambil, Associate Professor, St.Xavier's College Vaikom.

Introduction

Consumer satisfaction is the major objective of marketing. But in market different customers have different needs and it is difficult to satisfy the needs of all the customers by treating them in the same manner. Buyers in the market have different in their taste, preferences, purchasing power, income, sex, geographical location etc. In order to satisfy the needs of the customers should be aware about the behavior and requirements of the consumers.

Business always starts and closes with customers and hence the customers must be treated as the King of the market. All the business enhancement, profit, status, image etc. of the organization depends on customers. Hence it is important for all the organizations to meet all the customers' expectations and identify that they are satisfied customers. The consumer behavior is a dynamic aspect which undergoes frequent changes. The feelings, thoughts, perception and actions of the consumers changes regularly. The consumers decide what, when, how and from whom to purchase the goods and services. Understanding consumer behavior is essential to the establishment of the marketing mix and the development of marketing strategies. To manage customers, organizations should follow some sort of approaches like segmentation or division of customers into groups because each customer has to be considered valuable and profitable.

The brand is the identity proof of a manufacture or a service provider that enable consumers to recognize his product in the market. Brands have social and emotional value for the users. Brands have the ability to add or subtract the perceived value of a product, consumers expect to pay lower price for unbranded products or for those with low branded products and because of this attraction they are willing to pay a premium for their favorites or socially valued brands. A good brand normally assures quality and promotes repeat purchases.

Statement of the Problem

Generally consumer product introduces some innovations in the form of price, service quality and advertisement service quality, price of product and other marketing strategies to promote their brand among customers so that they become familiar with the brand. Customers only prefer good quality products no matter how less they are exposed to any such brands. So in this study, an attempt is made to

find out the brand switching of consumer products with special reference to Patanjali products in Ernakulum District.

This research is focused on the factors which directly affect the consumer in brand switching to Patanjali products. This study provides the information about customers that why consumer switches to Patanjali due to price, features and brand image of different brands. So the present study is on “Brand Switching of Consumer Products with Special Reference to Patanjali Products in Ernakulum District”.

Significance of the Study

The importance of this study is to determine the most important factor which cause brand switching. This research involves a critical analysis of brand switching because consumers have a general belief that synthetic products are harmful to health as well as create pollution. So their interest is changed to natural products. So the present study “Brand Switching of Consumer Products with Special Reference to Patanjali products”.

Objectives of the Study

1. To study the awareness level of consumers regarding Patanjali products.
2. To study the satisfaction level of Patanjali consumers.
3. To study the factors influencing the purchase of Patanjali product.

Hypothesis

H₀: There is no relationship between the awareness level and the brand switching.

Scope of the Study:

At present there is a high passion for natural products. Through this research paper, companies would be analyzing the current needs of the customers especially in Ernakulum district. This research also helps the companies to become up-to-date with the market trends which lead to the customer satisfaction and maximize the company's revenue.

Significance of the Study

India is the third most brand conscious country in the world. The fast developing nature of our economy and the rapid opening up of the Indian market resulted in the transformation of our local market into a global village where the products from each and every corner of the world become available to Indians. Globalisation leads to opening up of the Indian market to multinational companies. They entered into the Indian market with wide spread advertisement campaigns and tries to establishes themselves by recognizing their unique identity i.e. branding. Domestic companies also follow the same strategy. Thus, the importance of the branding increases day by day.

Methodology

Data Source

This study is based on primary data collection using a questionnaire. The sample size was consisted of 100 respondents of Ernakulum district. These responses were collected from teachers, students, and local people of Ernakulum district. The research design is both descriptive and analytical in nature. Both the primary data and secondary data were used in the study.

Primary data was collected from of 100 respondents from Ernakulum district. Secondary data: Secondary data are collected through marketing journals, magazines, books and reports as well as internet sources.

Tools Used for Analysis

The data collected was analyses with the help of software called statistical package for social science (SPSS). For the analysis of the data, various statistical tools are used. For its presentation, tables, multiple diagrams have been used. The tools used for this study are percentage analysis, likert's scaling and correlation.

Limitations of the Study

1. Sample size may adversely affect the findings.
2. The information provided by the respondents may not be consistent.
3. Findings of the research may also affected by the limitation of the area.

Literature Review:

Tajzadeh Namin A. A. ; Rahmani Vahid ; Tajzadeh Namin Aidin (2012) analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables “brand attitude”, “corporate attitude”, and “product (cell phone) choice”.

Serkan Aydin, Gökhan Özer, Ömer Arasil, (2005) had focused on to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of “switching cost” on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust.

Oyeniya, Omotayo Joseph - Abiodun, Abolaji Joachim (2010) emphasis on customer loyalty and customer switching cost. Switching cost is one of the most important factor influenced consumer behavior. The present research discussed switching cost and its relationships with customer retention, loyalty and satisfaction in the Nigerian telecommunication market. The study finds that customer satisfaction positively affects customer retention and that switching cost affects significantly the level of customer retention.

Nasr Azad ; Ozhan Karimi ; Maryam Safaei (2012) had presented an empirical study to investigate the effects of different marketing efforts on brand equity in mobile industry. The results show that there is a positive and meaningful relationship between marketing mix efforts and brand equity. In other words, more advertisements could help better market exposure, which means customers will have more awareness on market characteristics. Among all mixed efforts, guarantee influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of brand equity, product exclusiveness plays an important role. In other words, people are interested in having exclusive product, which is different from others.

Nasr Azad ; Maryam Safaei (2012). In this paper, researchers have present an empirical study to determine important factors influencing customers' purchasing intend for cellular phones in capital city of Iran, Tehran. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word of mouth advertisement and brand name and between brand name image and brand name.

Mehran Rezvani; Seyed Hamid Khodadad Hoseini; Mohammad Mehdi Samadzadeh (2012) investigates the impact of Word of Mouth (WOM) on Consumer Based Brand Equity (CBBE) creation. WOM characteristics such as, volume, valence, and source quality are studied to find how intensely they each affect brand awareness, perceived quality, and brand association. The results suggested that volume and valence, two elements of WOM, affect CBBE and no significant relationship between source type and brand equity was seen.

Sany Sanuri Mohd. Mokhtar; Ahmed Audu Maiyaki ; Norzaini bt Mohd Noor (2011) studies the relationship between service quality and customer satisfaction on customer loyalty with regards to mobile phone usage among the postgraduate students of a university in Northern Malaysia. The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia.

Shakir Hafeez ; SAF Hasnu (2010) states that Customer satisfaction is a crucial element for the success of all businesses. One of the biggest challenges for a market is how to satisfy and retain the customers. This study is based on Mobilinks prepaid customers. The findings suggest that overall customer satisfaction and customer loyalty is comparatively low among the customers of Mobilink.

Arvind Sahay and Nivedita Sharma (2010) focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships.

Luca Petruzzellis (2010), referred and concluded that technology nowadays is overcome by customer preferences and needs. In particular, the role of the brand is to be analyzed with respect to its influence in shifting customer preferences from the technical performances to the emotional/symbolic ones. The researchers had provided an analysis of the brand attitude and perception tested and viewed through user eyes.

Hans Kasper, Josée Bloemer, Paul H. Driessen, (2010), has thrown light on how consumers cope with confusion caused by overload in information. The researchers found that consumers of mobile phones can be characterized by combinations of decision-making styles and find three clusters based on decision-making styles: “price conscious and cautious” consumers, “brand-loyal and quality-driven” consumers, and “functionalist” consumers.

Pratompong Srinuan, Mohammad Tsani Annafari, Erik Bohlin, (2011), states that subscriber characteristics, including age, government officer, self-employed, internet use, central region, and southern region, are significant in explaining the switching behavior of

Ajax Persaud, Irfan Azhar, (2012) concludes that consumers' shopping style, brand trust, and value are key motivations for engaging in mobile marketing through their smart phones. Further research should focus on specific tactics marketers use to engage customers beyond marketing messages, that is, how they engage customers in dialogue to build relationships, encourage purchases and build loyalty.

Ahmed Alamro, Jennifer Rowley, (2011) revealed the fact that there are eleven antecedents of brand preference; these can be theoretically clustered into three groups: awareness antecedents, image antecedents and, customer attribute antecedents

Lynda Andrews, Judy **Drennan, Rebekah Russell-Bennett, (2012)** examine the nature of consumers' perceptions of the value they derive from the everyday experiential consumption of mobile phones and how mobile marketing can potentially enhance these value perceptions.

Data Analysis

Table 1

Particulars	Variables	Frequency	Percentage
Gender	Male	100	50
	Female	50	50
Marital Status	Married	60	60
	Unmarried	40	40
Age	Less than 25 years	20	20
	25-35 years	26	26
	35-45 years	18	18
	45-55 years	20	20
	More than 55 years	16	16
Educational Qualification	Below SSLC	12	12
	Plus 2	26	26
	Graduate	20	20
	PG	36	36
	Professionals	6	6
Occupation	Self Employed	14	14
	Private Employee	22	22
	Government Job	16	16
	Farmer	20	20
	Private Employee	4	4
	Student	24	24
Monthly Salary	Less than 20000	48	48
	20000-40000	26	26
	40000-60000	16	16
	60000-80000	10	10
Source of Purchase	Patanajli stores	46	46
	Online purchase	24	24
	Other departmental stores	30	30
Satisfaction Level	Highly dissatisfied	24	24
	Satisfied	38	38
	Neurtal	24	24
	Dissatisfied	12	12
	Highly dissatisfied	2	2
Recommendation	Yes	68	68
	No	32	32
Expectation of Consumers	Clothes	34	34
	Cooking oil	12	12
	Rice	14	14
	Dry fruits	16	16
	Perfumes	24	24

Table. 2

Analysis of Awareness Level of Patanjali Products

Sl.No	Measures	Item Acronym	Mean	Mode	Std. Deviation
1	Price	AW1	2.14	2	0.969
2	Quality	AW2	2.7	2	1.182
3	Brand Image	AW3	3	3	1.125
4	Ingredients	AW4	3.72	5	1.179
5	Specifications	AW5	2.88	4	1.365
6	Online Channels	AW6	3.5	5	1.418
7	Chikatsalayas	AW7	3.86	5	1.471
8	Arogya Kendra	AW8	4.40	5	1.195
9	Departmental Stores	AW9	3.32	5	1.584

Among the various factors which determine the awareness level of the respondents Arogyakendra has the highest mean i.e.4.40, which discloses the fact that it is the major factor which provides information about Patanjali products. The second important factor is Chikatslayas with mean of 3.80 and the least factor is price of the products with mean of

2.14. Generally consumers are more enthusiastic with respect to price of new products but in this case my respondents are least aware about the price of Patanjali products. It points out the fact that now days consumers are least bothered about the price rather than service providers. This fact is substantiated by the highest mean of various facility centres like online channels, Chikatslayas, Arogyakendra, etc.

Mode is highest for statements 4, 6, 7, 8, and 9. Mode of 5 shows that the respondents are more familiar with these factors. Besides this help the purchase decision of the respondents. Mode is lowest for statement 1 and 2.. A mode of 2 shows that the respondents awareness about the price and quality of Patanjali products are comparatively very poor

The Standard Deviation for all statement reveals more or less same value except the first item i.e. price. Lowest standard deviation shows that respondent's awareness level with respect to price the Patanjali products is very poor.

Table. 3
Analysis of Factors Influencing Brand Switching

Sl.No	Variables	Item Acronym	Mean	Mode	Std. Deviation
1	Price	BS1	2.8	1	1.414
2	Availability	BS2	2.66	2	1.255
3	Quality	BS3	2.5	1	1.282
4	Brand Image	BS4	2.36	1	1.382
5	Sales Promotion	BS5	3.1	2	1.46
6	Natural	BS6	2.5	1	1.568
7	Style & Appearance	BS7	3.68	5	1.463
8	Attractive Package	BS8	3.32	5	1.449
9	Dissatisfaction With the Previous Brand	BS9	2.8	1	1.539
10	Good Word of Mouth Publicity	BS10	2.66	1	1.451
11	Swadeshi	BS11	1.84	1	1.283
12	Trust	BS12	2.66	1	1.586

TESTING OF HYPOTHESES

Ho: There is no relationship between awareness and brand switching.

Correlation Analysis

A correlation analysis is done to test the hypothesis fixed at the outset that there is no significant relation between awareness and brand switching. Correlation analysis is done to measure the relationship between two independent variables. In this study the independent variable where Awareness (AW) and Brand Switching (BS). The Table shows the result of correlation.

Table. 4

Correlation between AW and BS

Variables	Correlation Coefficient	P Value	N
AW and BS	0.42	.005**	50

Based on the above table, since P Value is less than 0.01, the null hypothesis is rejected at 1% significant level, which means that that there is significant relation between Awareness level and Brand Switching. Based on correlation coefficient identified, that there exists a strong positive correlation of 42% Awareness Level and Brand Switching. It can be inferred that when awareness level increases, it positively affect brand switching behaviour of consumers.

Findings

The important findings of the study are as follows:

Among the various factors which determine the awareness level of the respondents Arogyakendra is the major factor which provides information about Patanjali products. The second important factor which determines the awareness level of the respondents is Chikatslayas. But respondents are least aware about the price of Patanjali products. Consumer's prefer to purchase directly from Patanjali stores and ready to recommend it to others. The study reveals that majority of the respondents are of the opinion that the reason for brand switching is price, quality, brand image, natural, Swadeshi, trust and style appearance etc. It can be inferred from the study that when awareness level positively affect brand switching behaviour of consumers.

Suggestions

The following suggestions are made on the basis of findings of the study: Company should take necessary steps to create awareness about the product among the public. Besides, attention on promotional activities to manage competition and improve the consumer loyalty. Take necessary steps to open company outlets for the distribution of products.

Conclusion

The study titled "A Study on Brand Switching of Consumer Products with special reference to Patanjali Products in Ernakulum District" reveals that the majority of the respondents have moderate level of awareness about Patanjali products. The major factors influencing the demand for Patanjali products are found to be its ayurvedic nature, style, appearance and attractive package. More than half of the respondents prefer direct purchase from Patanjali stores to ensure credibility and trust. These products have a better mouth publicity in the market. The study points out the fact that consumers are very much found of natural products than synthetic products. Besides, the side effects of synthetic products are also alarming. There is drastic change in the consumer product market in the coming days i.e from synthetic product to natural products.

References

1. Aaker, D. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York, NY: The Free Press.
2. Aaker, D. A. (1990). Brand extensions: the good, the bad, and the ugly. *Sloan Management Review*, Summer, 47-56.
3. Aaker, D. A., & Jacobson, R. (2001). The value relevance of brand attitude in high-technology markets. *Journal of Marketing Research*, 38(4), 485-494.
4. Aaker, J. L. (1999). The malleable self: the role of self expression in persuasion. *Journal of Marketing Research*, 36, 45-59.
5. Agraval, R.C (1994). *Principles of Marketing & Marketing Management*. Lakshmi Narain Agarwal.
6. Arvind, S. and Nivedita, S. (2010), "Brand Relationships and Switching Behaviour for Highly Used Product in Young Consumers, *VIKALPA*, Vol. 35(1).
7. Azar, A., & Momeni, M. (1379). *Statistics and Its Application in Management*. Tehran: SAMT Press, (In Persian).
8. Bahmanziari, T., Pearson, J. M., & Crosby, L. (2003). Is trust important in technology adoption? A policy capturing approach. *The Journal of Computer Information Systems*, 43(4), 46.
9. Barnes, S. J., & Scornavacca, E. (2004). Mobile marketing: the role of permission and acceptance. *International Journal of Mobile Communication*, 2(2), 128-139.
10. Biodun, T.A. (2002), "A Survey of Product Attributes on Brand Switching". *Ilorin Journal of Arts and Social Sciences*", Vol. 3(1) pp 138-147.
11. Chaarlas, I.J and Rajkumar, R. (2012), "Brand Switching – A conceptual Analysis", *THAVANIJRM*, Vol.1(2) pp 1-5.
12. De Vries, I. (2005). Mobile Telephone: Realizing the Dream of Ideal Communication? In L. Hamill and A. Lasen (Eds.), *Mobile World: Past, Present and Future* (pp. 42-62). London, UK: Springer.
13. Delavar, A. (1380). *Principles of Theoretical and Practical Research in Human and Social Science* (In Persian). Tehran: Roshd Press.
14. Dilip, R., Rupam, T. and Anupawa, T. (2009), "The Learning Effects of Brands, *Journal of Management Research*, Vol.1(2) pp 1-13.
15. Ebrahimi, A. H., Venous, D., & Rousta, A. (1385). *Marketing Research: An Applicable Approach* (In Persian). Tehran: SAMT Press.
16. Glasscock, N. F., & Wogalter, M. S. (2006). Evaluating preferences for mobile phone features. *Proceedings of the Human Factors and Ergonomics Society, 50th Annual Meeting*.
17. Glennon, Dennis and Peter, N. (2005), "Measuring the Default Risk of Small Business Loans: Survival Approach, *Journal of Money, Credit and Banking*, 37: 109 - 125
18. Gruber, H., & Verboven, F. (2001). The evolution of markets under entry and standards regulation - the case of global mobile telecommunications. *International Journal of Industrial Organization*, 19(7), 189-213.
19. Guedon, Y. (2003), "Estimating Hidden Semi-Markov Chains from Discrete Sequences, *Journal of*

Computational and Graphical Statistics, Sept., 03.

20. Hande, K., Aslihan, N., & Suphan, N. (2010). Discovering behavioral segments in the mobile phone market. *Journal of Consumer Marketing*, 27(5), 401-413.
21. Hauser, J. R., & Wernerfelt, B. (1990). An evaluation cost model of consideration sets. *Journal of Consumer Research*, 16, 393-340. James, D. (2004). Guilty through association: brand association transfer to brand alliance. *Journal of Consumer marketing*, 22(1), 14-24.
22. Jarrow, R. David, L. and Stuart, T. (1997), "A Markov Model for the Term Structure of Credit Risk Spreads", the *Review of Financial Studies*, 10:231-239.
23. Jiang, P. (2004). The role of brand name in customization decisions: a search vs experience perspective. *Journal of Product & Brand Management*, 13(2), 73-83.
24. Kettler, K.J (1993), "Conceptualizing, Measuring and Managing Customer Based Brand Equity", *Journal of Marketing*, 57(1) 11-22.
25. Nair, P. D. (2015). *Marketing Management*. Prakash Publications.
26. OMICS Journal. A study on marketing strategies of Patanjali Ayurveda. (n.d.).
27. Park, C.W, Jun, S.Y and Shocker, A.D. (1996), "Composite Branding Alliances: An investigation Extension and Feedback Effect", *Journal of Marketing Research*, 33(4), 453- 467.
28. Patanjali Products. (n.d.). *The free press journal*.
29. Pillai.R.S.N . (2010). *Marketing Management*. S.Chand & Company LTD.
30. Sandman, W. (2005), "On Optimal Importance Sampling for Discrete-Time Markov Chains, Quantitative Evaluation of System, Vol. 19, issue 22.
31. Umeshanand, G. (2008), "Study on Brand Switching in Consumer Products", MBA Thesis, Department of Management and Technology Chhattisgarh Vivekananda Technical University India.
32. White, J. (1993), "A Survey of Applications of Markov Decision Process, *Journal of the Operational Research Society*, 44:11-20.

Websites

1. https://en.m.wikipedia.org/wiki/patanjali_ayured
2. www.impact.com/patanjali_products
3. [http://dx.doi.org/10.1016/S0167-7187\(01\)00069-8](http://dx.doi.org/10.1016/S0167-7187(01)00069-8)