# Consumers Brand Knowledge On Purchase Of Electronic Products In Chittoor District, Andhra Pradesh

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| ARTICLE INFO | ABSTRACT |
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| | Brand awareness is considered as one of the most important factor affecting the consumer purchasing preferences has been investigated by both academics and practitioners in the field of marketing in recent years. The current study investigated consumers in brand knowledge regarding electronic products, such as television, tablet computers, and cell phones. To determine brand knowledge, data were obtained by using suitable market analysis methods, and then analyzed by using the Spearman correlation and the chi-square test for independence. Based on the study results, it was observed that the level brand knowledge was high electronic products. |
| | **Keyword:** Brand Knowledge, Consumer Purchase, Electronic Products. |

## INTRODUCTION

People live in a rapidly changing world. In the past, adapting to change was sufficient in and of itself for businesses to ensure their survival and their continued existence. The absence of such a tradition had significant negative effect on socio-economic structure of these countries. . Nowadays, selecting the correct approach for adapting to change is equally as important as the willingness and decision to adapt. Many businesses in our day consider their environment as an uncontrollable factor, and attempt to adapt by displaying a passive approach. However, numerous studies have demonstrated that business capable of creating brand awareness and corporate identity are more likely to be successful.

The ability of business to produce higher quality goods and services, to develop their competitive reflexes, and to continue their existence in the business world depends heavily on ensuring that their brand is perceived differently from other brands and is thus preferred over them. The brand is vital importance for businesses, and it is a significant factor that affects the purchasing choices of consumers. As such, it is often stated that businesses produce products, while consumers purchase brands.

Electronic products have piqued the interest of the world's population. Individuals' reliance on technological products has grown to the point that they can't imagine taking another step forward in their development without them. The degree of dependence is contributing to tech-device addiction.

## Review of Literature

Amin Asadollahi and K.H. Hanzaee (2020) develop a comprehensive model that combines brand knowledge and brand relationship perspectives on brands and demonstrate how knowledge and relationships affect current and future purchases. Findings indicate that current purchases are affected by directly by brand awareness and indirectly by brand image. In contrast, future purchases are not affected by either dimension of brand knowledge directly; rather, brand knowledge affects future purchases via a brand relationship. Brand knowledge alone is not sufficient for building strong brands in the long term; brand relationship factors must be considered as well. Brand managers spend considerable resources on measuring brand awareness and brand image. Practitioners also use brand relationship measures and develop strategic and tactical initiatives that ensure consumers are satisfied with brand trust and feel attached to a brand.

Bhatti, et. al., (2017) explore the relationship between social media brand communication and brand knowledge by considering brand image and brand awareness as mediators. It is found that there is a positive and significant relationship between social media brand communication and brand knowledge. Moreover,

brand image and brand awareness extensively mediate the relationship between social media brand communication and brand knowledge.

Moradi, et. al., (2020) investigated the effect of brand communication on customer equity in online stores. In this research, the role of brand knowledge and word-of-mouth advertising has been evaluated as two intermediary variables. Brand communication has a direct impact on word-of-mouth advertising, and brand knowledge and word-of-mouth advertising also affect customer equity. In addition, it was not confirmed the indirect impact of brand communication on customer equity by the role of mediator brand knowledge and word-of-mouth advertising, and the direct impact of brand communication on brand knowledge.

Nguyen, et. al., (2019) found that influence of brand leadership and internal branding on employee brand citizenship behaviour through brand knowledge of service employees. These findings contribute to our understanding of the relationship-mediated theory of internal marketing, and further explain the role of leaders as knowledge facilitators when building a brand ethos among employees. Further, the service tenure of the employees was found to moderate the relationships between the antecedents and brand knowledge, demonstrating that the impact of these internal brand building activities dissipates over time; highlighting the challenge organizations face in sustaining brand citizenship behaviour among employees.

Alimen and Cerit (2010) demonstrate that consumption of a brand increases both brand awareness and brand image. Future studies could analyse brands by grouping them in accordance with their target segments and product types in order to compare them more strictly. It is also purposeful to compare the brand knowledge of the same brands in different samples and different countries. Since brand associations are used in positioning, the results of the open-ended questions advise firms operating marketing activities whether to strengthen or to alter these associations. The study could be beneficial for academicians and business practitioners, since it reveals the effects of gender, field of education, and usage on brand knowledge.

## Objective of the Study

- The study aims to analyse the consumer brand knowledge on purchase of electronic products in Chittoor District, Andhra Pradesh.

### Hypothesis of the Study

It is hypothesised that customer brand knowledge has been significantly varied based on age, gender, qualification, area and occupation.

### Research Methodology Adopted

Descriptive type research has been applied in this research. It presents the fact and provide solution to the problem. This type of research allows the researcher to describe the sample respondents opinion for the research objectives.

### Research Tool

Questionnaire has been considered as the research tool to collect the primary data from the sample respondents. Questionnaire has been constructed by the researcher based on previous literature got in this area. Brand knowledge have been measured with 7 dimensions namely brand awareness, brand image, brand recall, brand recognition, brand association, cognitive brand association and emotional brand association. All the statements have been measured with five point likerts scale from strongly agree to strongly disagree.

### Sampling Procedure

The consumers buying electronic products in Chittoor District, Andhra Pradesh have been considered as sample element. Using convenience sampling method, 120 customers have been approached to participated in the survey. Questionnaire has been distributed to the 120 sample respondents. 120 sample respondents responses got fit for further analysis. It shows that the response rate is found to be high.

**Table – 1. Distribution of Customers based on age**

| Age | No. of Respondents | Percent |
|---|---|---|
| Less than 20 years | 16 | 15.0 |
| 20-30 | 30 | 25.0 |
| 30-40 | 48 | 40.0 |
| 40-50 | 18 | 15.0 |
| More than 50 years | 8 | 5.0 |
| Total | 120 | 100.0 |

Table – 1 displays the distribution of consumers based on their age. Here age factor is classified into 5 categories less than 20 years of age, 20 to 30 years, 30 to 40 years, 40 to 50 years and more than 50 years of age group. Further frequency analysis has been carried out. The result shows that 15.0% of the consumers belong to less than 20 years of age, 25.0% of the consumers belong to 20 to 30 years, 40.0% years of the consumers of age group 30 to 40 years, 15.0% of the consumers belong to 40 and 50 years, 5.0% of the consumers belong to more than 50 years of age group.

### Table – 2. Distribution of the consumers based on their Gender

| Gender | No. of Respondents | Percent |
|---|---|---|
| Male | 84 | 70.0 |
| Female | 36 | 30.0 |
| Total | 120 | 100.0 |

Table – 2 portrays the distribution of consumers based on gender. Here gender is categorized into two types male and female. Frequency analysis has been applied. From the result it is inferred that 70.0% of the consumers are male and 30.0% of the consumers are female. Here it is noted that majority of the consumers brand knowledge on electronic products are male.

### Table – 3. Distribution of consumers based on Educational Qualification

| Qualification | No. of Respondents | Percent |
|---|---|---|
| Upto 12th | 18 | 15.0 |
| Graduate | 42 | 35.0 |
| PG | 24 | 20.0 |
| Others | 36 | 30.0 |
| Total | 120 | 100.0 |

Table –3 portrays the distribution of consumers based on their qualification. Here qualification has been categorized into four groups as up to 12th, graduate, above PG and others. Further frequency analysis has been applied. From the result it is found that 15.0% of the consumers are up to 12th, 35.0% of the consumers have graduate degree, 20.0% of the consumers are PG and 30.0% of the consumers belong to others.

### Table – 4. Distribution of consumers based on their area

| Area | No. of Respondents | Percent |
|---|---|---|
| Rural | 24 | 20.0 |
| Semi-Urban | 60 | 50.0 |
| Urban | 36 | 30.0 |
| Total | 120 | 100.0 |

Table – 4 displays the distribution of consumers based on their area. Here area has been categorized into 3 groups such as rural area, semi urban area and urban area. Further, frequency analysis has been carried out. From the result it is found that 20.0% of the consumers are residing in rural area, 50.0% of the consumers belong to semi-urban area and 30.0% of the consumers are residing in urban area.

### Table – 5. Distribution of consumers based on Occupation

| Occupation | No. of Respondents | Percent |
|---|---|---|
| Govt. Job | 6 | 5.0 |
| Private Job | 54 | 45.0 |
| Business | 60 | 50.0 |
| Total | 120 | 100.0 |

Table – 5 displays the distribution of consumers based on their occupation. Here occupation has been categorized into 3 groups such as government job, private job and business. Further, frequency analysis has been carried out. From the result it is found that 5.0% of the respondents are having government job, 45.0% of the respondents belong to private job and 50.0% of the respondents are doing business.

### Table – 6: Customers opinion towards the brand knowledge

| Statements | Mean | Std. Deviation |
|---|---|---|
| Brand awareness | 3.0000 | 0.6924 |
| Brand Image | 3.2214 | 0.9313 |
| Brand Recall | 3.0800 | 0.7335 |
| Brand Recognition | 2.9000 | 0.8137 |
| Brand Association | 3.0167 | 0.6734 |
| Cognitive Brand Association | 3.1312 | 0.7072 |
| Emotional Brand Association | 2.9800 | 0.7723 |

Table – 6 shows the customers opinion towards their brand knowledge which induces purchase of electronic products. Further mean and standard deviation values are calculated for each factor. The mean value ranges from 3.2214 to 2.9000. The standard deviation value lies between 0.6734 and 0.9313. From the values it is found that most of the customers have highly rated the brand image (3.2214) followed by cognitive brand association (3.1312), brand recall (3.0800), brand association (3.0167), brand awareness (3.0000), emotional brand association (2.9800) and brand recognition (2.9000).

**Table – 7: Customers opinion towards brand knowledge on age**

| Statements | Age | | | | | | | | | | F-value | P-value |
| | Less than 20 years | | 20-30 | | 30-40 | | 40-50 | | More than 50 | | | |
| | Mean | SD | Mean | SD | Mean | SD | Mean | SD | Mean | SD | | |
| Brand awareness | 3.785 | 0.522 | 3.057 | 0.666 | 2.910 | 0.673 | 2.666 | 0.385 | 2.928 | 0.820 | 6.072 | 0.001 |
| Brand Image | 4.000 | 0.149 | 3.200 | 1.054 | 3.107 | 0.799 | 3.142 | 1.046 | 3.071 | 1.119 | 2.513 | 0.045 |
| Brand Recall | 3.700 | 0.104 | 3.080 | 0.933 | 3.075 | 0.699 | 2.733 | 0.513 | 3.000 | 0.626 | 3.446 | 0.011 |
| Brand Recognition | 3.500 | 0.174 | 3.133 | 1.063 | 2.750 | 0.820 | 2.777 | 0.323 | 2.500 | 0.522 | 3.811 | 0.006 |
| Brand Association | 3.666 | 0.348 | 3.066 | 0.868 | 3.083 | 0.577 | 2.777 | 0.323 | 2.333 | 0.348 | 8.211 | 0.001 |
| Cognitive Brand Association | 4.250 | 0.000 | 3.250 | 0.823 | 2.900 | 0.776 | 2.708 | 0.218 | 2.437 | 0.587 | 20.054 | 0.001 |
| Emotional Brand Association | 3.800 | 0.000 | 3.000 | 1.004 | 3.109 | 0.478 | 2.866 | 0.256 | 2.600 | 0.417 | 4.908 | 0.001 |

$H_1$ :      The customers opinion about the brand knowledge has been varied based on their age.
Table – 7 shows the mean and standard deviations for brand knowledge with respect to age of the customers. In order to check the existence of significant difference among less than 20 years, 20-30 years, 30-40 years, 40-50 years and more than 50 years customers towards brand knowledge, ANOVA test was performed and the results show significant outcomes for the brand knowledge of brand awareness, brand image, brand recall, brand recognition, brand association, cognitive brand association and emotional brand association. It is inferred that customer opinion differs significantly with respect to their age towards brand knowledge.
From the mean values, it is inferred that consumers less than 20 years of age and 20-30 years of age have perceived high about of cognitive brand association, 30-40 years of age holders have perceived high about the emotional brand association and 40-50 years of age and more than 50 years of age holders have perceived high about brand image

**Table – 8: Customers opinion towards brand knowledge based on Gender**

| Brand Knowledge | Gender | | | | t-value | P-value |
| | Male | | Female | | | |
| | Mean | SD | Mean | SD | | |
| Brand awareness | 3.173 | 0.702 | 2.595 | 0.468 | 20.442 | 0.001 |
| Brand Image | 3.408 | 0.924 | 2.785 | 0.801 | 12.328 | 0.001 |
| Brand Recall | 3.228 | 0.752 | 2.733 | 0.557 | 12.607 | 0.001 |
| Brand Recognition | 3.119 | 0.836 | 2.388 | 0.454 | 24.253 | 0.000 |
| Brand Association | 3.047 | 0.726 | 2.944 | 0.531 | 0.589 | 0.444 |
| Cognitive Brand Association | 3.348 | 0.703 | 2.625 | 0.387 | 33.559 | 0.001 |
| Emotional Brand Association | 3.214 | 0.739 | 2.433 | 0.541 | 32.605 | 0.001 |

$H_1$ : The customers opinion about the brand knowledge has been varied based on their gender.
Table - 8 shows the mean and standard deviations for brand knowledge with respect to gender of the customers. In order to check the existence of significant difference among male and female customers towards brand knowledge, ANOVA test was performed and the results show significant outcomes for the brand knowledge of brand awareness, brand image, brand recall, brand recognition, brand association, cognitive brand association and emotional brand association. It is inferred that customer opinion differs significantly with respect to their gender towards brand knowledge.
From the mean values, it is inferred that the male customers have perceived high towards brand image and female customers have perceived high brand association. It is inferred that the male customers opined low about brand association and female customers having low level of brand recognition.

**Table – 9 : Customers opinion towards brand knowledge based on Qualification**

| Brand Knowledge | Qualification | | | | | | | | F-value | P-value |
|---|---|---|---|---|---|---|---|---|---|---|
| | Upto 12th | | Graduate | | Above PG | | Others | | | |
| | Mean | SD | Mean | SD | Mean | SD | Mean | SD | | |
| Brand awareness | 2.761 | 0.485 | 3.102 | 0.842 | 3.285 | 0.515 | 2.809 | 0.612 | 3.489 | 0.018 |
| Brand Image | 3.285 | 0.952 | 3.326 | 0.880 | 3.250 | 0.840 | 3.047 | 1.043 | .626 | 0.599 |
| Brand Recall | 3.200 | 0.605 | 3.000 | 0.865 | 3.300 | 0.848 | 2.966 | 0.488 | 1.345 | 0.263 |
| Brand Recognition | 2.666 | 0.740 | 3.000 | 0.954 | 3.250 | 0.880 | 2.666 | 0.478 | 3.360 | 0.021 |
| Brand Association | 2.777 | 0.582 | 3.285 | 0.660 | 3.250 | 0.653 | 2.666 | 0.552 | 8.563 | 0.001 |
| Cognitive Brand Association | 2.875 | 1.034 | 3.142 | 0.775 | 3.437 | 0.654 | 3.041 | 0.298 | 2.583 | 0.057 |
| Emotional Brand Association | 2.866 | 0.699 | 2.600 | 1.009 | 3.350 | 0.392 | 3.233 | 0.395 | 7.780 | 0.001 |

$H_1$ : The customers opinion about the brand knowledge has been varied based on their qualification.

Table - 9 shows the mean and standard deviations for brand knowledge with respect to qualification of the customers. In order to check the existence of significant difference among upto 12th, graduate, above PG and others customers towards brand knowledge, ANOVA test was performed and the results show significant outcomes for the brand knowledge is brand awareness, brand image, brand recall, brand recognition, brand association, cognitive brand association and emotional brand association. It is inferred that customer opinion differs significantly with respect to their qualification towards brand knowledge.

From the mean values, it is inferred that the opinion of upto 12th customers have perceived high social value, graduate customers have perceived high functional value, PG customers have perceived high social value and others customers have perceived high content quality. It is inferred that the customers having upto 12th have perceived low content quality, graduate customers have perceived low level of social value, PG customers are having low level of emotional value and others qualification customers have opined at low level towards technology quality and utility.

**Table – 10 : Customers opinion towards brand knowledge based on Area**

| Brand Knowledge | Area | | | | | | F-value | P-value |
|---|---|---|---|---|---|---|---|---|
| | Rural | | Semi-Urban | | Urban | | | |
| | Mean | SD | Mean | SD | Mean | SD | | |
| Brand awareness | 3.392 | 0.801 | 2.814 | 0.644 | 3.047 | 0.583 | 6.689 | 0.002 |
| Brand Image | 3.357 | 0.841 | 3.142 | 1.010 | 3.261 | 0.858 | 0.498 | 0.609 |
| Brand Recall | 3.250 | 0.547 | 2.920 | 0.898 | 3.233 | 0.428 | 2.952 | 0.056 |
| Brand Recognition | 3.166 | 0.851 | 2.866 | 0.891 | 2.777 | 0.606 | 1.768 | 0.175 |
| Brand Association | 3.083 | 0.812 | 3.200 | 0.605 | 2.666 | 0.552 | 8.058 | 0.001 |
| Cognitive Brand Association | 3.093 | 0.863 | 3.300 | 0.809 | 3.041 | 0.298 | 0.602 | 0.549 |
| Emotional Brand Association | 2.650 | 0.769 | 2.920 | 0.889 | 3.300 | 0.346 | 5.912 | 0.004 |

$H_1$ : The customers opinion about the brand knowledge has been varied based on their area.

Table - 10 shows the mean and standard deviations for brand knowledge with respect to area of the customers. In order to check the existence of significant difference among rural, semi-urban and urban area customers towards brand knowledge, ANOVA test was performed and the results show significant outcomes for the brand knowledge is brand awareness, brand image, brand recall, brand recognition, brand association, cognitive brand association and emotional brand association. It is inferred that customer opinion differs significantly with respect to their area towards brand knowledge.

From the mean values, it is inferred that the rural area customers have perceived high brand awareness, semi urban area customers have perceived high cognitive brand association and urban area customers have perceived high emotional brand association. It is inferred that the customers living in rural area have low level

of brand association, semi-urban area customers having low level of brand awareness and urban area customers opined brand association at low level..

**Table – 11 : Customers opinion towards brand knowledge based on Occupation**

| Brand Knowledge | Occupation | | | | | | F-value | P-value |
|---|---|---|---|---|---|---|---|---|
| | Govt. Job | | Private Job | | Business | | | |
| | Mean | SD | Mean | SD | Mean | SD | | |
| Brand awareness | 3.000 | 0.842 | 3.254 | 0.658 | 2.771 | 0.682 | 7.675 | 0.001 |
| Brand Image | 4.000 | 0.880 | 3.381 | 1.008 | 3.000 | 0.837 | 4.884 | 0.009 |
| Brand Recall | 2.600 | 0.865 | 3.288 | 0.872 | 2.940 | 0.563 | 4.863 | 0.009 |
| Brand Recognition | 3.000 | 0.954 | 3.370 | 0.800 | 2.466 | 0.605 | 24.521 | 0.001 |
| Brand Association | 2.333 | 0.660 | 3.111 | 0.726 | 3.000 | 0.619 | 3.810 | 0.025 |
| Cognitive Brand Association | 3.000 | 0.775 | 3.055 | 0.683 | 3.212 | 0.758 | 0.806 | 0.449 |
| Emotional Brand Association | 3.200 | 0.826 | 2.911 | 0.888 | 3.020 | 0.695 | 0.534 | 0.587 |

$H_1$ : The customers opinion about the brand knowledge has been varied based on their occupation.

Table - 11 shows the mean and standard deviations for brand knowledge with respect to occupation of the customers. In order to check the existence of significant difference among government job, private job and business man customers towards user generated content, ANOVA test was performed and the results show significant outcomes for the brand knowledge is brand awareness, brand image, brand recall, brand recognition, brand association, cognitive brand association and emotional brand association. It is inferred that customer opinion differs significantly with respect to their occupation towards brand knowledge.

From the mean values, it is inferred that the government job and private job customers have perceived high brand image and business customers have perceived high amount of cognitive brand association. It is inferred that the customers having government job have low level of brand association, private job customers are having low level of emotional brand association and business man customers are having low level of brand recognition.

## Findings and Recommendations

❖ It is found that majority of the consumers are of age 30-40 years.
❖ It is interpreted that majority of the consumers are graduate degree holders.
❖ It is interpreted that majority of the consumers are purchase behavior of semi-urban area.
❖ It is interpreted that majority of the consumers have been running business.
❖ It is interpreted that according to most of the customers brand image is at high level on purchase of electronic products. But brand recognition of brand knowledge on purchase of electronic products has been rated low among the customers. So brand recognition can be improved by providing ongoing value to the consumers and giving tips regularly through e-mail and stay touch with the customers.
❖ It is inferred that the customers having less than 20 years and 30-40 have low brand recognition, 20-30 years have low emotional brand association, 40-50 years customers having low level of brand awareness and more than 50 years customers having low level of brand association. Brand awareness can be increased by keeping name in front of markets without making the people forget about the brand and its value.
❖ It is inferred that the male customers have perceived high towards brand image and female customers have perceived high brand association. It is inferred that the male customers opined low about brand association and female customers having low level of brand recognition. A blog post can be kept that informs, entertains and educates about branded products through which we can get quality information about products.
❖ It is inferred that the customers being educated up to 12th have perceived low content quality, graduate customers have perceived low level of social value, PG customers are having low level of emotional value and others qualification customers have opined at low level towards technology quality and utility. Modern technology can help marketing to interest with people and address the customers' needs more efficiently.
❖ It is inferred that the rural area customers have perceived high brand awareness, semi urban area customers have perceived high cognitive brand association and urban area customers have perceived high emotional brand association. It is inferred that the customers living in rural area have low level of brand association, semi-urban area customers having low level of brand awareness and urban area customers opined brand association at low level. Brand association can be improved by creativity making memorable and having a crisis management plan.

❖ It is inferred that the government job and private job customers have perceived high brand image and business customers have perceived high amount of cognitive brand association. It is inferred that the customers having government job have low level of brand association, private job customers are having low level of emotional brand association and business man customers are having low level of brand recognition. Consumers act on emotion and those emotions are driven largely by brand association by reviewing all customers touch points.

## Conclusion

The study aimed to analyse the consumer brand knowledge on purchase of electronic products in Chittoor District, Andhra Pradesh. Brand knowledge factors such as brand awareness, brand image, brand recall, brand recognition, brand association, cognitive brand association and emotional brand association have been taken as independent variables. Purchase intention is taken as dependent variable. From the result, it is noted that consumers have more knowledge about electronic products when their making purchase decision. The result also found that consumers brand knowledge have influenced purchase of electronic products among the consumers in Chittoor District, Andhra Pradesh. Thus, it is concluded that the manufacturing and marketer of electronic products have spend more on creating brand knowledge to the customers. It will help the firm to have competitive position in the market.

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