RESEARCH ARTICLE

Influence of consumer brand attitude on purchase intention -In case of selected branded atta products

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Abstract

Consumer behaviour change every day and evolve from time to time based on various factors, but the one thing that would always stay constant is their mentality on value consciousness, people always tend to gain more value for the spending money. Value consciousness means the value a customer gains for the amount of money he pays. People are starting to become more and more value conscious, as businesses are getting really competitive and the customers use the bet out of it. Purchase intention had showed remarkable work in contributing to the theory of buyer behaviour. However, the impact brand attitude on purchase intention in marketing has not yet been well explored especially in a developing economy. The fact that there are conceptual connections of trust to the notion of satisfaction and loyalty, and that this effort is especially lacking in the brand-consumer relationship, moves the authors to focus on analyzing the relationships existing among these concepts. Further the relationship between brand attitude, product knowledge, the way it affects the perceived value of consumers and the ultimate result on brand trust is also tested.

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1. Introduction

Packaged and canned products are becoming a major part of this fast moving and busy global population. It makes the work easier and saves time without compromising on taste or quality. Patanjali has become one of the most recognized brands in India with an extensive product line that caters to many needs of the customer. Patanjali Ayurved Limited, the fastest growing FMCG Company in the country is a mineral and herbal products company established in 2006 and headquartered in the industrial areas of Haridwar. The brand promotes being natural and ayurveda. The company is very profitable and successful. It was listed 13th in the list of India's most trusted brands (The Brand Trust Report) as of 2018, and ranks first in FMCG category. Patanjali whole wheat atta is a 100% whole wheat flour. This atta is perceived and claimed to be good for health and is very affordable. Patanjali atta is our focus here in this research. The above-mentioned variables are tested here with regard to Patanjali Atta.

Furthermore, the influences of self-brand congruity, entertainment and brand placement acceptance as antecedents to brand attitude is expecting to put more value consciousness to the brand recall, brand attitude and purchase intention relationships. The notion that consumers approach their decisions in different ways as they gain familiarity through experience with a product has long been popular with consumer researchers. The processes by which information is acquired, interpreted, and utilized in consumer decisions should reflect the quantity and nature of relevant information already gained through previous experience.

Recent empirical evidence confirms the influential role of product familiarity in information processing. The methodology used in this study is questionnaire in the form of google form to understand about the consumers. The analysis had frequencies, descriptive, correlation, regression and factory analysis. These was conducted to evaluate that does brand trust is attained through Value consciousness, brand attitude and product knowledge with a sample of 250 buyers.

2.Literature Review:

Empirical paper [1] "Employer brand trust and affect: linking brand personality to employer brand attractiveness" with the objective to close the research gap by drawing on a consumer brand model of brand affect and trust as a means of explaining employer brand attractiveness. Employer brand affect, Employer brand trust and Employer brand attractiveness are the variables listed. The methodology of this study is those students interested in working in the consultancy industry completed a survey designed to evaluate consultancy employer brands. The results indicate that [1,2,3] employer brand trust and affect are both influenced by the brand personality trait sincerity.

Empirical paper [4] "The Influence of Brand Awareness on Brand Trust Through Brand Image". The purpose of this study was to determine 1) relationship influences brand awareness on brand trust, 2) relationship influences brand awareness on brand image,3) influence of brand image on brand trust. Brand awareness, Brand trust and Brand

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image are the variables listed. The methodology of this study was conducted on Islamic product brands in City of Malang, East Java. Used accidental sampling, total sample of 100 respondent. SEM analysis technique using PLS. Results [5,6,7] can be concluded that brand image had positive influence on trust of the Islamic product brand at the City / Regency of Malang. This means that the enhancement of customer trust can be increased through the brand image of the product.

The roles of brand community and community engagement in building brand trust on social media,[8] with the goal to measure the effects of social media-based brand communities. The variables are Customer, Product, Brand, Company, Other Customers, Brand Community. The method was, Data were collected through a credited US consumer online panel. Participants were offered a small monetary incentive in return for their participation. The survey was administered online. The results shows that the Community engagement amplifies the strength of the relationships consumers make with the elements of brand community and it has a moderating effect in translating the effects of such relationships on brand trust.

Study aims [8] to investigated the attributes that create brand trust in internet retailing extending the work by Ha, and expanding the purchase categories. The methodology is using a two-phase qualitative and quantitative methodology, [8,9] 15 in-depth interviews were conducted followed by written surveys from 199 respondents. Linear regressions were undertaken to test the hypotheses. Results shoes that Understanding and identifying the differing contributors to brand trust will have major effect on business – for both "bricks and mortar" businesses as well as for virtual vendors.

Consumer product knowledge and intention to purchase remanufactured products [6,7] with the objective of how knowledge of remanufactured products in terms of cost, quality, and green attributes affect consumers' perception of both risk and value associated with purchasing. The variables in this article are Cost knowledge, green knowledge, [9] Quality knowledge, Perceived value, Perceived risk, Purchase intention. The methodology used in this study was Instead of relying solely upon a survey for data collection, this Potential participant who had knowledge of or had purchased remanufactured products were excluded. Gender was used as a control variable in the study design, ensuring uniform assignment across groups. Study chose an experimental design in order to control participant knowledge regarding cost, green, and quality considerations. Results show that this study employed a two-step approach to the structural equation modeling for analyzing the data and testing the hypotheses.

Role of product knowledge in consumer evaluation of brand extensions. Specifically, [9] we give a set of hypotheses on the moderating effect of the variables of product knowledge and type of similarity-on-similarity judgment between original and new product categories as well as on attitude extension. The variables are Dependent Variables, Plan of Analysis. The methodology in this is that the subjects were told that the study was being conducted by the university for a sporting goods manufacturer. To increase the response involvement, subjects were told that their responses would be used as input for the product and promotional strategy of the company, there were three factors in this study product knowledge at two levels, [8,9,10] basis of similarity at two levels, and attitude toward brands in

the original category at two levels. The result is that the It will be advantageous for the firm to educate consumers on the technical/manufacturing commonalities and convince them that the extension is logical.

Empirical paper "Mapping Product Knowledge to Life Cycle Inventory Bounds,[11] with the objective that this study develops and demonstrates a bounding methodology to quantify uncertainty in Life Cycle Inventory (LCI) results arising from lack of detailed information on constituent materials. The variables are Map Product Characteristics, Range of Characteristics from Bill of Attributes, [6,7] Bound on results. The methodology is that a process-sum methodology is utilized to complete a cradle-to-gate, this common approach is a bottom-up process model, based on facility level material flow data and resulting environmental impacts between processes.

The objective is to demonstrate that low correlations between affect and summated instrumentality times value terms may result from factors other than concept or method. The variables are Familiarity confidence, [8,9] WOM confidence. The methodology used is Three groups of undergraduate students were asked to participate in. study of attitudes toward Ford's new Mustang II shortly after its introduction. The total sample was comprised of a "captive" classroom convenience sample (n=164), a "man-on-the-street" convenience sample (n=105), and a quota sample controlled for sex (n=142). The results of this study [9,10] demonstrate that low predictor-criterion correlations obtained using multi-attribute instrumentality models may not result from poor conceptual work or methodological flaws. An alternative explanation, that of product or brand unfamiliarity, may be equally tenable.

Empirical Paper [5] "Subjective and objective measures of product knowledge contrasted". with the objective that contrasts subjective and objective measures of product knowledge. Objective measures seem preferable when focusing on ability differences among consumers, while subjective measures should be preferred when focusing on motivational aspects of product knowledge. The variables are Level of subjective knowledge, Confidence, Advice-giving, Self-evaluation of brand knowledge. The methodology used is a cross sectional survey study was found [4,5,6] appropriate to explore the relationship between the two sets of measures due to the requirement of keeping the intra-individual product knowledge constant. Personal computers were chosen as reference-product in the present study due to expected variation in product knowledge. The results are Based on the reported findings it can also be argued according to our discussion that objective measures are preferable when research is focusing on ability differences, while subjective measures should be preferred when preoccupied with motivational aspects of product knowledge.

Product knowledge as an explanation for age-related differences in children's cognitive responses to advertising, the objective is this paper investigates the acquisition of product knowledge as an explanation of age-related differences in children's cognitive processing of advertising Results of an empirical

study indicate that product knowledge provides an incomplete explanation of age differences in cognitive response to advertising Knowledge. The variables are Cognitive responses, Involvement with the product class. The methodology used in this is Children from two age groups with two different levels of product knowledge took part in the study. The results in this study did find that [12,13,14] increasing product knowledge among 8–9-year-old children did significantly increase some types of cognitive responses to the first ad, despite their presumed lack of cognitive development and strategic knowledge

Consumer preferences of store brands: Role of prior experiences and value consciousness [15] with the objective of considering 'Store Brand Perceptions' as a higher order construct, which is influenced by a number of other constructs most of which are studied independently in the literature. The variables listed are brands; stores; experiences; preferences; decisions; influences; value-based decisions with a methodology of collecting data for the study of a larger study through self-administered questionnaires from residents in Pittsburgh and York, Pennsylvania. The study's results show [15,16,17] that sensory brand experience has a positive indirect impact on brand equity, through customer satisfaction and customer affective commitment.

3.Research Methodology:

Research Design The research design used here is the descriptive research design where the concept is almost aware but not clear and what is needed is a descriptive study of the known variables and how it contributes to the end results. Sampling Design The sampling design involves purposive sampling under Non- Probability Sampling Method. The population was divided into different groups in which the group we chose was people who used Patanjali Atta. Sampling Size

The respondents are of all groups and 251 responses have been collected from various sector of population. This indicates that the responses are not restricted to particular group of population.

4. Research Objective:
• To identify the factors that influence the behavioral intention of consumers towards the brand
• To Find out the level of relationship that exists among all the variables
• To know the significance of various factors on behavioral Intention

Hypotheses:
H1: There is a significant influence of Brand Awareness on behavioral Intention.
H2: There is a significant influence of Brand Trust on behavioral Intention
H3: There is a significant influence of value consciousness and price consciousness, on behavioral Intention
H4: There is a significant association between gender and do you prefer purchasing packed Atta products

5. Data Analysis:
Gender-Maximum number of the respondents are male which is more than 50%. i.e.- (53%). Age- 68% of the responses belong to age group between 21-30 which Is the highest and the lowest responses belong to the age group above 50. (>50). Marital status shows that 84.1% of the responses are unmarried which is the highest. Highest level of education shows that they belong to college which is the highest. Most of the respondents have the family income of more than RS.60000 with the percentage 48.2%. The number of respondents in the type of family belongs mostly to Nuclear Family. The number of respondents (159 respondents) prefer packed Atta products as it is the highest. The Data Analysis was done with using the SPSS Software.

Model Summary
Table 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855a	.732	.717	.55331

a.Predictors: (Constant), Label Information, Self-Congruity, Price Consciousness, Brand Awareness, Involvement, Value Consciousness, store Image, Product Knowledge, Corporate Reputation, WOM, BraandConscious, Attitude, brand Trust

ANOVAa:

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	197.722	13	15.209	49.680	.000b
	Residual	72.557	237	.306		
	Total	270.280	250			

b.Dependent Variable: BehaviouralIntention
c.Predictors: (Constant), Label Information, Self-Congruity, Price Consciousness, Brand Awareness, Involvement, Value Consciousness, store Image, Product Knowledge, Corporate Reputation, WOM, BraandConscious, Attitude, brand Trust

Coefficients
Table 3

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.279	.194		1.437	.002
	Brand Awareness	.057	.057	.051	1.007	.000
	Price Consciousness	.063	.058	.054	3.100	.001
	Corporate Reputation	.067	.070	.060	.957	.000
	store Image	-.122	.081	-.092	-1.497	.136
	Brand Conscious	.122	.086	.094	1.416	.158
	WOM	.127	.077	.118	1.654	.009
	brand Trust	.085	.084	.080	1.012	.312
	Value Consciousness	-.240	.063	-.198	-3.835	.000
	Attitude	.163	.082	.148	1.989	.048
	Product Knowledge	.104	.066	.098	1.577	.001
	Involvement	.062	.065	.049	.954	.000
	Self-Congruity	.446	.061	.448	7.347	.000
	Label Information	.137	.066	.108	2.093	.037

a. Dependent Variable: behavioral Intention

Table 3 shows - In order to see the influence of independent variables on the dependent variable
(Behavioral Intention), Regression analysis is made. The ideal significance value is – less than 0.050. From the co-efficient, From the table it is analyzed that Value Consciousness and Self-Congruity have significant influence on behavioral intention since the values of value consciousness and self-congruity were below 0.050. As in the case of Label Information, Price Consciousness, Brand Awareness, Involvement, , Store Image, Product Knowledge, Corporate Reputation, WOM, Brand Conscious, Attitude and Brand trust have insignificant influence on the dependent variable (Behavioral intention) as their values are greater than 0.050 Self-congruity has the highest beta value of 0.446 and highest significance value of 0.000, so it has the greatest impact on behavioral intention. Corporate Reputation and Involvement have low influence on behavioral Intention.

Chi-Square Tests
Table: 4

Value		df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	.005a	1	.941		
Continuity Correction	.000	1	1.000		
Likelihood Ratio	.005	1	.941		
Fisher's Exact Test				1.000	.523
Linear-by-Linear Association	.005	1	.941		
N of Valid Cases	251				

a.0 cells (0.0%) have expected count less than 5. The minimum expected count is 44.72.
b.Computed only for a 2x2 table

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Table 4 shows that the expected count is 0.00%. if the expected count is less than 20% it means that the chi-square test is significant and acceptable. The Pearson Chi-Square test is insignificant because it is more than 0.050. The confidence level is not 95% this means the confidence level is breached.

Symmetric Measures			
Value			**Approximate Significance**
Nominal by Nominal	Phi	.005	.941
	Cramer's V	.005	.941
N of Valid Cases		251	

6. Findings of the study:

The various analysis that was undertaken with the data proved that the reliability of the questionnaire is excellent and the inter consistency among the scaled items are extremely perfect. In descriptive statistics the respondent's data spread over between 68% - 95%. The values of KMO of Sampling Adequacy resulted in the understanding that the sampling taken for the study is adequate and Bartlett's test emphasizes the strong relationship among the variables. The study found that all the variables are inter related and most of them are having a moderately positive correlation with each other as their correlation values were between the range 0.3-0.7, while the other variables have strong correlation with each other as their correlation values were >0.7. The research found that H1, H2, H3 and H4 are accepted. In regression Model Summary and ANOVA came to the finding that there is a strong relationship between dependent and independent variable as Value consciousness and Self-congruity have high influence on behavioral Intention and Corporate Reputation and Involvement have low influence on behavioral Intention whereas the rest of them have moderate influence on behavioral Intention.

7.Conclusion:

From every new research arrives new conclusion. The research concludes with a finding that the factor which makes Behavioral Intention is value consciousness and self-congruity. Value consciousness works as a strong factor towards customer's behavioral intention. This study extends the scope of studying further the reason how value consciousness and self-congruity influences behavioral Intention. This can further help in research and development activities of the concerned brands.

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