

A STUDY ON BRAND PREFERENCE OF PARAGON PRODUCTS WITH SPECIAL REFERENCE TO SALEM CITY

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Abstract—As effective human resource management practices namely employee empowerment, training and development, appraisal system compensation are the main factor for the success of a firm on employee retention. In this study, we aim to study how employees regard importance of their empowerment, equity of compensation, job design through training and expectancy toward effective performance management on their retention. Quantitative data was collected using the non-probability self-administered questionnaire that consist of questions with 5- points Likert scales distributed to our samples of 170 individuals. By using a multiple regression analysis, it is found that, training and development, appraisal system compensation are significant to employee retention except employee empowerment. Base on the results, training, compensation and appraisal is a fundamental consideration for University of Y lecturers' retention decision, while empowerment is less fundamental to lecturers' consideration as this can be attributed to the culture characteristic of higher authority conformity.

INTRODUCTION

Companies manufacture products and customer buy brands. A brand is something beyond a product and creates a distinct identity in the consumer's mind. Retailing companies such as wall- mart, Tesco, Harrods, lotto-mart, shopper's stop, pantaloon, etc. They have their own core values, expressed in everything they do right from the range of merchandise, the design and layout of the stores, the quality and training of their staff.

Brands are continuously trying to differentiate themselves from the clutter. They have to create a distinctive positioning and register the brand permanently in the mind of the consumer. The process can be carried out by creating images which are sharp and easy to interpret, so as to form a mental association with the consumer.

REVIEW OF LITERATURE

Aziz (2022) in his article "Turkey as a destination brand: perceptions of United States visitors", found that brand loyalty predicted respondents belief that their trip to turkey was worth the effort. Brand recognition and brand feelings beta coefficients were significant with respect to respondents desire to visit turkey again. Brand loyalty and quality beta coefficients were significant with respect to respondent's intention to advise others to visit turkey. Advertisement and marketing communications campaigns are very important in the process of forming and improving image of a particular destination, yet they are not sufficient. Branding is important as a tool that differentiates destinations and attracts visitors and investors. Consistency is an important element that makes a brand desirable.

Irshad (2019) in his article "service based brand equity, measure of purchase intention, mediating role of brand performance", found that there was a significant and positive relationship between brand equity and purchase intention. Brand performance had a positive relationship with purchase intention. The author suggested that increasing brand equity can increase purchase intent. Brand equity can be enhanced by many factors not necessarily advertisement.

Srivastava (2017) in his article "A study of brand Preference and customer perception of maharaja white line products" found that sales service and demo calls, different price policy used in the markets. The author suggested that providing products of high quality that creates new values, at a reasonable price, for customer satisfaction.

Natarajen (2016) in his article “local brand vs global brand syndrome- a study with reference to Indian car industry”, found that the respondents, who possessed global car brands, preferred their car brands due to factors such as global presence, worldwide reputation and quality of being a foreign make. Local brands were found to provide satisfaction and good value for money. Consumer made favourable perceptions the country, where in they tend to associate factors such as superior quality, technical advancements, modernization etc. To the country from which the brand had taken it’s or gin. Consumers who owned a local brand in a favourable manner, where in they tend to associate the brand to India’s strong automobile sector that makes quality and technically efficient cars.

Sasinandini (2015) in her article “Apparel private label brands and store patronage”, found that the past retail and marketing studies have identified several consumer oriented store attributes such as price, quality, discounts and store reputation but the relation with store patronage and loyalty and store image has not been studied. This paper tries to focus on how private label brand are inducing store patronage among the customers. The findings of the study indicate that private labels can induce loyalty through a favourable attitude creation for private labels and an affective commitment towards the store and there by inducing store patronage.

Venkateswaran (2015) in his article “The effect of store image on consumers store brand purchase frequency and perceived quality of store brands around Chennai city”, found that store image does not affect store brands perceived quality and also perceived quality of store brand affect purchasing behaviour in food category. The author suggested that relevance of the implementation of strategies will help in improvement of store image. The customer perceptions of store brand and the perceived store brands were positive.

Chattopadhyay (2013) in his article “media mix elements affecting brand equity: A study of the Indian passenger car market”, the study develops and empirically tests a model for finding the effect of adverting frequency across different media vehicles towards building brand equity for the passenger car market for first time and repeat buyers. Television advertisement positively affects perceived quality and brand Preference for both first time and repeat passenger car buyers. Argued that perceived quality and positively correlated with frequency of press advertisement for both repeat and new car buyers. This study proved that as consumers are on different levels in their journey to gather category knowledge they behave differently.

Hsinkuang Dr (2011) in his article “The impact of brand Preference on consumer purchase intention, the mediating effect of perceived quality and brand loyalty”, found that the relations among the brand Preference, perceived quality and brand loyalty for purchase intention were significant and had positive effect. The sample size was 267. The study uses Cranach’s α to measure the internal reliability of the questionnaire. This study found that brands identify and brand recalls are positively related to purchase intention.

DESIGN OF THE STUDY

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To study the brand Preference of customer towards Paragon Products.

SECONDARY OBJECTIVES

- To analyse the Preference among Particular Paragon Product.
- To identify how the public are influenced to buy Paragon Products.
- To find out the public Preference for the particular Products in the long run of Paragon Products.

SCOPE OF THE STUDY

- Brand Preference, influenced by the advertising recall, affects the decision of the behaviour, but even at the effective level.
- The project helps to know the market knowledge about the ParagonProducts
- And help to take feedback from the customer about the brand Preference.

LIMITATONS OF THE STUDY

- Most of the Consumers are busy with work and don’t find time to spend in filling up the questionnaire.

- Some of the respondents do not have clear idea about the Paragon Products. So their opinion may be biased.
- Due to lack of time interview could not be conducted as per scheduled.

RESEARCH METHODOLOGY

Defining of and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions to determine whether they fit hypothesis.

Type of Research: Descriptive research

This study aims at describing the nature of respondent's behaviour using brand Preference on the Paragon Products. Therefore, this research is called as descriptive research. Descriptive research includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

Selection of sample:

Sample Method

It has been randomly collected using convenience sampling method.

Sample Size

The sample size of the study is 150.

Data collection

The Data was collected on both Primary and secondary data by, the primary data and the source of primary data is the questionnaire the secondary data by internet. With the help of the questionnaire distributed among the respondents, the researcher collected the relevant information from the respondents.

Construction of questionnaire

The questionnaire was constructed based on the inputs from the relevant review of literature. The questionnaire thus drafted was given to experts in the field of research in order to get their suggestions. The questionnaire was again modified and then a pilot study was conducted. In the pilot study 15 questionnaires were distributed in order to get the respondents on the questionnaire in the areas of clarity, wholeness and relevance of the questions asked in the questionnaire. Based on the inputs from the pilot study, the questionnaire was again fine tuned.

The finalised questionnaire was distributed to the respondents in order to conduct the survey research.

Framework of analysis

The data collected are fed in the (SPSS). The data are analysed using descriptive statistics and chi-square analysis. The outputs of the analysis are taken and a report is prepared in the MS excel file.

Tools Used in the Study

Percentage Analysis

Chi-Square Test

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE

Association between gender and level of satisfaction on PARAGON goods availability

An attempt was made to study the relationship between gender and level of satisfaction on PARAGON goods availability. For this purpose the respondents classified on the basis of chi- square test between gender and level of satisfaction on PARAGON goods availability.

Null hypothesis (H₀) There is no significant relationship between gender and level of satisfaction on PARAGON goods availability.

Alternative hypothesis (H1) There is a significant relationship between gender and level of satisfaction on PARAGON goods availability.

GENDER AND LEVEL OF SATISFACTION ON PARAGON GOODS AVAILABILITY (CROSS-TABLE)

Gender	level of satisfaction on PARAGON goods availability					Total
	highly satisfied	Satisfied	neutral	dissatisfied	highly dissatisfied	
Male	8	14	27	13	34	96
Female	8	5	12	4	25	54
Total	16	19	39	17	59	150

GENDER AND LEVEL OF SATISFACTION ON PARAGON GOODS AVAILABILITY (CHI-SQUARE)

	Calculated Value	DF	Table value
Pearson chi-square	4.785	4	14.9

Source: Primary data

Inference

It is evident from the table 4.2.1.1 that the calculated value is more than the table value. Therefore, the null hypothesis is accepted. It is inferred that there is a significant relationship between gender and level of satisfaction on PARAGON goods availability.

Association between Place of residence and overall performance of the PARAGON goods

An attempt was made to study the relationship between Place of residence and overall performance of the PARAGON goods. For this purpose the respondents classified on the basis of chi-square test between Place of residence and overall performance of the PARAGON goods.

Null hypothesis (Ho) There is no significant relationship between Place of residence and overall performance of the PARAGON goods.

Alternative hypothesis (H1) There is a significant relationship between Place of residence and overall performance of the PARAGON goods.

PLACE OF RESIDENCE AND OVERALL PERFORMANCE OF THE PARAGON GOODS (CROSS-TABLE)

Place of Residence	overall performance of the PARAGON goods					Total
	Excellent	Good	Normal	Poor	Very poor	
Urban	2	8	16	7	34	67
Rural	14	11	23	10	25	83
Total	16	19	39	17	59	150

**PLACE OF RESIDENCE AND OVERALL PERFORMANCE OF THE PARAGON GOODS
(CHI-SQUARE)**

	Calculated Value	DF	Table value
Pearson chi-square	11.057	4	12.9

Source: Primary data

Inference

It is evident from the table 4.2.2.1 that the calculated value is more than the table value. Therefore, the null hypothesis is accepted. It is inferred that there is a significant relationship between Place of residence and overall performance of the PARAGON goods.

CORRELATION:

Tables shows the relationship between Preferred stores and getting appropriate information's about paragon goods.

X	22	50	28	35	15
Y	20	25	75	15	15

X – Preferred stores

Y- Get appropriate information's about paragon goods

X	Y	X ²	Y ²	XY
202	20	484	400	440
50	25	2500	625	1250
28	75	784	5625	2100
35	15	1225	225	525
15	15	225	225	225
ΣX=150	ΣY=150	X²=5218	ΣY²=7100	ΣXY=4540

ΣXY

$$r = \frac{\Sigma XY}{\sqrt{(\Sigma X^2)(\Sigma Y^2)}} = -$$

$$= \frac{4540}{\sqrt{(5218)(7100)}} = -$$

$$= \frac{4546}{6086.7}$$

$$= 0.7458$$

$$r = 0.7458$$

Result:

This is a positive correlation. There are relationship between the appropriate information's about paragon goods and the reason for purchasing in preferred stores.

FINDINGS

- It is found that majority 73% of respondents are male.
- It is found that majority 33% of respondents are under the age group of 36-40 years.
- It is found that majority 60 % of respondents is married.
- It is found that majority 37 % of respondents are educated with UG.
- It is found that majority 33% of respondents are business,2% of respondents are house wife.
- It is found that majority 43% of respondents are under the income group of 6-10 lakhs.
- It is found that majority 73% of respondents are urban.
- It is found that majority 60% of respondents from joint family.
- It is found that majority 37% of respondents said that aware about paragon goods.
- Its is Found that majority 33% of respondents said that information about through social media.
- It is found that majority 50% of respondents said that PARAGON.
- It is found that majority 50% respondents said that good about the overall performances of PARAGON goods.
- It is found that majority 50% of respondents said that price making purchase in preferred stores.
- It is found that majority 43 % of the respondents Satisfied about service of paragon goods availability.
- It is found that majority 28.7% of the respondent's Good Overall quality of the PARAGON goods
- It is found that majority 80 % of respondents are said that yes branded products are better than unbranded products.

CHI-SQUARE

It is found that majority that the calculated value is more than the table value. Therefore, the null hypothesis is accepted. It is inferred that there is a significant relationship between gender and level of satisfaction on PARAGON goods availability.

SUGGESTIONS

Since not much promotional activity is undertaken by the Company, product and brand awareness is very low among the masses. There are no promotional advertisements on television. While it's major competitor in PARAGON Companies had very earlier aired its advertisements on television. Proper promotional activity should be undertaken in order to enhance the visibility of the product.

- Advertisements should be given on the high circulation newspapers of the region.
- Services of PARAGON should be improved. As per the customers' feedback, many of the people were not satisfied with product as well as the customer service provided by the PARAGON. This was one of the few reasons, why people were reluctant to buy PARAGON product.
- Close link should be established with customers through customer relations programs and try to meet their requirement regarding product and services and to make them aware about both product and promotions.

CONCLUSION

Paragon Companies has a major focus on achieving customer needs and their satisfaction level and not to those who made it possible. There are multitudinous programs and events taking place to attract a large amount of crowd from the respective locations. But the industry should also keep in mind the integrated efforts made by the team i.e. the Store Supervisors, Store Manager and the people involved in store activities for the enhancement customers attraction by the store and finally maximization of revenue. Because ultimately it is the sales personnel of any background upon whom the future of the organization depends.

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