CHAPTER 7: MAJOR FINDINGS
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It was felt necessary to collect directly details of respondents pertaining to gender, age, income and occupation to get an overall picture about the perception of people regarding branded goods across. During the survey and data collection some useful insights were obtained. Some of the important findings are summarized below:

1. 68.4% of the males and 61.8% of the females perceive that the value for money which they get in branded product can impact the purchase of branded goods. 67.5% of the employed, 59.3% of the business class and 62.4% professional’s perceive that brand to them is the value for money.

2. 56.6% of the males and 51.54% of the females perceive that the quality of the product can impact the purchase of branded goods. 52.2% of the employed, 55.8% of the business class and 55.2% professional’s perceive that quality is the most important factor when they buy branded products.

3. 64.8% of the males and 46.2% of the females perceive that they purchase branded goods very frequently. 53.8% of the employed, 60.5% of the business class and 52.5% professional’s perceive that they buy branded products very frequently.

4. 91% of the males and 66.3% of the females perceive that they adopt brand loyalty for certain products. 75.8% of the employed, 83.7% of the business class and 80.1% professional’s perceive that they adopt brand loyalty for selected products.

5. 70.3% of the males and 58.5% of the females perceive that the price of the product is not important as long as there is a 5% hike. 65.6% of the employed, 66.3% of the business class and 59.1% professional’s perceive that they buy the same product if the
price rise is 5%.

6. 92.2% of the males and 73.5% of the females perceive that they are aware of the brands. 78% of the employed, 88.4% of the business class and 85.1% professional’s perceive that they are aware of the brand.

7. 82% of the males and 56.6% of the females perceive that premium products are often purchased by families from higher income segment. 63.4% of the employed, 74.4% of the business class and 72.4% professional’s perceive that premium products are often purchased by families from higher income segment.

8. 96.1% of the males and 73.8% of the females perceive that increase in income levels make buyers more brand conscious. 80.6% of the employed, 89.5% of the business class and 86.2% professional’s perceive that increase in income levels make buyers more brand conscious.

9. 66.8% of the males and 71.4% of the females perceive that if the companies reduces the price it cannot maintain a good quality. 65.6% of the employed, 64% of the business class and 78.5% professional’s perceive that companies can reduce the price and cannot maintain a good quality.

10. 93.4% of the males and 69.5% of the females perceive that they switch between brands. 75.8% of the employed, 87.2% of the business class and 84% professional’s perceive that they switch between brands.

11. 80.1% of the males and 86.5% of the females perceive that they use all types of Products in branded goods segment. 86.6% of the employed, 84.9% of the business class and 77.9% professional’s perceive that they use all branded products.

12. 96.5% of the males and 85.2% of the females perceive that they regularly use branded products. 89.5% of the employed, 89.5% of the business class and 91.7% professional’s perceive that they regularly use branded products.
13. 66.8% of the males and 60.6% of the females perceive that they influence the buying decisions of their family. 63.4% of the employed, 53.5% of the business class and 68% professional’s perceive that they influence the buying decisions of their family.

14. 63.3% of the males and 75.7% of the females use branded goods in a ratio of 60:40. 71.7% of the employed, 60.5% of the business class and 72.4% professional’s perceive that the proportion of branded to unbranded products in their house is 60:40.

15. 72.7% of the males and 74.2% of the females perceive that they prefer branded products because of their good quality. 73.9% of the employed, 67.4% of the business class and 75.7% professional’s perceive that they prefer branded products for their quality.

16. 97.7% of the males and 67.7% of the females perceive that the new generation is more brand conscious and do not believe in brand loyalty. 77.4% of the employed, 79.1% of the business class and 87.8% professional’s perceive that the new generation is more brand conscious and do not believe in brand loyalty.

17. 62.1% of the males and 36.6% of the females perceive that they are brand conscious while purchasing cosmetics and other skin care products. 43.9% of the employed, 48.8% of the business class and 54.1% professional’s perceive that they are more brand conscious when they buy cosmetics and other skin care products.