



Impact of Educational Status on Consumers Buying Behavior in Relation to Brand Positioning

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Abstract- Brand positioning is a concept related to a firm's products and services which are offered to its present and potential customers both. This helps in building brand image in the customer's mind and creation of brand which suits the requirements of the customers. The marketers have to know about the need of their customer in order to survive. Therefore, consumer's purchasing pattern and brand positioning is very significant field of research and development for marketers.

This paper focuses on the impact of educational status of the consumer on buying behavior in relation to brand positioning. It also studies the influence of demographic elements on consumer's purchasing pattern

Keywords: Brand positioning, Consumer, Buying Behavior, Demographic Factor, Education.

I. INTRODUCTION

India's market is complicated with a flood of several brands. This makes it complex for the firms to differentiate between products on the basis of their different product characteristics. It is well expressed by Ries and Trout (1997) that, "to succeed in the competitive market, the first step is to position the brand in the target consumers' mind in such a way, that in their perception of the brand, it is distinctive and offers more customer value than its competitors do." and so it is the consumer, who decides about the future of the business and so a sound marketing program was started.

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure and dispose of products, services, experience or ideas to satisfy needs. It blends element from psychology, sociology, social status and economics.

Consumer behavior can be stated to be the decision-making process and physical activity which involves acquires, evaluates, uses and disposes goods and services. It showcases that it is not just the buying of goods and services which acquires special treatment in consumer buying which starts much earlier than the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finds of alternatives between products that can be acquired with their relative advantages and disadvantages.

The study of consumer behavior is the study of how individual make decision to spend their available resources (time, money effort) on consumption-related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it and how after they use it. Belch and Belch have been mentioned about consumer behavior that "consumer behavior is the process and activities people engage in when searching for, selecting, purchasing using evaluating and disposing of products and service so as to satisfy their needs and desires".

A brand is basically a unique name and/or symbol (such as logo, trademark, or package design) which recognizes the goods or services of either one seller or a group of sellers, and distinguishes with those goods or services from the competitors. It can also be stated that brands protect both the customer and the producer from competitors with similar products.

From the customer's point of view, a brand can be defined as the total accretion of all his or her experiences, and is built at all points of contact with the customer (Kapferer, 2004).

Brand positioning is a major decision in marketing that seeks to build an image of a product in consumer's mind. It is a task of the brand's promise and comparison with other choices with regard to quality, innovation, perceived leadership, value, prestige, trust, safety, reliability, performance, and convenience, concern for customers, social responsibility, and technological superiority and so on.

Kotler (2002) aptly defined "positioning as the act of designing the company's offering and image to occupy a meaningful and distinct position in the mind of the target customers"(p.308).

II. REVIEW OF LITERATURE:

Review of literature describes, compares, contrasts and evaluates the major theories, arguments, themes, methodologies, and approaches in the scholarly literature on a research subject It makes the researcher

enables to identify what has not been said in the literature on a subject (this is called 'a gap in the literature'). Following are the few literature reviewed for this research:

- Kumar, S.P. (2014), presents in his study that education status is often included in defining the social class and also an autonomous socio-economic variable impacting any buying decision. Hence the impression of learning on consumer information search with regards to buying decision of cars studied in this paper. This study reveals that educational qualification of consumers on information search in terms of purchasing cars across the three segments has significant influences.
 - Shukla, Paurav (2011), show how interpersonal impacts branding cues shape consumer luxury purchase intentions. With the use of sample of British and Indian consumers, the paper compares structure, properties and mean levels of susceptibility to interpersonal influences and highlights the inter functional interactions. While normative interpersonal influences are significant in all the countries, the importance of informational interpersonal influences is high only among Indian consumers. It was seen that British consumers are dependent on branding cues. Brand image was highlighted to be an important moderator between normative interpersonal influences and luxury purchase intentions in both countries. Thus, impact of culture on purchase of luxury brands was considered but other demographic variables were not considered in this study. This study showcases how purchase of luxury brands depends on amount of wealth but other aspects like age, occupation, culture, personality, gender and culture have not been considered.
 - Lasaleta et al (2010), enquires the credibility of the theories on why people use luxury goods. It shows three major studies like one in 1912 which showcases why people purchases luxury items. It is due to the belief that it signifies wealth and status over others. The study exposes the impact of the past luxury purchase on consumers' thoughts and descriptions about the item.
 - Benady, David (2008) highlighted the effect of current slowdown on consumer buying in Great Britain. It emphasized on the change in people's expenditure habits since the starting of financial crises. It also reveals the problems faced by the premium products manufacturing industries because of decrease in sales, and shows the need for increasing people spending to tackle financial downturn.
 - Sridhar (2006) focuses on a strong brand position which means that the brand has unique, credible, sustainable, and valued space among the customers. Brand has the potential to trap the imagination. Well positioned brands brings out a product from the competition.
- After studying the above literature mentioned it was found that brand positioning and consumer buying behavior researches were done but less in Rajasthan with given below objectives.

OBJECTIVE OF STUDY

Following are objectives of current study:

1. To know if educational status brings changes in customer's brand choice
2. To understand the impact of demographic factors of customers of Jaipur city in brand locality.

HYPOTHESIS

H₀: Highly educated people have more consciousness towards the brand positioning.

III. RESEARCH METHODOLOGY

Population of Study Jaipur city:

A total of 300 consumers from various parts of Jaipur city were surveyed for this research study. The survey is based on interviewing various malls and grocery store consumers at various catchment areas in Jaipur city.

Primary Data

Questionnaire and personal Interview method used for primary data collection

Sample Method

Simple random sampling was chosen to collect the data of Sample Size 300; the data was collected using a random sample of consumers. Consumers walking in the malls were identified and selected at random for questioning.

Questionnaire

Keeping in mind the objectives of the study a two page, Questionnaire was designed to analyze the consumer buying behavior. The questionnaire consisted of few open ended questions, some questions were either using ranking scale or Likert's scale, and dichotomies type of questions and open ended question.

Secondary Data

Secondary data was collected through research papers, Newspapers, journals, websites, books, project reports and so on. Limitations of the Study Constraints on time, manpower and costs have influenced decisions on the study sample size.

DATA ANALYSIS

For the analysis above given hypothesis researchers have used variance analysis to find the impact of educational qualification on brand choice in case of consumer buying behavior.

The below given table present result data of hypothesis testing:

Segments	Df	SS	MS	\bar{X}	Statistical Inference
Between Groups	125	1005.25	502.62	G1=84.33	F = 3.994
				G2=64.95	P < 0.05
Within Groups	175	5411.61	125.85	G3=66.00	Significant

G1=School/ Diploma

G2= Graduate

G3=Post Graduate

The relationship established between educational qualification and consumer buying decision and brand positioning is very significant. As per the result of ANOVA Analysis it can determine that highly educated people search a lot before accepting any kind of brand and its product. So the researchers have accepted the alternative hypothesis.

IV. RESULTS AND DISCUSSION

The Preference of Customers towards Brands

The findings showed that 72% customers prefers brand shopping while 20% customers prefers non brand shopping but 8% customers are still not sure about their preference in shopping .

Customer's Preferences towards the Brand Positioning for Purchase of Daily Groceries

It was found that 38% young customer's purchases branded daily groceries from malls and departmental stores while 24% young customers shop from Supermarkets, 22% customers purchases non brand product because of non-availability at Convenience Stores and rest 16% Customers does not feels any special difference in brand and non-brand product. Thus, average percentage is still with brand preference.

Impact of Education on Brand Positioning

The data showed that 44% Customers are post graduate, 32% customers are under graduate, 18% customers are only 12th pass and rest 6% are not literate. Researcher found a high percentage of customers select their product with the effect of brand positioning.

Customers Satisfaction on the Basis of Price Strategy Adopted by Branded Products

The data shows that 74% Customers are satisfied with the pricing strategy of branded products after considering various, discounts, sales and other offers, while 26% Customers are not satisfied.

Impact of Brand Positioning on Spending

Out of total 300, 58% consumers declared an increase in spending, 18% indicated a decrease and rest 24% no change. Thus the arrival of branded products has enhanced spending in general.

V. CONCLUSION

The correlation of negatives is the recent pattern which impacts customers purchasing behavior like "low price-high quality". Brand positioning persuades the customer to think more about the product as compared to any other product. It also helps in the promotion of the product which increases the product preference. This ultimately develops a loyal segment of customers. Utility brands which offers various

Products like cars, electronic items, food, services, etc., varies with respect to strategies of positioning. They focus on the loopholes on the other product and fixes it. It was revealed that customers are significantly impacted by brand positioning. A larger lot of young and literate customers are brand loyal. The other factor impacting brand positioning in Jaipur is shopping convenience. Thus it can be stated to be successful in the highly competitive market Brand positioning is very much essential as it is distinctive and offers a lot of customer value than its competitors do.

Limitation of study:

- The present study is limited to sample of jaipur city only.
- Use of secondary data can affect the accuracy of results.
- Availability of time and resources is also a big limitation of this study.
- Education level of respondents was also a big hurdle for the study.

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