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Influential Factors of Consumer Buying Behavior towards Branded Products: Evidence from Dhaka

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Abstract- **Consumer behavior can be measured by the prospective user's intention as it is considered as a determinant factor of user's behavior towards the product. This is important to examine the factors that determine the consumers' purchase behavior to buy a particular product such as mobile phone. This study investigates the relationship between determinant factors such as consumers' social and economic status and various market factors with the purchasing intention of mobile phones by observing their behavioral process. This study also aims to examine the factors affecting brand formation and its effect on consumer behavior. The findings of this study are based on a cross-sectional survey collecting quantitative data where information was collected from 424 respondents through a pre-tested structured questionnaire deployed to cover different sites of Dhaka city in Bangladesh. Along with descriptive statistics, study findings are presented in univariate and bi-variate tabular format. The study presents an analysis of the correlation between branded products with various factors in relation to purchasing behavior. The study results showed that the respondents preferred foreign-branded mobile phones over local ones. The analysis of brand image against purchasing behavior initially reflected the relationship between the brand image and various factors while choosing branded mobile phones. In the statistical analyses, correlation coefficient levels according to factors found related to respondents' purchasing intention and reasons for choosing branded products. This has been conducted where all choosing statements showed a positive relationship with each other where social factors and market factors were statistically significant ($p<0.01$). Again for the economic factor, respondents' intention to buy products was only strongly determined by their income ($p<0.01$). This study concluded that brand image has a positive influence on consumers' purchase behavior. However, the study is not free of limitations, which could also be taken into consideration to make further exploration of the issue. The study particularly recommended the need for the inclusion of a qualitative approach to acquire more in-depth information with real scenarios in future research.**

Keywords- **Consumer buying behavior, Purchasing Intention, Influencing Factors**

I. INTRODUCTION

Organizational communication is crucial for organizational behavior theory, as communication is the backbone of all organizational tasks. In this context, consumer behavior can be measured by the prospective
user's intention since user's intention is considered as a determinant factor of user's behavior of any product of an organization. Every organization always focuses on consumer satisfaction by offering them products for their consumption. Market acts like a tool by fulfilling consumers' needs, demands and desires to consume all the goods that are usually available. People living in upper-class society are more aware of their social standing and they usually select branded products to maintain their social status which is also inevitable for other classes too. Generally, brand is considered as a key that consumers use when they make any buying decisions. Launching a new product always poses some risks if the present market condition is not studied properly, it may face failure as there are other factors involved. [1]. In this case,[3] said a brand name can actually give value, identity and meaning to the product. In fact, once brand image gets set in people's minds, it can stay for a very long time and can demonstrate a strong weapon in fighting with competitors. Again, brand image is also an important approach to justify any brand, i.e., consumers generally hold a deep feeling towards branded products and it may have a reflection on consumer behaviour.

Generally, a product or service is presented in the market to meet consumer needs and make them feel interested in purchasing and using that product or service again. People from any walk of life can come forward to consume any particular product which reflects their buying behavior. Global consumers are individually different in their characteristics like age, individual income, educational levels and their selection preferences etc., which may have an impact on purchasing their desired goods and services. Consumer buying behavior is the study of how people buy, what they buy and why they buy. Literature indicated that there are many components that influence people's consumption behavior, and these components are named cultural, social, personal, and psychological written by [4]. Also [2] indicated that consumers' views towards a product get changed when it does not meet their expectations or in another way, once they recognize any problems with the product they intend to switch to another one. [5] said consumer selection behavior goes through the process of individual buying decisions which is dissimilar to each buyer. The type of choice shows a positive spending habit and purchasing power among consumers of a country, which is occurring may be due to known brands of specific products irrespective of their manufacturing origin or highest price. Empirical studies show that customer satisfaction plays an important role in studying their repurchase behavior. On the other way, while making advertisements on branded products, organizations can exclusively show the techniques of products, which can be primary motivation exercises that directly impact consumers' purchase behavior.

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This research seeks to determine the customer relationship with social, economic, and market factors over the product like mobile phone purchasing intention through observing their behavioral process. These factors are interrelated with one another and influence consumers' purchase intention towards choosing branded products by keeping the brand image in their minds. Therefore, this research aims to understand the role of branded products acting towards consumer purchasing behavior. This study also aims to see the factors affecting brand formation and affect consumer behavior by these factors.

II. METHODOLOGY

This study was a cross-sectional descriptive type that used a quantitative approach and data was collected through a structured questionnaire. The study covered a targeted sample population and the covered locations were shopping malls, Educational Institutes, Banks as financial Institutes, and Non-Governmental Organizations (NGOs) where target respondents are available. The targeted population of this study were adult males and females before their availability at the selected locations in both areas and focusing on the people's behavior on branded products like mobile phone users. For the quantitative survey, the sample size was estimated with the following correctional formula[1]:

With normal deviate at 95% Confidence Interval and population prevalence is unknown and margin of error 5%. Considering the above aspects, the desired sample size is 384. Now, rr = nonresponse which is 10% of 384 = 38. Thus, the total sample size = (384+38) = 422. The estimated sample size was equally distributed according to study zone and included two additional samples (424) and those people willingly participated by fulfilling our respondent's criteria. The sample respondents were selected conveniently who fulfilled the study respondent's inclusion criteria.

The primary data was collected through face-to-face interviews using a pre-tested structured questionnaire. All questions were made with relevant aspects and to satisfy the research objectives. Along with the primary data, some secondary information had been reviewed by extracting relevant documents directly related to the research issues. To maintain the data reliability and consistent responses, the researcher was always responsible for the quality of the information at the field level including ensuring proper coverage of the study areas. The study has undertaken ethical considerations: First from Institutional Ethical Clearance which has been sorted by the Department with the permission of the university authority (Bangladesh University of Professionals). The other ethical issue was from Individual Level where careful measures were undertaken to provide the respondent's consent by deploying a written consent form before starting the interview with the respondents.

According to the tabulation plan information was organized into descriptive statistics through graphs/charts and tables. Along with the descriptive statistics in different tables, variables were analyzed through univariate and bi-variate tabular format on branded product images against purchase behavior. The analysis reflects the correlation between the branded products considering various factors on the purchasing behavior.

III. RESULTS

A higher proportion of respondents (37.3%) were interviewed from different educational institutes, followed by 32.8% from shopping mall areas. The sample respondents constitute an equal proportion of 15.1% from banks/financial institutes and 14.9% from non-government organizations (Table 1).

TABLE 1:
Sampling area by Sampling Zone (Dhaka city corporations) (n=424)

Sampling Area	Dhaka North City Corporation	Dhaka South City Corporation	Total
Shopping Mall	44.7%	24.8%	32.8%
Education Institutes	18.2%	50.0%	37.3%
Bank/Financial Institutes	18.8%	12.6%	15.1%
Non-Government Organization	18.2%	12.6%	14.9%
Total	100.0%	100.0%	100.0%

From the age-frequency curb it can be seen that the mean age of the respondents is 30.62 years with a standard deviation of 8.57 in the following Figure 1

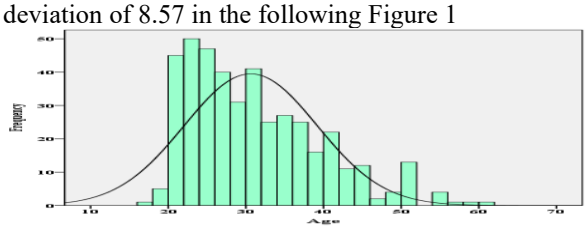


Fig. 1: Histogram with Mean Standard Deviation of Respondents age (n=424)

On the basis of income per , 66 & 100), the overall income level c as been categorized into lower-class, medium-class and upper-class families. About 32.5% of upper-class families have been recorded while 30.2% of medium-income families and 37.3% of lower-income class families have been recorded in Table 2.

[1](https://www.google.com/search?client=firefox-b-d&q=cross+sectional+sample+calculation+formula)

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TABLE II:
Income Quartile of the study respondents (n=424).

Income Quartile	Frequency	Percentage
Lower Class	158	37.3
Medium Class	128	30.2
Upper Class	138	32.5

The study respondents (100%) were currently using mobile phones and the proportion of use varied across the sampling areas (Table not shown).

Figure 2 shows the current brand trust among the respondents where the majority of the respondents (average 88.9%) preferred foreign brand mobile phones over local ones. The proportion was almost similar across the study places.

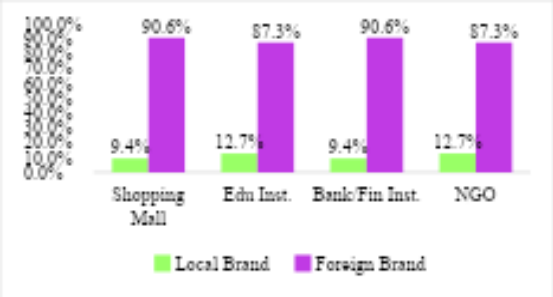


Fig. 2: Preference of brand mobile phone (n=424)

About 89.9% of respondents said that they were pleased with their branded mobile phone devices, even though satisfaction not much varied across the study places (table not shown).

The respondents' selection of branded mobile phones mainly depended on their own choice (60.4%), which was followed by recommendations from their family members (24.8%) and friends (13.0%). Other references were not that much influencing in the selection of buying a branded mobile phone (Figure 3).

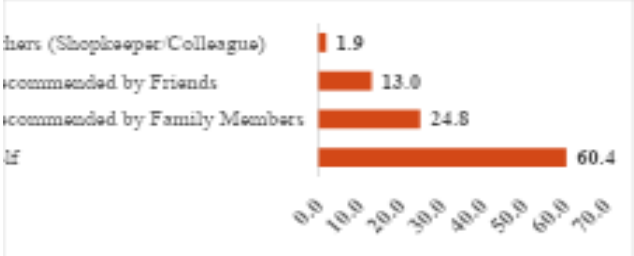


Fig.3: Selection of branded mobile phone (n=424)

In consideration to several statements included in the questionnaire and were deemed roughly 3 points of Scale (Disagree, Neutral, and Agreed), then the statements got analyzed and categorized into three factors: Social factor, Economic factor and Marketing factors. Initial results were established by frequencies which indicated level of the purchasing intention within each factor separated by Median values that pointed towards the central tendency is to be agreed with all statements.

In the following (Table 3) different factors affecting mobile phone purchasing behaviour among respondents across the study places has been depicted. Regarding the Social factors, the result indicated that it is their culture which mostly prohibited them from buying certain mobile brands (34.9%) but prior-decision and social class of respondents always play a strong factor to buy a phone (69.8%) & (63.0%) respectively. Similarly, other factors such as respondents' age (61.6%), self-esteem (61.6%), peer advice (59.9%) and family's choice (58.5%) etc. have significantly influenced respondent's purchasing behaviour to buy a certain mobile phone.

In regards to Economic factors, the results revealed that respondents lifestyle and personality factors strongly determined their choice to buy a mobile phone

Table III.
Respondent's purchasing intention (Social, Economic and Marketing Factors) to branded phone (%).

Social Factors:	Disagreed	Neutral	Agreed
Self-esteem affects buying decisions on mobile phone	21.7	16.7	61.6
Buy a mobile on own thinking	13.7	16.5	69.8
Culture prohibits from buying certain brand	29.5	35.6	34.9
Usually look to peer's advice when buying a phone	18.4	21.7	59.9
Buy a phone which is of social class.	15.6	21.5	63.0
Family/friends usually like the types of phones to purchase	18.2	23.3	58.5
Buy a mobile phone which is the role models use	34.9	21.7	43.4
Age influences the type of mobile phone to purchase	16.5	21.9	61.6
Gender affects in buying behaviour of mobile phone	19.8	24.1	56.1
Median of Social Factors	*3.0*		
Economic Factors:			
Family income affects buying decisions on brand	15.6	26.2	58.2
Personal income determines the mobile phone to buy.	15.8	24.6	59.6
Personality affects the purchase of mobile phone.	12.5	18.4	69.1
Lifestyle affects the purchase of mobile phone.	13.0	16.5	70.5
Median of Economic Factors	*3.0*		
Market Factors :			
Always consider the price of mobile phone before buying.	11.6	12.5	75.9
Promotion & adv. affect buying decisions of phone.	12.3	18.6	69.1
Only buy mobile phone which consider good	7.3	16.5	76.2
Only buy a phone which is of own social standing.	11.6	19.6	68.9
Only buy mobile phone with a good camera	9.9	19.8	70.3
Buy mobile phone which is easy to get and easy to use.	11.3	15.8	72.9

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I only buy mobile phone which have a branded name	19.6	17.7	62.7
Median of Market Factors	*3.0*		

which was (70.5% & 69.1% respectively), also followed by self-income and family income (59.6% and 58,2% respectively) as determinant factor to buy a mobile phone. The median value 3.0 indicates that the central tendency is to be agreed with all statements. In considering the Market factors, the strong determinant factors to buy a phone were quality of the products (76.2%), comparison of earlier prices (75.9%), easy accessibility (72.9%) and background technology (70.3%). On other hand, promotional advertisement (69.1%), social standing (68.9%), and brand name

In the following analyses, the "Correlation" in describing the degree to which two variables move in coordination with one another has been run. In that case of social factors, respondents opined their views and reasons towards their choice of purchasing a branded mobile phone which has been not shown in Tabler form. However, Correlation Coefficient (r) has been shown for all statements which has demonstrated a positive relationship with each other and is statistically significant ($p<0.01$). But relationship strengths were more pronounced with the respondents statement like "My age influences the type of mobile phone I purchase" ($r=0.310$), which followed by "My self-esteem affects my buying decision on mobile phone" ($r=0.291$) and "I buy a mobile phone which my role models use" ($r=0.262$).

Likewise, economic factor has showed that respondents personal income strongly determined the mobile phone they intend to buy where significantly positive relationship has been established by the two related variables ($r=0.133$). Family income also has indicated a statistical relationship ($r=0.092$) which is relatively weak than that of their individual income. The factors of personality and lifestyle did not show any effect on the relationship.
Regarding marketing factors, respondents' purchasing intention and reasons for choosing branded mobile phone All statements accumulated under marketing factor have showed a positive relationship between the variables mentioned with a statistical significance ($p<0.01$). A moderate strengthen relationship has been showed in case of "mobile phone which has brand name" ($r=0.263$) and "buy mobile phone which considered high quality" ($r=0.214$).

IV. CONCLUSIONS

This research seeks to determine the customer relationship with social, economic, and market factors in the product like mobile phone purchasing intention through observing their behavioral process. These factors are interrelated with one another and influence consumers' purchase intention towards choosing branded products by keeping the brand image in their minds. Therefore, this research aims to understand the role of branded products acting towards consumer purchasing behavior. This study also aims to see the factors affecting brand formation and affect consumer behavior by these factors. Based on the analysis and findings, it has apparently shown that there is a positive correlation between influences of brand on the customer buying behavior towards branded mobile phones in Bangladesh. The influence of brand image dimension consists of various purchasing intentions associated with the respondents' awareness, type of devices they use, perceived quality, and preferred brand of mobile phone. The study concluded that there are other related issues that can play as dominant factors to choose the branded mobile phone prior to the respondents' purchasing behavior. The study results also revealed that the correlation coefficient level according to factors (Social, Economic, and Marketing) was related to respondents' purchasing intentions. Again, the reasons for selecting brand mobile phone. were reflected by social factors and market factors which posed a positive relationship with each other. Therefore, it is further concluded that significant mediator effects on brand satisfaction towards a functional product like mobile phone share a relationship that has been established between branded product choice and customer purchasing behavior. Therefore, the study may have recommending remarks that future research might be undertaken to make a qualitative approach to acquire more in-depth information with the real scenarios which will supplement the quantitative findings whatever this study documented.

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