

# Consumer Perception and Branded Products: A Study on Grocery Products

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## ABSTRACT

*The present research paper studied that consumer perception towards branded grocery products in Hyderabad city, and it was undertaken with two major objective to study the influence of branded products attributes and awareness level/source of information influence on consumer perception towards branded grocery products. For meeting the major objectives primary data was collected from 207 consumers with the help of structured questionnaire from the Hyderabad city, and it was tested by ANOVAs, Correlation and Multiple Regression by using SPSS 20.0 Version. The results indicates that the respected Attributes factors, Awareness level factors significantly different with the customer perception towards Brand grocery products, and followed with correlation, there is a strong correlation between age and Awareness level and attributes factors, Multiple regression results indicated that Availability of Products, Branded products, Extensive Varieties of Products, Promotional Offers / Discounts, Peer groups and celebrities having high influence on consumer perception.*

**KEYWORDS:** Attributes, Awareness level, Brand, Consumer perception, Grocery products.

## 1. INTRODUCTION

Indian people food habits are significantly vary from other continents in the universe. Given the diverse group of population and ethnicity it's always a complex issue to find a market in the Indian population. After policy changes in the year 1991,

LPG (liberalization, Privatization, Globalization) economic review was adopted and thereafter major changes have took place. Westernization lifestyle got followed up in the major cities across India and people started emulating western country lifestyle (Ali, Kapoor & Moorthy, 2010). Change in consumer mindset leads to many Multi National corporations find new space to fit their product sales in the Indian people mindset. Due to change over in the lifestyle and evolution of nuclear family, people started preferring packed foods to find ease in cooking. Among 70% of the Indian family are nuclear in nature and women want to spend less time in cooking. Increase in dual income of the family are also one of the reason to go for purchasing packed branded food products (Kathuria & Gill, 2013). There is an growing demand for the ready-to-eat food category and most of the articles defines the type of market it constitutes (Sarin & Barrows, 2005). The food product will get vary from ready-to-consume to easy-to-cook and consumers prefer any such kind of food, if they are aware of it (Lampila & La'hteenma'ki, 2007). Even this market growing at the phase of thousand of crores, many MNC's and regional players are eyeing for opportunity in this arena. Changes in lifestyle was considered as major factor in going for packed food purchase as well as growing younger population is also considered as the major factor for this growing trend. Men and Women equal participation in workforce surges demand for food market in India. Convenience and hygienic preference will

determine the attitude of consumers in purchasing these types of products (Prasad & Aryasri, 2008). There are many models tested in determining consumer behavior like Theory of Planned behavior and MBE/OBE models (Choo, Chung & Pysarchik, 2002). Each models defines consumer behavior from the point of pre-conceived notion. Aaker Model on the other hand, describes about brand identity perceived by the consumer. Here we consider consumer behavior as well as portrays of brand. Combining these two major parameters and forming a research framework, have thrown more light on existing theory on consumer behavior. Branding of generic products will offer consumers a good motive to purchase and its growth surges recently (Prendergast & Marr, 1997). Consumer behavioral theme is also taken as vital parameter to find out the key determinants of purchasing behavior of consumers towards processed food purchase & People with innovative mind set go for early purchase of packed foods and tend to be opinion leaders (Ling, Pysarchik & Choo, 2004). The major studies were concluded that people often not considers brand in food products, because it's considered as low-involvement products and many of the consumer wont devote much time in analyzing or choosing the products. Health conscious people nowadays prefer hygienically packed food products and it constitute a market for premium price (Chakrabarti, 2010). Our analysis was carried out in this context to find out the attitude of Indian consumers towards branded packed food.

## **2. REVIEW LITERATURE**

Aaker & Keller models describes Brand attributes and its hierarchy (Kumar, 2011). There are some key variables considered to determine brand attributes are quality, appearance, good texture, trust, loyalty, premium price and awareness- (Steptoe,

Pollard & Wardle, 1995). The commonalities in brand often reminds consumer to go for brand and here we tested this in the scenario of food purchase. Brands will simplify choices and associations of brands often pop-ups in consumer mindset and drives them to purchase. There may be one or multiple factors in brand attributes determines purchase decision. In other sense, each consumers are unique and go by their own set of decision making based on their conceived character of brands (Fearne & Lavelle, 1996). Brands may portrays different things with different consumers and at the end each attributes drives sales. Attitude is also one of the key factor in choosing brands based on the attributes (Foxall & Bhate, 1992). Even if brand dictates major premium price, people buys the product as it is common in apparels and high-involvement products like cars, we want to test the same in food purchase habit.

It offers way for sound conclusion on consumer behavior (Ahlgren, Gustafsson & Hall, 2006). Socio-economic factors determines perception of food and purchase activity (Bingol & Ceylan, 2012). As we pointed out earlier, Indian consumers food habits and purchase patterns are unique in nature so we decided to include demography as one of the variables in consumer behavior. Even major studies in consumer behavior are taken demographic dividends are one of the key determining factors in the study especially when the study is tuned towards commodities. Study carried out on people background will throw more light on behavior patterns and often gives marketers a good insight to position their product. Indian people often provides different opinion under different circumstances and takes decision based on their emotional quotient, rather than usage of the product, but new emerging younger

population decides products on rational mind sent.

Patrick De Pelsmacker, Wim Janssens, Ellen Sterck, Caroline Mielants 2005, where ethically labeled coffee is preferred by consumers. Ethics in the other hand testify the emotional content of an individual. Labelling the product like eco and bio-labels is least preferred by consumer when compared with ethical branding of a product. Fair trade label fixed on the product is preferred by many consumer, the results shown. The results are common across different socio-demographic groups. Responsibilities exhibited by companies over environment and people, will trigger positive response of purchase (Anselmsson & Johansson, 2006). Providing proof of the company responsibility will bring loyal consumers to that product. There is a positive correlation between company ethical practices and consumer response. If the consumer commitment increases, the ethical burden of the company also increases (Story & Hess, 2010). Labelling is one of the major influential factor in going for purchasing product (Davies & Wright, 1994). Brands endorsed with trustworthy labels often fits well with purchase behavior of consumers. This proper labeling conveys that particular product is good and edible and in other way adds ethical concerns of consumer (Graham, Harker, Harker & Marshall Tuck, 1994). Hence we conclude the third hypothesis as follows. H3: There is a significant association between ethical concerns of consumers and purchase of brands

#### 2.4 Brand Equity vs Consumer Purchase Behavior

Brand equity analysed from financial point of view is common in management research, whereas consumer based brand equity also evolved as a concept, along with financial based brand equity. Consumers perception on the product rather than objective indicators

forms the core of consumer based brand equity (Chieng & Lee, 2011). It brings loyalty and drives sales in the long run and consumers find personal attachment with product if brand equity increases. There is a positive correlation inclined between brand equity and consumer response. Brand Equity will also be helpful in extending brands to new horizons and will bring loyal consumers, if positioned in a right way. It also brings down advertisement cost and gives confident to enter into new sector if parent brand positioned properly (Pitta & Katsanis, 1995). Brand Equity can be studied by the parameters like Brand awareness, brand association, perceived quality, brand trust and brand loyalty. Brand equity is considered as macro term and below it fits all kind of parameters to evaluate such brand capacity and its performance (Kumar, Dash & Purwar, 2013). Purchase attitude and loyalty determines brand equity performance. Even its tough to quantify brand equity performance, its possible to find empirical evidence to measure the length and breadth of brand equity performance. Trust breeds loyalty and contributes to brand loyalty. It is argued the said two parameters didn't decide on brand equity but performs mediating role (Delgado-Ballester & Munuera-Alema'n.

Brand Endorsements find useful if the company is going for merger & acquisition and guarantee minimum success factor in driving sales. Brand Endorsements may be to give different meaning to the product and in turn it have to instill confidence in the mind set of consumer to go for purchase. For the food products to be considered, brand endorsements will bring faith to consumers and act as trigger point for selling. Food packets endorsed by like, free from chemicals, organically produced, fair-trade label, No child labour used, Handpicked, Free from bacteria, laboratory

certification are all form the good endorsements to brand.

Brand equity and trust are consistently the most important antecedents to both behavioral and attitudinal forms of customer loyalty (Taylor, Celuch & Goodwin, 2004). There is an hierarchical comparison between brand association with brand equity in Aaker's brand equity Model. Brand equity and associations promote brand extension in a positive way and reduces advertisement expenditure of a company (Pryor & Brodie, 1998). In the case of mergers brand equity and endorsement will contribute growth of a company. If the brands are national and private brand, then each brand used to contribute either companies towards growth (Vaidyanathan, 2000). Brand is a major factor and can be achieved by establishing relationship between endorsement, loyalty and value. Brand will become great asset if the merger of variables keep in momentum with the consumer preference (Wood, 2000). By considering the relationships between brand endorsement and brand equity, we formulated sixth hypothesis as follows H6: There is an association between brand endorsements and brand equity

### 3. OBJECTIVE

This research work has been carried out to achieve the following objectives:

- To assess the impact of Branded Products attributes on demographical variables of customers?
- To examine consumers awareness level on consumer perception towards branded grocery products ?

### 4. HYPOTHESIS

The following are the hypothesis designed with above objectives

- **HO<sup>1</sup>:** There is no significant impact purchasing attributes on demographical variables of customers.
- **HO<sup>2</sup>:** There is no significant affect of awareness level on consumer perception towards branded grocery products.

### 5. RESEARCH METHODOLOGY

- **Research Design:** Descriptive research
- **Sources of data:** Primary source of data is collected from the respondents through structured questionnaire and it was in order to collect data on the factors which affect consumer perception behaviour towards Grocery products, those snakes and beverages, chocolates, biscuits etc. Secondary data is collected from various Journals, Periodicals such as Magazines, Business newspapers, and from subject related books and websites.
- **Data collections methods:** Data has been collected using structure questionnaire through customer survey method and personal interview of consumers
- **Sampling area:** Hyderabad city
- **Sampling Method:** Convenience sampling method has been used to collect sample of 207 respondents in Hyderabad.
- **Statistical tools used:** ANOVAs and Correlation and Multiple regression using SPSS 20.0.

*Table-1: Reliability Statistics*

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.711	.738	29

From the Table 1, it shown that the questionnaire is tested for its reliability and presented the results here under. The questionnaire developed is pretested and validated through face validity as it was sent to a carefully selected sample of experts and it also has a sufficiently good

reliability score. The result given the value of the as **0.711**. It indicates that, the data has a high reliability and validity.

Summary Item Statistics: It is evident that the summary of the means, variances, covariance and inter-item correlations are presented in the following table.

*Table-2: Summary Item Statistics*

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.853	2.058	3.976	1.918	1.932	.262	29
Item Variances	1.829	1.101	2.856	1.754	2.593	.182	29
Inter-Item Covariances	.147	-1.092	2.856	3.948	-2.615	.457	29
Inter-Item Correlations	.088	-.609	1.000	1.609	-1.643	.138	29

It is obvious the minimum and maximum mean, Range, and variance values for item means, item variances are positive. Maximum mean is witnessed for Item means is 3.976 Maximum variance is 2.856 , maximum inter item covariance is witnessed is 2.856 and maximum inter-item Correlations is found to be 1.000.

In order to understand relationship between the different demographic variables like Age, Gender, Education, Occupation, Income (in rupees), influence of Attributes on consumer perception, motivational factor influence mean, standard deviation, skewness and kurtosis are calculated and presented in the following table.

*Table-3: Descriptive Statistics*

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Age	207	1	4	2.77	.873	.027	.169	-.974	.337
Gender	207	1	2	1.42	.495	.325	.169	-1.913	.337
Education	207	1	4	2.87	.618	-.662	.169	1.419	.337
Occupation	207	1	3	2.25	.904	-.508	.169	-1.591	.337
Family Income ( In Rupees)	207	1	5	2.56	.911	.675	.169	.583	.337

Attributes factors	207	1.38	4.13	2.6008	.96031	.376	.169	-1.194	.337
Motivational factors	207	1.20	4.80	2.9430	.83471	.461	.169	-.408	.337
Valid N (Listwise)	207								

The mean values for Age, Gender, Education, Occupation, Income (in rupees), Products Attributes factors, Awareness level are found to be 2.77, 1.42, 2.87, 2.25, 2.56, 2.6008, and 32.9430 followed by Std. Deviation values

are .873, .495, .618, .904, .911, .96031, and .83471, respectively.

Demographic Variables: The frequency distribution of demographic variables is presented in the following table.

*Table-4: Demographic Analysis*

Particulars	Classification	No of Responses	Percentage
Age	Below 20 years	10	4.8
	21 - 30 years	78	37.7
	31 - 40 years	69	33.3
	41 - 50 years	50	24.2
Gender	Male	120	58.0
	Female	87	42.0
Education	Intermediate	6	2.9
	Graduation	36	17.4
	PG	143	69.1
	Above PG	22	10.6
Occupation	House wife	65	31.4
	Employee	26	12.6
	Private employee	116	56.0
Monthly income (in rupees)	Below Rs. 10,000	17	8.2
	Rs.10,001 - 20,000	91	44.0
	Rs. 20,001 - 30,000	74	35.7
	Rs. 30,001 - 40,000	16	7.7
	Above Rs. 40,001	9	4.3
Total		<b>n = 207</b>	<b>100%</b>

The descriptive analysis of all the demographical variables is shown in Table-4, from that more than 37% of respondents in the group of 21-30 years and 33% of respondents in the group of 31-40 years, followed by 58% of the respondents belonged male and 42% of

respondents belonged female, and 69% of respondents studied Post graduation and with followed 17% of respondents studied Graduation degree, 56% of respondents working as a Private Employees, 31% are the House wife and 44% of respondents earned Rs.10,001-20,000 for month and

35% of respondents earned Rs.20,001-30,000 respectively.

**(a) ANOVA**

It is conducted in order in order to understand whether there is any significant difference in opinions of respondents by Attributes factors, Awareness level and the results are presented in the following table.

- **HO<sup>1</sup>:** There is no significant impact purchasing attributes on demographical variables of customers.
- **HO<sup>2</sup>:** There is no significant affect of awareness level on consumer perception towards branded grocery products.

*Table-5:ANOVA*

S.N O	Dimension	Age		Gender		Education		Occupation		Income in rupees	
		F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
1	Attributes factors	10.889	.000	4.151	.000	13.249	.000	15.189	.000	16.986	.000
2	Awareness level	8.609	.000	4.416	.000	6.844	.000	4.580	.000	8.506	.000

It is evident that from the above table, dimensions like Attributes factors, Awareness level of the F value is found to be significant, meaning there by there is significant different with demographical variables like age, education, occupation and income in rupees.

measures the strength (qualitatively) and direction of the linear relationship between two or more variables.

In order to develop further understanding of relationships among all the Customer perception and Awareness level, Attributes factors constructs, the Pearson correlation technique was calculated in the study. Numerical values of the correlation coefficients reflect the degree of association between each of the Customer perception with dimensions constructs.

**(b) PEARSON CORRELATION:**

It is used to describe the linear relationship between two continuous variables. In general, correlation tends to be used when there is no identified response variable. It

*Table-6: Descriptive Statistics*

	Mean	Std. Deviation	N
Age	2.77	.873	207
Gender	1.42	.495	207
Educational Qualification	2.87	.618	207
Occupation	2.25	.904	207
Family Income ( In Rupees)	2.56	.911	207
Attributes Factors	2.6008	.96031	207
Awareness level	2.9430	.83471	207

The mean values for age, gender, education, occupation, Income and Attributes factors and Awareness level are found to be 2.77, 1.42, 2.87, 2.25, 2.56, 2.6008 and 2.9430 with standard deviations of .873, .495, .618, .904, .911, .96031 and .83471 respectively.

Table-7: Pearson Correlation

	Age	Gender	Educational	Occupation	Family Income	Attributes Factors	Awareness level
Age	1	-.043	.324**	.270**	.189**	.450**	.531**
Gender	-.043	1	.205**	.147*	.046	-.140	.160*
Education	.324**	.205**	1	.247**	.379**	.001	.199**
Occupation	.270**	.147*	.247**	1	.433**	.101	.149*
Family Income	.189**	.046	.379**	.433**	1	.159*	.050
Attributes Factors	.450**	-.140	.001	.101	.159*	1	.296**
Awareness level	.531**	.160*	.199**	.149*	.050	.296**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

From Table-7, correlation results show that there is a strong correlation between age and Awareness level ( $r = 0.531^{**}$ ) at the 1 per cent significance level and between Age in years and attributes factors ( $r = 0.450^{**}$ ).

**(C) MULTIPLE REGRESSION:** Multiple regression analysis is a set of statistical processes for estimating the relationships among variables. It includes many techniques for modelling and analyzing several variables, when the focus is on the relationship between a dependent

variables and one or more independent variables (or 'predictors'). it helps to understand how the typical value of the dependent variable (or 'criterion variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed. It also helps to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained.

- **$H_0^1$ :** There is no significant impact purchasing attributes on demographical variables of customers.

Table-8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.518 <sup>a</sup>	.468	.234	.564	8.011	.000 <sup>b</sup>

a. Predictors: (Constant), Taste / flavours of the product, Celebrity Endorsement in Ads, Extensive Varieties of Products, Promotional Offers / Discounts, Attractive Display of products, Service of Employees, Trust worthy Products , Availability of Products , Branded products

$R^2$  value is found to be 0.468, meaning there by that 46% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant , the null hypothesis is rejected and alternative hypothesis accepted , meaning there by that there is a significant difference in the variation caused by predictors.



Table-9: Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.356	.288		4.703	.000
	Attractive Display of products	-.085	.043	-.140	-1.991	.002
	Branded products	1.158	1.094	1.716	1.058	.001
	Availability of Products	1.522	.995	2.260	1.530	.128
	Trust worthy Products	-.569	.165	-.860	-3.450	.001
	Service of Employees	.182	.132	.277	1.371	.172
	Promotional Offers / Discounts	.192	.197	.292	.976	.330
	Celebrity Endorsement in Ads	.107	.056	.129	1.902	.001
	Extensive Varieties of Products	.202	.047	.286	4.296	.000
	Taste / flavours of the product	.197	.041	.180	2.819	.005

a. Dependent Variable: Demographical variables

From the above table, it is evident that Availability of Products (1.522) is emerged as the most important factor of branded products attributes influence on consumer perception, followed with Branded products (1.158), Extensive Varieties of Products (.202) and Promotional Offers / Discounts (0.197) having high influence on consumer

perception, and also results shown that there is a low/ negative influence attributes factors of branded products like Attractive Display of products(-.085) and followed with Trust worthy Products(-.569),Celebrity Endorsement in Ads (.107), Service of Employees (.182) and Promotional Offers / Discounts (.192).

- **H<sub>0</sub><sup>2</sup>**: There is no significant affect of awareness level on consumer perception towards branded grocery products.

Table-10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.573 <sup>a</sup>	.328	.315	.722	24.647	.000 <sup>b</sup>

a. Predictors: (Constant), Print Media, Electronic Media, Celebrities, Peer groups

R<sup>2</sup> value is found to be 0.328, meaning there by that 32% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant , the null hypothesis is rejected and alternative hypothesis accepted , meaning there by that there is a significant difference in the variation caused by predictors.

*Table-11: Coefficients<sup>a</sup>*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.939	.224		4.186	.000
1 Print Media	.141	.032	-.080	-1.276	.203
1 Electronic Media	.168	.040	.048	.699	.005
1 Celebrities	.172	.058	.190	2.992	.003
1 Peer groups	.480	.067	.459	7.207	.000

a. Dependent Variable: Consumer perception

From the above table, it is evident that Peer groups (.480) is emerged as the most important source of awareness level on consumer perception, followed with Celebrities (.172), Electronic Media (.168) and also results shown that there is a low influence awareness level on consumer perception is Print Media(.141).

## 7. CONCLUSION

The present research paper attempts to examine a contributions of various factors of attributes and Awareness level . There are two two major objective and data collected with through questionnaire. It was analysed by the percentages, ANOVAs, and Factor analysis. As per the results 37% of respondents in the group of 21-30 years and 33% of respondents in the group of 31-40 years, followed by 58% of the respondents belonged male and 42% of respondents belonged female, and 69% of respondents studied Post graduation and with followed 17% of respondents studied Graduation degree, 56% of respondents working as a Private Employees, 31% are the House wife and 44% of respondents earned Rs.10,001-20,000 for month and 35% of respondents earned Rs.20,001-30,000, followed with the results of the

ANOVAs showed that demographical variables significant different with attributes factors and awareness level, and followed with correlation, there is a strong correlation between age and Awareness level and attributes factors, Multiple regression results indicated that Availability of Products, Branded products, Extensive Varieties of Products, Promotional Offers / Discounts, Peer groups and celebrities having high influence on consumer perception.

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