Consumer's Awareness Regarding Foreign Brands

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ABSTRACT: Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers. Branding is increasingly being used as a strategy for managing markets in developed countries while developing countries still lag behind. Brand awareness is the degree of familiarity among consumers about the life and availability of the product. Brand awareness includes both brand recognition as well as brand recall. The present study deals with analysis and interpretation of awareness among consumers regarding foreign brands Consumer's awareness regarding foreign brands has been studied using twenty five foreign brands. The responses of consumer's are measured on three point scale i.e., (0) don't know brand, (1) know but did not use the brand and (2) used the brand. The minimum score for brand awareness is zero and maximum score is fifty. To study that whether the difference in the mean awareness of brands among consumers is statistically significant or not, an independent samples t-test has been applied.

Keywords: Consumer Behaviour, Awareness, Foreign Brands, Purchasing Decision.

I. INTRODUCTION

Consumer is the King of market and all the marketing activities of all the business and industrial enterprises of today go around the habits, tastes, preferences, perception and attitudes of consumers. All efforts are being made to provide maximum satisfaction to maximum consumers. Goods and Services are produced according to the specifications of these needs and wants and these goods and services are distributed to the consumers at the right time and place through most suitable channels of distribution. Marketers have come to realize that no marketing efforts can be successful if the choices, tastes and attitudes of consumers are not properly considered. Therefore, they lay stress upon marketing research and study of consumer behaviour. According to recent survey by FICCI, India's rapid economic growth has set the stage for fundamental change among the country's consumers. There is discernible shift in consumer preference in favour of higher-end and technologically superior branded products. The demand is being spurred by increasing consumer awareness and preference for new models. The changing dynamics of consumer behavior reflects that luxury goods are now being perceived as necessities with higher disposable incomes being spent on lifestyle products. A large number of domestic and multinational companies are already competing in the market and the challenges would force companies to be more dynamic to adapt the rapidly changing needs and incomes of the consumers. In recent years, consumers have shown inclination for foreign goods and Indian goods are also at par global standard [1].

Brands are used in business, marketing and advertising. Branding is increasingly being used as a strategy for managing markets in developed countries while developing countries still lag behind. Brand awareness is the degree of familiarity among consumers about the life and availability of the product. It is measured as ratio of niche market that has former knowledge of brand. To some extent, brand awareness can directly influence consumers purchase intention. Brand names are key indicators of the products that have become an imperative asset that influences consumer brand perception in today's highly competitive environment [2].

Awareness and knowledge has become critical element in changing the attitude and behavior of consumers towards products, which in turn is required to make the growth in the markets. Several studies has been reported the knowledge, awareness, attitude and behavior of consumers towards products in both developed and developing countries [3].

In the modern era, the concept of branding has expanded to include development by a manager of the marketing and communication techniques and tools that help to distinguish a company or product from competitors, aiming to create a lasting impression in the minds of customers. Consumers in developing markets are increasingly faced with a choice between older local brands and newer nonlocal oz foreign brands [4]. Brand awareness includes both brand recognition as well as brand recall. Brand recognition is the ability of customer to recognize prior

knowledge of brand when they are asked questions about that brand or when they are shown that specific brand, while brand recall is the potential of customer to recover a brand from his memory when given the product class/category, needs satisfied by that category or buying scenario as a signal [5]. The key components that form a brand's toolbox include a brand's identity, personality, product design, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies. Many companies believe that there is often little to differentiate between several types of products in the 21st century, hence branding is among a few remaining forms of product differentiation [6].

A buyer purchases a product because of certain physical, social and economical forces creating a desire or a want for the product. A decision to buy a product is taken after passing through different stages. Need recognition is the first thing in the buying stages, which is followed by product awareness, interest, evaluation and intention, source of information, purchase and post purchase behaviour. A decision to buy a product of daily use may be taken in few seconds while the decision to buy a durable product is taken after critical study of many factors [7].

In growing economies especially for common frequently purchased products (for example, soaps, shampoos, toothpastes and so on.), the market often contains both private and national brands. A private brand is likely to come from a small local manufacturer or a local retail chain. A national brand on the other hand, is also a domestic brand but is a much larger player in the country, and typically spends substantially more on marketing expenses than a private brand. As the economy continues to emerge and consumers prosper along with that, the market now becomes attractive to global companies who often possess in their product lines, brands of international repute; such a brand if present in an emerging market can be viewed as an international brand. consumers express a marked preference for locally made products when price, technical features, and brand name are invariant, and where the locally made product is perceived to be superior or, at least, not significantly inferior to an overseas-made product. Where the locally made product is perceived to be of inferior quality to the imported product, consumers generally prefer an imported product. Thus, while consumers rate country of origin after product quality and price, when these other factors are equivalent, the fact that the product is promoted as locally made is a positive influence on product choice [8].

II. MATERIAL AND METHODS

The study is carried out in Jalandhar and Ludhiana cities of Punjab. The consumers visiting Organised (Departmental, Hypermarket/Supermarket) Stores and Unorganised (Kirana) Stores in these cities are taken as target consumers.Purposive, quota and judgement sampling method have been used in the present study. The populations elements have been selected on the basis of own judgement.The sample has been composed of 400 consumers, 200 each from Jalandhar and Ludhiana who visit organised and unorganised retail stores for shopping. Keeping in view availability of various organised retail stores in these cities. The consumers shopping at different malls and traditional stores are the primary unit of analysis. The behavior of these consumers is observed and data is collected through questionnaire method.

Analysis and Interpretation of Data
Mathematical Methods: In the present study, the data collected has been analysed with the help of mathematical methods such as simple average and percentage methods where needed.
Statistical Methods: Statistical methods provide an indispensable tool for collecting, organizing, analyzing and interpreting data expressed in numerical terms. The statistical methods used in the present study are as follow:
Descriptive Statistical Measures
Hypotheses Testing
Descriptive Statistical Measures: These are used to describe the characteristics of the sample of population in totality. They limit generalization to the particular group of individuals observed or studied. The statistical analysis based on the computation of descriptive statistical measures is mostly applied action research and provide valuable information about the nature of the particular group and that group only. Following descriptive statistical techniques are used in the present study.
Measures of Central Tendency or Averages
Measure of Dispersion or Variability.

III. RESULTS AND DISCUSSION

Domicile and Awareness/Usage of Foreign Brands:
Domicile is the country that a person treats as their permanent home or lives in and has a substantial connection with. Consumer's awareness regarding foreign brands is influenced by domicile of consumers. As we know that people get influenced by the values, lifestyles and behavior of their society. We often see that people prefer certain brands just because that brand is preferred by their locality. Product and brand loyalty as also preferences get transferred from one generation to another. Hence, domicile of a person affects consumer's awareness regarding foreign brands.
H_0: There is a no difference between mean awareness and usage score of foreign brands among consumers on the basis of city.
Descriptive Statistical Analysis for Awareness and usage of Foreign Brands on the Basis of city:

Table 1(a) exhibits the descriptive statistics for awareness/usage of foreign brands score on the basis of city. Further, the table reveals that the mean score is 22.58 in the case of Ludhiana and 24.28 in the case of Jalandhar city. Hence, the table submits proof that, the consumers of Jalandhar city are more aware of foreign brands as compared to the consumers of Ludhiana city.

Table 1(a): Descriptive Statistics for Awareness and Usage of Foreign Brands Score On the Basis of City.

	City	N	Mean	Std. Deviation	Std. Error Mean
Awareness/Usage of Foreign Brands	**Ludhiana**	200	22.58	10.889	.770
	Jalandhar	200	24.28	11.636	.823

Source: Data collected through Questionnaire.

Further, Table 1(b) reports the levene's test for equality of variances in which levene's statistics is equal to 0.409 which indicates that, the null hypothesis for equality of variances is accepted. Therefore, it is assumed that variances of population from which samples are extracted are equal. Hence, the table 1 (b) presents the results for assumption of equal variances. The calculated value of t – statistics is -1.504 with degree of freedom 398. The p – value for the t – test is 0.133 which is more than 0.05. So, the null hypothesis has not been rejected. Therefore, it can be concluded that there is no significant difference between mean awareness and usage score of foreign brands among consumers on the basis of city.

Table 1(b): Independent Samples Test for equality of Mean Awareness and Usage of Foreign Brands Score on the basis of City.

Levene's Test for Equality of Variances		t-test for Equality of Means				
F-Statistics	**p– Value**	**t-Statistics**	**Degree of freedom**	**p– Value**	**Mean Difference**	**Std. Error Difference**
.682	.409	-1.504	398	.133	-1.695	1.127

On the basis of above analysis, it can be said that as far as awareness of foreign brands on the basis of city is concerned, there is no significant difference regarding awareness of brands among consumers of both the cities.

Gender and Awareness/Usage of Foreign Brands: Gender has an important role in consumer behavior because the differences between men and women about expectation, want, need, life-style etc. affects their awareness regarding different brands.

H$_0$: There is a no difference between mean awareness and usage score of foreign brands among consumers on the basis of gender.

DESCRIPTIVE STATISTICAL ANALYSIS FOR AWARENESS AND USAGE OF FOREIGN BRANDS ON THE BASIS OF GENDER: Descriptive statistical analysis for awareness/usage of foreign brands score on the basis of gender has been presented in Table 2(a). Further, the table submits proof that the mean awareness/usage score of foreign brands among consumers on the basis of gender is 18.60 in the case of male consumers and 25.86 in the case of female consumers. It shows that, females are more aware regarding foreign brands and they prefer the use of foreign brands more. As far as standard deviation is concerned, it is 8.093 in the case of male consumers and 11.884 in the case of female consumers which reveals high variation in awareness /usage of foreign brands among consumers on the basis of gender. The values of standard error of mean are 0.699 and 0.729 for males and females respectively.

Table 2(a): Descriptive Statistics for Awareness/Usage of Foreign Brands Score on the Basis of Gender.

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Awareness/Usage of Foreign Brands	Male	134	18.60	8.093	.699
	Female	266	25.86	11.884	.729

Source: Data collected through Questionnaire.

Significance level of levene's statistics for equality of variances is equal to 0.000 as depicted in Table 2(b). It conveys that, the null hypothesis for equality of variances is rejected. So, the table manifests that variances of population from which samples are extracted are not equal and it shows the results for assumption of unequal variances. Further, it has been presented in Table 2(b) that the calculated value of t – statistics is -7.182 with degree

of freedom 363.560. The p – value for the t – test is 0.000. Hence, the null hypothesis has been rejected as the p value is less than 0.05. Therefore, it can be concluded that there is a significant difference between mean awareness/usage score of foreign brands among consumers on the basis of gender.

Table 2 (b) : Independent Samples Test for equality of Mean Awareness/Usage of Foreign Brands Score on the basis of Gender.

Levene's Test for Equality of Variances		t-test for Equality of Means				
F-Statistics	p–Value	t-Statistics	Degree of freedom	p–Value	Mean Difference	Std. Error Difference
35.632	.000	-7.182	363.560	.000	-7.253	1.010

It can be concluded that, as in most of the cases females are key decision makers, as far as purchase of different products is concerned and they go for shopping more often as compared to males. Therefore, it can be said that female consumers are more aware about foreign brands as compared to male consumers.

Area and Awareness/Usage of Foreign Brands: Consumer's preference regarding foreign brands is affected by the area where the consumer resides. It is really important for some people to wear branded clothes, whereas some people are really not brand conscious. An individual staying in a posh locality needs to maintain his status and image. An individual's lifestyle is something to do with his style, attitude, perception, his social relations and immediate surroundings.

H₀: There is a no difference between mean awareness and usage score of foreign brands among consumers on the basis of area.

Descriptive Statistical Analysis for Awareness/Usage of Foreign Brands on the basis of area: Table 3(a) depicts the descriptive statistics of mean awareness/usage score of foreign brands among consumers on the basis of area. It is apparent from the table that, the mean score is 17.29 in the case of rural area and 26.02 in the case of urban area. Further, table submits proof that consumers of urban area are more aware of foreign brands as compared to the consumers of rural area. The calculated values of standard deviation are 7.855 for rural area and 11.522 for urban area, which exhibits a high variation in awareness /usage of foreign brands among consumers on the basis of area. The calculated values of standard error of mean are 0.720 in the case of rural area and 0.687 in the case of urban area.

Table 3(a): Descriptive Statistics for Awareness/Usage of Foreign Brands Score On the Basis of Area.

	Area	N	Mean	Std. Deviation	Std. Error Mean
Awareness/ Usage	Rural	119	17.29	7.855	.720
	Urban	281	26.02	11.522	.687

Source: Data collected through Questionnaire.

Table 3(b) establishes evidence that the significance level of levene's statistics for equality of variances is equal to 0.000. So, the null hypothesis for equality of variances is rejected and it is assumed that, variances of population from which samples are extracted are not equal. Hence, the table 3(b) confirms the results for assumption of unequal variances. Further, it can be seen from the table that the calculated value of t is -8.771 with degree of freedom 319.295 and value of p is 0.000 which is less than 0.05. So, the null hypothesis has been rejected. Therefore, it can be concluded that there is a significant difference between mean awareness/usage score of foreign brands among consumers on the basis of area.

Table 3 (b): Independent Samples Test for equality of Mean Awareness/Usage of Foreign Brands Score on the basis of Area.

Levene's Test for Equality of Variances		t-test for Equality of Means				
F-Statistics	p–Value	t-Statistics	Degree of freedom	p–Value	Mean Difference	Std. Error Difference
28.294	.000	-8.771	319.295	.000	-8.731	.995

As far as, awareness of foreign brands on the basis of area is concerned, it has been found that consumers of urban area are more aware regarding foreign brands, whereas the consumers who belong to rural area are less aware

regarding foreign brands. Hence, it can be said that as most of the departmental stores, hypermarkets/supermarkets are established in urban area. So, consumers who belong to urban area are more aware regarding foreign brands as compared to consumers of rural area.

Age and Awareness/Usage of Foreign Brands: Age of consumers play a vital role in making the consumers aware regarding different brands. Teenagers are more interested in buying branded products as compared to a middle aged or elderly individual who usually prefer non-branded products. Hence, age of the consumers affect their awareness regarding foreign brands.

H_0: There is a no difference between mean awareness and usage score of foreign brands among consumers on the basis of age.

Descriptive Statistical Analysis for Awareness/Usage of Foreign Brands on the Basis of age: Table 4(a) exhibits descriptive statistics for awareness/usage of foreign brands on the basis of age. Further, the table proves that the value of mean is maximum in the case of age group 18-25 years i.e., 33.99 and minimum in the case of age group above 55 years i.e., 9.33, which depicts that young consumers between 18-25 years have more awareness of foreign brands and they prefer usage of foreign brands whereas consumers of the age group above 55 years are least aware of foreign brands. In the case of age group 26-35 years the mean score is 25.78, for age group 36-45 years the mean score is 24.31and in the case of age group 46-55 years the mean score is 13.81.

Table 4(a): Descriptive Statistics for Awareness/Usage of Foreign Brands on the Basis of Age.

Age	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
18-25	91	33.99	6.858	.719	12	45
26-35	98	25.78	8.970	.906	7	42
36-45	99	24.31	9.119	.916	9	50
46-55	67	13.81	6.697	.818	0	40
Above 55	45	9.33	6.339	.945	0	24
Total	400	23.43	11.286	.564	0	50

Source: Data collected through Questionnaire.

The calculated values of standard deviation for 18-25, 26-35, 36-45, 46-55 and above 55 years are 6.858, 8.970, 9.119, 6.697 and 6.339 respectively which shows, high variation in awareness /usage of foreign brands among consumers on the basis of age. The standard error of mean has been worked out as follow 0.719,0.906,0.916,0.818 and 0.945 for age group 18-25, 26-35, 36-45, 46-55 and above 55 years respectively.

Table 4(b): ANOVA Results for Awareness/Usage of Foreign Brands Score on the Basis of Age.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	25910.077	4	6477.519	102.691	.000
Within Groups	24915.821	395	63.078		
Total	50825.897	399			

Table 4(b) shows ANOVA results for awareness/usage of foreign brands among consumers on the basis of age. It can be seen that the value of F test is less than 0.05 which depicts that, the null hypothesis is rejected. Hence, it can be concluded that, there is a significant difference between mean awareness/usage score of foreign brands among consumers on the basis of age.

Table 4(c): Post Hoc Results for Awareness/Usage of Foreign Brands Score On the Basis of Age

Age	18-25	26-35	36-45	46-55
18-25				
26-35	8.214[*]			
36-45	9.676[*]	1.462		
46-55	20.183[*]	11.970[*]	10.507[*]	
Above 55	24.656[*]	16.442[*]	14.980[*]	4.473[*]

*The mean difference is significant at the 0.05 level.

Further, Table 4(c) reports the post hoc results regarding awareness/usage of foreign brands score on the basis of age. The table submits proof that, the mean difference is highly significant in the case of age group of 18-25 years. Hence, it can be said that consumers of age group 18- 25 are more aware of foreign brands. It further supports the above analysis that, consumers of the age group 18-25 years are more aware of foreign brands and they prefer usage of foreign brands as compared to other age groups.

On the basis of above analysis, it can be said that consumers of age group 18-25 years are more aware of foreign brands and consumers who are from the age group above 55 years are least aware of foreign brands. Young consumers are eager to spend more on branded products. Hence, they are more aware regarding different brands.

Education and Awareness/Usage of Foreign Brands: Education is closely related to social change because inventions and discoveries take place due to education. Consequently, change comes in society also. Educated consumers are more aware regarding different brands and they also prefer usage of foreign brands. Therefore, education plays a vital role in making the consumers aware regarding foreign brands.

H_0: There is a no difference between mean awareness and usage score of foreign brands among consumers on the basis of education.

Descriptive statistical analysis for awareness / usage of foreign brands on the basis of education: Descriptive statistical analysis for awareness/usage of foreign brands on the basis of education as depicted in Table 5(a) confirms that, the value of mean is maximum in the case of other class of education level i.e., 35.58, which shows that consumers of this class of education level have more awareness of foreign brands and they prefer usage of foreign brands as compared to consumers of other classes of education level. In the case of intermediates the mean score is 11.00, for undergraduates mean score is 12.31, for graduates the mean score is 22.32 and for post graduates the mean score is 33.75.

Table 5(a): Descriptive Statistics for Awareness/Usage of Foreign Brands on The Basis of Education.

Education Level	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Up to Intermediate	32	11.00	5.668	1.002	0	25
Undergraduate	77	12.31	7.059	.804	0	35
Graduate	160	22.32	8.008	.633	8	50
Post – Graduate or above	88	33.75	6.967	.743	9	44
Other	43	35.58	5.439	.829	20	45
Total	400	23.43	11.286	.564	0	50

Source: Data collected through Questionnaire.

As far as the standard deviation is concerned, it is maximum in the case of graduates i.e., 8.008 and minimum in the case of others i.e., 5.439, for intermediates it is 5.668, incase of undergraduates the standard deviation is 7.059 and 6.967 in the case of post-graduates, which confirms high variation in awareness /usage of foreign brands among consumers on the basis of education. The calculated values of standard error of mean in the case of intermediate, undergraduate, graduate, post-graduate and other class of consumer's are 1.002, 0.804, 0.633, 0.743 and 0.829 respectively.

Table 5(b): ANOVA Results for Awareness/Usage of Foreign Brands Score on the Basis of Education.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	30381.669	4	7595.417	146.750	.000
Within Groups	20444.228	395	51.758		
Total	50825.897	399			

Table 5(b) shows, ANOVA results for awareness/usage of foreign brands on the basis of education level. The value of F test is less than 0.05. So, the null hypothesis has been rejected. Therefore, it can be concluded that there is a significant difference between mean awareness/usage score of foreign brands among consumers on the basis of education.

Table 5(c): Post Hoc Results for Awareness/Usage of Foreign Brands Score on the Basis of Education.

Education Level	Up to Intermediate	Undergraduate	Graduate	Post – Graduate or above
Up to Intermediate				
Undergraduate	-1.312			
Graduate	-11.319[*]	-10.007[*]		
Post – Graduate or above	-22.750[*]	-21.438[*]	-11.431[*]	
Other	-24.581[*]	-23.270[*]	-13.263[*]	-1.831

*The mean difference is significant at the 0.05 level.

Table 5(c) depicts the post hoc results for awareness/usage of foreign brands score on the basis of education. Further, the table indicates that the difference is highly significant in the case of other class of education. Hence, it

can be said that consumers who belong to other class of education level are more aware of foreign brands as compared to the consumers who belong to other classes of education.

It can be concluded that, consumer's who belong to other class of education like professionals etc. are more aware regarding foreign brands as compared to consumers of other categories of education.

Marital Status and Awareness/Usage of Foreign Brands: Marital status of consumers affects their awareness regarding foreign brands. As we know that for many products and services household continues to be the relevant consuming unit, marketers are interested in the number of and kinds of household that own and/or buy certain products more. So, marketers have discovered the benefits of targeting specific marital status groupings. Consumer's preference for brand is affected by their marital status, as single consumers are free to take independent decisions whereas, a married consumer has to take into consideration their family choice while making any decisions regarding purchase of branded products. Hence, consumer's awareness regarding foreign brands is affected by their marital status.

H$_0$: There is a no difference between mean awareness and usage score of foreign brands among consumers on the basis of marital status.

DESCRIPTIVE STATISTICAL ANALYSIS FOR AWARENESS AND USAGE OF FOREIGN BRANDS ON THE BASIS OF MARITAL STATUS:
Table 6(a) explains the descriptive statistics for mean awareness/usage of foreign brands score on the basis of marital status. The table signifies that, the mean score is 11.80 in the case of married consumers and 30.94 in the case of single consumers. Hence, it can be said that single consumers are more aware of foreign brands and they prefer usage of foreign brands.

Table 6(a): Descriptive Statistics for mean Awareness/Usage of Foreign Brands Score On the Basis of Marital Status.

	Marital Status	N	Mean	Std. Deviation	Std. Error Mean
Awareness/ Usage of Foreign Brands	Married	157	11.80	5.236	.418
	Single	243	30.94	6.931	.445

Source: Data collected through Questionnaire.

The standard deviation is 5.236 for married consumers and 6.931 for single consumers, which reveals high variation in awareness /usage of foreign brands among consumers of organised and unorganised retail on the basis of marital status. The standard error of mean is 0.418 in the case of married consumers and 0.445 in the case of single consumers.

Table 6 (b): Independent Samples Test for equality of Mean Awareness/Usage of Foreign Brands Score on the basis of Marital Status.

Levene's Test for Equality of Variances		t-test for Equality of Means				
F-Statistics	p–Value	t-Statistics	Degree of freedom	p–Value	Mean Difference	Std. Error Difference
55.297	.000	-31.362	388.317	.000	-19.136	.610

Table 6(b) reports that the significance level of levene's statistics for equality of variances is equal to 0.000 which states that, the null hypothesis for equality of variances is rejected. Therefore, it is assumed that variances of population from which samples are extracted are not equal due to this table shows the results for assumption of unequal variances. Further, table 6(b) conveys that the value of t is -31.362 with degree of freedom 388.317. The p – value for the t – test is 0.000. Therefore, null hypothesis has been rejected. Hence, it can be concluded that there is a significant difference between mean awareness/usage score of foreign brands among consumers on the basis of marital status.

On the basis of above analysis, it can be said that as far as marital status of consumer and their awareness regarding brands is concerned, single consumers are more aware regarding foreign brands and they prefer usage of foreign brands whereas, married consumers are least aware of foreign brands. As single consumers are keen to spend on branded products and they go for shopping more frequently as compared to married consumers which enhances their awareness regarding foreign brands.

Family Structure and Awareness/Usage of Foreign Brands: The composition, size and structure (in terms of roles and statuses) have undergone a change across time and culture. There have been large families including

grandparents, parents, children, uncles, aunts and cousins (all staying together as a joint family) and small families which comprise just parents with their children (nuclear family). Roles and statuses have also changed, with both men and women taking active part in making purchase decisions, and women playing roles which were earlier reserved for men and vice versa. Thus, the family structure of consumer affects their awareness regarding brands.

H_0: There is a no difference between mean awareness and usage score of foreign brands among consumers on the basis of family structure.

DESCRIPTIVE STATISTICAL ANALYSIS FOR AWARENESS AND USAGE OF FOREIGN BRANDS ON THE BASIS OF FAMILY STRUCTURE:

Table 7(a) discloses descriptive statistics for awareness/usage of foreign brands on the basis of family structure and reports that, the value of mean is maximum in the case of joint family i.e., 37.25 and minimum in the case of nuclear family i.e., 13.14. Further, table establish evidence that consumers who are living in joint family have more awareness of foreign brands and they prefer usage of foreign brands as compared to consumers who belong to other family structures.

Table 7(a): Descriptive Statistics for Awareness/Usage of Foreign Brands on the Basis of Family Structure.

Family Structure	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Nuclear	176	13.14	6.391	.482	0	31
Extended Family	151	28.74	6.520	.531	16	50
Joint Family	73	37.25	2.602	.305	33	44
Total	400	23.43	11.286	.564	0	50

Source: Data collected through Questionnaire.

The calculated value of standard deviation in the case of joint family is 2.602, 6.391 in the case of nuclear family structure and 6.520 in the case of extended family structure, which reveals high variation in awareness /usage of foreign brands among consumers of organised and unorganised retail on the basis of family structure. Further, the values of standard error of mean for nuclear, extended and joint family are 0.482, 0.531 and 0.305 respectively.

Table 7(b): ANOVA Results for Awareness/Usage of Foreign Brands Score On the Basis of Family Structure.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6434.600	2	3217.300	75.740	.000
Within Groups	16863.798	397	42.478		
Total	23298.398	399			

Table 7(b) depicts the ANOVA results for awareness/usage score of foreign brands on the basis of family structure. The value of F test is less than0.05 which depicts that, the null hypothesis is rejected. Hence, it can be concluded that there is a significant difference between mean awareness/usage score of foreign brands among consumers on the basis of family structure.

Table 7(c): Post Hoc Results for Awareness/Usage of Foreign Brands Score On the Basis of Family Structure.

Family Structure	Nuclear	Extended Family
Nuclear		
Extended Family	-15.593[*]	
Joint Family	-24.105[*]	-8.511[*]

*The mean difference is significant at the 0.05 level.

Table 7(c) shows the post hoc results for awareness/usage of foreign brands score on the basis of family structure. Further, the table shows that the difference is highly significant in the case of joint family. Hence, it can be said that consumers who belong to joint family are more aware of foreign brands and they prefer usage of foreign brands.

Above analysis reports that as far as awareness of consumer's regarding foreign brands on the basis of their family structure is concerned, consumers who belong to joint families are more aware of foreign brands. Whereas, consumers who are living in nuclear families and extended families are least aware regarding foreign brands. Occupation and Awareness/Usage of Foreign Brands: As far as occupation of consumers and preference for brands is concerned, occupation of consumers influences their awareness regarding foreign brands. We know that today people are very concerned about their image and the status in the society which is a direct outcome of their material prosperity. The profession or the occupation a person has an impact on the brands they consume. The status of a person is projected through various symbols like branded dress, accessories and possessions.

H₀: There is a no difference between mean awareness and usage score of foreign brands among consumers on the basis of occupation.

DESCRIPTIVE STATISTICAL ANALYSIS FOR AWARENESS AND USAGE OF FOREIGN BRANDS ON THE BASIS OFOCCUPATION:

Table 8(a) conveys the results of descriptive statistics for awareness/usage of foreign brands on the basis of occupation. Table further reveals that, the value of mean in the case of service class is 10.05, in the case of business class it is 25.09, for professional class 15.34, for homemaker37.16 and 34.71 for other class of occupation. The value of mean is highest in the case of homemakers, which shows that homemakers are more aware regarding foreign brands as compared to all other classes of occupation.

Table 8(a): Descriptive Statistics for Awareness/Usage of Foreign Brands on the Basis of Occupation.

Occupation	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Service	82	10.05	5.522	.610	0	18
Business	96	25.09	3.628	.370	16	34
Professional	88	15.34	5.691	.607	7	31
Homemaker	56	37.16	2.661	.356	33	44
Any Other	78	34.71	5.942	.673	20	50
Total	400	23.43	11.286	.564	0	50

Source: Data collected through Questionnaire.

Standard deviation is 5.522 in the case of service class, for business class it is 3.628, in the case of professional class of occupation it is 5.691, for homemaker and other class of occupation the value is 2.661 and 5.942 respectively, which depicts high variation in awareness /usage of foreign brands among consumers on the basis of occupation. As far as standard error of mean is concerned it is 0.610 in the case of service class, for business class it is 0.370, for professional the value is 0.607, for homemaker and other class of occupation the calculated values are 0.356 and 0.673respectively.

Table 8(b): ANOVA Results for Awareness/Usage of Foreign Brands Score On the Basis of Occupation.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	41180.392	4	10295.098	421.602	.000
Within Groups	9645.505	395	24.419		
Total	50825.897	399			

Table 8(b) highlights the ANOVA results for awareness/usage score of foreign brands on the basis of occupation, in which the value of the F test is less than 0.05 which reveals that, the null hypothesis has been rejected. Hence, it can be said that there is a significant difference between mean awareness/usage score of foreign brands among consumers on the basis of occupation.

Table 8(c): Post Hoc Results for Awareness/Usage of Foreign Brands Score On the Basis of Occupation.

Occupation	Service	Business	Professional	Homemaker
Service				
Business	-15.045[*]			
Professional	-5.292[*]	9.753[*]		
Homemaker	-27.112[*]	-12.067[*]	-21.820[*]	
Any Other	-24.656[*]	-9.611[*]	-19.364[*]	2.456[*]

*The mean difference is significant at the 0.05 level.

Table 8(c) presents the post hoc results for awareness/usage of foreign brands score on the basis of occupation. Further, the table shows that the difference is highly significant in the case of homemakers. Therefore, it can be said homemakers are more aware of foreign brands and they prefer usage of foreign brands as compared to consumers of all other classes of occupation.

It can be analysed that homemakers are more aware regarding foreign brands and they prefer usage of foreign brands. As in most of the cases ladies are homemakers and they are more aware of their family requirements. They also go for shopping more frequently which increases their knowledge regarding foreign brands.

Income and Awareness/Usage of Foreign Brands: Income of consumer has direct relation with awareness of consumers regarding foreign brands. Individuals with high income likes to buy branded expensive and premium products as compared to individuals from middle and lower income group who likes to spend mostly on necessary items and non- branded products. Consumers from a low income group hardly spend money on branded clothes and other products. Hence, income of the consumers and their awareness regarding brands are directly related with each other.

H₀: There is a no difference between mean awareness and usage score of foreign brands among consumers on the basis of annual household income.

DESCRIPTIVE STATISTICAL ANALYSIS FOR AWARENESS AND USAGE OF FOREIGN BRANDS ON THE BASIS OF ANNUAL HOUSEHOLD INCOME:

Table 9(a) depicts descriptive statistics for awareness/usage of foreign brands on the basis of annual household income. Table further reveals that the value of mean in the case of income group of less than Rs. 2,00,000 is 10.56, in the case of income group between Rs. 2,00,000-5,00,000 it is 19.54, for income group between Rs. 5,00,000-10,00,000 mean is 29.85 and for income group of Rs.10,00,000 and above the calculated value of mean is 37.14. Hence, it can be said that consumers who belong to the income group of Rs. 10, 00,000 and above are more aware of foreign brands as compared to all other income groups.

Table 9(a): Descriptive Statistics for Awareness and Usage of Foreign Brands on the Basis of Annual Household Income.

Annual Household Income (in Rs.)	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Less than 2,00,000	98	10.56	5.284	.534	0	18
Between 2,00,000 & 5,00,000	123	19.54	6.800	.613	8	34
Between 5,00,000 & 10,00,000	98	29.85	6.887	.696	16	50
10,00,000 & above	81	37.14	2.578	.286	33	44
Total	400	23.43	11.286	.564	0	50

Source: Data collected through Questionnaire.

Further, standard deviation is 5.284 in the case of income group less than Rs. 2, 00,000, for income group between Rs. 2,00,000-5,00,000 it is 6.800, in the case of income group between Rs. 5,00,000-10,00,000 it is 6.887 and for income group of Rs. 10,00,000 and above it is 2.578, which shows high variation in awareness /usage of foreign brands among consumers of organised and unorganised retail on the basis of annual household income. The calculated values of standard error of mean are 0.534 for income group of less than Rs. 2,00,000, in the case of income group of between Rs. 2,00,000-5,00,000 it is 0.613, for income group between Rs. 5,00,000-10,00,000 it is 0.696 and in the case of income group of Rs. 10, 00,000 and above it is0.286.

Table 9(b): ANOVA Results for Awareness/Usage of Foreign Brands Score On the Basis of Annual Household Income.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	37344.969	3	12448.323	365.667	.000
Within Groups	13480.928	396	34.043		
Total	50825.898	399			

Table 9(b) shows ANOVA results for awareness/usage score of foreign brands on the basis of annual household income. The table reveals that, the value of F test is less than 0.05 which shows that the null hypothesis is rejected. Hence, it can be concluded that there is a significant difference between mean awareness/usage score of foreign brands among consumers on the basis of annual household income.

Table 9(c): Post Hoc Results for Awareness/Usage of Foreign Brands Score On the Basis of Annual Household Income.

Annual Household Income	Less than 2,00,000	Between 2,00,000& 5,00,000	Between 5,00,000 & 10,00,000
Less than 2,00,000			
Between 2,00,000 & 5,00,000	-8.975[*]		
Between 5,00,000 & 10,00,000	-19.286[*]	-10.310[*]	
10,00,000 & above	-26.575[*]	-17.599[*]	-7.289[*]

*The mean difference is significant at the 0.05 level

Table 9(c) shows the post hoc results for awareness/usage of foreign brands score on the basis of annual household income. Further, the table depicts that the difference is highly significant in the case of income group of Rs. 10, 00,000 and above. Therefore, it can be said that consumers having annual household income of Rs.10, 00,000 and above are more aware of foreign brands and they prefer usage of foreign brands as compared to consumers of all other income groups.

It has been found that, consumers having annual household income of Rs. 10, 00,000 and above are more aware of foreign brands and they prefer usage of foreign brands. It can be due to the reason that, high income group

consumers prefer mostly branded products, as their paying capacity is more as compared to low income groups.

Frequency of Shopping and Awareness/Usage of Foreign Brands: The frequency of shopping plays a significant role in influencing consumers buying decision. Consumers who go for shopping more frequently are more aware regarding foreign brands. Hence, it can be said that frequent visits of consumers to stores makes them more aware of different brands. Hence, consumers frequent visit to retail stores affect their awareness regarding foreign brands.

H$_0$: There is a no difference between mean awareness and usage score of foreign brands among consumers on the basis of frequency of shopping.

DESCRIPTIVE STATISTICAL ANALYSIS FOR AWARENESS AND USAGE OF FOREIGN BRANDS ON THE BASIS OF FREQUENCY OFSHOPPING:

Table 10(a) depicts descriptive statistics for awareness/usage of foreign brands on the basis of frequency of shopping. Further, table shows that the mean score for consumers who go for shopping twice or more in a week is 29.84, in the case of consumers who go for shopping once in a week their mean score is 28.95, consumers who go for shopping once in a fortnight their mean score is 13.83 and consumers who go for shopping once in a month their mean score is 12.47. It reveals that consumers who go for shopping twice or more in a week are more aware of foreign brands and they prefer usage of foreign brands.

Table 10(a): Descriptive Statistics for Awareness/Usage of Foreign Brands on the Basis of Frequency of Shopping.

Frequency of Shopping	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Twice or more in a week	127	29.84	8.776	.779	9	42
Once in a week	125	28.95	8.709	.779	10	50
Once in a Fortnight	86	13.83	6.641	.716	0	31
Once in a month	62	12.47	7.628	.969	0	29
Total	400	23.43	11.286	.564	0	50

The standard deviation for consumers who go for shopping twice or more in a week is 8.776, in the case of consumers who go for shopping once in a week the standard deviation is 8.709, standard deviation for consumers who go for shopping once in a fortnight is 6.641 and consumers who go for shopping once in a month their standard deviation is 7.628, which reveals high variation in awareness/usage of foreign brands among consumers on the basis of frequency of shopping. The values of standard error of mean for consumers who go for shopping twice or more in a week, once in a week, once in a fortnight, once in a month are 0.779, 0.779, 0.716 and 0.969 respectively.

Table 10(b): ANOVA Results for Awareness/Usage of Foreign Brands Score on the Basis of Frequency of Shopping.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	24417.516	3	8139.172	122.049	.000
Within Groups	26408.382	396	66.688		
Total	50825.898	399			

Table 10(b) shows ANOVA results for awareness/usage score of foreign brands on the basis of frequency of shopping, in which the value of F test is less than 0.05. So, the null hypothesis is rejected and it can be concluded that, there is a significant difference between mean awareness/usage score of foreign brands among consumers of organised and unorganised retail on the basis of frequency of shopping.

Table 10(c) shows the post hoc results for awareness/usage of foreign brands score on the basis of frequency of shopping. Further, the table shows that the mean difference is highly significant in the case of consumers who go for shopping twice or more in a week. Hence, it can be said that consumers who visit more frequently for shopping i.e., twice or more in a week are more aware of foreign brands and they prefer usage of foreign brands.

Table 10(c): Post Hoc Results for Awareness/Usage of Foreign Brands Score On the Basis of Frequency of Shopping.

Frequency of Shopping	Twice or more in a week	Once in a week	Once in a fortnight
Twice or more in a week			
Once in a week	.891		
Once in a fortnight	16.017[*]	15.126[*]	
Once in a month	17.375[*]	16.484[*]	1.358

*The mean difference is significant at the 0.05 level.

Above analysis concludes that, consumers who go for shopping twice or more in a week are more aware of foreign brands, whereas consumers who go for shopping once in a month are least aware of foreign brands. Therefore, it can be said that consumers frequent visit to stores enhances their awareness regarding foreign brands.

Companion for Shopping and Awareness/Usage of Foreign Brands: Consumers go for shopping with different companion like spouse, family and friends, some consumers like to go for shopping alone. Consumer's companion for shopping can affect awareness regarding foreign brands. Consumers like to believe that their behavior is rational thus, once they use the products chances are that they will continue unless someone is able to get them to switch. They share the knowledge of brands with one another, which makes them aware of foreign brands. Hence, it can be said that consumers companion for shopping can affect their awareness regarding foreign brands.

H_0: There is a no difference between mean awareness and usage score of foreign brands among consumers on the basis of companion for shopping.

DESCRIPTIVE STATISTICAL ANALYSIS FOR AWARENESS AND USAGE OF FOREIGN BRANDS ON THE BASIS OF COMPANION FORSHOPPING:

Table 11(a) depicts the descriptive statistics for awareness/usage of foreign brands on the basis of companion for shopping. The mean score for consumers who go for shopping alone is 11.25, in the case of consumers who go for shopping with spouse their mean score is 20.21, consumers who go for shopping with more than one family member their mean score is 27.80 and consumers who go for shopping with friends their mean score is 35.99. It shows that, consumers who go for shopping with friends are more aware of foreign brands as compared to all other categories. The standard deviation of consumers who go for shopping alone is 4.937, for consumers who go for shopping with spouse their standard deviation is 7.293, in the case of consumers who go for shopping with more than one family member their standard deviation is 5.824 and consumers who go for shopping with friends their standard deviation is 4.742, which exhibits high variation in awareness/usage of foreign brands among consumers of organised and unorganised retail on the basis of companion for shopping. The values of standard error of mean are worked out to be 0.430, 0.975, 0.563 and 0.463 for consumers who go for shopping alone, with spouse, more than one family member and friends respectively.

Table 11(a): Descriptive Statistics for Awareness/Usage of Foreign Brands on the Basis of Companion for Shopping.

Companion for Shopping	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
None	132	11.25	4.937	.430	0	21
Spouse	56	20.21	7.293	.975	8	34
More than one family members	107	27.80	5.824	.563	17	45
Friends	105	35.99	4.742	.463	20	50
Total	400	23.43	11.286	.564	0	50

Source: Data collected through Questionnaire.

Table 11(b) shows ANOVA results for mean awareness/usage score of foreign brands on the basis of companion for shopping, the value of F test is less than 0.05 which shows that, the null hypothesis is rejected. So, it can be concluded that there is a significant difference between mean awareness/usage score of foreign brands among consumers of organised and unorganised retail on the basis of companion for shopping.

Table 11(c) shows the post hoc results for awareness/usage of foreign brands score on the basis of companion for shopping.

Table 11(b): ANOVA Results for Awareness and Usage of Foreign Brands Score On the Basis of Companion for Shopping.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	38773.850	3	12924.617	424.670	.000
Within Groups	12052.048	396	30.434		
Total	50825.897	399			

Table 11(c): Post Hoc Results for Awareness/Usage of Foreign Brands Score On the Basis of Companion for Shopping.

Companion for Shopping	None	Spouse	More than one family members
None			
Spouse	-8.964[*]		
More than one family embers	-16.554[*]	-7.589[*]	
Friends	-24.740[*]	-15.776[*]	-8.187[*]

*The mean difference is significant at the 0.05 level.

Further, the table shows that the mean difference is highly significant in the case of friends as companion for shopping. Hence, it can be said that consumers who go for shopping with friends are more aware of foreign brands and they prefer usage of foreign brands. It has been revealed in the above analysis that, consumers who go for shopping with friends are more aware of foreign brands and they prefer usage of foreign brands. On the other hand, consumers who go for shopping alone are least aware of foreign brands.

Type of Retail Store and Awareness/ Usage of Foreign Brands:

Retail stores influence the awareness of consumers regarding foreign brands, as most of the branded products are available in departmental stores, hypermarkets and supermarkets.

H$_0$: **There is a no difference between mean awareness/usage score of foreign brands among consumers on the basis of type of retail store.**

DESCRIPTIVE STATISTICAL ANALYSIS FOR AWARENESS/ USAGE OF FOREIGN BRANDS ON THE BASIS OF TYPE OF RETAILSTORE:

Table 12(a) explains the descriptive statistics for awareness/usage of foreign brands on the basis of type of retail store. The mean score in the case of Kirana stores is 13.14, in the case of Departmental stores 26.50 and in the case of Hypermarkets/Supermarkets 36.79. Therefore, it can be said that consumers who visit Hypermarkets/Supermarkets for shopping are more aware of foreign brands and they prefer usage of foreign brands. The calculated values of standard deviation for Departmental stores, Hypermarkets/Supermarkets and Kirana stores are 5.187, 3.657 and 6.391 respectively, which shows high variation in awareness /usage of foreign brands among consumers of organised and unorganised retail on the basis of type of retail store. As far as standard error of mean is concerned, the values are 0.484 for Departmental stores, 0.350 for Hypermarkets/Supermarkets and 0.482 for Kirana stores.

Table12(b) shows ANOVA results for mean awareness/usage score of foreign brands on the basis of type of retail store, further the table depicts that the value of F test is less than 0.05 which shows that, the null hypothesis is rejected. So, it can be concluded that there is a significant difference between mean awareness/usage score of foreign brands among consumers of organised and unorganised retail on the basis of type of retail store.

Table 12(c) exhibits the post hoc results for awareness/usage of foreign brands score on the basis of type of retail store. Table exhibits that, the mean difference is highly significant in the case of Hypermarkets/ Supermarkets. Therefore, it can be said that consumers who visit Hypermarkets/Supermarkets are more aware of foreign brands and they prefer usage of foreign brands.

Table 12(a): Descriptive Statistics for Awareness/Usage of Foreign Brands on the Basis of Type of Retail Store.

Type of Retail Store	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Kirana Stores	176	13.14	6.391	.482	0	31
Departmental Stores	115	26.50	5.187	.484	16	41
Hypermarkets/ Supermarkets	109	36.79	3.657	.350	26	50
Total	400	23.43	11.286	.564	0	50

Source: Data collected through Questionnaire.

Table12(b): ANOVA Results for Awareness/Usage of Foreign Brands Score On the Basis of Type of Retail Store.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	39167.554	2	19583.777	666.884	.000
Within Groups	11658.343	397	29.366		
Total	50825.898	399			

Table 12(c): Post Hoc Results for Awareness/Usage of Foreign Brands Score On the Basis of Type of Retail Store.

Type of Retail Store	Kirana Stores	Departmental Stores
Kirana Stores		
Departmental Stores	-13.362[*]	
Hypermarkets/Supermarkets	-23.647[*]	-10.285[*]

The above analysis confirms that, consumers who visit hypermarkets/supermarkets are more aware of foreign brands, as all the branded products are available in such stores, which makes it easy for consumers to make comparisons among different brands and to get product of their choice. Thus, it increases the awareness of consumers regarding foreign brands.

Organised/Unorganised Retail and Awareness/ Usage of Foreign Brands:

Organised and Unorganised retail stores affect consumer's awareness regarding foreign brands. Organized retail stores have more foreign brands, which enhances consumer's awareness regarding different brands.

H_0:   There is a no difference between mean awareness/usage score of foreign brands among consumers on the basis of organized and unorganised retail.

DESCRIPTIVE STATISTICAL ANALYSIS FOR AWARENESS/ USAGE OF FOREIGN BRANDS ON THE BASIS OF ORGANISED & UNORGANISEDRETAIL:

Table 13(a) reveals descriptive statistics for awareness/usage of foreign brands score on the basis of organised and unorganised retail. The calculated values of mean are 13.14 in the case of unorganised retail and31.51 in the case of organised retail. It shows that, consumers who visit organised retail stores are more aware of foreign brands. The values of standard deviation for unorganised retail and organised retail are 6.391 and 6.839 respectively, which depicts variation in awareness /usage of foreign brands among consumers on the basis organised and unorganised retail. The standard error of mean is 0.482 in case of unorganised retail and 0.457 in case of organized retail.

Table 13(a): Descriptive Statistics for Awareness/Usage of Foreign Brands Score On the basis of Organised and Unorganised Retail.

	Type of Store	N	Mean	Std. Deviation	Std. Error Mean
Awareness/ Usage of Foreign Brands	**Unorganised Retail**	176	13.14	6.391	.482
	Organised Retail	224	31.51	6.839	.457

Source: Data collected through Questionnaire.

Further, Table 13(b) shows the significance level of levene's statistics for equality of variances is equal to 0.000, which rejects the null hypothesis for equality of variances. Therefore, it is assumed that variances of population from which samples are extracted are unequal and table reports the results for assumption of unequal variances. Further, table 6.15(b) presents that, the t – statistics is -27.662 with degree of freedom 386.221. The p – value for the t – test is 0.000 which is less than 0.05. Hence, the null hypothesis has been rejected. Therefore, it can be concluded that, there is a significant difference between mean awareness/usage score of foreign brands among consumers on the basis of organised and unorganised retail.

Table 13(b): Independent Samples Test for equality of Mean Awareness/Usage of Foreign Brands Score on the Basis of Organised and Unorganised Retail.

Levene's Test for Equality of Variances		t-test for Equality of Means				
F-Statistics	p–Value	t-Statistics	Degree of freedom	p–Value	Mean Difference	Std. Error Difference
18.682	.000	-27.662	386.221	.000	-18.367	.664

It has been found that, consumers of organised retail stores are more aware regarding foreign brands, whereas consumers who go for shopping in unorganisedretail stores are least aware of foreign brands. Therefore, it can be said that organized retail stores offer different brands to consumers under one roof which makes it easy for consumers to get product of their choice. Consumers can easily compare brands of different companies which are displayed in the stores and can select the best one after making comparisons.

Most Frequently Visited store and Awareness/ Usage of Foreign Brands:

Consumer's awareness regarding foreign brands is influenced by the stores which are frequently visited by them. On every visit to store consumers come to know about different brands. Therefore, consumers frequent visits to particular store enhance their awareness regarding brands.

H_0:   There is a no difference between mean awareness/usage score of foreign brands among consumers on the basis of most frequently visited store.

DESCRIPTIVE STATISTICAL ANALYSIS FOR AWARENESS/ USAGE OF FOREIGN BRANDS ON THE BASIS OF MOST FREQUENTLY VISITEDSTORE:

Table 14(a) shows descriptive statistics for awareness/usage of foreign brands on the basis of most frequently visited store. The values of mean score for Vishal Mega Mart, Easy day, Amartex, Big Bazaar, Reliance Retail and other (unorganised store) are 25.38, 28.71, 25.19, 37.16, 36.37 and 13.14 respectively. The maximum mean score is in the

case of Big Bazaar i.e., 37.16, which shows that consumers who visit Big Bazaar are more aware of foreign brands and they prefer usage of foreign brands as compared to visitors of other store. The values of standard deviation are 3.810 for Vishal Mega Mart, 6.634 for Easy day, 3.627 for Amartex, 2.674 for Big Bazaar, 4.516 Reliance Retail and 6.391 for other (unorganised store). The calculated values of standard deviation reveals high variation in awareness /usage of foreign brands among consumers of organised and unorganised retail on the basis of most frequently visited store. As far as standard error of mean is concerned the value is maximum in the case of Easy day that is 1.036 and minimum in the case of Big Bazaar that is 0.351, in the case of Vishal Mega Mart it is 0.626, for Amartex 0.596 and for Reliance Retail and other (unorganised store) it is 0.632 and 0.482respectively.

Table 14(a): Descriptive Statistics for awareness/usage of foreign brands on the Basis of most Frequently Visited Store.

Most Frequently Visited Store	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Vishal Mega Mart	37	25.38	3.810	.626	16	32
Easy Day	41	28.71	6.634	1.036	17	41
Amartex	37	25.19	3.627	.596	18	34
Big Bazar	58	37.16	2.674	.351	33	44
Reliance Retail	51	36.37	4.516	.632	26	50
Other (unorganised store)	176	13.14	6.391	.482	0	31
Total	400	23.43	11.286	.564	0	50

Source: Data collected through Questionnaire.

Table 14(b) shows ANOVA results for mean awareness/usage score of foreign brands on the basis of most frequently visited store. It reveals that, the value of F test is less than 0.05 therefore, the null hypothesis is rejected. Hence, it can be concluded that there is a significant difference between mean awareness/usage score of foreign brands among consumers of organised and unorganised retail on the basis most frequently visited store.

Table 14(b): ANOVA Results for Awareness/Usage of Foreign Brands Score On the Basis of Most Frequently Visited Store.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	39494.057	5	7898.811	274.636	.000
Within Groups	11331.840	394	28.761		
Total	50825.897	399			

Table 14(c) indicates the post hoc results for awareness/usage of foreign brands score on the basis of most frequently visited store. Further, the table shows that the mean difference is highly significant in the case Big Bazaar. Hence, it can be said that consumers who visit Big Bazaar are more aware of foreign brands and they prefer usage of foreign brands as compared to the visitors of other stores.

Table 14(c): Post Hoc Results for Awareness/Usage of Foreign Brands Score On the Basis of Type of Retail.

Most Frequently Visited Store	Vishal Mega Mart	Easy Day	Amartex	Big Bazar	Reliance Retail
Vishal Mega Mart					
Easy Day	-3.329[*]				
Amartex	.189	3.518[*]			
Big Bazar	-11.777[*]	-8.448[*]	-11.966[*]		
Reliance Retail	-10.994[*]	-7.665[*]	-11.183[*]	.783	
Other (unorganised store)	12.236[*]	15.565[*]	12.047[*]	24.013[*]	23.231[*]

Above analysis reports that, consumers who visit Big Bazaar for shopping are more aware of foreign brands. Big Bazaar is a hypermarket that offers different brands to consumers. Hence, it can be said that consumers who visit

hypermarket for shopping are more aware of foreign brands, as such stores offer branded clothing, fashion accessories, electronic products and other products under one roof.

Findings, on the basis of above analysis and interpretation, following conclusions can be drawn.

A primary function of the brand is to provide convenience and clarity in decision making by providing a guarantee of performance and communicating a set of expectations thereby offering certainty and facilitating the buying process. On the emotional side, the function of a brand is to evoke a set of associations and furthermore symbolize the consumer's persona through brand imagery. The following are the main finding of the study as far awareness of brands among consumers is concerned:

As far as awareness of foreign brands on the basis of city is concerned, the mean score is 22.58 in the case of Ludhiana and 24.28 in the case of Jalandhar. Hence, it can be concluded that the consumers of Jalandhar city are more aware of foreign brands as compared to the consumers of Jalandhar city.

Study reveals that, the mean awareness / usage score of foreign brands among consumers on the basis of gender is 18.60 in the case of male consumer and 25.86 in the case of female consumer. As in most of the cases females are key decision makers as far as purchase of different products is concerned and they go for shopping more often as compared to males. Hence, it can be said that females are more aware about foreign brands and they prefer usage of foreign brands.

As far as awareness of foreign brands on the basis of area is concerned, study depicts that consumers of urban area are more aware of foreign brands, whereas consumers who belong to rural area are least aware of foreign brand. It has been found that, consumers of age group 18-25 years are more aware of foreign brands and they prefer usage of foreign brands. On the other hand consumers who are from the age group above 55 years are least aware of foreign brands. It can be concluded that young consumers are eager to spend more for branded products which enhances their knowledge regarding foreign brands.

Study depicts that consumers who are from other class of education level i.e., professionals etc. are more aware of foreign brand and they prefer usage of foreign brands. On the other hand consumers who are intermediate are least aware of foreign brands and they do not prefer usage of foreign brands. Hence, it can be concluded that consumer who are least qualified are not more aware of foreign brands whereas highly educated consumer are more aware of foreign brands.

The study confirms that, consumers who are single are more aware of foreign brands and they prefer usage of foreign brands, whereas married consumers are least aware of foreign brands. As single consumers are keen to spend more and they go for shopping more frequently as compared to married consumers.

According to family structure of consumers, it has been found that consumers who belong to joint family are more aware of foreign brands and they prefer usage of foreign brands whereas, consumers who are living in nuclear and extended family are least aware of foreign brands.

It has been found that, on the basis of occupation homemakers are more aware regarding foreign brands. As in most of the households ladies are homemakers and they are more aware of their family requirements. They also go for shopping more often as compared to consumers of other occupation, which enhances their brand awareness.

It has been found that consumers having annual household income of Rs. 10,00,000 and above are more aware of foreign brands as compared to all other income groups. It can be due to the reason that high income group consumers prefer usage of foreign brands, as their paying capacity is more as compared to low income groups.

Study reports that, consumers who go for shopping twice or more in a week are more aware of foreign brands. On the other hand, consumers who go for shopping once in a month are least aware of foreign brands. Hence, it can be said that consumers who go for shopping more frequently are more aware of foreign brands.

It has been found that, consumers who go for shopping with friends are more aware of foreign brands and they prefer usage of foreign brands whereas, consumers who go for shopping alone are least aware of foreign brands.

Study depicts that, consumers who pay average bill between Rs. 2,000 and Rs. 5,000 are more aware of foreign brands and consumers who pay average bill of less than Rs. 500 are least aware of foreign brands. As foreign brands are costly and consumers of high income group can only afford such costly brands. Hence, high income group consumers are more aware regarding foreign brands.

It has been found that, consumers who make payments through credit card are more aware of foreign brands. Consumers who take credit from store are least aware of foreign brands. Hence, it can be said that consumers who makes payment through credit card are more aware of foreign brands.

IV. CONCLUSION

Factually thousands of firms are spending millions of rupees to sway consumers in every market place through the medium of advertisements, packaging, product features, sales pitches and store environment. But it is clear that every strategy formulated for attracting consumers may have different implications. Hence, this research has made it possible to understand the awareness level of consumer at greater depth regarding foreign brands. Study shows that, consumers of organized stores have more awareness of foreign brands whereas, consumers of unorganised stores are least aware of foreign brands. Consumers who visit hypermarkets/supermarkets are more aware of foreign brands and consumers who visit kirana store for shopping are least aware of foreign brands. Most of the foreign brands are available in hypermarkets/supermarkets. Hence, visitors of such stores are more aware regarding foreign brands.

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