
INFLUENCE OF DEMOGRAPHICS ON INDIAN BRANDS IN THE GLOBAL MARKET

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ABSTRACT

Globalization of the markets presents vital challenges and opportunities for the multinational companies worldwide. In accordance with the advancements in globalization, numerous international companies moved beyond the “multi-domestic approach”, in which local subsidiaries market domestically developed products to the locally inhabitant population, to a “global approach”, in which firms market their offerings on a global basis incorporating subtle adaptation for domestic customers (Steenkamp & De Jong, 2010). The growth of global brands seems alluring because they can create economies of scale, scope in research and development, manufacturing, sourcing, and marketing. Brands today are often the “most valuable capital of a business”, Kapferer stated in his book “The Brand” in 1992. The purpose of the paper is to study the influence of demographic factors on brand performance. Demographic factors used in the study are age, gender, educational qualification, country and continent. The present study categorized brand performance into two constructs as functional brand performance and emotional brand performance. The study used a online questionnaire. A sample of 182 respondents from 11 countries were taken into consideration. The study indicated that continent had significant influence on brand performance.

Keywords: Age, Gender, Educational qualification, Country, Continent.

1. Introduction

The brand performance can be taken in to account as a factor that corresponds to the evaluation of brand success in the markets and it can help the brands achieve their goals in the market place. The failure to measure the brand performance is a main weakness that has been

widely discussed because brand is the first possession of a company. In fact, brand can play the primary role on the success of an organization by creating the competitive advantage (Ebrahim Chirani et al 2012). The performance of brand points out that how successful a brand is in the market and aims to evaluate the strategic successes of a brand. "You can't manage what you don't measure" – Peter F. Drucker. A demographic is defined as statistical data about the characteristics of population such as age, gender, income etc. of the people within the population. This is a business tool that identifies several characteristics when companies attempt to define a market segment. Demographic research is a powerful and functional tool that can personalize marketing campaigns. That's why the study focuses on influence of demographics on Indian brands in global market by considering ayurvedic sector.

1.1 Ayurvedic Industry in India

Ayurveda is predominant among India's traditional health systems. It runs parallel to the modern health care sector which is both organized and unorganized and has a seventy per cent share of the formal medicine market.

1.1a Organized Sector

The large manufacturing units comprise the well established manufacturers who operate in both domestic and international markets. The major players in this category are Dabur, Baidyanath, Zandu, Himalaya Drug Company, Charak Pharmaceuticals, Vicco Laboratories, Aimil Pharma & Emami group.

1.1b Unorganized Sector

Small manufacturing units manufacture a few medicines and operate in a small area. The unorganized sector includes practicing ayurvedic experts (vaidyas) and micro-units manufacturing only a few products and operating at local level. Nonetheless, at times such units are quite strong in their area of operation. There are certain small manufacturing units who cater to export markets only.

2. Research Objective

To study the impact of demographic factors on brand performance, the following hypotheses are framed.

- H01 There is no significant influence of age, gender, educational qualification, Country and Continent on brand performance.
 - H01a There is no significant influence of age on brand performance.
 - H01b There is no significant influence of gender on brand performance.
 - H01c. There is no significant influence of educational qualification on brand performance.
 - H01d. There is no significant influence of country on brand performance.
 - H01e. There is no significant influence of continent on brand performance.
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3. Research Methodology

The study is conducted by using descriptive research. The study is conducted in 11 countries with a sample of 182 respondents. The study used both primary and secondary data. The sample is selected by using convenience sampling technique. The research instrument used is online questionnaire. The conceptual framework of the study is shown in fig.1, which depicts the influence of demographic factors on brand performance. Brand performance is categorized into two constructs functional brand performance and emotional brand performance functional brand performance has four measures which are brand identity, brand promise brand salience and brand loyalty and has 13 variables and emotional brand performance has three measures which are brand associations, brand imagery and brand feelings and has 11 variables.

Conceptual framework of the study

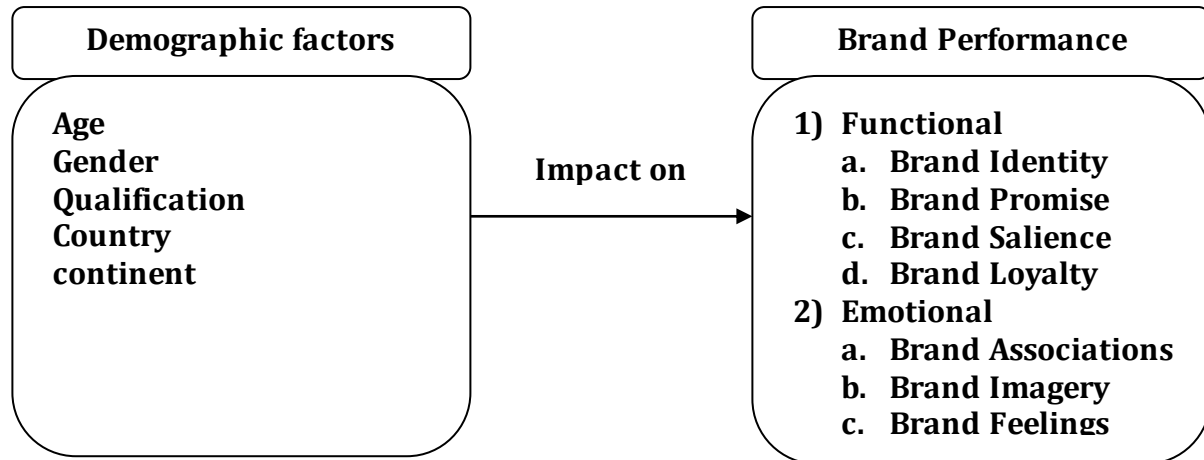


Fig.1: Impact of Demographic factors on brand performance

4. Data Analysis

4.1 Descriptive Statistics

A total of 182 respondents from 11 countries participated in the survey. Table 1 provides the overview of demographic profile of respondents by showing the frequencies and percentages.

Table 1: Demographic profile of the respondents

Demographic Variables		Frequency	Percentage
Age Group	21 – 30	59	32.4
	31 – 40	85	46.7
	41 – 50	27	14.8
	51 – 60	4	2.2
	61 and above	7	3.8
Gender	Male	113	62.1
	Female	69	37.9
Qualification	Diploma	4	2.2
	Under Graduation	40	22.0
	Post Graduation	107	58.8
	Doctorate	31	17.0
Country	India	118	64.8
	United States of America	42	23.1
	United Kingdom	3	1.6
	Canada	1	0.5
	Ethiopia	5	2.7
	United Arab Emirates	2	1.1
	Singapore	2	1.1
	Oman	1	0.5
	Australia	4	2.2
	Abudabi	1	0.5
	Saudi Arabia	3	1.6
Continent	Asia	128	70.3
	North America	39	21.4
	South America	1	0.5
	Europe	3	1.6
	Australia	5	2.7
	Africa	6	3.3

Source: Field Information N=182

From the above Table 1 it is observed that 46.7% respondents are in the age group 31 – 40, 62.1% respondents are male, 58.8% respondents are Post Graduates, 64.8% respondents are Indians and 70.3% respondents are Asians.

4.2 Reliability Analysis

Table 2: Reliability Analysis

Construct	No. of Items	Mean	Grand Mean	Variance	Cronbach's α
Functional brand performance	13	66.86	5.14	189.507	.926
Emotional brand performance	11	50.40	4.58	181.213	.929

Source : Questionnaire

The Table 2 examined the reliability of the constructs used in the questionnaire. From the table it can be known that α for functional brand performance is .926, which has excellent internal consistency and α for emotional brand performance is .929, which has excellent internal consistency.

5. Impact of Demographic Factors on Brand Performance

To determine the impact of demographic factors on brand performance the following hypothesis is framed.

Hypothesis H_{01} is examined to check the influence of demographic factors on brand performance using ANOVA.

H_{01a} There is no significant influence of age on brand performance.

5.1 Influence of age on brand performance:

Table 3 : Mean differences among respondents across age group on functional brand performance

Age Group	N	Mean	Std. Deviation	F Value	Significance
21 - 30	59	66.4333	12.53519	1.054	.387
31 - 40	85	66.4217	15.29556		
41 - 50	27	69.8148	10.07295		
51 - 60	4	76.2500	9.74252		
61 and Above	7	60.7143	17.9131		
Total	182	66.8681	13.76617		

Source : Field Study * Significant at 0.05 level

From the Table 3 it is evident that respondents in the age group 51-60 with a mean (76.25), 41-50 with a mean (69.81), 21-30 with a mean (66.43) 31-40 with a mean (66.42) agree the

influence of functional brand performance where as respondents in the age group 61 and above with a mean(60.74) somewhat agree to the influence of functional brand performance. The F value in Table 2 is 1.054 and the significance is .387 which is greater than .05 which shows that there is no significant influence of age on functional brand performance.

Table 4 : Mean differences among respondents across age group on emotional brand performance

Age Group	N	Mean	Std. Deviation	F Value	Significance
21 - 30	59	50.9667	12.69855	1.900	.097
31 - 40	85	50.0120	14.04305		
41 - 50	27	52.9630	12.73844		
51 - 60	4	56.0000	7.70281		
61 and Above	7	36.5714	13.15114		
Total	182	50.3956	13.46153		

Source : Field Study * Significant at 0.05 level

From the Table 4 it can be inferred that the respondents in the age group 51-60 with a mean (56.00) agree the influence of emotional brand performance whereas the respondents in the age group 41-50 with a mean (52.96), 21-30 with a mean (50.96) 31-40 with a mean(50.01) somewhat agree where as age group 61 and above neither agree nor disagree to the influence of emotional brand performance. The F value is 1.900 and the significance level is .097 which is greater than .05 which shows that there is no significant influence of age on emotional brand performance.

Table 5 : Mean differences among respondents across age group on total brand performance

Age Group	N	Mean	Std. Deviation	F Value	Significance
21 - 30	59	117.4000	23.38274	1.451	.208
31 - 40	85	116.4337	27.67106		
41 - 50	27	112.7778	21.66055		
51 - 60	4	132.2500	16.47979		
61 and Above	7	97.2857	27.28073		
Total	182	117.2637	25.44231		

Source : Field Study * Significant at 0.05 level

From the above Table 5 it can be known that the respondents in the age group 51-60 with a mean(132.25) agree to the influence of brand performance on age where as respondents in the age group 21-30 with a mean(117.40), age group 31-40 with a mean(116.43), age group 41-50 with a mean(112.77), age group 61 and above with a mean (97.28) somewhat agree to the influence of brand performance on age. The F value is 1.451 and the significance is .208 which is greater than 0.05 which shows that there is no significant influence of age on total brand performance.

5.2 Influence of gender on brand performance :

H_{01b} There is no significant influence of gender on Brand Performance

Table 6 : Mean differences of gender on functional brand performance

Gender	N	Mean	Std. Deviation	F Value	Significance
Male	113	67.9115	13.94604	1.719	.191
Female	69	65.1594	13.39076		
Total	182	66.8681	13.76617		

Source : Field Study * Significant at 0.05 level

From the Table 6 it can be known that male respondents with a mean(67.91),female respondents with a mean (65.15) agree the influence of functional brand performance. F value is 1.719 and the significance is .191 which is greater than .05 which shows that there is no significant influence of gender on functional brand performance.

Table 7: Mean differences of gender on emotional brand performance

Gender	N	Mean	Std. Deviation	F Value	Significance
Male	113	50.5575	13.70866	.043	.836
Female	69	50.1304	13.14166		
Total	182	50.3956	13.46153		

Source : Field Study * Significant at 0.05 level

From the Table 7 it can be inferred that male respondents with a mean(50.55) and female respondents with a mean (50.13) somewhat agree to the influence of emotional brand performance. The F value is .043 and significance is .836 which shows that there is no significant influence of gender on emotional brand performance.

Table 8 : Mean differences of gender on total brand performance

Gender	N	Mean	Std. Deviation	F Value	Significance
Male	113	118.4690	25.64039	.668	.415
Female	69	115.2899	25.17533		
Total	182	117.2637	25.44231		

Source : Field Study * Significant at 0.05 level

From the Table 8 it can be known that male respondents with a mean(118.46) and female respondents with a mean(115.28) somewhat agree to the influence of brand performance on gender. The F value is .668 and significance is .415 which shows that there is no significant influence of gender on total brand performance.

5.3 Influence of qualification on brand performance

Table 9 : Mean differences of Qualification on functional brand performance

Qualification	N	Mean	Std. Deviation	F Value	Significance
Diploma	4	59.0000	7.61577	1.607	.189
Under Graduate	40	63.5250	15.47038		
Post Graduate	107	67.9065	13.32789		
Doctorate	31	68.6129	12.98635		
Total	182	66.8681	13.76617		

Source : Field Study * Significant at 0.05 level

From the Table 9 it can be seen that respondents who are doctorates with a mean (68.61),postgraduates with a mean(67.90)agree to the influence of qualification on functional brand performance where as undergraduates with a mean(63.55) and diploma holders with a mean(59.00) somewhat agree to the influence of qualification on functional brand performance. The F value is 1.607 and the significance is .189 which is greater than .05 which shows that there is no significant influence of qualification on functional brand performance.

Table 10 : Mean differences of Qualification on emotional brand performance

Qualification	N	Mean	Std. Deviation	F Value	Significance
Diploma	4	56.7500	8.42120	1.186	.317
Under Graduate	40	48.3750	13.50154		
Post Graduate	107	50.0093	13.20770		
Doctorate	31	53.5161	14.54160		
Total	182	50.3956	13.46153		

Source : Field Study * Significant at 0.05 level

From the Table 10 it can be known that the respondents who are diploma holders with a mean(56.75) agree to the influence of qualification on emotional brand performance where as doctorates with a mean (53.51),post graduates with a mean(50.00), undergraduates with a mean (48.37)somewhat agree to the influence of qualification on emotional brand performance. The F value is 1.185 and the significance is .317 which is greater than significance is .05 which shows that there is no significant influence of qualification on emotional brand performance.

Table 11 : Mean differences of Qualification on total brand performance

Qualification	N	Mean	Std. Deviation	F Value	Significance
Diploma	4	115.7500	11.08678	.999	.395
Under Graduate	40	111.9000	27.85383		
Post Graduate	107	117.9159	24.54535		
Doctorate	31	112.1290	26.29036		
Total	182	117.2637	25.44231		

Source : Field Study * Significant at 0.05 level

From the Table 11 it can be known that post graduates with a mean(117.91) diploma holders with a mean (115.75),doctorates with a mean (112.12)and undergraduates with a mean (111.90)somewhat agree to the influence of qualification on brand performance. The F value is .999 and significance is .395 which shows that there is no significant influence of qualification on total brand performance.

5.4 Influence of country on brand performance

H_{01d} There is no significant influence of country on brand performance.

Table 12 : Mean differences of Country on functional brand performance

Country	N	Mean	Std. Deviation	F Value	Significance
India	118	68.7203	11.94209	1.239	.269
United States of America(USA)	42	63.5714	17.05392		
United Kingdom(UK)	3	53.3333	17.61628		
Canada	1	71.0000	-		
Ethiopia	5	63.8000	12.75539		
United Arab Emirates(UAE)	2	82.0000	12.72792		
Singapore	2	64.5000	12.72792		
Oman	1	66.0000	-		
Australia	4	59.2500	22.94014		
Abudabi	1	58.0000	-		
Saudi Arabia	3	62.3333	13.42882		
Total	182	66.8681	13.76617		

Source : Field Study * Significant at 0.05 level

From the above Table 12 it can be inferred that respondents in UAE with a mean (82.00)strongly agree to the influence of country on functional brand performance where as the respondents from Canada with a mean(71.00), India with a mean (68.72), Oman with a mean(66.00) agree to the influence of country on functional brand performance where as Singapore with a mean(64.50), Ethiopia with a mean(63.80),USA with a mean(63.57), Saudi Arabia

with a mean(62.33), Australia with a mean(59.25), Abudabi with a mean(58.00) and U.K with a mean(53.33) somewhat agree to the influence of country on functional brand performance. It can be known that F value is .999 and significance is .395 which shows that there is no significant influence of qualification on functional brand performance.

Table 13 : Mean differences of Country on emotional brand performance

Country	N	Mean	Std. Deviation	F Value	Significance
India	118	52.7203	12.23759	1.767	0.70
United States of America(USA)	42	44.7143	14.47165		
United Kingdom(UK)	3	44.3333	10.59874		
Canada	1	59.0000	-		
Ethiopia	5	50.6000	14.72413		
United Arab Emirates(UAE)	2	65.5000	16.26346		
Singapore	2	39.0000	1.41421		
Oman	1	46.0000	-		
Australia	4	44.7500	24.30878		
Abudabi	1	45.0000	-		
Saudi Arabia	3	49.6667	15.63117		
Total	182	50.3956	13.46153		

Source : Field Study * Significant at 0.05 level

From the Table 13 it can be inferred that the respondents in UAE with a mean(65.50),Canada with a mean(59.00),agree to the influence of country on emotional brand performance, where as India with a mean(52.72), Ethiopia with a mean(50.60),Saudi Arabia with a mean(49.66),Oman with a mean (46.00), Abudabi with a mean(45.00), Australia with a mean(44.75),USA with a mean(44.71)somewhat agree that there is influence of country on emotional brand performance whereas U.K with a mean (44.33) and Singapore with a mean (39.00)neither agree nor disagree to the influence of country on emotional brand performance. The value of F is 1.767 and significance is 0.70 which shows that there is no significant influence of country on emotional brand performance.

Table 14 : Mean Differences of Country on total brand performance

Country	N	Mean	Std. Deviation	F Value	Significance
India	118	121.4407	22.19515	1.600	.110
United States of America(USA)	42	108.2857	29.71842		
United Kingdom(U.K)	3	97.6667	27.68273		
Canada	1	130.0000	-		
Ethiopia	5	114.4000	26.93139		
United Arab Emirates(UAE)	2	147.5000	28.99138		
Singapore	2	103.5000	2.12132		
Oman	1	112.0000	-		
Australia	4	104.0000	46.34652		
Abudabi	1	103.0000	-		
Saudi Arabia	3	112.0000	28.00000		
Total	182	117.2637	25.44231		

Source : Field Study * Significant at 0.05 level

From the Table 14 it can be known that the respondents in UAE with a mean (147.50)strongly agree the influence of country on brand performance where as Canada with a mean (130.00),India with a mean (121.44)agree the influence of country on brand performance, Ethiopia with a mean (114.00),Oman with a mean (112.00),Saudi Arabia with a mean(112.00),USA with a mean (108.28),Australia with a mean(104.00), Singapore with a mean(103.500), Abudabi with a mean(103.00) and UK with a mean(97.66) some what agree to the influence of country on brand performance. The F value is 1.600 and significance is .110 which is greater than 0.05 which shows that there is no significant influence of country on total brand performance.

5.5 Influence of continent on brand performance

H_{01e}: There is no significant influence of continent on brand performance.

Table 15 : Mean differences of Continent on functional brand performance

Continent	N	Mean	Std. Deviation	F Value	Significance
Asia	128	68.9609	11.95029	2.578	0.028
North America	39	61.7692	16.37466		
South America	1	53.0000	-		
Europe	3	53.3333	17.61628		
Australia	5	64.8000	23.42435		
Africa	6	66.1667	12.79714		
Total	182	66.8681	13.76617		

Source : Field Study * Significant at 0.05 level

From the Table 15 it can be known that the respondents in the continents Asia with a mean(68.96), Africa with a mean (66.16), agree to the influence of continent on functional brand

performance where as Australia with a mean (64.80) followed by North America with a mean (61.76) followed by South America with a mean (61.76), Europe with a mean(53.33) somewhat agree to the influence of continent on brand performance.

F value is 2.578 and the significance is 0.028 which is less than 0.05 and this shows that there is significant influence of continent on functional brand performance.

Table 16 : Mean differences of Continent on emotional brand performance

Continent	N	Mean	Std. Deviation	F Value	Significance
Asia	128	52.7734	12.44656	3.544	.004
North America	39	43.3333	13.54978		
South America	1	47.0000	-		
Europe	3	44.3333	10.59874		
Australia	5	45.0000	21.05944		
Africa	6	53.6667	15.16135		
Total	182	50.3956	13.46153		

Source : Field Study * Significant at 0.05 level

From the Table 16 it can be known that the respondents in Africa with a mean of (53.66) followed by Asia with a mean of (52.77) followed by South America with a mean (47.00) followed by Australia with a mean (45.00) somewhat agree to the influence of continent on emotional brand performance whereas Europe with a mean (44.33) followed by North America with a mean (43.33) neither agree nor disagree to the influence of continent on emotional brand performance and the F value is 3.544, significance is .004 which is less than .005 which shows that there is significant influence of continent on emotional brand performance.

Table 17: Mean differences of Continent on total brand performance

Continent	N	Mean	Std. Deviation	F Value	Significance
Asia	128	121.7344	22.54252	3.319	0.007
North America	39	105.1026	28.14230		
South America	1	100.0000	-		
Europe	3	97.6667	27.68273		
Australia	5	109.8000	42.18056		
Africa	6	119.8333	27.52030		
Total	182	117.2637	26.44231		

Source : Field Study * Significant at 0.05 level

From the Table 17 it can be known that the respondents in Asia with a mean(121.73) agree to the influence of continent on brand performance whereas Africa with a mean(119.83),Australia with a mean(109.80),North America with a mean (105.10),South America with a mean (100.00),Europe with a mean(97.66)somewhat agree to the influence of continent on brand

performance. The F value is 3.319 and significance is 0.007 which is less than .05 which shows that there is significant influence of continent on total brand performance.

6. Findings and Conclusions :

The results of the study demonstrate that the respondents in the age group 51-60 agree to the influence of brand performance on age. Male respondent and female respondents somewhat agree to the influence of brand performance on gender. Post graduates, diploma holders, doctorates and undergraduates somewhat agree to the influence of qualification on brand performance. Respondents in UAE strongly agree to the influence of country on brand performance where as Canada, India agree to the influence of country on brand performance, Ethiopia, Oman, Saudi Arabia , USA , Australia, Singapore , Abudabi and UK somewhat agree to the influence of country on brand performance. The respondents in Asia agree to the influence of continent on brand performance whereas the respondents in Africa, Australia, North America, South America, Europe somewhat agree to the influence of continent on brand performance.

The results of the study are surprising that age, gender, qualification, country doesn't have significant influence but continent has significant influence on brand performance.

The study can be concluded saying that there is significant influence of continent on brand performance. This can be viewed as an opportunity by Indian managers to improve brand performance of Indian brands in the global market. The managers can improve the brand performance by taking into account the local people tastes, preferences and culture in different continents (Douglas Holt et al 2004). The reason also might be that the products may not be available in the nearby store that's why it is concluded to improve the reach of the products and generally people from developed countries don't prefer to buy products from developing countries because of quality concerns. These suggestions hold importance to Indian managers to brand their products strongly on the basis of competitive advantage with special reference to certifications (Barry Chandler, 2015). If addressed properly these can create strong opportunities for Indian brands in the global market.

7. Limitations and future research:

The significance of results is limited to 11 countries with a sample of 182 respondents. From UK, Canada, Ethiopia, UAE, Singapore, Oman, Abudabi, Australia the respondents are very few in number. More number of respondents covering more number of countries should be conducted so that the results will be more indicative in nature.

The findings point to several recommended directions for future research. The research considered only Ayurvedic industry it can be extended to other industries as well.

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