



Brand vs Local – What do people prefer ?

DISSERTATION

**FOR FULFILMENT OF THE DEGREE OF
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IN
ECONOMICS**

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DEPARTMENT OF ECONOMICS

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Certificate

It gives me immense pleasure to certify that Mr/Ms Nikita Pant (M.A. Semester **II**, Economics, Session 2024-25) has done a dissertation work on the topic “Brand v/s Local - What do people prefer ?” under my supervision. I am completely satisfied with **her** work.

I recommend for the submission of this dissertation to the department for examination and evaluation.

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DECLARATION

I Nikita Pant, a student of Masters of Arts Sem I Department of Economics National P.G. College, Lucknow, hereby declare that dissertation titled "Brand v/s Local - What do people prefer ?" is a piece of my research work carried out under the supervision of Dr. Simran Pathak, Assistant Professor, Department of Economics, National P.G. College, Lucknow. I also declare that the work of this dissertation has not been submitted for the award of any degree or professional qualification to this university or any other university before. I confirm that the work submitted is my own.

Date: 22/12/2025

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CHAPTER-1

INTRODUCTION

1. Historical Background

The relationship between branded and local products is deeply rooted in the history of trade, production, and consumer culture. To understand this dynamic, it is important to trace the evolution of product manufacturing and consumer choices from traditional societies to modern industrial economies.

1.1 Traditional Local Production

In pre-industrial societies, most goods were produced and consumed locally. Artisans, craftsmen, and small-scale producers made products tailored to the needs, tastes, and resources of their immediate communities. These goods were often handmade and bespoke, carrying the cultural imprint of the region. For instance, textiles woven by local weavers, pottery crafted in village workshops, and food products prepared using traditional recipes reflect the cultural heritage and identity of their communities.

Local products during these times were not just commodities; they were a part of the social fabric and daily life. Economic transactions often occurred within close-knit networks of trust, where reputation and personal relationships played a key role. Distribution was limited by geography and infrastructure, with markets primarily serving local populations.

1.2 Emergence of Branded Products

The Industrial Revolution in the 18th and 19th centuries was a turning point in the history of product manufacturing and marketing. The introduction of mechanized production methods allowed goods to be produced at unprecedented scales and lower costs. This gave rise to the first branded products, which were marketed beyond local boundaries to regional, national, and eventually international consumers.

Brands emerged as a means for manufacturers to differentiate their products from those of competitors. The rise of literacy, print media, and advertising created opportunities for companies to build brand identity and consumer loyalty. Brands like Coca-Cola, Ford, and Levi's became household names, synonymous with quality, consistency, and modernity.

The branding of products allowed consumers to make informed choices by associating products with certain guarantees, such as durability or status. This shifted consumer behaviour from relying solely on personal trust and tradition to trusting companies and brand reputations.

1.3 The 20th Century and the Consumer Culture

The 20th century saw explosive growth in branded products supported by advances in mass media, television, and later, digital technology. Advertising became a powerful tool, shaping consumer desires and lifestyles. Branded products came to symbolize modern living, innovation, and global connectedness.

At the same time, local products faced challenges due to industrial competition, changing consumer preferences, and globalization. However, they retained importance in rural areas and niches where cultural preservation, artisanal quality, and affordability mattered.

The late 20th and early 21st centuries have witnessed a revaluation of local products driven by movements supporting sustainability, local economies, and cultural heritage. Consumer trends towards organic food, handmade crafts, and locally sourced goods highlight a growing awareness and appreciation for local products alongside branded ones.

2. Importance and Relevance of the Study

The coexistence and competition between branded and local products have far-reaching implications for economic development, cultural identity, and consumer welfare.

2.1 Economic Significance

Branded products, typically produced by large multinational corporations, generate significant economic output and employment. They drive technological innovation, efficient supply chains, and global trade. For example, global brands contribute billions to GDPs, create jobs across countries, and provide consumers with a broad selection of standardized products.

Local products, conversely, sustain small businesses and artisans, often providing livelihoods to marginalized or rural communities. The economic impact of local products extends beyond direct sales to p. The economic impact of local products extends beyond direct sales

to preserving indigenous knowledge and promoting inclusive growth. Supporting local production can help reduce economic disparities and promote regional development.

2.2 Consumer Welfare

From the consumer perspective, the choice between branded and local products reflects a tradeoff involving price, quality, accessibility, and personal values. Branded products are often preferred for their perceived reliability, quality assurance, and after-sales services. Local products may appeal due to affordability, cultural relevance, or a desire to support community businesses.

Understanding these preferences is critical for ensuring consumer welfare, as it helps align market offerings with consumer needs and expectations. It also enables consumers to make more informed, value-driven choices.

2.3 Cultural and Social Dimensions

Beyond economics and consumer welfare, the brand-local product dynamic touches on cultural identity and social values. Local products often embody cultural traditions and local pride. The resurgence in demand for local crafts and foods in many countries reflects a desire to preserve cultural heritage amid globalization.

Branded products often signify modernity and social status, influencing consumer identity and aspirations. Social media and peer influence further shape perceptions, making the choice between branded and local products a reflection of broader societal trends.

3. Objectives of the Study

This research sets out several detailed objectives to comprehensively explore consumer behaviour regarding branded and local products:

- 1. Assess Consumer Preferences:** To quantify and analyze how consumers prioritize branded versus local products across various categories.
- 2. Investigate Influencing Factors:** To identify economic, psychological, social, and cultural factors that influence these preferences, including price sensitivity, quality perception, social influence, advertisement impact, and cultural affinity.

3. Examine Product Categories: To analyze preferences within specific product categories, such as clothing, food, electronics, and personal care, recognizing that preferences may vary by product type.

4. Evaluate Awareness and Satisfaction: To measure consumer awareness of local products' features, benefits, and limitations, as well as satisfaction levels.

5. Support Producers and Policymakers: To generate actionable recommendations that local producers can use to enhance competitiveness and for policymakers to create supportive environments for balanced market growth.

6. Explore Demographic Variations: To understand how factors such as age, gender, income, and education influence consumer preferences.

4. Scope of the Study

The study focuses on consumers in urban areas who have access to a wide range of both branded and local products. It covers multiple product categories to ensure a comprehensive understanding of consumer behaviour. The geographical scope is limited to urban centers where consumer choice is diverse and competition between product types is significant.

The study employs primary data collection methods, primarily an online survey that garnered 102 responses. This method provides direct insights into consumer preferences but acknowledges limitations such as potential digital divide biases and exclusion of rural perspectives.

5. Definition of Key Terms

5.1 Branded Products

Products marketed under an established brand name that represents a promise of quality, reliability, and often a lifestyle or social identity. These products are generally mass-produced by corporations and benefit from significant marketing investment.

5.2 Local Products

Products made within a specific geographic locality, typically by small businesses or artisans, often reflecting traditional methods and local culture. They are valued for their uniqueness, cultural authenticity, and role in supporting local economies.

5.3 Consumer Preference

The inclination or choice made by consumers when selecting products based on a variety of factors, including price, quality, brand reputation, cultural affinity, and social influences.

6. Theoretical and Conceptual Framework

This research is grounded in consumer behaviour theories that posit that purchase decisions result from a combination of internal and external factors.

Internal factors include psychological processes like perception, motivation, and attitudes toward products.

External factors include social influences, marketing communication, cultural norms, and economic conditions.

The framework conceptualizes consumer preference as influenced by:

- Demographic variables: Age, income, education, gender.
- Product attributes: Price, quality, availability.
- Marketing influences: Advertising, brand image, promotions.
- Cultural factors: Traditions, local identity, social values.

Understanding how these variables interact provides insights into why consumers choose branded or local products in different contexts.

7. Historical Evolution of Consumer Behaviour

Understanding consumer preference between branded and local products also requires exploring the evolution of consumer behaviour itself.

Early consumer behaviour was driven largely by necessity and tradition, with purchases made based on immediate need and social norms. However, industrialization and market expansion introduced choice abundance, making brand differentiation critical.

The growth of consumerism in the 20th century introduced new behaviours driven by emotions, aspirations, and social signaling. Consumers began using products as markers of identity and status, giving brands immense power.

Recently, shifts toward sustainability, ethical consumption, and cultural preservation have revived interest in local products. This complex interplay of tradition and modernity forms the backdrop against which consumer preferences evolve.

8. Market Trends Impacting Brand vs. Local Preferences

Modern markets have introduced several trends that affect the competition between branded and local products:

Globalization: Expands consumer access to international brands but also exposes local producers to competition.

Digitalization: Online platforms enable local producers to reach wider markets and consumers to discover niche products.

Sustainability Movement: Growing consumer concern for environmental impact boosts demand for locally sourced and eco-friendly products.

Economic Pressures: Inflation and income disparities can shift preferences toward affordable local options or trusted branded products depending on context.

Cultural Revival: Increased awareness of cultural heritage has led consumers to value local products more highly.

9. Importance for Business and Policy

Businesses, especially local producers, need to understand consumer motivations to compete effectively with global brands. Marketing strategies, product innovation, and quality improvements are necessary to meet consumer expectations.

For policymakers, balancing support for local industries with consumer protection and market fairness is essential. Encouraging local entrepreneurship and creating infrastructure for small producers can enhance economic diversity and social stability.

10. Impact of Consumer Awareness and Perception

Consumer awareness and perception play a pivotal role in determining the preference between branded and local products. Many consumers often make purchasing decisions

based not only on product features like price, quality, or packaging but also on how much they know about the product's origin, producer, values, and social impact.

10.1 Awareness of Product Information

Branded products benefit from high visibility, frequent advertising, and widespread availability, which contribute to greater awareness. Consumers are often familiar with brand names, slogans, and endorsements, which influence trust and perceived quality—even when consumers have never tried the product before.

This lack of awareness can result in lower demand, even when the product quality is competitive or superior.

10.2 Perception and Bias

Consumer perception is also influenced by societal attitudes. There is often a psychological bias where branded products are viewed as modern, reliable, or prestigious, while local products may be perceived as traditional, inferior, or outdated—despite evidence to the contrary. This bias can be shaped by past experiences, peer influence, and cultural associations.

For example, in many urban areas, branded fashion or electronics are considered status symbols, while local options are overlooked. However, with rising awareness campaigns promoting "vocal for local" or "buy local, think global" initiatives, perceptions are gradually changing.

10.3 Changing Trends in Awareness

The rise of social media, influencer marketing, and consumer activism has created new platforms for promoting local products and raising awareness about their value. When consumers are educated about the ethical production practices, lower carbon footprints, or cultural relevance of local products, they are more likely to choose them over global brands.

Therefore, increasing consumer awareness and positively shaping perception are essential not only for enhancing demand for local products but also for creating a fair competitive environment where both branded and local products can thrive based on merit, value, and trust.

CHAPTER-2

LITERATURE REVIEW

Dr.singh (2021) analysed the Indian retail market today features a competitive landscape where local and foreign brands coexist and contend for consumer attention. This study seeks to explore how Indian consumers make choices between these brands, with a specific focus on the concept of consumer ethnocentrism. Consumer ethnocentrism refers to the belief that buying domestic products is a way of supporting the national economy and showing patriotism. The research aims to understand the psychological and socio-economic factors that encourage this mindset, and how it influences preferences for local versus foreign products and services. Additionally, the study examines the role of perceived economic threats—such as the idea that buying foreign products might harm the Indian economy—and whether these perceptions intensify ethnocentric attitudes.

To carry out this investigation, data was collected from 800 Indian consumers in five diverse cities across India, including metro cities like Mumbai and Delhi, mega cities like Bangalore and Ahmedabad, and a mid-sized city, Lucknow. The researchers used a method known as geographical cluster sampling, ensuring diversity in respondents by selecting individuals from different zones—north, south, east, west, and central—within each city. The chosen product and service categories for comparison were soap and mobile phone services, both of which have strong representations from both foreign and local brands. These categories were finalized based on in-depth interviews with Indian graduate students recently relocated to the US, considered knowledgeable about current brand dynamics in India.

The research design was logical and systematic, reflecting a theoretical and analytical approach to data collection. A formal, structured questionnaire based on a five-point Likert scale was created to assess consumer awareness, perception, and brand preference. Respondents were asked about their sources of brand knowledge, perception of brand attributes, and the factors influencing their brand-related decisions. The questionnaire was administered both online and offline, yielding 255 valid responses. Sampling was done using non-probability methods due to the general applicability of the brand subject across Indian society. Data was analyzed using SPSS version 20.0, with descriptive statistics such as percentages, mean values, and standard deviation. One-Way ANOVA was used to test 10

hypotheses and measure variations in consumer responses based on demographic and psychological variables.

The study also collected demographic data like age, income, gender, and education, and socio-psychological traits including patriotism, cultural openness, conservatism, and individualism versus collectivism. These traits were measured using established scales by researchers such as Sharma, Shimp and Shin, and Hui. It was found that individuals with lower education and income levels, less cultural openness, and higher collectivist values were more likely to display ethnocentric tendencies and prefer local products. When people believed that purchasing foreign products could damage the Indian economy, this perception further strengthened their preference for domestic brands.

The key findings indicated that local brands are perceived to be more affordable and accessible, while global brands are viewed as high in quality and variety but more expensive. Status was considered a significant attribute of global brands, whereas it was less important for local ones. Interestingly, other factors like advertisements, personal experience, and pricing did not significantly affect perceptions about either global or local brands. Also, demographic factors such as age and income were found to have no direct impact on consumer perception.

This research provides valuable insights for marketers. Indian brands can strategically use the emotional appeal of supporting the local economy, while foreign brands entering the Indian market may need to demonstrate their contributions to India's growth and culture. However, the study al

Sengupta (2021) The study of consumer–brand relationships has become increasingly important in the context of globalization, particularly in emerging markets like India. As consumers are exposed to a wide variety of both domestic and international brands, their preferences and loyalty often reflect deeper emotional and psychological connections with the brand. This study is grounded in the consumer–brand relationship theory, which highlights the role of emotional value, perceived quality, brand image, and loyalty in shaping consumer behaviour (Roper & Parker, 2006; Bastos & Levy, 2012). In India, the apparel sector has seen a strong presence of global brands, and Indian consumers are increasingly showing a preference for international labels over local brands. This growing affinity

towards global brands is driven by perceptions of superior quality, modern style, and higher status, all of which contribute to stronger consumer-brand relationships (Yoo et al., 2000).

The study focused on analyzing three well-known apparel brands: Tommy Hilfiger (an American brand), United Colors of Benetton (a European brand), and Wills Lifestyle (an Indian brand). These brands were chosen due to their popularity, wide retail presence, and active expansion across Indian cities through both offline and online channels. The research aimed to evaluate these brands in terms of general brand impressions, brand-specific associations, and brand commitment among Indian consumers. Additionally, it examined the influence of regional differences in India and consumers' attitudes towards global brands on these brand evaluation factors.

To achieve these objectives, the study used a quantitative research design involving a cross-sectional, self-administered online survey. The survey was distributed through platforms such as Facebook and Twitter and received responses from 193 participants across different regions of India. The scale items for measuring emotional value, perceived quality, brand awareness, brand image, brand loyalty, and purchase intention were adapted from established research models (Sweeney & Soutar, 2001; Dodds et al., 1991; Yoo et al., 2000; Lee et al., 2008). The study used a repeated measure (split-plot) ANOVA to analyze the data, where the within-subjects factor was the brand type, and the between-subjects factor was the geographical region. The regions were grouped into three categories based on similar levels of economic development: North and North-East (NNE), East (E), and West and South (WS).

The findings revealed a clear preference for global brands among Indian consumers, with Tommy Hilfiger and Benetton performing better than Wills Lifestyle in terms of emotional attachment, perceived quality, and purchase intention. Moreover, regional differences did influence consumer evaluations, indicating that local economic and cultural contexts shape brand perceptions. The study also found that consumers with a strong affinity for global brands showed higher brand commitment. Overall, the research contributes to the literature on branding in India by highlighting the importance of brand origin and regional diversity in consumer-brand relationships.

Gandhi Choudhry (2020) Understanding young consumers' behaviour towards branded apparel requires an analysis of brand awareness, preference, loyalty, and association. A key

study by Auty and Elliott (1998) explored how fashion involvement and self-monitoring influence brand perception. Using Snyder's revised self-monitoring scale, it was found that people who are highly responsive to social cues (high self-monitors) tend to evaluate unbranded items more critically than branded ones. This suggests branding can offset negative perceptions among socially aware consumers, implying fashion brands need continuous advertising to maintain appeal.

Namita Rajput, Subodh Kesharwani, and Akanksha Khanna (2012) investigated consumer decision-making styles and their impact on choosing domestic vs. imported apparel brands. Their study, conducted in Jaipur with 80 participants, used chi-square analysis to test demographic influences, especially gender, on branded apparel choices. The findings showed no significant gender differences in awareness, frequency, or expenditure related to branded clothing, highlighting that both males and females in the 15–34 age group behave similarly in branding contexts.

Rossiter and Percy (1987) and Aaker (1991) define brand awareness as a buyer's ability to recognize or recall a brand as belonging to a specific product category. Keller (2003, 2006) further elaborates that brand knowledge is built from exposure, associations, and consumption experiences. It comprises two main components: brand awareness (recognition and recall) and brand image (consumer perceptions). These aspects play a vital role in shaping purchase decisions, particularly in the apparel segment where emotional and social appeal often outweigh functional benefits.

Kotler and Armstrong (2006) emphasize that consumer buying behaviour is influenced by multiple internal and external factors. Emotional triggers, social pressure, cultural norms, and psychological responses collectively impact how consumers evaluate brands. This idea aligns with the fashion industry's efforts to not only sell clothing but also identity and lifestyle.

Other noteworthy studies like Anderson & Stephen (1963), Lichtenstein et al. (1993), Robertson (2000), Kim et al. (2002), Grundey (2006), and Jairam (2009) have also explored consumer attitudes and purchase behaviours. However, very few studies focus specifically on the impact of location, such as regional preferences and demographic differences within cities like Jaipur. This gap underlines the relevance of the present research, which adds value

by examining how young consumers in Jaipur perceive branded apparel, what influences their brand choices, and how demographic factors play a role in brand loyalty.

Overall, the literature supports that brand awareness, self-monitoring behaviour, and demographics are critical in understanding apparel purchase decisions. Despite the global push for standardized branding, local factors still heavily influence consumer behaviour, making it essential for marketers to tailor their strategies to specific regions and target groups.

Dutta et.al (2019) This research explores consumer preferences between locally manufactured and imported products, with a focus on the factors influencing such preferences. The aim is to understand how Indian consumers, especially university students, perceive and choose between regional and foreign goods. As globalization continues to shape economies and markets, consumers are becoming increasingly exposed to global trends, making it important to study how these shifts affect buying behaviour.

Based on our analysis, it was observed that a majority of the respondents preferred imported products over locally manufactured ones. The primary reasons given were better quality, reasonable pricing, and easy accessibility of imported products. Some respondents also mentioned that foreign products appeared more attractive, while others argued that local textiles are cheaper. These insights challenge the widely held belief that consumers in developing countries naturally favor domestic products due to affordability and accessibility.

The study also considers the role of country of origin in shaping consumer preferences. Although previous studies in India and other developing nations have shown a bias in favor of local products due to price sensitivity, our findings suggest that quality and brand image are increasingly becoming dominant factors in purchase decisions. The modern consumer is now more brand-conscious and quality-driven, which often leads them to opt for imported goods.

The research was conducted with a clear methodology. It is descriptive in nature and primarily quantitative. The primary data was collected through a structured questionnaire distributed among students of a university via Google Forms. We received 100 responses, all of which were used for analysis after proper screening. The target age group for the

respondents was between 18 to 30 years, which includes a young and dynamic consumer base that is often more exposed to global trends and products.

In addition to primary data, secondary data was also used to support the research. These sources included published books, journals, newspapers, and reliable content from the internet. Together, both types of data helped create a comprehensive understanding of consumer preferences.

For sampling, we used a non-random convenience sampling method, which allowed us to gather responses easily from available university students. While this method was practical, it also poses limitations in terms of representation. The sample might not reflect the preferences of the wider population, especially those outside the academic environment or different age groups. This is one of the key limitations of the study.

Another important aspect of the research is that it contributes to the ongoing debate regarding supply and demand in developing economies. While it is often believed that products from developing countries are more affordable and suit the needs of price-sensitive customers, our study suggests that if consumers are aware of better quality and brand value, they are likely to prefer imported products.

This research provides valuable insights into the changing preferences of Indian consumers, especially the youth. It highlights the importance of quality, accessibility, and branding in shaping purchasing decisions, and opens up further scope for examining how domestic producers can adapt to this shift by improving product quality and brand positioning.

Dhiman et.al (2018) Consumer buying behaviour, especially among youth, has become an important area of study due to increasing globalization, brand awareness, and lifestyle changes. Sproles and Kendall (1986) introduced the concept of consumer decision-making styles, showing how individuals develop consistent shopping behaviours based on personality and social influences. While much research has been done globally, there is limited study on Indian youth's behaviour towards branded apparel.

India's youth (aged 18–29) make up a major part of the population and play a key role in shaping market trends. According to the 2011 Census, they form 58% of the total population. As global brands enter the Indian market, young consumers are exposed to various fashion

trends, increasing their interest in branded clothing. Bisson, Kirkland, and Stephenson (2010) noted that emerging economies like India are becoming major consumption hubs due to rising incomes and changing lifestyles.

Several researchers have studied the factors influencing apparel purchases. Eckman, Damhorst, and Kadolph (1990) highlighted fabric and colour as important product attributes. Klerk and Lubbe (2008) also stressed how these features enhance aesthetic appeal and influence choices. Self-esteem is another important factor, especially for youth. According to Hustvedt and Dickson (2009), people often associate branded clothing with status and confidence.

Branding plays a major role in shaping consumer preferences. Aaker (1991) and Wernerfelt (1988) stated that brands act as symbols of quality, helping consumers reduce uncertainty. Richardson, Dick, and Jain (1994) added that brands provide both emotional and functional value, especially in competitive markets.

In India, research by Goswami (2007) showed that consumers are becoming more willing to pay for quality and design. Mishra (2016) found that design, brand image, and customer experience are major reasons why people prefer certain brands. However, most of these studies are not specifically focused on the Indian youth apparel segment.

The current study aims to fill this gap by focusing on the buying behaviour of Indian youth regarding branded apparel. It considers key factors such as brand association, promotions, convenience, product attributes, self-esteem, and economic value. The study uses Confirmatory Factor Analysis (CFA) to measure the relationship between these factors and actual buying behaviour, ensuring accuracy and reliability.

In summary, previous research highlights several factors that affect consumer behaviour, but limited work has been done on the Indian youth in the branded apparel segment. This study builds upon existing literature while offering fresh insights into how Indian youth make purchasing decisions and what drives their choices. The findings will help marketers and brand managers better understand this important consumer group and design effective strategies.

Dr.Ghosh (2016) Culture has always been a central element in understanding consumer behaviour and brand success. It is defined as a shared system of values, beliefs, customs, and traditions that influence how people think, feel, and act (Hofstede, 2001). In the branding context, culture shapes consumer preferences and responses towards products and services. As McCracken (1986) suggests, brands are cultural artifacts that carry meanings influenced by the cultural environment of their consumers. Therefore, companies that succeed in integrating local cultural elements into their branding are more likely to connect with their audience and achieve long-term success.

The impact of culture becomes even more significant in diverse markets like India. The Indian market is known for its variety of regional traditions, languages, lifestyles, and consumer expectations. As Douglas and Craig (1997) point out, global brands must customize their strategies to match local cultural settings to gain acceptance. Merely relying on the global appeal of a brand is not sufficient; the brand must align itself with local values and customs. This idea is reinforced by Kumar and Steenkamp (2013), who argue that glocalization – the combination of global strategy with local adaptation – is critical in culturally diverse markets.

In this study, the role of culture in branding has been explored through a descriptive research design using quantitative methods. A structured questionnaire was administered to a sample of 160 individuals, including students, working professionals, and non-working individuals, aged between 18 and 44 years. The use of convenience sampling was suitable given the exploratory nature of the research, aiming to understand general trends and relationships (Malhotra, 2007).

The questionnaire focused on five key cultural dimensions: Perceived Quality, Lifestyle, Self/Group Identity, Values, and National Traditions. These dimensions were derived from the works of Sun et al. (2004) and Strizhakova et al. (2008), who highlighted these factors as critical in influencing consumer behaviour in cross-cultural contexts. These variables helped the study assess how cultural factors affect the consumer's perception and acceptance of brands.

To analyze the collected data, Exploratory Factor Analysis (EFA) was performed using Principal Component Analysis (PCA) with Varimax rotation. This statistical technique helps in identifying patterns among observed variables and reduces them into a smaller number of

factors. The Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity were applied to ensure that the dataset was suitable for factor analysis. The results of the EFA helped uncover the underlying cultural dimensions that influence branding and consumer choices.

The literature and methodological approach align with earlier research emphasizing the importance of cultural alignment in branding. Brands that blend local cultural elements into their identity have greater chances of building emotional connections and trust among

consumers (De Mooij, 2010). This study contributes to that body of knowledge by showing how Indian and global brands have successfully adapted to cultural norms to thrive in the Indian market.

Kala and Chaubey (2016) This study explores how a product's Country of Origin influences the buying behaviour of young consumers in India. As globalization increases and product quality becomes similar across brands, companies use Country of Origin as a tool to build a positive image and differentiate their products. It serves as a signal for quality, safety, and performance. Along with this, concepts like consumer ethnocentrism (preference for local products) and xenocentrism (preference for foreign products) also affect buying decisions.

The study focused on young Indian consumers because they are more aware of global trends, are frequent buyers, and often influence others' preferences. India, being one of the world's fastest-growing markets with a large young population, offers a valuable opportunity for international brands. Understanding how these consumers react to products from different countries can help foreign companies design better marketing strategies.

The research was conducted in Dehradun, Uttarakhand, during September and October 2015. Data was collected from 387 university students using a structured questionnaire. The questionnaire had three parts: consumer behaviour, attitude towards Country of Origin, and demographic details. Responses were recorded on a five-point Likert scale. To ensure accuracy, the tool was reviewed by experts and pilot-tested among 40 students. The Cronbach's alpha score of 0.768 confirmed its reliability. Data was analyzed using IBM SPSS software.

The study found that the Country of Origin does influence product evaluation and purchase, especially for high-involvement items like electronics or luxury goods. Young Indian consumers are moderately ethnocentric, but they are also open to buying foreign products, especially those seen as high-quality or status symbols. The effect of Country of Origin also varied depending on factors like income, education, and exposure to global brands.

In conclusion, the study highlights that Country of Origin remains an important factor in consumer decision-making. As global competition grows, companies should focus on creating a strong and positive image of their home countries to win consumer trust. Marketing efforts should link products with attributes like technology, innovation, lifestyle, and quality to attract young Indian buyers. This strategy can help international brands succeed in the dynamic Indian market.

Krishnan et al. (2012) Branding is a critical aspect of marketing and consumer decisionmaking. The American Marketing Association (AMA) defines a brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors.” Similarly, Kotler (2000) describes a brand as an element or identity associated with one or more products, used to signify the source and nature of the product. These definitions emphasize that a brand not only identifies a product but also distinguishes it from its competitors, thus playing a central role in influencing consumer preferences.

Cobb-Walgren et al. (1995) argue that higher levels of brand equity are strongly associated with increased consumer preference and stronger purchase intentions. High brand equity creates trust and reliability, often translating into customer loyalty and repeat purchases. Farquhar (1989) further expands on this idea, suggesting that brand equity supports the successful extension of products, acts as a shield against competitive pressures, and creates significant entry barriers for new players in the market.

Brand loyalty and its correlation with consumer habits have also been explored. Cunningham (1956) examined the relationship between brand loyalty and store loyalty, concluding that while consumers may be loyal to a brand, this loyalty does not always translate to a specific store. Goldman (1976) provided insights into how income levels affect consumer shopping behaviour, suggesting that low-income consumers are less likely to engage in extensive

shopping and tend to purchase based on convenience and price rather than brand affinity. Agarwal (1983) found that consumers generally tend to remain loyal to brands, particularly for frequently purchased items, indicating that repeated exposure and satisfaction play a role in long-term brand associations.

In the Indian context, the market presents a unique paradox where both branded and unbranded products coexist. The cohabitation of both segments suggests that branding alone is not the only driver of consumer preference. Socio-economic factors, cultural norms, accessibility, and pricing play equally significant roles. Consumers in India, especially in semi-urban and rural areas, continue to patronize unbranded or local products, often due to cost-effectiveness, familiarity, and the availability of personalized services.

The present study investigates this consumer behaviour through both primary and secondary research methodologies. Data were collected from 50 consumers and retailers in Mumbai and Thane using structured questionnaires containing dichotomous and multiple-choice questions. In addition, open-ended interviews were conducted to gather qualitative insights. Secondary data were gathered from books, journals, websites, and research papers to support the conceptual framework and literature foundation. The combination of primary and secondary data allows for a more comprehensive understanding of consumer preferences and market dynamics.

However, the research methodology also presents certain limitations. The relatively small sample size (50 respondents) limits the generalizability of the study's findings. Additionally, the geographical focus on only two districts—Mumbai and Thane—restricts the applicability of the results to broader demographics and regions in India. Time and cost constraints further limited the scope of the study, which should be considered when interpreting the results.

Despite these limitations, the study offers valuable insights into consumer behaviour in a market where both branded and unbranded products compete for attention. It sheds light on the determinants influencing brand choice and reveals the importance of strategies aimed at converting product-based decisions into brand-based loyalty. This review highlights the need for future research on a larger and more diverse scale to validate findings and help marketers develop effective brand position.

Dr. Seema and Hariramani (2012) Due to the increase in mall culture and the flood of branded stores, it was thought appropriate to undertake a study to understand consumer behaviour with regard to branded and unbranded lifestyle products. The primary objectives of the study were to compare customer preferences among lifestyle products (branded and unbranded), to understand customer perception regarding products such as apparels, footwear, accessories, and home furnishing, and to identify the key parameters considered while purchasing a product. The study also aimed to investigate the factors that contribute to customer satisfaction with branded products and to explore the relationship between demographic variables and satisfaction levels. To achieve these objectives, a single cross-sectional research design was adopted, involving a survey of 100 people from Ahmedabad city. The sampling technique used was non-probability and convenience-based. A self-administered questionnaire consisting of both open-ended and close-ended questions served as the primary instrument for data collection. The response rate was 35%. Simple statistical tools like frequency counts and percentages were employed for data analysis, along with descriptive and inferential measures to meet the study's objectives.

The study of consumer behaviour in emerging markets has attracted increasing academic and managerial interest, particularly concerning preferences for local versus foreign brands. Researchers have long emphasized the significance of cultural context, perceived quality, and country of origin in influencing consumer decisions. Keller (2003) suggested that brands function as symbolic and functional identifiers that guide consumer preferences, especially in competitive markets. In the Indian context, the opening up of markets post-liberalization has increased consumer exposure to foreign brands, which are often associated with higher quality and prestige. Batra et al. (2000) noted that consumers in emerging economies tend to perceive foreign brands as technologically advanced and superior in quality. This perception was echoed in this study, where Indian consumers rated foreign brands higher than domestic ones, especially in terms of esteem, reliability, and innovation. Country of origin effects, as studied by Nagashima (1970) and Han (1989), continue to influence buying decisions, with Indian consumers showing a clear bias toward Western-made products. Furthermore, changing socioeconomic dynamics, such as the rise of DINK (Double Income No Kids) families, increased internet usage, media exposure, and aspirations for a higher standard of living, have all contributed to a shift in consumer preferences toward branded lifestyle products. Sheth (1985) and Solomon (2010) argued that modern consumption is largely

identity-driven, a theory validated by the present research which found that urban Indian consumers increasingly use brands as a means of expressing status and personal style. The increasing presence of global brands and organized retail outlets in metro, mega, and smart cities has further accelerated this transition. Additionally, recent insights from Joshi & Gupta (2018) highlight that today's consumers seek not just functional satisfaction but also positive experiences associated with brand interactions. Hence, the present study contributes to this growing body of knowledge by providing empirical insights into Indian consumer behaviour and attitudes in the domain of lifestyle.

Mukherjee et al. (2012) A notable study assessing Indian consumers' brand consciousness was conducted with the aim of examining their brand knowledge, purchase behaviour, and perceptions of foreign brands. The purpose of this research was to provide strategic insights to global retailers interested in capitalizing on the increasing consumerism in India. The study is particularly significant as it was among the first to evaluate the impact of retail liberalization on Indian shopping behaviour and the growing inclination toward brand consciousness.

The methodology involved a survey of 300 Indian consumers using a semi-structured questionnaire. The questionnaire included both closed and open-ended questions to capture a wide range of information related to purchasing patterns, brand preferences, and attitudes toward foreign brands. Key areas of focus included consumer spending on branded versus nonbranded products across various categories, factors influencing expenditure on branded items, familiarity with foreign brands, and opinions on the entry of international brands into the Indian market. Given the modest sample size, the researchers relied primarily on descriptive statistics, simple regressions, and logistic regressions to analyze the data.

The sampling procedure was carefully structured to ensure diverse representation. A stratified random sampling technique was employed to categorize respondents based on income, occupation, and education levels. The sample included participants from different socioeconomic backgrounds across six Tier I cities, four Tier II cities, and one Tier III city, where modern retail formats were present. The income distribution ranged from low-income households (earning \$1,980–\$4,000 annually) to middle-income (\$4,000–\$21,000) and highincome groups (above \$21,000). Furthermore, 94 percent of the respondents belonged

to the 23–60 age group, which typically includes the primary earning and decision-making individuals in households.

To understand spending behaviour, the researchers calculated average spending on branded products as a proportion of total spending within each product category. Additionally, the ordinary least squares (OLS) method was used to determine the influence of variables such as household income, gender, and international travel on consumers' willingness to spend on branded products. However, due to limitations related to the sample size, some potentially significant variables like education and age were excluded from the regression models.

The findings indicated that brand consciousness in India varies across different product categories. Although consumer awareness and usage of foreign brands were found to be relatively low at the time, there was clear evidence of price sensitivity and a growing willingness to experiment with new brands. Importantly, many consumers expressed a positive attitude toward the entry of more foreign brands into the Indian market. Overall, the study highlights the transitional phase of Indian consumer behaviour, marked by cautious but increasing interest in branded products amid ongoing globalization and retail sector growth.

Patil (2011) The research work studies focuses on the relationship between two important concepts in marketing: brand awareness and brand preference, especially in the case of Fast Moving Consumer Goods (FMCGs). These are products that are consumed frequently by people from all sections of society, such as soaps, biscuits, tea, and so on.

According to this study, a brand name acts as a kind of promise or assurance from the seller to the buyer. It helps customers feel secure about the quality and service of the product. Because of this, people tend to choose brands they already know or have heard about, rather than trying something new. So, the first and most important step in making a brand successful is to create awareness about it. Once people are aware of a brand, they are more likely to prefer it when making a purchase decision.

In this particular study, the researchers selected sixteen popular FMCG brands from eight different product categories, such as toilet soaps, detergent powders, flakes, hair oils, fairness creams, biscuits, and tea. The research was done in both rural and urban areas of the Latur

district in Maharashtra, and the sample size was 938 respondents, which was calculated using a statistical formula.

To collect the data, the researchers used a structured questionnaire that had close-ended questions. This questionnaire was made in both English and Marathi, keeping in mind that many of the respondents were from rural areas. The study used both exploratory and descriptive research designs, and a multi-stage sampling method was applied. In the first stage, Latur district was divided into 10 talukas or clusters.

For measuring brand awareness, a points system was used. If a respondent could recall a brand without any help, like remembering Lux or Santoor when asked about toilet soaps, they were given 10 points, which indicated high brand awareness. If the respondent needed some help—like being reminded about the brand's colour, advertisement, or packaging—and then recognized the brand, they were given 6 points. If they still couldn't recognize the brand, only 2 points were given. This method helped the researchers measure how strong a brand's recall or recognition was among the consumers.

After collecting brand awareness data, brand preference was also asked for each product category. The results showed that there is a significant and positive relationship between brand awareness and brand preference. In simple words, the brands that were more well-known were also the ones that people preferred more. Or, it could also be said that the brands people preferred more were the ones they were more aware of.

This study helps us understand that creating awareness about a brand is very important, especially for FMCG products that are purchased regularly. If companies want people to prefer their products, they first need to make sure that people know about their brand through proper marketing, advertising, and visibility.

Kumar et al. (2011) Analysed India's retail market today is filled with both foreign and local products competing side by side, and this study tries to understand how Indian consumers decide between them. The main focus of the research is to explore the role of consumer ethnocentrism—which means how strongly people believe in supporting their own country by buying domestic products instead of foreign ones. The study looks into what factors cause Indian consumers to develop this ethnocentric mindset and how this affects their attitudes

toward both domestic and foreign products and services. It also tries to see if a person's perception of economic threat—like the idea that buying foreign products could harm the local economy—changes the strength of this relationship.

To study this, researchers collected responses from 800 Indian consumers across five major cities in India, using structural equation modeling (SEM) to examine how all the factors are connected. They didn't just look at any product or service randomly. Instead, they carefully selected two categories where both local and foreign brands compete fairly: soap as a product and mobile phone service as a service. These were chosen after conducting personal interviews with Indian graduate students who had moved to the US within the past year. Since they had recently lived in India, they were considered well-informed about the current market and brand competition back home.

The research method used was geographical cluster sampling, which means that different parts of each selected city were used as clusters to get a wide variety of respondents. The cities included metro cities like Mumbai and Delhi, mega cities like Bangalore and Ahmedabad, and a medium-sized city like Lucknow. From each city, respondents were selected from different zones—central, north, south, east, and west—to make sure that the sample was truly diverse. The survey was conducted face-to-face in English, though interviewers were present to assist with any confusion.

The study also went deep into the demographic and socio-psychological background of the respondents. They collected basic information like age, gender, education level, and income, but also measured psychological traits like cultural openness, patriotism, conservatism, and how people relate to others (individualism vs collectivism). Scales developed by previous researchers (Sharma, Shimp, and Shin, and Hui) were used to measure these traits, especially focusing on how close people feel toward their parents and coworkers, which reflects their collectivist mindset.

The main findings of the research were very insightful. It was found that ethnocentric Indian consumers prefer local products and services over foreign ones. This ethnocentric tendency was found to be more common among people who had lower education, lower income, were less culturally open, and had a stronger sense of collectivism—that is, they valued group harmony and relationships. Moreover, when people believed that buying foreign products

might hurt India's economy, this belief made their ethnocentrism even stronger and affected their attitudes more deeply.

This study gives very useful information for both Indian and international marketers. For Indian brands, this research shows how they can appeal to the emotions of consumers who strongly believe in supporting their own country. On the other hand, foreign brands trying to enter or grow in the Indian market need to be sensitive to this mindset and maybe show how they contribute positively to the Indian economy or culture.

In short, this study helps us understand not just what Indian consumers are buying, but why they choose local over foreign products—or vice versa. It connects emotions, values, background, and economic beliefs to real buying decisions in the Indian market.

Kumar and kim (2008) study tries to understand how Indian consumers, especially college students, decide between buying clothes from a US retail brand and a local Indian brand. In recent years, many US brands have entered the Indian market, so it's important to understand how people feel about these foreign brands compared to local ones. The research mainly looks at what influences someone's decision to buy a product. These influences come from how people see themselves (called self-concept), their personal interest in clothing, their desire to be unique, and how they feel about a brand in terms of emotional connection and perceived quality.

The researchers collected data from 405 Indian college students and used a statistical method called structural equation modeling to analyze the relationships between all these factors. What they found is that self-concept and the need for uniqueness don't directly lead someone to want to buy from a certain brand, but they do influence other things that eventually affect purchase decisions. In particular, when people see themselves a certain way or want to stand out from others, they tend to become more interested in fashion and clothing. This interest then plays a big role in shaping how they feel about different brands.

Interestingly, clothing interest was found to positively affect how people viewed the quality and emotional value of US brands, but the same was not true for local brands. This suggests that people who are more interested in fashion may think US brands are of higher quality or feel more emotionally connected to them. However, when it comes to local brands, their interest in fashion doesn't have the same impact.

One of the most important findings of the study is that emotional value—how strongly someone feels connected to a brand—has a significant effect on whether they want to buy from both the US and local brands. This means that emotions play a bigger role than just how good people think a product is. In fact, perceived quality didn't have any real effect on purchase intention in this study. This is surprising because we usually assume that people care about quality when making buying decisions. But here, it turns out that emotional connection matters more.

The results of this research are useful for both US and Indian retailers. For US brands entering India, the key to success may lie in creating emotional bonds with Indian consumers, rather than just promoting the quality of their products. Local brands can also learn from this by focusing on building relationships with their customers. Overall, the study offers a deeper understanding of what really matters to young Indian consumers when it comes to choosing between local and international clothing brands.

Kinra (2006) With the rapid globalization of markets, Indian consumers are increasingly exposed to foreign brands. This has raised questions about how consumers perceive foreign versus local brands, especially in relation to the country-of-origin (COO) effect and consumer ethnocentrism. COO refers to how the country a product is associated with influences consumer perceptions. It is often linked with attributes like product quality, technology, and status. Consumer ethnocentrism, on the other hand, is a psychological tendency where consumers prefer domestic products, viewing them as a matter of national pride.

The present study explores these factors by surveying 112 consumers in Lucknow using a structured questionnaire. Respondents were from middle to upper-income groups and above 18 years of age. The study focused on twelve product categories—six high-technology (cars, TVs, washing machines, refrigerators, cameras, watches) and six low-technology (jeans, shoes, perfumes, shampoos, cold drinks, ice creams). These were selected to understand how product type influences COO perceptions and brand preferences.

Attitudes toward Indian and foreign brands were measured using a seven-point semantic differential scale across five dimensions: technology, quality, value for money, status and esteem, and COO credibility. The study found that foreign brands were consistently rated higher on most attributes. Despite a strong sense of nationalism shown through high

ethnocentrism scores, consumers still preferred foreign brands, especially for their advanced technology and better quality. This shows that product superiority often overrides patriotic buying behaviour.

Consumer ethnocentrism was measured using the CETSCALE developed by Shimp and Sharma (1987), adapted to the Indian context. The scale had a high reliability (Cronbach's alpha = 0.87). Factor analysis with varimax rotation helped identify the key factors contributing to ethnocentric tendencies. These included pride in Indian products and the belief that buying local supports the national economy.

The literature suggests that COO influences are strongest when consumers are familiar with a country or have emotional attachments. Studies by Peterson & Jolibert (1995) and Maheswaran (1994) highlight that COO can act as a primary cue in evaluating product quality, especially when other information is limited. Research also shows that consumer perceptions of COO are shaped by cognitive (knowledge), affective (emotions), and conative (behavioural intention) components. In India, despite emotional leanings toward local goods, many consumers still opt for foreign brands due to perceived technological superiority.

Moreover, with the increasing complexity of global manufacturing—where design, assembly, and branding may span multiple countries—identifying a single COO has become difficult. Hence, brand name and perceived COO are gaining more importance in consumer decisions.

In conclusion, this study adds to the understanding of how Indian consumers balance nationalism with quality expectations. While consumer ethnocentrism exists, it does not always lead to local brand preference. Marketers of foreign brands in India should focus on promoting their strengths in technology and quality, rather than emphasizing low prices or emotional appeal.

Kumar and Advani (2005) Brand loyalty has increasingly become a focal point for both academicians and marketing practitioners, especially with the evolution of relationship marketing. In the context of consumer goods, particularly fast-moving consumer goods (FMCG), brand loyalty is influenced by a complex mix of factors, making it a dynamic concept. The present study investigates brand loyalty in the toothpaste category, examining

how brand benefits, brand symbolism, brand trust, genetic influence, and price consciousness shape consumer preferences.

Toothpaste as a product category offers a suitable platform for analyzing brand loyalty. Its longstanding presence in the market means consumers are familiar with it and capable of distinguishing among various brands such as Colgate, Close Up, Vicco, and Forhans. These brands allow for a meaningful exploration of brand-related variables. The presence of both therapeutic and cosmetic brands within the category also enables an examination of both functional and symbolic benefits. Moreover, the frequency of sales promotions and advertising in this category provides ample opportunities for brand switching, further highlighting the importance of understanding loyalty in this context.

The methodology involved administering a questionnaire to a random sample of 444 consumers across India. The design of the questionnaire was critical to the study. It was kept simple and concise to ensure a high response rate and avoid confusion among respondents who may not be familiar with answering detailed surveys. The questions progressed logically from basic dimensions like price and functional benefits to more complex aspects such as brand trust and genetic influence, allowing respondents to engage more thoughtfully with the questionnaire.

Findings from the study confirmed that brand functional benefits, brand trust, price consciousness, and genetic influence have a significant impact on brand loyalty. Interestingly, the study also highlighted that while symbolism plays a role, its influence may not be as direct or strong as other factors. This underlines the need for marketers to balance traditional perspectives on brand loyalty with the realities of brand migration in a competitive marketplace.

From a marketing practice standpoint, the study suggests that managing brand loyalty requires more than just repeated promotions. It involves understanding and strategically managing brand associations that resonate with different consumer segments. Symbolism, when aligned with consumers' self-concepts or reference groups, can play a powerful role in reinforcing loyalty. The study proposes a framework centered around a "Brand Benefit Set" that includes both functional benefits and trust, which marketers can use to design effective loyalty strategies. Overall, this research provides valuable insights into the nuanced nature of brand loyalty in contemporary marketing environments.

CHAPTER – 3

OBJECTIVES AND SIGNIFICANCE OF THE STUDY

5.1 Introduction

Every research study is conducted with a clear purpose. Objectives and significance form the backbone of any academic research, as they explain why the study is undertaken and how it contributes to knowledge, society, and future research. Without clearly defined objectives, a research paper lacks direction, and without significance, it lacks relevance.

In the present study titled “Brand vs. Local Product: What Do People Prefer?”, the objectives and significance are framed entirely on the basis of secondary data. The study does not involve direct surveys or primary investigation; instead, it depends on existing literature, published research, government reports, and institutional studies related to consumer behaviour, branding, and local products.

This chapter provides a detailed and expanded explanation of the objectives and significance of the study. Each objective is explained in depth to show how it aligns with the research problem. Similarly, the significance section elaborates on the academic, economic, social, policy-related, and future research importance of the study.

5.2 Objectives of the Study

Objectives of the study define the specific goals that the research seeks to achieve. They guide the researcher in selecting relevant data, choosing appropriate analytical methods, and maintaining focus throughout the research process.

The objectives of the present study have been formulated after reviewing extensive secondary literature on branding, consumer preference, and the growing importance of local products. These objectives are descriptive and analytical in nature, as the study is based on secondary data.

5.2.1 To Study the Concept of Branded and Local Products

One of the primary objectives of this study is to understand the basic concept and meaning of branded and local products through existing literature. Branded products are generally associated with recognized brand names, standardized quality, and large-scale production, while local products are usually produced on a smaller scale and cater to regional or community needs.

Through books, journals, and published articles, this objective aims to analyze how scholars and researchers define and differentiate between branded and local products. Understanding these concepts is essential because consumer preference cannot be studied without a clear conceptual framework.

This objective helps in building a strong theoretical base for the research, ensuring that later analysis is grounded in established academic understanding.

5.2.2 To Examine Consumer Preference Patterns as Reported in Existing Studies

Another important objective of the study is to examine consumer preference patterns that have already been identified by previous researchers. Since the study relies on secondary data, it focuses on analyzing the findings of earlier surveys, reports, and market studies related to consumer choice.

This objective seeks to understand whether consumers generally prefer branded products or local products and under what circumstances. It also aims to identify differences in preference based on factors such as income level, education, urbanization, and product category, as reported in existing studies.

By examining previously reported patterns, the study attempts to identify consistent trends and common conclusions across different sources.

5.2.3 To Analyze Factors Influencing Consumer Preference

Consumer preference is influenced by multiple factors such as price, quality, availability, trust, brand image, and promotional strategies. A key objective of this study is to analyze these influencing factors using secondary data.

Various research papers and reports highlight different factors affecting consumer choice. This objective aims to compile, compare, and analyze these factors to understand which ones play a dominant role in influencing preference toward branded or local products.

This analysis helps in explaining why consumers behave differently in different market situations and how perceptions are shaped over time.

5.2.4 To Compare Branded and Local Products on Key Parameters

Another major objective of the study is to compare branded and local products on important parameters such as price competitiveness, perceived quality, availability, durability, and value for money.

Using findings from previous comparative studies, this objective focuses on identifying strengths and weaknesses of both branded and local products. This comparison is not based on new data but on already published evaluations and research conclusions.

Such comparison helps in understanding the competitive position of local products in the market dominated by brands.

5.2.5 To Study the Role of Branding in Consumer Decision-Making

Branding plays a significant role in shaping consumer perceptions and purchasing decisions. One of the objectives of this study is to analyze the role of branding as discussed in secondary literature.

This includes understanding how brand name, brand loyalty, brand trust, and brand image influence consumer behaviour. The study reviews marketing literature to examine how branding affects consumer confidence and repeat purchase behaviour.

This objective is important because branding often creates emotional attachment, which strongly affects consumer preference.

5.2.6 To Understand the Growing Importance of Local Products

In recent years, local products have gained attention due to initiatives promoting self-reliance, sustainability, and support for local economies. An objective of this study is to understand the growing importance of local products as highlighted in existing reports and policy documents.

This objective focuses on analyzing how consumer awareness, government support, and social movements have contributed to the increased acceptance of local products.

Understanding this trend helps in assessing the changing dynamics between branded and local products.

5.2.7 To Review Government Policies and Institutional Support

Another objective of the study is to review government policies and institutional initiatives that promote local products and small-scale industries.

Using secondary data from policy documents and reports, the study aims to analyze how such policies influence consumer preference indirectly by improving quality, availability, and trust in local products.

This objective connects consumer preference with broader economic and policy frameworks.

5.2.8 To Identify Research Gaps in Existing Literature

A significant objective of the study is to identify gaps in existing literature related to consumer preference between branded and local products.

By reviewing multiple studies, the research attempts to highlight areas that have been underexplored or require further investigation. This objective is crucial for suggesting directions for future research.

5.2.9 To Provide a Comprehensive Literature-Based Understanding

The final objective of the study is to provide a comprehensive and well-organized understanding of consumer preference using secondary data.

This objective aims to integrate findings from various sources into a coherent framework that can be easily understood by students, researchers, and academicians.

5.3 Significance of the Study

Significance of the study explains the importance and usefulness of the research. It highlights how the study contributes to academic knowledge, practical understanding, policy formulation, and future research.

The significance of the present study is discussed under various dimensions.

5.3.1 Academic Significance

From an academic point of view, this study contributes to the existing body of knowledge on consumer behaviour and branding. By synthesizing findings from various secondary sources, the study provides a consolidated view of consumer preference trends.

It serves as a useful reference for students and researchers studying marketing, economics, and business studies. The study also helps in understanding how secondary-data-based research can be effectively conducted.

5.3.2 Significance for Researchers and Scholars

For researchers and scholars, this study offers a comprehensive review of literature on branded and local products. It helps them understand existing findings, methodologies, and theoretical frameworks.

The identification of research gaps further adds value by suggesting areas for future investigation.

5.3.3 Significance for Policy Makers

The study is significant for policy makers as it highlights the role of local products in economic development. By analyzing secondary data on consumer preference, the study provides insights into how policies promoting local products can influence market behaviour.

Such understanding can help in designing effective support programs for small and local producers.

5.3.4 Significance for Businesses and Marketers

Businesses and marketers can benefit from this study by understanding consumer preference trends reported in existing research.

The comparison between branded and local products helps marketers identify strengths and weaknesses, enabling them to improve product strategies and branding efforts.

5.3.5 Significance for Society and Economy

The study highlights the importance of supporting local products for employment generation, income distribution, and sustainable development. By reviewing secondary literature, the study explains how consumer preference for local products can positively impact the economy and society.

5.3.6 Methodological Significance

The study is significant from a methodological perspective as it demonstrates how secondary data can be effectively used for research.

It serves as a model for students who may not have access to primary data but still wish to conduct meaningful academic research.

5.3.7 Significance for Future Research

The study provides a strong foundation for future research by identifying gaps and limitations in existing studies.

Future researchers can use this study as a base to conduct primary research, comparative regional studies, or product-specific analysis.

5.4 Summary of Objectives and Significance

This chapter has provided a detailed explanation of the objectives and significance of the study titled “Brand vs. Local Product: What Do People Prefer?”

The objectives define the direction of the study, while the significance explains its relevance and contribution. Together, they strengthen the academic value of the research and justify its importance.

CHAPTER-4

RESEARCH METHODOLOGY AND SOURCES OF SECONDARY DATA

1. Introduction

Research methodology refers to the systematic and scientific procedure adopted to conduct a research study. It explains the overall plan of the research, including the type of data used, sources of data, methods of analysis, and the framework through which conclusions are drawn. A sound methodology enhances the reliability, validity, and academic value of the research.

The present study entitled “Brand vs. Local Product: What Do People Prefer?” is conducted entirely on the basis of secondary data. No primary data has been collected through questionnaires, interviews, schedules, or field surveys. The study depends exclusively on already available published material such as research papers, journals, books, government reports, and institutional publications.

2. Nature of the Study

The nature of the present research is descriptive and analytical.

The study is descriptive because it describes consumer preferences, perceptions, attitudes, and behavioural patterns toward branded and local products as explained in earlier studies. It highlights factors such as price, quality, trust, brand image, availability, and promotional influence.

The study is analytical because it critically analyzes existing literature, compares branded and local products, examines policy support for local goods, and interprets findings drawn from previous research works. Logical reasoning and interpretation form the basis of analysis.

3. Research Design

The research design adopted in the present study is qualitative, non-experimental, and library-based. Since the study does not involve numerical primary data, no statistical or econometric

tools have been used. The design focuses on reviewing, comparing, and interpreting published information.

This design is appropriate for a conceptual and policy-oriented study, especially when the objective is to understand trends and preferences through existing evidence.

4. Type of Data Used

The study uses secondary data only.

Secondary data refers to data that has already been collected, processed, and published by other researchers, institutions, or organizations for purposes other than the present study. Secondary data is suitable for this research because consumer preference and market behaviour have been widely studied, and sufficient published material is available.

5. Sources of Secondary Data

The data for the present study has been collected from the following important and authentic sources:

5.1 Academic Journals

The study extensively refers to national and international peer-reviewed journals that publish research on consumer behaviour, branding, marketing, and trade. The major journals referred include:

International Educational Research Journal (IERJ) – Studies on consumer buying behaviour and brand vs local product preference in India.

Journal of Commerce and Trade (JCT) – Research on domestic and international brand loyalty and consumer perception.

International Journal of Research in Social Sciences (IJRSS) – Articles related to marketing trends and consumer behaviour.

Journal of Management Research and Analysis (JMRA) – Research on branding, product perception, and consumer decision-making.

International Journal of Research and Innovation in Social Science (IJRISS) – Studies on private labels, local products, and market response.

European Economic Letters – Provides international perspective on brand preference and market behaviour.

ShodhKosh Journal – Interdisciplinary research including management and marketing studies.

These journals provide reliable and scholarly insights forming the theoretical base of the study.

5.2 Books and Published Literature

Standard textbooks and reference books on the following subjects have been consulted:

Marketing Management

Consumer Behaviour

Brand Management

Retail Management

Trade and Industrial Economics

These books help in understanding fundamental concepts related to branding and consumer preference.

5.3 Government Reports and Institutional Publications

Government and institutional reports play a vital role in understanding policy support and promotion of local products. The study uses publications from:

Ministry of Micro, Small and Medium Enterprises (MSME), Government of India

Ministry of Commerce and Industry

NITI Aayog

TRIFED (Tribal Cooperative Marketing Development Federation of India)

One District One Product (ODOP) Scheme Reports

These sources provide insights into challenges, opportunities, and promotional measures for local producers.

5.4 Policy Documents and National Initiatives

The study also refers to policy initiatives such as:

Make in India

Vocal for Local

Atmanirbhar Bharat Abhiyan

These initiatives influence consumer awareness and perception toward locally produced goods and are relevant to the study.

5.5 Online Academic Databases

The following databases have been used to access research articles and reports:

Google Scholar

ResearchGate

Official Government Websites

These platforms provide updated and peer-reviewed academic material.

6. Period of the Study

The study mainly focuses on literature published during the last 10 to 15 years, with special emphasis on recent studies conducted after the introduction of national initiatives supporting local products. This helps in understanding current trends in consumer preference.

7. Tools and Techniques of Analysis

Since the study is based on secondary data, the following qualitative tools have been used:

Content Analysis – Careful reading and interpretation of research articles and reports.

Comparative Analysis – Comparison between branded and local products based on price, quality, and preference.

Trend Analysis – Understanding changes in consumer behaviour over time.

Interpretative Analysis – Drawing conclusions through logical reasoning and thematic interpretation.

8. Review of Major Research Studies

A review of earlier studies reveals that:

Branded products are often preferred for quality assurance, brand image, and trust, especially in urban areas.

Local products are preferred due to affordability, easy availability, and emotional attachment, particularly in rural and semi-urban regions.

Price remains a dominant factor for low-income groups, while quality and brand reputation influence higher-income groups.

Government support and awareness campaigns have positively affected the perception of local products.

These findings provide strong support for the present study.

9. Research Gap

Despite the availability of literature, gaps exist in terms of integrated analysis of branded versus local product preference using secondary data alone. Limited studies combine consumer behaviour with policy initiatives. The present study attempts to bridge this gap.

10. Limitations of the Study

The study is based only on secondary data.

Findings depend on the accuracy of existing studies.

Consumer preferences may change over time.

However, these limitations do not reduce the academic relevance of the research.

11. Conclusion

The research methodology adopted for the present study is systematic, appropriate, and reliable. The exclusive use of secondary data from reputed journals, books, government reports, and academic databases ensures credibility and academic rigor. The methodology provides a strong foundation for analyzing consumer preference toward branded and local products.

CHAPTER – 5

ANALYSIS AND INTERPRETATION

7.1 Introduction

Analysis and interpretation form one of the most important chapters of a research paper. This chapter explains what the collected information means and how it helps in achieving the objectives of the study. In secondary-data-based research, analysis does not involve fresh numerical calculations or survey results. Instead, it focuses on examining, comparing, and interpreting findings already reported by earlier researchers, institutions, and organizations.

In the present study titled “Brand vs. Local Product: What Do People Prefer?”, analysis and interpretation are carried out using secondary data collected from books, research journals, government publications, institutional reports, and credible online sources. The purpose of this chapter is to critically analyze existing studies, identify major trends, and interpret how consumer preferences between branded and local products have evolved over time.

This chapter has been organized thematically. Each section focuses on one important dimension of consumer preference, such as price, quality, brand image, trust, availability, advertising, social influence, and policy support. The interpretation is presented in simple language to ensure clarity and academic relevance.

7.2 Analysis of Conceptual Understanding from Literature

Existing literature clearly shows that the concept of consumer preference is closely linked with perception, awareness, and personal experience. Researchers have consistently emphasized that consumers do not make purchase decisions randomly; rather, they evaluate products based on both rational and emotional factors.

Studies on branded products often highlight the role of brand identity, consistency, and perceived assurance of quality. On the other hand, literature on local products emphasizes affordability, cultural connection, and community support.

The analysis of conceptual literature indicates that branded and local products are not strictly opposites. Instead, they coexist in the market and serve different segments of consumers. This understanding helps interpret why preference patterns vary across income groups, regions, and product categories.

7.3 Analysis of Consumer Preference Trends in Existing Studies

A review of secondary studies reveals that consumer preference is not fixed and changes over time. Earlier research showed a strong inclination toward branded products, especially in urban areas, due to rising incomes, exposure to advertising, and aspiration for standardized quality.

However, more recent literature indicates a growing interest in local products. Researchers attribute this shift to increasing price sensitivity, awareness of local economies, and trust in familiar sellers. Some studies also note that consumers prefer branded products for high-involvement goods but choose local products for daily-use or low-cost items.

The interpretation of these findings suggests that preference is situational rather than absolute. Consumers evaluate products differently depending on need, urgency, and perceived risk.

7.4 Price as a Determinant of Consumer Preference

Price emerges as one of the most influential factors in almost all studies reviewed. Secondary literature consistently shows that local products are generally perceived as more affordable than branded products.

Many researchers argue that price sensitivity is higher among middle- and lower-income consumers, leading them to prefer local alternatives. At the same time, some studies indicate that consumers are willing to pay a premium for branded products if they believe the quality justifies the price.

The interpretation of this analysis suggests that price does not act alone. Instead, it interacts with perceived quality and trust. When local products are seen as offering reasonable quality at a lower price, they gain preference.

7.5 Analysis of Quality Perception

Quality perception plays a central role in shaping consumer behaviour. Literature on branded products highlights that brands invest heavily in quality control, packaging, and standardization, which creates a strong perception of reliability.

However, recent studies suggest that local products have significantly improved in quality due to better technology, skill development, and policy support. Some researchers note that in certain product categories, consumers perceive local products to be equally good or even better than branded ones.

The interpretation here indicates that quality perception is not static. It evolves with consumer experience. Positive experiences with local products can gradually reduce brand dominance.

7.6 Role of Brand Image and Brand Loyalty

Brand image is repeatedly identified in literature as a powerful psychological factor influencing consumer preference. Branded products benefit from long-term advertising, consistent messaging, and emotional appeal.

Secondary studies show that brand loyalty often develops through repeated satisfactory experiences. Consumers who trust a brand are less likely to switch, even when local alternatives are cheaper.

However, some researchers argue that brand loyalty is weakening due to increased options and price consciousness. This interpretation suggests that while brand image remains important, it is no longer unchallenged.

7.7 Trust and Reliability in Consumer Decision-Making

Trust is a recurring theme in consumer preference literature. Branded products are often associated with institutional trust, warranties, and formal grievance mechanisms.

On the other hand, local products benefit from personal trust, familiarity, and direct seller-buyer relationships. Some studies highlight that consumers trust local sellers because of face-to-face interaction and accountability.

The interpretation of this analysis shows that trust operates at both formal and informal levels. The nature of trust varies depending on the consumer's social environment and past experiences.

7.8 Availability and Accessibility of Products

Secondary studies emphasize that availability significantly affects preference. Branded products usually have wide distribution networks and consistent availability.

Local products, however, enjoy proximity advantage. They are easily available in local markets and neighbourhood shops. Literature suggests that convenience often leads consumers to choose local products, especially for daily necessities.

The interpretation here indicates that accessibility can sometimes override brand preference, especially in routine purchasing decisions.

7.9 Influence of Advertising and Promotion

Advertising is widely discussed in branding literature as a major driver of consumer awareness and perception. Branded products benefit from mass media advertising, celebrity endorsements, and digital marketing.

However, studies also indicate that advertising alone cannot sustain preference if the product fails to meet expectations. Local products generally rely less on advertising and more on word-of-mouth promotion.

Interpretation suggests that while advertising creates initial attraction, long-term preference depends on satisfaction and value.

7.10 Social and Cultural Influence on Preference

Literature highlights that consumer preference is deeply influenced by social and cultural factors. Family traditions, peer groups, and community norms shape purchasing behaviour.

Local products often carry cultural identity and emotional attachment, which strengthens preference in certain regions. Some studies note that consumers prefer local products as a way of supporting their community.

The interpretation of these findings shows that preference is not purely economic but also social and emotional.

7.11 Impact of Government Policies and Initiatives

Several secondary sources discuss the role of government initiatives in promoting local products. Policy support in the form of subsidies, training programs, and awareness campaigns has improved the competitiveness of local producers.

Researchers note that such initiatives indirectly influence consumer preference by improving quality and visibility of local products.

Interpretation indicates that policy intervention can alter market dynamics and consumer perception over time.

7.12 Comparative Analysis of Branded vs. Local Products

A comparative review of literature shows that branded products dominate in terms of brand recall, packaging, and formal assurance, while local products excel in affordability, accessibility, and personal trust.

Most studies conclude that neither category is universally superior. Preference depends on context, product type, and consumer characteristics.

This interpretation reinforces the idea that consumer preference is multidimensional.

7.13 Changing Consumer Mindset Over Time

Secondary literature reveals a gradual shift in consumer mindset. Earlier emphasis on brands as symbols of status is being replaced by value-based consumption.

Consumers are increasingly evaluating products based on usefulness, sustainability, and economic impact. This trend benefits local products.

Interpretation suggests a more balanced market where informed consumers make conscious choices.

7.14 Interpretation in Light of Research Objectives

The analysis aligns closely with the objectives of the study. Existing literature provides sufficient evidence to understand preference patterns, influencing factors, and comparative strengths of branded and local products.

The interpretation confirms that secondary data is adequate to draw meaningful conclusions regarding consumer behaviour.

7.15 Critical Interpretation of Literature Gaps

While reviewing secondary data, certain gaps become evident. Some studies focus heavily on branded products, while others lack region-specific analysis of local products.

Interpretation of these gaps highlights the need for more balanced and inclusive research in the future.

7.16 Implications of Findings

The findings from literature analysis have implications for marketers, policymakers, and researchers. Understanding preference patterns can help in designing better strategies for both branded and local products.

The interpretation emphasizes that consumer education and quality improvement are key to sustaining preference.

7.17 Theoretical Interpretation

From a theoretical perspective, consumer preference theories such as utility theory and perception theory are supported by literature findings.

Interpretation shows that consumer choice is influenced by both rational evaluation and emotional attachment.

7.18 Interpretation of Market Competition

Secondary studies indicate increasing competition between branded and local products. Improved local production and rising consumer awareness have intensified this competition.

Interpretation suggests a more dynamic and competitive market structure.

7.19 Sustainability and Ethical Consumption

Recent literature links preference for local products with sustainability and ethical consumption. Consumers are becoming conscious of environmental and social impact.

Interpretation indicates a growing role of ethical considerations in purchase decisions.

7.20 Long-Term Trend Interpretation

Long-term analysis of secondary data shows gradual convergence between branded and local products in terms of quality and presentation.

Interpretation suggests that future preference patterns may become more fluid.

7.21 Limitations of Secondary-Based Analysis

While secondary data provides broad insights, it lacks real-time specificity.

Interpretation acknowledges that conclusions are based on existing findings and may vary across contexts.

7.22 Integration of Findings

By integrating findings from multiple sources, the study presents a holistic view of consumer preference.

Interpretation emphasizes consistency across diverse studies.

7.23 Analytical Summary

The analysis confirms that consumer preference is influenced by multiple interconnected factors.

Interpretation highlights the complexity of decision-making.

7.24 Overall Interpretation

Overall interpretation indicates that branded and local products both have significant roles in the market.

Preference is shaped by price, quality, trust, and social context.

TENTATIVE SCHEME OF THE STUDY

(Explaining the Purpose, Perspective, Importance, and Direction of the Research)

The present research study has been undertaken to examine the issue of consumer preference between branded and local products, which has become increasingly relevant in the modern marketplace due to changing economic, social, and cultural conditions.

The topic has been selected with the intention of understanding how consumer choices are shaped when faced with alternatives that differ in terms of brand identity, price, perceived quality, trust, and availability.

The study seeks to deal with the growing coexistence and competition between branded and local products, rather than viewing them as mutually exclusive categories.

The researcher is motivated to explore this topic because consumer behaviour today is no longer guided only by brand reputation but also by value consciousness, affordability, and social responsibility, as highlighted in various secondary studies.

This research aims to bring together scattered findings from books, journals, reports, and policy documents into a single, comprehensive and systematic analysis.

Perspective and Viewpoint of the Study

The tentative scheme of this study is based on the viewpoint that consumer preference is dynamic and contextual, meaning that preferences change according to product type, economic condition, social influence, and personal experience.

The study does not assume that branded products are always superior or that local products are always inferior; instead, it adopts a balanced and neutral perspective.

The researcher's view is that both branded and local products have distinct roles in the market, and consumer preference cannot be generalized without careful analysis.

The study approaches the topic from an academic and analytical standpoint, avoiding emotional or promotional bias toward either category.

The research recognizes that consumer decisions involve both rational evaluation (price, quality) and emotional considerations (trust, familiarity, brand image).

Purpose of Undertaking the Study

One of the key purposes of this study is to understand existing knowledge related to branded and local products through a review of secondary data.

The study aims to identify common themes and conclusions drawn by previous researchers regarding consumer preference.

Another purpose is to analyze how market forces, branding strategies, and socio-economic factors influence consumer choices.

The study seeks to highlight the evolving importance of local products, especially in the context of economic self-reliance and sustainable consumption.

The research is intended to serve as a conceptual guide for students and researchers who wish to understand consumer behaviour without conducting primary surveys.

Importance of the Topic in the Present Scenario

The topic is significant because markets today offer consumers a wide range of branded and local alternatives, making choice more complex than ever before.

Rising prices, income disparities, and awareness of value-for-money have made consumers more conscious and selective.

Several studies indicate a renewed interest in local products due to economic, cultural, and environmental considerations, which makes this topic timely and relevant.

Branding continues to influence consumer aspiration, lifestyle, and social identity, which further increases the importance of studying its impact.

The tentative scheme reflects the importance of analyzing this topic in light of changing consumption patterns.

Significance of Using Secondary Data

The study is deliberately based on secondary data to make use of the vast amount of already available research and documented evidence.

Secondary data allows the researcher to analyze long-term trends rather than short-term responses.

The use of secondary sources enables comparison of findings across different regions, time periods, and product categories.

This approach is suitable for understanding broad consumer behaviour patterns rather than individual opinions.

The tentative scheme emphasizes that secondary-data-based research is academically valid, economical, and conceptually rich.

Academic and Conceptual Relevance

The study contributes to academic understanding by synthesizing existing theories of consumer behaviour and branding.

It helps in linking theoretical concepts with real-world market observations reported in previous studies.

The research is intended to strengthen conceptual clarity regarding the relationship between branding and consumer perception.

It also highlights how local products fit into established consumer behaviour frameworks.

The tentative scheme reflects an intention to build knowledge rather than merely report facts.

Relevance to Economic and Social Context

The study recognizes that consumer preference is closely linked with economic development and income levels.

Preference for local products has implications for employment generation, small-scale industries, and regional development.

The research aims to examine how consumer choices can indirectly influence economic structure.

It also considers the social responsibility aspect of supporting local producers.

The tentative scheme reflects an understanding of consumption as both an economic and social activity.

Policy and Developmental Perspective

The research considers the role of government policies and institutional support in shaping consumer awareness.

The study aims to understand how policy initiatives promoting local products affect consumer perception indirectly.

It seeks to connect consumer behaviour with broader development goals.

The tentative scheme highlights the relevance of this topic for policymakers and planners.

Contribution and Expected Outcome of the Study

The study is expected to provide a clear and structured understanding of consumer preference between branded and local products.

It aims to present conclusions that are based on collective evidence rather than individual opinion.

The research intends to act as a reference document for students, academicians, and future researchers.

The tentative scheme reflects the intention to contribute to existing literature by integration and interpretation.

Limitations Considered in the Scheme

The study acknowledges that reliance on secondary data limits direct observation of current consumer behaviour.

The tentative scheme accepts that findings depend on the quality and relevance of existing studies.

Despite these limitations, the study is structured to ensure logical consistency and academic rigor.

Overall Orientation of the Study

The tentative scheme reflects a systematic, analytical, and unbiased orientation.

The study is designed to move from conceptual understanding to analytical interpretation.

The focus remains on understanding preference patterns rather than predicting behaviour.

The research emphasizes clarity, simplicity, and academic discipline throughout.

CHAPTER -6

RESULTS AND FINDINGS

1. Introduction

This chapter presents the results and findings of the study based on the analysis of secondary data collected from various research journals, books, government reports, and institutional publications. Since the present study does not involve primary data collection, the results are derived from interpretation, comparison, and synthesis of earlier studies related to consumer preference toward branded and local products.

The findings reflect general trends, patterns, and behavioural outcomes observed by researchers in different regions, product categories, and time periods.

2. General Findings on Consumer Preference

One of the most significant findings from the reviewed literature is that consumer preference between branded and local products is not uniform. It varies according to income level, education, location, product type, and awareness.

Branded products are generally preferred in urban areas, where consumers associate brands with quality, reliability, and social status.

Local products enjoy higher preference in rural and semi-urban areas, mainly due to affordability and easy availability.

Consumers do not strictly choose either branded or local products; instead, they often make situational choices depending on product category and price.

This indicates that consumer behaviour is flexible and dynamic rather than fixed.

3. Price as a Major Determinant

A major finding of almost all reviewed studies is that price plays a crucial role in influencing consumer preference.

Low-income and middle-income consumers show a stronger inclination toward local products due to their lower prices.

Branded products are often perceived as expensive, limiting their demand among price-sensitive consumers.

For daily-use items such as groceries, household goods, and basic FMCG products, consumers prefer value-for-money options, which are often local products.

Thus, price sensitivity remains a dominant factor in consumer decision-making, especially in developing economies like India.

4. Perception of Quality and Brand Trust

Another important finding relates to quality perception and trust.

Branded products are widely perceived as offering better quality, standardization, and durability.

Brand name creates a sense of trust and assurance, particularly for products related to health, personal care, electronics, and packaged food.

Many consumers believe that branded products undergo better quality checks and follow standard manufacturing processes.

However, some recent studies show that:

Improving quality of local products has reduced the gap between branded and local goods.

Consumers are gradually developing trust in well-known local brands and region-specific products.

5. Influence of Income and Education

Income and education level significantly influence consumer preference.

High-income and well-educated consumers are more inclined toward branded products, as they value brand image, quality, and lifestyle compatibility.

Low-income groups prioritize affordability and practicality, leading to higher preference for local products.

Educated consumers are also more aware of branding strategies and marketing tactics, which influence their buying decisions.

This finding suggests that socioeconomic factors play a key role in shaping consumer behaviour.

6. Urban–Rural Difference in Preference

The study reveals a clear urban–rural divide in consumer preference.

Urban consumers are more exposed to advertisements, online marketing, and organized retail, increasing their preference for branded products.

Rural consumers rely more on local markets, small retailers, and traditional shops, where local products dominate.

Cultural familiarity and long-term usage strengthen the preference for local goods in rural areas.

Thus, geographic location strongly affects purchasing patterns.

7. Role of Availability and Accessibility

Availability is another significant factor influencing preference.

Local products are easily available in nearby markets and small shops.

Branded products may not always be accessible in remote or rural regions.

Consumers often choose products that are easily accessible, even if they have a preference for branded goods.

Hence, accessibility plays a practical role in shaping consumer choices.

8. Impact of Advertising and Promotion

The findings show that advertising and promotion strongly influence branded product preference.

Branded products benefit from aggressive marketing, celebrity endorsements, and digital advertising.

Local products generally lack large promotional budgets, limiting their visibility.

However, word-of-mouth promotion and local reputation support local products.

Recent awareness campaigns and government initiatives have helped local products gain better recognition.

9. Effect of Government Initiatives on Consumer Preference

Government initiatives such as Make in India, Vocal for Local, and Atmanirbhar Bharat have positively influenced consumer perception toward local products.

Consumers have become more aware of the importance of supporting domestic producers.

National pride and economic self-reliance have encouraged consumers to try local alternatives.

Government-supported branding and marketing schemes have improved product quality and packaging of local goods.

This shows that policy measures can indirectly influence consumer behaviour.

10. Product-Wise Preference Pattern

Findings also show that preference differs according to product category:

For daily-use and low-involvement products, local goods are often preferred.

For high-value and durable products, branded goods dominate.

In categories like clothing, food items, and handicrafts, consumers often prefer local or regional products.

This indicates that product nature significantly affects preference.

11. Changing Trends in Consumer Preference

Recent studies highlight a gradual change in consumer mindset.

Consumers are becoming more conscious about price, sustainability, and local employment.

Improved quality and packaging of local products have increased their acceptability.

Online platforms have provided market access to local producers.

This suggests a positive trend for local products in the future.

12. Summary of Major Findings

Based on the analysis of secondary data, the major findings of the study are summarized below:

Consumer preference between branded and local products varies widely.

Price remains the most influential factor.

Branded products are associated with quality and trust.

Local products are preferred for affordability and accessibility.

Income, education, and location significantly affect preference.

Government initiatives have improved the image of local products.

Consumer preference is product-specific rather than uniform.

CHAPTER – 7

CONCLUSION

The present study on “Brand vs. Local Product: What Do People Prefer?” has been conducted with the aim of understanding consumer preference using secondary data only. Information for the study was collected from books, research journals, government reports, policy documents, and institutional publications. No primary data was collected through surveys or interviews. The conclusions drawn in this chapter are based on the careful review, analysis, and interpretation of existing studies related to consumer behaviour, branding, and local products.

The study clearly shows that consumer preference is not fixed or uniform. Different consumers make different choices depending on their income level, education, location, and personal needs. Some consumers prefer branded products, while others prefer local products. In many cases, consumers use both branded and local products depending on the situation and type of product. This indicates that consumer behaviour is flexible and practical rather than completely brand-driven.

One of the most important conclusions of the study is that price plays a major role in consumer decision-making. Local products are generally cheaper than branded products, which makes them more attractive to low-income and middle-income consumers. For daily-use items such as groceries, household goods, and basic FMCG products, consumers often prefer local products because they provide value for money. On the other hand, branded products are usually more expensive, which limits their use among price-sensitive consumers.

The study also concludes that quality perception and trust strongly influence consumer preference. Branded products are widely believed to offer better quality, consistency, and reliability. Many consumers trust branded products because they associate them with standard manufacturing processes and quality assurance. This preference is particularly strong for products related to health, personal care, electronics, and packaged food items. However, recent studies indicate that improvements in the quality and packaging of local products have helped reduce the gap between branded and local goods.

Another important conclusion relates to the difference between urban and rural consumers. Urban consumers generally show a higher preference for branded products due to higher

income levels, better exposure to advertising, and availability of organized retail stores. In contrast, rural and semi-urban consumers prefer local products because of easy availability, lower prices, and familiarity. Cultural attachment and long-term usage also strengthen the preference for local products in rural areas.

The study further highlights the impact of government initiatives such as Make in India, Vocal for Local, and Atmanirbhar Bharat on consumer awareness and attitudes. These initiatives have encouraged consumers to support domestic production and have increased confidence in locally made goods. Government support in the form of marketing assistance, branding, and financial schemes has helped local producers improve product quality and market presence. As a result, local products are gradually gaining wider acceptance among consumers.

The study also observes a changing mindset among consumers. Consumers are becoming more aware of the importance of supporting local industries, creating employment, and promoting economic self-reliance. Factors such as sustainability, ethical consumption, and national development are slowly influencing purchasing decisions. This change in attitude provides a positive opportunity for local products to grow further in the market.

In conclusion, the study finds that both branded and local products have an important role in the consumer market. Neither can completely replace the other. Consumer preference depends on product type, price, quality, availability, and individual needs. Branded products continue to dominate in quality-sensitive and high-value categories, while local products remain strong in price-sensitive and daily-use categories.

Overall, the study suggests that improving product quality, packaging, and awareness can help local products compete effectively with branded goods. At the same time, branded products need to focus on affordability and wider accessibility. The conclusions drawn from this study provide useful insights for policymakers, producers, and marketers in understanding consumer behaviour and promoting balanced market development.

CHAPTER – 8

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