

## **Identifying the factors of food marketing on fostering brand building and influencing food products buying behavior in Bangladesh**

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**Abstract:** *Business environment in Bangladesh has improved a lot since last decade. We know that the improvement of business environment depends on not only organizations but also consumers. Since the last decade, the entry of different multinationals in Bangladeshi market along with the widen use of internet has changed the consumer perceptions and selection criteria of products and services. At present, they are keen to search and know about various types of brand products or services and its quality. As a consequence, companies are in an uneven competition to advertise their product or services for creating brand awareness and motivating consumer buying behavior. The food industry is applying different marketing strategies to boost the purchasing behavior towards their products. Food advertisements are playing a vital role to motivate the consumer's purchasing behavior in this regard. Through advertisement companies want to foster brand awareness in customer's mind which makes them stick out more to consumers. In this study, we have found that customers in Bangladesh rely more on advertisement while selecting food products such as Snack Chips, Beverages and Fast food. Manufacturers of these types of food products are concerned about providing diverse advertisement through television, radio, newspaper, and internet and bill board. This study aims at discovering the influence of marketing activities in terms of creating brand awareness and motivating consumer buying behavior. In order to collect data, we have used judgment sampling and made a structured questionnaire on the basis of which depth interviews have been conducted. Chi-Square statistic has been used to assess the statistical significance and strength of association between different age of viewers and different advertisement shifts on Television. It has also been used to check the association between different age of viewers and advertisement types. Finally a correlation matrix was constructed in order to see the linear relationship between all possible pairs of variables considered in this study.*

**KEY WORD:** *Customer satisfaction, Brand loyalty, Food marketing, Consumer buying behavior.*

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### **I. INTRODUCTION**

Marketing of the food products has become very extensive in recent years. Each and every company tries to attract customers through creating customer satisfaction that results to brand loyalty. In today's world customer satisfaction has become the most challenging part. To satisfy the customer every company try to follow the basic concepts of marketing.

Food industry is one of the dominant industries in Bangladesh from the last decade comparing others in Bangladesh on account of substantial contribution to the national exchequer. Not only national but also international companies started operations in Bangladesh and created stiff competition nationwide. This competitive environment creates brand awareness among subscribers and potential buyers. Hanif, Hafeez and Riaz said that various factors impart in creating the awareness, satisfaction, loyalty and sense of belongingness toward brands of any kind but sometimes customers themselves are unaware of the reasons for the brand preferences. Since satisfied customer is the core concern of any organization that is why companies pay very keen attention towards the factors that influence a customer's decision towards brand. The main purpose of this research study was to investigate the impact of different marketing activities that motivates consumers to buy products and makes them loyal to particular brand. Factors affecting consumer's buying behavior and customer satisfaction are key concern for any organization, department or country because through customer satisfaction any organization can establish long term relationship with their customers. That is why, organization has to motivate customer's buying behavior and satisfy them according to their promises that lead to strong brand building in the long run.

## **II. LITERATURE REVIEW**

### **CONSUMER'S BUYING BEHAVIOR**

Consumer buying behavior refers to the buying behavior of the final consumers-individuals and households who buy goods and services for personal consumption (**Kotler & Armstrong 2010**). Consumers make many buying decision every day that comes from marketing stimuli. Marketing stimuli consists of four Ps: Product, Price, place and promotion. These four Ps are the major area of concentration of the marketing manager to motivate the buying behavior of the consumer. According to the model of buyer behavior, all the inputs from marketing stimuli enter the buyer's black box where they turned into set of observable buyer responses that turned into buyer responses. In this paper, we have tried to identify all the factors related to four Ps that have a strong influence on consumer buying behavior and leads to customer satisfaction as well as brand loyalty.

### **CUSTOMER SATISFACTION:**

It is one of the most important and independent factors that result to brand building or brand loyalty. Customer satisfaction is defined as an "evaluation of the perceived discrepancy between prior expectation and the actual performance of the product" (**Tse and Wilton, 1988, Oliver 1999**). Satisfaction of customers with products and services of a company is considered as most important factor leading toward competitiveness and success (**Hennig-Thurau and Klee, 1997**). Customer satisfaction also depends on the evaluation of ongoing performances of the products or services.

Customer satisfaction makes the customer loyal to the brands. Satisfaction of the customers can help the brands to build long and profitable relationships with their customers (**Eshghi, Houghton and Topi, 2007**). Although it is very costly to create satisfied and loyal customers but it proves profitable long term relationship. That is why; a firm should concentrate to improve their service/product quality and charge appropriate fair price for creating customer satisfaction which would ultimately help the organization to hold their customer in the long run. In this paper we have tried to identify those key factors that have an strong influence on customer satisfaction.

### **FOOD MARKETING:**

Food is a repeat-purchase item and consumers' views can change quickly and it is also one of the most highly branded items, which lends itself to major advertising. In food industry, providing quality food is one of the influential factors to create customer satisfaction. Customers always try to match the quality of the food as per the promise provided by the company. These promises come through different types of advertisement. Advertising is central to the marketing of food supply. Marketing is defined as an activity an organization engages in to facilitate an exchange between itself and its customers/clients (**McCall KL 2003**). Advertising is one of the tools of marketing that helps the marketing manager to promote their products or services. It includes television, newspaper, magazine, bill board, and radio advertisements. In our questionnaire we have included these tools that have strong influence on consumer's buying decision process.

### **BRAND LOYALTY:**

A brand is a name that is given to a particular product or service or range of products or services. It helps organization to create competition in the industry. Brand is also an accumulated performance of a company that results long term sustainability. Branding has been around for centuries as a means to distinguish the products or services of one company from those of another. Brand loyalty depends on customer satisfaction. Satisfied loyal customers always stay with the company even in their bad times. To create loyal customer, a company has to satisfy its customer consecutively. In this paper we also discussed about brand loyalty that creates through customer satisfaction.

## **III. METHODOLOGY**

### **Target Population:**

General people within Dhaka city of Bangladesh were treated as the target population of this study. Survey was conducted targeting food consumer of different professions such as jobholder, students, housewife and others.

### **Sampling Technique:**

Our total sample size was 135. Judgment sampling was applied in order to collect data. Each sampling unit was chosen to be included in the sample based on the judgment whether he or she is the representative of the population of interest.

**Data and Variables:**

Questionnaire as an instrument was used for this study which contained the brief descriptions about the purpose and the significance of the study. A structured questionnaire was constructed to collect the information from the selected respondents on the basis of direct interview method. The questionnaire was consisted of two sections. Section 1 contained the general information about the respondent such as age, gender, preferable time of watching TV and whether advertisement shift influence their buying behavior or not. Section 2 was regarding consumers' expectations where the respondents were asked to indicate their degree of agreement with the following statements using a 7-point semantic differential scale (1=strongly disagree, 7= strongly agree):

- V1: TV advertisement is an essential way of gathering information.
- V2: Bill board advertisement is an essential way of gathering information.
- V3: Newspaper advertisement is an essential way of gathering information
- V4: In store product display is essential.
- V5: Sales promotion has to be extensive.
- V6: Price discount is expected on special occasion.
- V7: Price of the product should be reasonable.
- V8: Product/service quality should match with promises.
- V9: Packaging or presentation of the product should be attractive.
- V10: Taste of the product is more preferable than brand.
- V11: I want to buy a product again that satisfies my expectation.
- V12: Product has to be available in store.
- V13: Unknown branded products does not have any impact in my buying behavior.

**Methods of Data Analysis:**

Data were processed to determine how the sample of the research responds to the items under investigation. Frequency tables were used to present the data. Chi-Square test had been performed to assess the statistical significance and strength of association between different age of viewers and preferable time of watching TV. It had also been performed to check the association between different age of viewers and influence of advertisement shift on TV in buying behavior. Finally a correlation matrix was constructed in order to see the linear relationship between all possible pairs of variables included in the section 2 of the questionnaire. The diagonal elements will be all 1.

**IV. DATA ANALYSIS**

Data were presented here through frequency tables and analyzed mainly through Chi-Square statistic and constructing correlation matrix.

Table-1 shows that 71.9% respondents agreed that there is an influence of advertisement shift on consumer's buying behavior.

**Table-1: Opinion of different ages of viewers on advertisement shift influencing buying behaviour**

Age	Advertisement shift influences buying behavior (in %)		Total
	Yes	No	
18	3.0	5.0	8.0
19	5.0	1.5	7.4
20	20.7	5.0	26.7
21	11.0	5.0	17.8
22	8.1	3.0	11.1
23	4.4	7	5.2
24	3.0	0	3.0
25	3.7	3.0	6.7
26	0	1.5	1.5
27	5.0	0	5.0
28	1.5	0	1.5
29	7	0	7
30	7	7	1.5
32	2.2	0	2.2
<b>Total</b>	<b>71.9</b>	<b>28.1</b>	<b>100.0</b>

In Table-2, as per the result of Chi-Square test, there is an association between different age of viewers and influence of advertisement shift on TV in buying behavior. So it can be said that people of different age prefer specific time for viewing TV and if any company wants to target any specific age group, they have to focus on the viewer's preferable watching hour.

**Table-2: Chi-Square test between age and influence of advertisement shift on TV in buying behavior.**

	Value	Degrees of freedom	Significance level
Pearson Chi-Square	24.568	13	.026

In Table-3, the result shows that around 81% people ranging from age 18 to 32 prefer watching TV in the Night shift among five TV shifts (Morning, Noon, Afternoon, Evening and Night). According to our data it is suggested that TV advertisement should be telecasted more at night with a view to motivating consumer's buying behavior.

**Table-3: Preferable time of watching TV according to age of the viewers and different shift**

Age	Preferable time of watching TV (in %)					Total
	Morning	Noon	Afternoon	Evening	Night	
18			.7		7.4	8.9
19	.75	.75	.7	1.5	3.7	7.4
20	.75	1.5		3.0	21.5	26.7
21		.75	.7	.7	15.6	17.8
22			.7	2.2	8.1	11.1
23			.7		4.4	5.2
24					3.0	3.0
25				3.0	3.7	6.7
26					1.5	1.5
27					5.9	5.9
28					1.5	1.5
29					0.7	0.7
30					1.5	1.5
32					2.2	2.2
Total	1.5	3.0	3.5	11.1	80.7	100

**Table 4: Correlation Matrix**

	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13
V1	1												
V2	.73	1											
V3	.69	.58	1										
V4	.56	.52	.49	1									
V5	.83	.79	.73	.65	1								
V6	.67	.51	.62	.03	.81	1							
V7	.18	.04	.09	.42	.05	.79	1						
V8	.16	.02	.21	.07	.51	.15	.36	1					
V9	.22	.67	.03	.71	.47	.17	.55	.66	1				
V10	.06	.31	.05	.41	.33	.24	.46	.75	.41	1			
V11	.27	.09	.13	.31	.37	.63	.67	.76	.18	.69	1		
V12	.70	.62	.60	.56	.72	.05	.07	.15	.05	.23	.31	1	
V13	-.71	-.49	-.51	.06	-	.19	.20	.17	.16	.09	.05	.20	1

Table-4 indicates a correlation matrix which was constructed in order to understand the linear relationship between all possible pairs of variables those reflect consumer's expectations. From the correlation matrix, it was found that there are relatively high correlations among all the promotional tools which are TV advertisement, Bill board advertisement, Newspaper advertisement, in store display and sales promotion. Price discount on special occasion is having high correlation with TV advertisement, Newspaper advertisement, Billboard advertisement and sales promotion. Product availability has a strong correlation all the promotional activities. Strong negative correlation is found between unknown branded products and different promotional tools.

## V. CONCLUSION

The main goal of food advertising and marketing aimed at people of different age to influence brand awareness, brand preference, brand loyalty and food purchases among people. In this paper we have tried to identify a wide range of food advertising techniques that have a strong influence or impact on consumer buying behavior. We have also tried to identify the factor that create customer satisfaction and leads to brand loyalty.

Overall we have found that there is some impact of food advertising on consumer buying behavior and brand loyalty.

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