

# Power of Brand Name Characteristics on Leisure Shopping

Glodiya Fernando. N.I<sup>1</sup> and Shivany. S<sup>2</sup>

**Abstract** – In the essence, customers feel that going shopping is one of their favorite leisure activities. Shopping enjoyment as a consumer’s personality trait that finds shopping more enjoyable and experiences greater shopping pleasure than other consumers experience. Also Brand character enriches brand image. It is an expression of brand that leads to cognitive or emotional associations in the consumer’s mind. Brand associations consist of all the thoughts, feelings, experiences, beliefs and so on associated to the brand. This study is to identify the influence of brand name characteristics on leisure shopping in Mannar. It has not been proven by any researchers that brand name characteristics are related to leisure shopping. This study will helpful to producers by providing a clear background about how producers adopt brand name strategies to provide a better value to their customers in their leisure time. The main purpose of this study is to examine the impact of brand name characteristics on leisure shopping, among the people in Mannar, Sri Lanka. The study showed distinctive results for the relationship between brand name characteristics dimensions and leisure shopping. Among these variables, Distinctive, Use of repetitive sounds have the significant association with customer satisfaction. Whereas Distinctive brand name characteristics highly impact leisure shopping. Overall, brand name characteristics significantly associated with leisure shopping. Finding shows that brand name characteristics can be enriched to improve the leisure shopping.

**Keywords** – Brand, Brand Name Characteristics, Leisure, Leisure Shoppers, Leisure Shopping.

## I. INTRODUCTION

Brand is unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. Brand name is one of the brand elements which help the customers to identify and differentiate one product from another. It should be chosen very carefully as it captures the key theme of a product in an efficient and economical manner. Consumers seek pleasure, fun, and satisfaction during their shopping time. Shopping has become one of the most common leisure activities in the world today. Going shopping is a major source of relaxation as well as a household chore. This study has an attention to see the link between brand name characteristics and leisure shopping.

A successful brand as an identifiable product, service, person or place, augmented in such a way that a buyer or user perceives relevant and unique added values which match their needs more closely [18]. Previous research remarks the importance of the brand name in capturing and in conveying the key associations and the central theme of a product in an effective and concise manner. Since brand names become shorthand for the product and its characteristics, they are also the most difficult element for

brand managers to change [36]. It is clear that any kind of shopping may give pleasure to some people that some of us seek the pleasurable outcomes of shopping more than others, and that different store environments can influence our emotions. Motives for shopping apart from the acquisition of goods. Most of these motives can be described as pleasure and leisure related [50]. Another work was a step forward in identifying a continuum of activities between shopping as a leisure activity and shopping as a functional activity and another work is in a similar vein. She categorizes a spectrum of motivations for shopping/leisure behavior with “purposeful shopping” at one extreme and attending a “leisure event” at the other [11], [15].

### Research Gap

Researchers concluded the finding of their research on the relationship between destination brand components and the stage of decision making, and the research is exploratory. Through a detailed literature review, destination brand components are identified, simplified and then classified as symbolic or functional. They are also classified by motive. The review is followed by a quantitative study that uses open-ended questions to find the relationship between destination brand components and the stage of decision making [49]. Another research on brands and branding, this paper identifies some of the influential work in the branding area, highlighting what has been learned from an academic perspective on important topics such as brand positioning, brand integration, brand equity measurement, brand growth, and brand management [32]. Kim Robertson, (1989), carried out a research on the topic of, "Strategically Desirable Brand Name Characteristics" that research related to analysis Managers faced with the task of selecting a "good" name for a product, service, or company should be guided by the following generalizations. Such as the brand name should be a simple word, the brand name should be a distinctive word, the brand name should be a meaningful word, the brand name should be a verbal or sound associate of the product class, the brand name should elicit a mental image, the brand name should be an emotional word, the brand name should make use of the repetitive sounds generated by alliteration, assonance, consonance, rhyme, and rhythm, the brand name should make use of morphemes and the brand name should make use of phonemes [45].

A research found a result of their research on, "Studies of the characteristics of brand names used in the marketing of information products and services, how much attention those who promote electronic information services will pay to the analysis of brand name characteristic and their effectiveness depends on the importance they attach to the marketing of their service? There are several possible approach aims to sharply differentiate a service from similar services in the minds of users [3]. Another one

conducted a research to find out the aspects of this article focuses on identifying the drivers which influence consumers' leisure shopping behavior and measure customer value in terms of levels of satisfaction in reference to Mexico, the paper discusses major factors affecting leisure shopping in reference to recreational facilities, location of the store; shopping behavior and store loyalty are product attributes and services, brand value, perceived values and price [44]. A study provided an in-depth look into the lived shopping experiences of five self-proclaimed recreational shoppers. It helped to illuminate some of the leisure characteristics, hedonic shopping values, intrinsic rewards, and meanings that are associated with both the process and the outcomes of recreational shopping experiences. The findings also described the role of shopping malls as a leisure space and as facilitators of enjoyable shopping activities [31].

## **II. OBJECTIVES OF THE STUDY**

1. To identify the variables related to brand name characteristics from the literatures.
2. To identify the impact of brand name characteristics on Leisure shopping in Mannar.

## **III. LITERATURE REVIEW**

A brand is a distinguishing name and/or symbol such as logo trademark, or package design intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors [1]. A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which their needs most closely [37]. The brand, in a sense, acts as a credible guarantee for that product or service, allowing the consumer clearly to identify and specify products which genuinely offer added value [41].

According to Kim Robertson explain inherent brand name characteristics leading to memorable names which support the desired product image are presented for the manager. Managers faced with the task of selecting a "good" name for a product, service, or company should be guided by the following generalizations. Such as the brand name should be a simple word, the brand name should be a distinctive word, the brand name should be a meaningful word, the brand name should be a verbal or sound associate of the product class, the brand name should elicit a mental image, the brand name should be an emotional word, the brand name should make use of the repetitive sounds generated by alliteration, assonance, consonance, rhyme, and rhythm, the brand name should make use of morphemes and the brand name should make use of phonemes [45]. It is an expression of brand that leads to cognitive or emotional associations in the consumer's mind [15].

Leisure is often considered as activity chosen in relative freedom for its qualities of satisfaction and desired outcomes; further its finding suggests that leisure is also a quality of experience chosen more for its own sake than for ends related to survival or necessity. The author observes

that people seek leisure experiences, which provide opportunities for presentation of the self and self-development [33]. There is an evidence of increasing proportion of people saying that they spend time looking around the shops as a leisure activity, and the trend is most marked among younger adults. Two consequences of the trends may be suggested: a reduction in the time people are willing to spent on shopping should be more pleasant and rewarding. In addition, it may be that time pressures mean that family time becomes shopping time and vice versa, so that there is a desire for a different, more family oriented, more varied and entertaining, shopping experience [40].

Many studies examine the idea that consumers may find shopping a pleasurable experience there is of course a considerable body of work, which attempts to identify and measure motivations for shopping [30], [40], [43]. Past study identified 11 motives for shopping (apart from acquisition of good). Most can be described as pleasure and leisure related [50]. Identified two broad shopping motives, product, and experiential, and related them to emotions while shopping and to various outcomes [17]. Some have developed concepts about, and ways of measuring, consumers' non-utilitarian values-in other words the pleasure of shopping rather than the economic outcomes. Much is model-building work about individual choice decisions, which is interesting, but of little help in understanding changes in overall, market level behavior [06].

## **IV. METHODOLOGY**

### *Population and Sampling*

A sampling is the collection of samples from the population in the area where the research is conducted. From the researcher's point of view, population includes individuals and families. The necessary requirement in the sample choice is, selected samples must be reflecting the whole population's intentions. If it is not reflected, that may lead to biased or unreal results to the study. This study the sample population is the people of leisure shopping in Mannar. To find out the impact of brand name characteristic on leisure shopping a reasonable sample was selected by the researcher from the sample population.

The primary data were collected through questionnaires with the respondents of 100 people those who are leisure shopper in Mannar. To ensure the reliability and the accuracy of the study the questionnaires were distributed in a systematic way via a convenience sampling method.

The questionnaire has been modified for the ease of understanding and it was translated into both Tamil and English, due to the sample of this research included both language people and to ensure suitability for the research context. And it mainly consisted with two parts. Part A considered the respondent's personal information, part B consisted of 52 questions relating to brand name characteristics and leisure shopping in Mannar. The questionnaires were distributed to 100 respondents in Mannar.

A five-point Likert scale from '1- Strongly disagrees to '5- Strongly agree" was used to measure the items. A five-

point scale was used to measure the variables and this scale consisted of five boxes ranging from strongly disagree strongly agree. In addition, the questionnaire was administered among the respondents to mark (X) their options regarding the statement in the questionnaire. The numerical values were given for the purpose of quantification of qualitative variables from strongly disagrees to strongly agree.

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains.

The process of data processing and of converting of raw data into meaningful statement is called as an analysis and interpretation of data. For this study a number of statistical tests have been conducted in order to determine whether there is a relationship between brand name characteristics and leisure shopping. The main statistical program used in the research is Statistical package for the Social Sciences-SPSS (20.0).

*Hypothesis*

*H1 - There is a Significant Impact of Brand Name Characteristics on Leisure Shopping?*

H1a - Simple significantly impact on Leisure shopping.

H1b - Distinctive highly impact on Leisure shopping.

H1c - Meaningful highly impact on Leisure shopping.

H1d - There is a significant impact of Verbal or sound associate of the product class on Leisure shopping.

H1e - Elicit a mental image significantly impact on Leisure shopping.

H1f - Emotional word significantly impact on Leisure shopping.

H1g - Use of repetitive sounds highly impact on Leisure shopping.

H1h - Make use of phonemes highly impact on Leisure shopping.

H1i - Make use of morphemes impact on Leisure shopping.

**V. DATA PRESENTATION AND ANALYSIS**

*Demographical Profile of the Study*

To find out the impact of brand name characteristics on Leisure shopping, the sample of 100 has been taken from the population in Mannar town. In the questionnaires which were given to the respondents, ‘part A’ consists the demographical profile of the people. Through the collected questionnaires the demographical distribution can be explained via four dimensions namely, sex, spending money for leisure shopping, shopping time, shopping day. The researcher has selected the above dimensions to get a basic idea of the people who went to Leisure shopping in Mannar.

Table I. Model summary of variables “(a)”

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 <sup>a</sup>	.657	.623	.44370

a. Predictors: (Constant), simple, Distinctive, Meaningful, Verbal or sound associate of the product class, Elicit a mental image, Emotional word, Use of repetitive sounds, Make use of phonemes and Make use of morphemes.

Table II. Coefficient of Variables “(b)”

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant)	1.499	.242	.000
Simple	-.011	.086	.894
Distinctive	.282	.073	.000
Meaningful	.009	.090	.917
Verbal or sound	.088	.075	.246
Elicit a mental	.029	.067	.663
Emotional word	-.114	.079	.152
Use of repetitive sounds	.339	.082	.000
Phonemes	-.121	.083	.149
Morphemes	.170	.089	.059

The table indicates that the simple, Distinctive, Meaningful, Verbal or sound associate of the product class, elicit a mental image, Emotional word, Use of repetitive sounds, make use of phonemes and Make use of morphemes all together have an impact of 62.3% on Leisure shopping. Among these variables only use of repetitive sounds and Distinctive of brand name characterize was significantly impact on Leisure shopping, because of its P values 0.000 and 0.000 respectively. Therefore, the hypothesis of the significant impact of use of repetitive sounds on Leisure shopping and the significant impact of Distinctive on Leisure shopping were accepted. Rest of the other seven variables too has an impact on Leisure shopping but there was no significant exist in between the variables’ impact on Leisure shopping. Due to this reason the seven hypotheses regarding to the significant impact of simple, Meaningful, Verbal or sound associate of the product class, elicit a mental image, Emotional word, make use of phonemes and Make use of morphemes on Leisure shopping were rejected.

Table III. ANOVA “(c)”

Leisure shopping					
	Sum of Squares	Do	Mean Square	F	Sig.
Between Groups	50.956	84	.607	13.482	.000
Within Groups	.675	15	.045		
Total	51.631	99			

The ANOVA table explains significant P value is 0.000. It is less than the significance level 0.05. Therefore, research can have claimed that accept the alternative hypotheses.

**VI. FINDINGS AND CONCLUSION**

By improving the brand name characteristics, producers can increase customers. In addition, other factors those customers are concerned at leisure shopping are Distinctive



brand name and Use of repetitive sounds. The producers in Mannar are recommending to attractive female customers than male because most of the female customers like go to leisure shopping. Then they are focusing not only quality but also brand name characteristics. Thus the outcome in this case, suggests that to provide brand name characteristics in order to attract the people with this aspect, the producer in this kind of brand name need to improve on the dimensions of brand name characteristics.

Hence the result of this research can be useful to producers, with respect to how to deal with Customers, in order to maintain the organizations' main objective of profit maximization and Cost minimization. It provides results that could be useful to producers for strategic planning. Producers could examine those other factors apart of brand name characteristics that the people selected as reasons for attract or no attract. In this case, the producer could always adjust on those other factors to provide its peoples with the best values and also dictate the important dimensions to lay more emphasis on, in order to improve brand name characteristics and leisure shopping. Another important consideration is the promotion element of the product. Advertising and other communication efforts designed to attract leisure shoppers should focus on the brand name characteristic.

This study investigated the impact of brand name characteristics on leisure shopping in the Mannar. The research data disclosed that the brand name characteristics dimensions extracted by this study in Mannar. The Principal Component Analysis revealed that nine brand name characteristics dimensions namely, simple, Distinctive, Meaningful, Verbal or sound associate of the product class, elicit a mental image, Emotional word, Use of repetitive sounds, make use of phonemes and Make use of morphemes, can be identified in the researched market. Customers willing to spend their leisure time on shopping rather than spending on other leisure activities. In the essence, customers feel that going shopping is one of their favorite leisure activities. Shopping enjoyment as a consumer's personality trait that finds shopping more enjoyable and experiences greater shopping pleasure than other consumers experience.

The findings suggested that brand name characteristics have a positive relationship with leisure shopping. The objective of leisure shopping this study was to examine the impact between leisure shopping and brand name characteristics with respect to brand name characteristics dimensions. The final result explicated that brand name characteristics has a significant positive relationship with leisure shopping, whereas brand name characteristics influences the leisure shopping in a significant level.

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## AUTHORS' PROFILES



This is her first publication.

**Main Author : Miss Glodiya Fernando** recently graduated from University of Jaffna, Sri Lanka, she has completed his graduation in marketing specialization. This is her undergraduate research work which is required for partial fulfillment of the undergraduate degree in marketing. Under the supervision of Dr.Ms.S.Shivany she has completed her research work.



**Dr. Ms. Shivany**, Senior lecturer in marketing at University of Jaffna Sri Lanka. She is the supervisor of Miss.Glodiya Fernando in her undergraduate thesis work. She has published 30 research papers and three books in Tamil medium. She has the professional qualifications such as MSLIM and MCIM. She served as a resource person for more than 44 seminars, and got a best solution oriented thesis ward for supervision at faculty level and University level in 2016. She is interested to work for community development through marketing solution for SMEs in Jaffna, Sri Lanka.