



RESEARCH ARTICLE

AN ANALYTICAL STUDY OF CONSUMERS PREFERENCES REGARDING COMMODITIES
APPROVES UNDER IPR

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ARTICLE INFO

Article History:

Received 29th April, 2013
Received in revised form
27th May, 2013
Accepted 09th June, 2013
Published online 18th July, 2013

Key words:

Literary, Artistic fields,
Relevance,
and Consumer buying behavior.

ABSTRACT

Intellectual property, very broadly, means the legal rights which result from intellectual activity in the industrial, scientific, literary and artistic fields. It is simply the property created by the application of human mind. It is non-physical (incorporeal) and it derives its value from ideas. This Research study aims to highlight the diverse areas of intellectual property protection and to explore the consumer awareness level regarding divergent factors related to IPR. The Research paper focus to understand the concept of Intellectual Property Rights and to find its relevance in today's consumer market as well as to determine the level of consumer awareness regarding IPR and various other factors related to it. The paper also reviews the utility of IPR and its impact on consumer buying behavior.

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INTRODUCTION

Intellectual property, very broadly, means the legal rights which result from intellectual activity in the industrial, scientific, literary and artistic fields. It is simply the property created by the application of human mind. It is non-physical (incorporeal) and it derives its value from ideas. Intellectual property is a legal definition of ideas, inventions (like those generated in laboratory research), artistic works and other commercially viable products created out of one's own mental processes. In the same sense that real estate titles and bills of sale establish ownership of tangible items; intellectual property is protected by such legal means as patents, copyrights, and trademark registrations. Intellectual property is generally handled in the same way as any other tangible product or piece of real estate. Industrial Property, which includes inventions (patents), trademarks, industrial designs, and geographic indications of source; and Copyright, which includes literary and artistic works such as novels, poems and plays, films, musical works, artistic works such as drawings, paintings, photographs and sculptures, and architectural designs. Different types of IP rights like patent, copyright, trade mark, design etc can protect these ideas and products. The domain of IPR is expanding fast as knowledge and information becomes key drivers of techno-economic growth and of societal progress in general.

OBJECTIVES

This survey study aims to highlight the diverse areas of intellectual property protection and to explore the consumer awareness level regarding divergent factors related to IPR. The basic objectives of this paper are

1. To understand the concept of Intellectual Property Rights and to find its relevance in today's consumer market
2. To determine the level of consumer awareness regarding IPR and various other factors related to it.

3. To judge the utility of IPR and its impact on consumer buying behavior.

RESEARCH METHODOLOGY

Research is a procedure of logical & systematic application of fundamentals of science to the general & overall questions of a study & scientific technique & tools rather than philosophical means for logical analysis & manipulation of data. It comprises the research design, sample design, sources of data, selection of data, various designs and techniques used for analyzing the data. The methodology used for the study at hand is as under:

Sampling Size: 100.

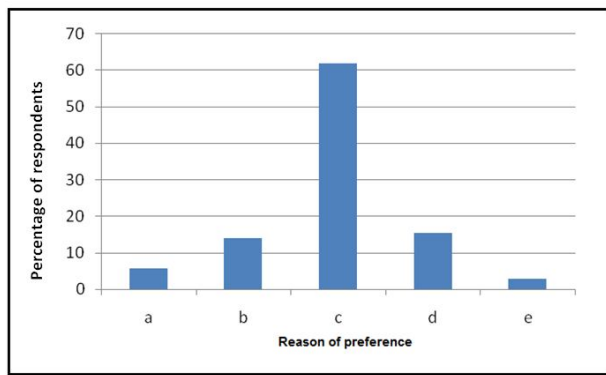
Sampling Design: Non probability sampling techniques (convenience sampling) Along with the usual statistical tools such as tables, percentages, mean and standard deviation were used for analyzing the data. This helped in arriving at sound conclusions. This Research study is regarding consumer awareness about IPR which includes information regarding patents, copy rights, trademark etc. It focused on whether a consumer pays attention towards these trademarks, logos before purchasing or they buy a commodity without focusing on above mentioned factors. This study intended to focus the consciousness of the customers towards IPR factors and its effect on their buying behavior.

Data analysis

A survey has been done in Jodhpur to collect data and information related to consumers preference regarding commodities approves under IPR. 11 questions were asked in a questionnaire. 100 questionnaires are filled by various consumers from various age group and various income groups.

The analysis of questions are-

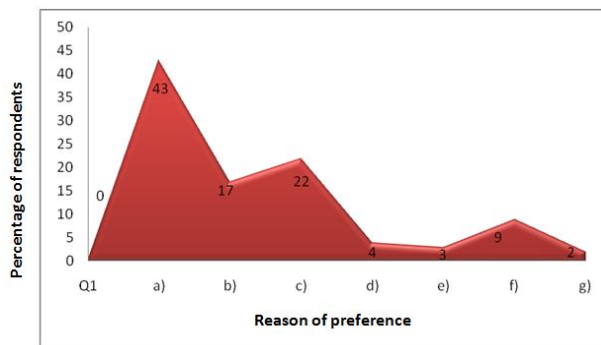
- Q.1 Being a customer your preferred market for buying goods is ...
a)Retail b)Govt. Authorized c)Market near your vicinity d)Any other



Conclusion-As per the analysis of the questionnaire it was found that 61.97% respondents preferred to buy goods from market near their vicinity, because it is convenient for them to buy. While 15.49% respondents considered they buy goods randomly. Although 4.29 % respondents did not replied the question because they did not buy the goods(this is shown by E Bar Graph). Through this we can infer that people are more inclined towards their convenience and ease for daily use products.

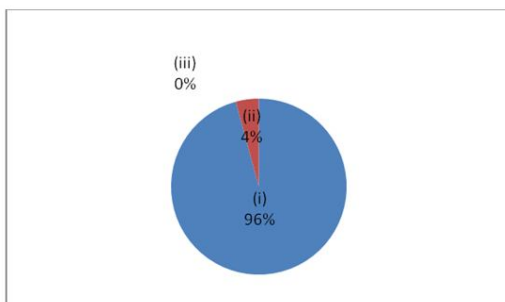
Q. 02 While purchasing which among these is the drive, give preferences:

- a) Quality
- b) Quantity
- c) Price
- d) Brand Value
- e) Celebrity endorsed
- f) Trend
- g) Any other (Specify) status symbol, warranty & guaranty, and availability of products are other reasons.



Conclusion-As per the analysis of the questionnaire it was inferred that 43% respondents give preference to the quality, this shows that quality is the major drive for purchasing goods. Other sequential drives are price, quantity, trend, brand value, celebrity endorsed and other drives are status symbol, warranty & guaranty, etc.

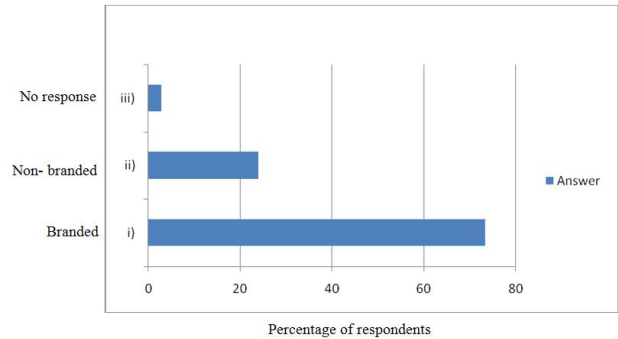
Q. 03 Do you know difference between ISI & Non ISI product?
a)Yes b)No



Conclusion: Through survey it was found 96% respondents can differentiate between ISI & non-ISI product. They are well aware about what is ISI mark and how is it important.

Q. 04 Tick your preference of buying between Branded/Non branded products.

- i) Branded
- ii) Non branded









Conclusion: Through survey it was found 73.24% respondents preferred to buy Branded Product; 23.94% respondents preferred to buy Non-Branded; 2.82% respondents preferred to buy without any such consideration. This implies that brand factor is a kind of satisfaction among consumers regarding quality and standard of products and also gives worth to their money sacrificed for the same.

Q.5 Give reason for Preference

As per the analysis of questionnaire it was found that people give the preferences to buy branded and standardized products due to –

- Assurance of Quality
- Safety
- To follow the fashion trend
- Appropriate and fixed price
- Reliability in brand

Q. 6 Match the following:

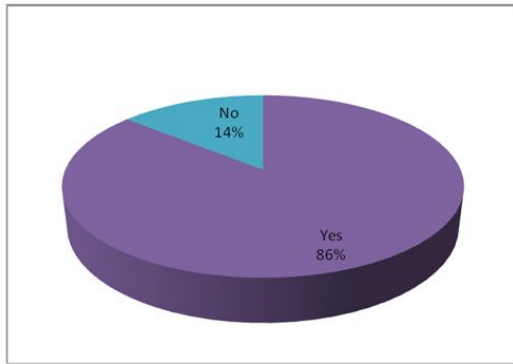
- a) Addidas 
- b) Nike 
- c) Mc Donald 
- d) Motorola 
- e) Mercedes 
- f) Audi 

Conclusion-90% respondents were aware about these symbols. They were in position to match the symbol with related product brand. The reason was found that due to the advertisements of these products and strong position of these products in market make aware to consumers to identify the trademarks of the products so that they can differentiate among copied products available in the market.

Q. 7 Are you aware of these symbols?

- a) Greenb) Red © ISI

YES / NO

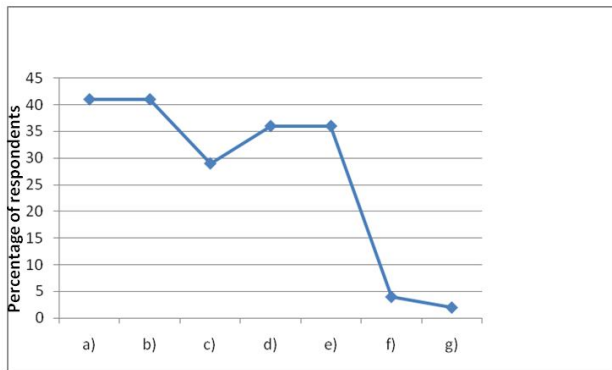


Conclusion: Through survey it was found that 86% respondents expressed as they know the symbol and 14% respondents expressed as they do not know the symbol. This implies that the consumers are aware of the standards used to categorize the products.

Q. 8 How you relate ISO & ISI with commodities? (Multiple Ans. allowed)

- a) Safety
- b) Quality
- c) Price
- d) Status
- e) Warranty or Guarantee
- f) Any other (Specify)

Conclusion-As per the analysis of the questionnaire it was found that 41% respondents relate safety & quality to the ISO & ISI. This shows that quality and safety are the major drive for these goods. Status and Guaranty are the secondary things related to these products according to survey. After that price and other things are there.



Q. 09 In which category of products you give attention for ISI, ISO, Copyright©, Hallmarks, Patents etc.

- a) Pharmaceutical equipments
- b) Ornaments
- c) Medicines
- d) FMCG
- e) Books
- f) Any other (Specify)

Conclusion: As per the analysis of the questionnaire it was found that pharmaceutical equipment, electronics goods, medicines, ornaments, books are the categories where customers are more inclined toward ISI & ISO. This shows that where the safety and quality are major concern consumers are more inclined towards standardized products.

Q. 10 Your focus on above mentioned IPR factors during purchasing?

- a) 0-25% b) 25-50% c) 50-75% d) 75-100%

Conclusion : it was found that 68% respondent considered 50 to 75% IPR factors during purchasing. This shows that scope & future of IPR is bright.

Q. 11 Your advice to other consumers for things to be considered while buying products.

Conclusion-Most of the respondents advised to buy the branded products due to quality assurance, appropriate price and safety of products. Along with this the additional suggestion was to check the expiry date before the buying the product.

Conclusion

In the survey it was found that mostly educated people or people who are earning more than 2 lacks are habitual to buy the ISI or trade mark products due to the followings reasons

- It was found that Assurance of quality is the main reason to give the preference of ISI products.
- People trust that ISI and other IPR symbols on the products are the indications of government interference towards the quality, safety and Appropriate price of the product that is why people trust on these products and they gives preference towards these products.
- Standardization of product also assured people towards the appropriate quantity of products.
- No doubt these products are better than local products. So a respondent gives preferences to these products.
- The scopes of standardization products are larger than local products. These are easily available.
- Buying standardized products is a Symbol of status.
- As per the norms of standardization every co. has to mention the manufacturing date as well as expiry dare on these products. So when consuming the product it's Easy to know the expiry date or consumer can easily know the product is in position to consume or not.
- Good packaging, which provide safety to product as well as attract the customer.
- Consumer can avail the Benefits of various schemes available on these products.
- Due to competition various options to be available for consumer to select the product.
- Advertisement on large scale spread Awareness of among people towards the products. And at the same time due to frequently Advertisement of companies, people become acquainted regarding to product.
- Additional Facility of Warranty and Guaranty is the attraction to buy these products.
- Replacement opportunity also attracts the buyers towards these products.
- People buy these products due to their Safety.
- To follow the current Fashion trend people buy these product.
- Reliability and trust of people towards the product is the reason to buy the standard products.
- Along with these reasons the another main reason to give the preferences towards the IPR is the development of Mall culture for shopping, which provide opportunities to buy various branded products. Increasing the no. of Malls day by day is creating demand for standardized products.
- Increased purchasing power is also liable to create the demand of standardized products because when income increase people want to increase their status in society and buy these products are the symbol of high status.
- Increase in adulteration and corruption now a day has created a fear in minds of consumers and thus they are more inclined towards the standardized products.
- Standardization of products helps to find out the originality of product.

SUGGESTIONS

No doubt due to the awareness related to various brands, copyrights, trade mark and hallmarks the scope of IPR is increasing day by day. Still there are some suggestions to improve the situation in Jodhpur-

- Government should focus to spread Awareness among people related to IPR so that everybody can take the advantage of the same.
- When Education level will increase automatically it will increase the demand of Standard Products.
- To maintain the trust of people for these products, government should be strict to implement the guidelines of IPR.
- Government should be aware regarding to availability of these products.

LIMITATIO

NS OF STUDY

- The scope of study is limited to Jodhpur city.
- Most of the respondents have avoided the data relating to income.
- Sample size is only 100 questionnaires. This is small in size and the inferences drawn may not be applicable in broader context.
- Time and resources limitations also restricted the scope of the study.

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