

Influence of brand name as a label feature of ready to eat meal food product on consumer buying

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■ **ABSTRACT :** Today brand name as a part of label feature plays an integral part in marketing strategy in capturing consumer attention because brand name is not only important marketing component to the manufacturer but also a rich source of information for consumer. Brand name can also reduce the risk consumers' face when buying something that they know little about". The purpose of this paper is to create a deeper thought of what influence a brand name can have on consumer when they go for buying, choosing the products between different brands of ready to eat meal food products. One hundred and twenty consumers of different age groups, income and occupation who frequently purchased ready to eat meal food products formed the sample for investigation. Moreover, this paper also tried to explore the association between brand name and the independent variables that influencing consumer buying using Chi square test. From the study it was revealed that when consumer purchases ready to eat meal food products, brand names as a label feature do influence his/her choice and also have a great place in consumer mind and when customers go for purchasing these products, they prefer to purchase a well known branded ready to eat meal food products. Consumers who were seeking quality of the product were found to be purchasing the product by seeing the brand name.

■ **KEY WORDS:** Brand name, Ready to eat meal food products, Consumer buying

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