
**AN INVESTIGATION ON BRAND AWARENESS IN FAST
MOVING CONSUMER GOODS WITH SPECIAL
REFERENCE TO ORPHANAGES IN CHENNAI REGION**

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ABSTRACT

The abstract is the form of the concluding statement that provides the quick review of the paper. This abstract is helpful to make aware the readers about the subject under study. In this paper researcher has attempted to provide detailed information regarding Brand awareness with respect to fast moving consumer goods. The paper titled "An investigation on Brand Awareness in Fast Moving Consumer Goods with special reference to orphanages in Chennai region". To examine the validity of this general statement that is being discussed day in and day out by the researcher ,market managers, producers, consumers, advertisers, etc . Brand awareness plays an important role in brand construction and brand recognition, which is regarded as the foundation for brand development. To some extent, brand awareness can directly influence consumers' purchase intention. Taking female consumers in orphanages who will become main consumers in the future as the research object, the author seeks to investigate and analyze brand's objective factors and consumer's subjective factors in influencing brand awareness of the personal care products particularly face wash. The aim of this paper is, on one hand, to explore and identify the current awareness of face wash. On the other hand, the main factors influencing brand awareness to gain market share. Prior to the formal survey, a survey among 10 experts were conducted in the form of questionnaire and found valid and reliable for the research. After refining some questions, an improved questionnaire was developed. Then the questionnaire was distributed among 100 female consumers with a response rate of 100%. The obtained data were then processed by chi square test, correlation co-efficient and ANOVA

Keywords: Brand Awareness, FMCG, Personal Care Products, Face Wash, Brand Preference, Media.

INTRODUCTION

Creating brand awareness is an important object in marketing in order to be part of the consumer's consideration set. The consumer is seen as a passive audience, who has little time for choosing a product. Nevertheless the FMCG segments be a little different, even in this ambit consumers partly relay their decision on advertising, brand symbols and brand names as well. These names and symbols, overall reassign the brand to a certain product category, encourage the brand's position and help to preserve the brand awareness.

Personal care products are facing unique challenging to create brand awareness among customers. Customer relationship management is heavily depending on the creation of brand awareness among consumers. This study identifies four factors that influence the creation of brand awareness through successful customer relationships: pricing, packaging, brand image and brand loyalty. An empirical test of the relationships among these factors suggests that personal care products in FMCG segments can be successful in creating image and positive brand awareness if they can manage their customer relationships well.

THE INDIAN FMCG INDUSTRY

The Indian FMCG sector is the fourth largest in the economy and has a market size of US\$13.1 billion. Well-established distribution networks, as well as intense competition between the organized and unorganized segments are the characteristics of this sector. FMCG in India has a strong and competitive MNC presence across the entire value chain. It has been predicted that the FMCG market will reach to US\$ 33.4 billion in 2015 from US \$ billion 11.6 in 2003. The middle class and the rural segments of the Indian population are the most promising market for FMCG, and give brand makers the opportunity to convert them to branded products. Most of the product categories like jams, toothpaste, skin care, shampoos, etc, in India, have low per capita consumption as well as low penetration level, but the potential for growth is huge. The Indian Economy is surging ahead by leaps and bounds, keeping pace with rapid urbanization, increased literacy levels, and rising per capita income. The big firms are growing bigger and small-time companies are catching up as well. According to the study conducted by AC Nielsen, 62 of the top 100 brands are owned by MNCs, and the balance by Indian companies.

Personal care, cigarettes, and soft drinks are the three biggest categories in FMCG. Between them, they account for 35 of the top 100 brands. The companies mentioned here are the leaders in the irrespective sectors. The personal care category has the largest number of brands, i.e., 21, inclusive of Lux, Lifebuoy, Fair and Lovely, Vicks, and Ponds. There are 11 HUL brands in the 21, aggregating Rs. 3,799 crore or 54% of the personal care category.

The Indian personal care market is estimated to be worth US\$ 4 Billion (approx. Rs. 20,000 crore) this includes Bath and Shower products, Hair Care, Skin Care, Cosmetics, Fragrances and Deodorants. Bar Soaps also has grown at a growth rate of 5% per annum over the last 5 years and stands at market size of US\$ 1.5 billion (approx Rs. 7500 crores)• The overall Indian personal care market has the potential to grow at 15- 16% per annum and thereby double to US\$ 8 billion (approx

40,000 crore) by 2014. The annual value of personal products business in India, including oral care, hair cares and skin cares products, is currently estimated to be Rs 54.6 bn. Just five years ago personal products were considered to be luxury items and attracted a high excise duty of 120% (except the oral care category). Gradual taxation reforms in India since 1991 have lowered the excise duty rates to a reasonable 30%, making these products more affordable. At the same time, rising income levels have led to rising aspirations on the part on Indian consumers.

SCOPE AND NEED FOR THE STUDY

The spending on FMCG products is showing an increasing tendency in the last 5 years. This is due to increase in income levels, fascination towards urban culture, good connectivity to near- by towns & cities, improvement in sanitary conditions, beauty awareness among teenagers of rural areas emulating their counterparts in the urban areas led to the increased usage of FMCG products particularly beauty & health care products in Chennai. The study is confined to Chennai city particularly 15 orphanages. It is believed that the research is useful to the marketers and the FMCG giants to know the satisfaction level, preference level and brand awareness of female consumers in orphanages. Based on the result of this research FMCG giants can improve their quality, awareness level of female consumers based on the result of this research.

REVIEW OF LITERATURE

Brand awareness means the ability of a consumer can recognize and recall a brand in different situations (Aaker, 1996). Brand awareness consists of brand recall and brand recognition. Brand recall means when consumers see a product category, they can recall a brand name exactly, and brand recognition means consumers has ability to identify a brand when there is a brand cue. That is, consumers can tell a brand correctly if they ever saw or heard it. Moreover,

Hoeffler & Keller (2002) indicate that brand awareness can be distinguished from depth and width. Depth means how to make consumers to recall or identify brand easily, and width expresses infers when consumers purchase a product, a brand name will come to their minds at once. If a product owns brand depth and brand width at the same time, consumers will think of a specific brand when they want to buy a product. That is, the product has higher brand awareness. Moreover, brand name is the most important element in brand awareness (Davis, Golicic & Marquardt, 2008). As a consequence, brand awareness will affect purchase decision through brand association, and when a product owns a positive brand image, it will help in marketing activities (Keller, 1993).

A brand name offers a symbol that can assist consumers to identify service providers and to predict service results (Herbig & Milewicz, 1993; Janiszewski & Van Osselaer, 2000; Turley & Moore, 1995). Brand awareness plays an important role on purchase intention because consumers tend to buy a familiar and well known product (Keller, 1993; Macdonald & Sharp, 2000). Brand awareness can help consumers to recognize a brand from a product category and make purchase decision (Percy & Rossiter, 1992). Brand awareness has a great influence on selections and can be a prior consideration base in a product category (Hoyer & Brown, 1990). Brand awareness also acts as a critical factor in the consumer purchase intention, and certain brands will accumulate in consumers' mind to influence consumer purchase decision. A product with a high level of brand

awareness will receive higher consumer preferences because it has higher market share and quality evaluation (Dodds et al., 1991; Grewal et al., 1998).

OBJECTIVES OF THE RESEARCH PAPER

1. To examine the brand awareness of female consumers towards FMCG products.
2. To identify the factors influencing face wash to gain market share.
3. To know how to maintain and improve brand awareness.
4. To know the reasons for preferring branded face wash
5. To find out the effective media for advertising face wash

HYPOTHESIS OF THE STUDY

The main aim of the study is to test the following hypothesis,

H1: There is significant difference between period of using and changes in favorite brand

H2: There is significant difference between favorite brand and first brand comes to mind

H3: There is significant difference among customer preferences and factors considered for brand

H4: There is significant difference among effective advertisement towards brand

H5: There is significant difference between brand awareness and profitability.

RESEARCH METHODOLOGY

The methodology of the study depends mainly on the primary data collected through a well-framed Structured Non- Disguised Questionnaire to elicit the well-considered opinions of the respondents. The customers personally filled all questionnaires. The research design undertaken by the researcher is Descriptive Research Design. The respondents were selected using convenience sampling from 15 different orphanages located in Chennai. The Sample Size of this research is 100 and all those respondents are the users of face wash. All 100 respondents were chosen only from female group. They are chosen from different age groups (16 - 22) classifying them on the basis of literacy The information gathered through the questionnaires was analyzed by using Correlation coefficient, chi square test and Analysis of Variance (ANOVA).

ASSUMPTIONS, CONSTRAINTS AND LIMITATIONS OF THE STUDY

It is assumed that the respondents will give their true opinion. Some limitations have been identified in this study. First, The survey was conducted among 100 sample numbers within the limit of Chennai .Second, the respondents were not answered properly and do not want to disclose their personal information regarding their perception about personal care products to the researchers. Third most of the respondents were not in the position to use personal care products due to their economic problems even though they have strong awareness of the brand. Fourth the sample size do not ensure representative and conclusive finding and finally, a more robust analysis is needed to reach a strong conclusion. . Because of time constraint the number of respondents has been restricted to 100. As the project is based on survey the respondent's opinion might have been biased.

DEMOGRAPHIC PROFILE OF RESPONDENTS

Details	Frequency	Percentage (%)
<u>Gender</u>		
Female	100	100
<u>Age</u>		
Between 16-17	38	38
Between 18-20	52	52
Between 21-22	10	10
<u>Academic qualification</u>		
School level	38	38
Under graduation	52	52
Post graduation	10	10
<u>Types of products prefer</u>		
Prefer Brand	44	44
Prefer Non Brand	0	0
Prefer Quality of Product over Brand	56	56

RELIABILITY AND VALIDITY

The internal consistency of the sub-scales (pricing, packaging, brand loyalty and brand image) is reported in Table below Cronbach's alpha values for the individual sub-scales ranged from 0.791 to 0.918, which were all above the acceptable benchmark levels.

Dimensions	No of items	Cronbach's alpha
Pricing	16	0.846
Packaging	13	0.807
Brand loyalty	14	0.918
Brand image	7	0.791

The pricing dimension has 16 item version, packaging dimension consist of 13 items, brand loyalty has 14 items and brand image has 7 items were taken. The respondents were asked to rate different items using a 5-point Likert type scale where 1 indicated 'Strongly Agree' while 5 represented 'Strongly Disagree'. Cronbach's alphas for different scales are presented in Table above. All scales had high level of internal consistency.

TOOLS FOR ANALYSIS

Tool-1 (Chi square test)

Chi square test on significance difference between period of using favorite brand and changes in favorite brand

Null Hypothesis H₀:

There is no significant difference between period of using favorite brand and changes in favorite brand.

Alternative Hypothesis H₁:

There is significant difference between period of using favorite brand and changes in favorite brand.

Particulars	Changes In Favorite Brand				TOTAL
	More Quality	More flavors	Better Packaging	All The Above	
Less Than A Year	14	6	0	6	26
1 Year	16	14	10	6	46
2 Years	12	6	0	0	18
Less Than 5 Years	4	2	2	0	8
More Than 5 Years	0	0	0	2	2
TOTAL	46	28	12	14	100

O	E	(O-E) ²	(O-E) ² /E
14	15.18	1.392	0.09
6	6.78	0.608	0.08
0	1.56	2.433	1.559
6	5	1	0.2
16	18.52	6.350	0.34
14	12.66	1.7	0.134
10	7.8	4.84	0.620
6	6.72	0.51	0.075
12	10	4	0.4
6	5.2	0.64	0.123
0	1.08	1.166	1.079
0	1.26	1.587	1.26
4	1.84	4.66	2.53
2	1.12	0.77	0.68
2	1.15	0.55	0.73
0	0.56	0.3136	0.56
0	0.46	0.2116	0.46
0	0.28	0.0784	0.28
0	0.12	0.0144	0.12
2	0.14	0.846	6.04
		TOTAL	17.36

Degree of freedom = (R-1) (C-1)

= (5-1) (4-1)

= 12

At 5% level of significance

Calculated value = 17.36

Tabulated value = 21.026

INTERPRETATION

Since the calculated value is lesser than table value. So, the hypothesis is accepted. Hence, it is concluded that there is a significant difference between period of using favorite brand and changes in favorite brand.

TOOL-2 (CORRELATION CO-EFFICIENT)

Relation between favorite face wash and first brand that comes to mind when think of face wash.

X	Y	XY	X ²	Y ²
12	10	120	144	100
18	24	432	324	576
22	22	484	484	484
20	22	440	400	484
4	4	16	16	16
6	2	12	36	4
0	0	0	0	0
2	2	4	4	4
0	0	0	0	0
16	14	224	256	196
ΣX = 100	ΣY = 100	ΣXY = 1732	ΣX² = 1664	ΣY² = 1864

$$r = \text{cov}(X,Y) / X.Y$$

$$\text{cov}(X,Y) = n \sum XY - \sum X. \sum Y$$

$$= 7320$$

$$X = 81.48$$

$$Y = 92.95$$

$$r = \frac{7320}{(81.48)(92.95)}$$

$$r = 0.966$$

INTERPRETATION

Hence there is relation between favorite face wash and first brand that comes to mind when think of face wash.

Tool-3 (ONE WAY ANOVA TEST)

One way ANOVA is to test the significant relationship between the customers preference regarding the factors considered for brand awareness.

Null Hypothesis H₀

There is no significant difference between the customers preferences regarding the factors considered for brand awareness.

Alternative Hypothesis H₁

There is significant difference between the customers preferences regarding the factors considered for brand awareness.

Observed frequency:

Particulars		Factors Considered For Brand Awareness		
Customers Preferences	First brand that comes to mind when think of face wash	Interest is to try something new in the future	Familiar brand names	
Pears	10	10	8	
Ponds	24	14	26	
Himalaya	22	12	24	
Clean & clear	22	20	16	
Lakme	4	8	0	
Garnier	2	12	12	
Neutrogena	0	14	0	
Dove	2	4	2	
Nivea	0	2	0	
Fair & lovely	14	4	12	

CALCULATION OF ONE WAY ANOVA

X ₁	X ₁ ²	X ₂	X ₂ ²	X ₃	X ₃ ²
10	100	10	100	8	64
24	576	14	196	26	676
22	484	12	144	24	576
22	484	20	400	16	256
4	16	8	64	0	0
2	4	12	144	12	144
0	0	14	196	0	0
2	4	4	16	2	4
0	0	2	4	0	0
14	196	4	16	12	144
∑X ₁ = 100	∑X ₁ ² =1864	∑X ₂ =100	∑X ₂ ² =1280	∑X ₃ =100	∑X ₃ ² =1864

$$\text{Total sum of square} = \sum x_1^2 + \sum x_2^2 + \sum x_3^2 - T^2 / rc = 2008$$

$$\begin{aligned} \text{Degree of freedom (v)} &= cr-1 \\ &= 30-1 \\ v &= 29 \end{aligned}$$

$$\begin{aligned} \text{Total sum of squares between samples} &= (\sum x_1^2)/n_1 + (\sum x_2^2)/n_2 + (\sum x_3^2)/n_3 - \text{total sum of square.} \\ &= 1008 \end{aligned}$$

$$\begin{aligned} \text{Degree of freedom (v}_1) &= c-1 \\ &= 3-1 \\ v_1 &= 2 \end{aligned}$$

$$\begin{aligned} \text{Total sum of squares within samples} &= \text{Total sum of squares} - \text{sum of squares b/w samples} \\ &= 1000 \end{aligned}$$

$$\begin{aligned} \text{Degree of freedom (v}_2) &= c(r-1) \\ &= 3(10-1) \\ v_2 &= 27 \end{aligned}$$

ANOVA TABLE

Sources of variation	Sum of squares	Degree of freedom	Mean squares
B/w samples	1008	2	504
Within samples	1000	27	3703
Total	2008	29	

$$\text{MSC} = \text{SSC}/C \text{ (d.f)}$$

F= between samples/ within samples

$$\begin{aligned} F &= 504/3703 \\ &= 0.136 \end{aligned}$$

Calculated value of F is = 0.136

Level of Significance = 5%

The table value of F for $v_1 = 2$ and $v_2 = 27$ at 5% level of significance = 3.35

INTERPRETATION

Calculated value of F (0.136) is lesser than the table value of F (3.35), Hence Null hypothesis is accepted. There is significant difference between the customers preferences regarding the factors considered for brand awareness.

SOURCES OF BRAND PREFERENCE

Factors	Percentage	Rank
Television	60	1
Friends	25	2
Online	10	3
Newspaper	5	4
Magazines	0	5

From the above table it is concluded that respondents mostly become aware from the television as it is on 1st rank in the sources of awareness. Friends and online are on 2nd and 3rd rank and News paper is on 4th rank. The awareness through television is 60%, 25% by Friends, 10% by Online and 5%by newspaper.

BRAND AWARENESS

Face wash	Percentage (%)
Pears	70
Ponds	82
Himalaya	79
Clean &clear	75
Lakme	70
Garnier	60
Neutrogena	20
Dove	65
Nivea	68
Fair & lovely	74
Average	66.3

INTERPRETATION

In case of face wash, the respondents gives 1st to Ponds, 2nd to Himalaya, 3rd to Clean & Clear, 4th to Fair & Lovely, 5th to Lakme and Pears, 7th to Nivea, 8th to Dove and Garnier and 10th to Neutrogena. It has been concluded from the above table that the average awareness of the respondents in the market is 66.3% for face wash.

FINDINGS

1. The average awareness of the respondents in the market is 66.3%
2. The respondents give 1st rank to ponds and last rank to neutrogena which infers that advertising and marketing activities have major influences in choices of people in market.
3. Testing the hypothesis, it is found that there is a significant difference between period of using favorite brand and changes in favorite brand.
4. There is significant difference between the customers preferences regarding the factors considered for brand awareness.
5. Most of the respondents become aware from the television as it is on 1st rank in the sources of awareness so television is the most effective media for creating brand awareness the face wash.

CONCLUSION

A study was conducted to see the awareness of brands of personal care products especially face wash. There is an increasing trend among the female consumers in orphanages about the awareness of various brands in face wash. As female consumers in orphanages are becoming more

conscious about their personal care. They assume branded products as quality products which are good for their beauty aspect etc. It was observed that consumer's expectations were, Quality, benefits offered and packaging of face wash product. When a product has a well known brand name, it can win consumers' preferences and increase company's market share. Manufacturers of face wash ought to build a brand and promote its brand awareness through sales promotion, campaigns, advertising, and other marketing activities. When brand awareness is high, its brand loyalty will also increase. Consumers will produce brand loyalty because good product quality and increase their repurchase behavior further. Moreover face wash manufacturers should be aware that consumers will evaluate quality of a product from their purchase experience. A high evaluation indicates that consumers are satisfied. As a result, their brand loyalty and brand awareness will increase and also repurchase behavior. Most of the consumers prefer branded product with the belief that quality is assured as the manufacturer of reputed companies example, Ponds, Fair & Lovely, Garnier, Himalaya, lakme, dove etc.

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