



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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A STUDY ON BRAND PERCEPTION OF FMCG GOODS

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ABSTRACT

Retail industry is one of the largest industries in India. India is the third-most attractive retail market for global retailers among the 30 largest emerging markets, according to US consulting group AT Kearney's report published in June 2010. The total retail sales in India will grow from US\$ 395.96 billion in 2011 to US\$ 785.12 billion by 2015, according to the BMI India Retail report for the third quarter of 2011. The branding of fast moving consumer goods has become an integral part of the lives of consumers. Consumers are literally confronted with hundreds of brands on a daily basis and are, therefore, spoilt for choice. The objective of conducting the research was to analyse the extent to which Indian retail store managers perceptions and consumers' perceptions converge to promote brand equity in respect of fast moving consumer goods in retail chain stores at Bangalore. This was carried out by identifying the main variables like branding, packaging, pricing, promotions and quality. The study was based on the impact of these variables on the perception of consumers' and Indian retail store managers. The study revealed that the consumers and store managers believe that consumer purchase depend on branding and the quality of the products and all other variables have a least impact.

KEYWORDS

Branding, Consumer Perception, Fast Moving Consumer Goods (FMCG), Quality, Retail Store Manager Perception.

INTRODUCTION

Retail industry is one of the largest, most dynamic and fast paced industry in India. An increasing population, booming economy with large young working population and emerging opportunities are the key factors for the growth of the organized retail sector in India. The concept of shopping in India has changed over the years in terms of consumer behaviour. Modern retailing is bustling with shopping centres, multi-storied malls and the huge complexes that offer shopping, entertainment and food all under one roof. The purchasing power of Indian urban and semi-urban consumer is growing and branded merchandise in categories like apparels, cosmetics, shoes, watches, beverages, food, jewellery and so on are slowly becoming lifestyle products that are widely accepted by the consumer.

The emphasis here is on retail brand rather than retailers selling branded products. The focus should be on branding the retail business itself. In their preparation to face fierce competitive pressure, Indian retailers must come to recognize the value of building their own stores as brands to reinforce their marketing positioning, to communicate quality as well as value for money. Sustainable competitive advantage will be dependent on translating core values combining products, image and reputation into a coherent retail brand strategy. The brands need to have a credibility and trust. If the brand is not trusted by the consumers, another brand will capture that market instantly. Consumers are increasingly experiencing what they perceive as an enhanced image from the consumption and possession of branded products.

The branding of fast moving consumer goods has become an integral part of the lives of consumers. Consumers are literally confronted with hundreds of brands on a daily basis and are, therefore, spoilt for choice. From a business's perspective, brands are sole entity for marketing and business strategy. Establishing a brand that has earned the respect and admiration of consumers is of fundamental importance in attempting to build market share and maximize the wealth of their shareholders by increasing turnover through innovative marketing campaigns. The role and impact of branding and its integral aspects of packaging, pricing, promotion and quality will be interrogated to establish how these variables contribute towards this convergence of perceptions which determines the brand equity of fast moving consumer goods. Evidently, the turnover generated from the sales of fast moving consumer goods forms a significant portion of all sales generated by retail chain stores. The results arising from this study will provide retail chain stores with crucial information with regards to the factors that motivate consumers to purchase fast moving consumer goods. The information gathered on the branding of fast moving consumer goods will prove useful to store managers in terms of allocating shelf-space to the various brands of fast moving consumer goods. The improvements that should arise in retail chain stores as a result of the better management of the fast moving consumer goods category should provide the consumer with a more pleasurable shopping experience.

REVIEW OF LITERATURE

Important way to keep a brand alive and to realize incremental financial growth. In order to be successful at introducing new extensions managers should understand line extensions' key success factors. In this study three market-related factors' impact on line extension success were investigated, i.e. the level of competition in the market place; retailer power; and consumers' variety seeking behaviour. Data collected from 49 marketing and product managers in the fast-moving consumer goods industry showed that line extensions have very little added value over existing products, and that cannibalization is very much related to a line extension's success. Of all line extensions, those involving new flavours and new packaging/sizes were most successful. Extensions that improved product quality were found to be unsuccessful. The market-variables: level of competition; retailer power; and variety seeking behaviour all had a negative influence on line extension success. Dominant brands were hurt more by variety seeking behaviour's negative impact than less dominant brands. **Edwin J Nijssen (2001)**

The research was carried out by **Adelina Broadbridge and Henry P Morgan (2001)** to investigate the consumer acceptance of retailers-own-brand of baby care toiletry products. It reveals the consumer perceptions and buying behaviour of retail brands versus manufacturer brand baby care toiletry products. The 72% of consumers are buying some retail-brand baby-care products but although certain baby products and labels carried higher perceived risk than others. In general, however, manufacturer-branded baby-care products were regarded by respondents to be of higher quality and lower perceived risk than retail-brand baby-care products. Developing retailer-own-brand of baby care range by options would appear to be high-risk strategy. Rather, better to develop low-risk product category like bath and shower products for adults.

The research by **Elise Gaillard, et al (2005)** states on exploring consumer perceptions of visual distinctiveness associated on visual element of colours and symbols used by seven largest banks of Australia. This study depicts that there is no relation between the brand's market share and brand and advertisement distinctiveness. The term distinctiveness' has been ascribed a number of differing meanings in marketing, but there is a common element of it being something that makes the brand stand out. This paper explores consumer perceptions of what makes a brand distinctive and compares this to perceptions about what makes an advertisement distinctive. In particular, visual distinctiveness is explored. However, consumers had great difficulty in articulating what in particular made a brand or advertising distinctive, in terms of specific elements such as shape or colour. When focusing on the visual elements of distinctiveness, symbols were the most commonly mentioned element, followed closely by colours. Finally, the author argues that brand and advertisement distinctiveness are not necessarily a useful selling tools.

Indian FMCG covers the industry overview, general economic environment, food inflation, food and beverages industry, household care and personal care. It also covers the market trends and outlook, Union Budget 2010-2011, e-Choupal, growth in rural areas, regulatory issues namely National Food Processing Policy, FDI policy in retail trading and government policies and initiatives, plus the comparative matrix and SWOT of the industry leading players: Hindustan Unilever

Ltd, Nirma Ltd, Dabur India Ltd, Colgate-Palmolive India Ltd, and Godrej Consumer Products Ltd. It speaks about brand consolidation, product innovations, life-style products, third party manufacturing, expanding horizons and backward integration.(www.ibef.org.)

NEED FOR THE STUDY

This study provides an assessment on the extent to which the perceptions of consumers and that of marketers of fast moving consumer goods converge in respect of branding and its integral aspects of packaging, pricing, promotions and the quality of fast moving consumer goods as they influence the sales of these products. Also, this provides some exposure on the rapidly growing Indian consumer market which will in turn provide unique insights into the needs and desires of the population. Fast moving consumer goods have become an integral part of the lives of all consumers. This study will investigate the extent to which the perceptions of marketers and consumers converge to promote brand equity in respect of fast moving consumer goods in retail chain stores at Bangalore city.

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

- To analyse the marketers perception and consumers’ perception converge on the importance of brand equity in Bangalore city.

SECONDARY OBJECTIVE

- To prove the convergence of the consumer perception and marketer perception
- To understand the impact of Packaging on the perceived value of FMCG
- To understand the impact of Pricing on the perceived value of FMCG
- To understand the impact of Promotion on consumer purchase of FMCG
- To understand the role of Quality as a strategic tool of marketing.

In this investigation, the five main variables are Branding, Packaging, Pricing, Promotions and Quality

STATEMENT OF HYPOTHESIS

H0: Male and female consumers have different opinions with regards to the impact of branding, packaging, pricing, promotions and quality in terms of the marketing of FMCG.

H1: Male and female consumers have similar opinions with regards to the impact of branding, packaging, pricing, promotions and quality in terms of the marketing of FMCG.

SAMPLING TECHNIQUES AND DESCRIPTION OF THE SAMPLE

The sample size for this investigation consisted of 6 individual retail outlets and 50 consumers.

The random sampling technique was used to select the sample for this investigation.

In the study, descriptive and statistical tools were used to analyse the data. F-test was used to determine whether significant difference exists between the perception of store managers and consumers with regard to branding, packaging, pricing, promotions and quality of fast moving consumer goods.

The analysis of variance (ANOVA) used to determine if different groups within a sample vary with regard to the independent variable was been investigated.

ANALYSIS

STORE MANAGER PERCEPTION ON CONSUMER PURCHASE BEHAVIOUR

TABLE 1: KARL PEARSON CORRELATION ON CONSUMER PURCHASE BEHAVIOUR

		Branding	Packaging	Pricing	Promotion	Quality
Branding	Pearson Correlation	1	.525	.493	.045	-.083
	Sig. (2-tailed)		.285	.320	.932	.876
	N	6	6	6	6	6
Packaging	Pearson Correlation	.525	1	.276	.086	-.632
	Sig. (2-tailed)	.285		.596	.872	.178
	N	6	6	6	6	6
Pricing	Pearson Correlation	.493	.276	1	.492	.559
	Sig. (2-tailed)	.320	.596		.321	.249
	N	6	6	6	6	6
Promotion	Pearson Correlation	.045	.086	.492	1	.434
	Sig. (2-tailed)	.932	.872	.321		.390
	N	6	6	6	6	6
Quality	Pearson Correlation	-.083	-.632	.559	.434	1
	Sig. (2-tailed)	.876	.178	.249	.390	
	N	6	6	6	6	6

- When branding and packaging were correlated a p value of 0.285 was obtained which is greater than 0.05. This finding means that branding and packaging have no statistically significant correlation. Store managers believe that better packaging do not lead to more purchases by consumers of branded products. But these variables are significant at 85% confidence.
- When packaging and pricing were correlated a p value of .596 was obtained which is greater than 0.05. This finding means that packaging and pricing have no statistically significant correlation. Store managers believe that consumers are not prepared to pay higher prices for improved packaging of branded products.
- When packaging and quality were correlated a p value of .178 was obtained which is greater than 0.05. This finding means that packaging and quality have no statistically significant correlation. Store managers believe that consumers do not perceive that improved quality of brands to be accompanied by improved packaging.

- When pricing and promotions were correlated a p value of 0.321 was obtained which is greater than 0.05. This finding means that pricing and promotions have no statistically significant correlation. Store managers believe that consumers assume increased promotions are accompanied by an increase in the price of branded products.
- When promotions and quality were correlated a p value of 0.390 was obtained which is greater than 0.05. This finding means that promotions and quality have no statistically significant correlation. Store managers believe that consumers do not expect increased promotions to be accompanied by improved quality of branded products.

Arising from the above discussion, there is no significant relationship between branding and the integral aspects of their packaging, pricing, promotions and quality with regards to store manager's perceptions of fast moving consumer goods and consumers purchasing behaviour. Though there is no significant relation between branding and other variables, there is strong relationship, which exists between these variables, also indicates that consumers view the product from a holistic perspective and not just from the perspective of a single variable.

STORE MANAGER'S PERCEPTION ON FMCG

TABLE 2: KARL PEARSON CORRELATION ON STORE MANAGER'S PERCEPTION OF FMCG (Correlations)

		Brand	Packaging	Price	Quality	Promotion
Brand	Pearson Correlation	1	-.700	-.553	.870*	-.542
	Sig. (2-tailed)		.121	.255	.024	.266
	N	6	6	6	6	6
Packaging	Pearson Correlation	-.700	1	.316	-.395	.217
	Sig. (2-tailed)	.121		.541	.438	.680
	N	6	6	6	6	6
Price	Pearson Correlation	-.553	.316	1	-.313	.943**
	Sig. (2-tailed)	.255	.541		.547	.005
	N	6	6	6	6	6
Quality	Pearson Correlation	.870*	-.395	-.313	1	-.343
	Sig. (2-tailed)	.024	.438	.547		.506
	N	6	6	6	6	6
Promotion	Pearson Correlation	-.542	.217	.943**	-.343	1
	Sig. (2-tailed)	.266	.680	.005	.506	
	N	6	6	6	6	6

- The correlation between branding and packaging has a p value that is 0.121, which is greater than 0.05. This finding means that branding and packaging have no statistically significant correlation. Store managers do not believe that good brands are accompanied by good packaging but as the brand improves, the packaging also improves.
- The correlation between branding and pricing has a p value of 0.255, which is greater 0.05. This finding means that branding and pricing have no statistically significant correlation as well. Store managers believe that when price of the branded product is reduced, the purchase of the brand increases up to a point.
- The correlation between branding and quality has a p value of 0.024, which is less than 0.05. This finding means that branding and quality have a statistically significant correlation. This implies that the better the quality, the more likely it is that the product is a branded product.
- The correlation between packaging and promotions has a p value of 0.680, which is greater than 0.05. This finding means that packaging and promotions have no statistically significant correlation.
- The correlation between pricing and quality has a p value that is 0.547, which is greater than 0.05. This finding means that pricing and quality has no statistically significant correlation.

CONSUMER PERCEPTION ON FMCG

TABLE 3: KARL PEARSON CORRELATION ON CONSUMER PERCEPTION OF FMCG

		Brand	Packaging	Price	Promotion	Quality
Brand	Pearson Correlation	1	.184	-.186	.082	-.013
	Sig. (2-tailed)		.216	.212	.584	.928
	N	47	47	47	47	47
Packaging	Pearson Correlation	.184	1	-.032	-.230	-.054
	Sig. (2-tailed)	.216		.831	.120	.717
	N	47	47	47	47	47
Price	Pearson Correlation	-.186	-.032	1	.394**	.284
	Sig. (2-tailed)	.212	.831		.006	.053
	N	47	47	47	47	47
Promotion	Pearson Correlation	.082	-.230	.394**	1	.195
	Sig. (2-tailed)	.584	.120	.006		.189
	N	47	47	47	47	47
Quality	Pearson Correlation	-.013	-.054	.284	.195	1
	Sig. (2-tailed)	.928	.717	.053	.189	
	N	47	47	47	47	47

** . Correlation is significant at the 0.05 level (2-tailed).

- In determining the correlation between branding, packaging, pricing, promotions and quality a p value greater than 0.05 was obtained which means that these variables have no significant relation to brand. Consumers believe that improvements in brands are accompanied by improvements in promotions and quality.

- In determining the correlation between packaging, pricing, promotions and quality a p values were greater than 0.05. This finding means that packaging, pricing, promotions and quality have no statistically significant correlation. Consumers believe that improvements in packaging are not accompanied by higher prices, promotions and quality of branded products.
- In determining the correlation between pricing, promotions and quality a p value of 0.006 and 0.053 was obtained which is less than 0.05. This finding means that pricing, promotions and quality have a statistically significant correlation. Consumers believe that higher prices are expected to be accompanied by increased promotions and quality.

Arising from the above discussion, there is no significant relationship between branding and the integral aspects of their packaging, pricing, promotions and quality with regards to consumer's perceptions of fast moving consumer goods. These results are also consistent with the results achieved for the store managers survey.

HYPOTHESIS TESTING

Anova test for gender differences of consumers perception about fast moving consumer goods

TABLE 4: ANALYSIS OF VARIANCE ON GENDER AND CONSUMERS PERCEPTION ON FMCG

		Sum of Squares	Df	Mean Square	F	Sig.
Branding	Between Groups	.000	1	.000	.000	.989
	Within Groups	33.830	45	.752		
	Total	33.830	46			
Packaging	Between Groups	1.422	1	1.422	2.105	.154
	Within Groups	30.407	45	.676		
	Total	31.830	46			
Pricing	Between Groups	1.207	1	1.207	1.444	.236
	Within Groups	37.602	45	.836		
	Total	38.809	46			
Promotions	Between Groups	.468	1	.468	.527	.472
	Within Groups	39.957	45	.888		
	Total	40.426	46			
Quality	Between Groups	.761	1	.761	1.166	.286
	Within Groups	28.717	44	.653		
	Total	29.478	45			

The p significance values are above 0.05 for consumers perceptions relating to the impact of branding, packaging, pricing, promotions and quality assessments of consumers. Hence, male and female consumers have similar opinions with regards to the impact of branding, packaging, pricing, promotions and quality in terms of the marketing of fast moving consumer goods.

MAJOR FINDINGS

- According to the study done on the store manager's perception on consumer purchase, there is no significant relationship between branding and the integral aspects of their packaging, pricing, promotions and quality.
- According to the store manager's perception on FMCG there is significant relationship between branding and quality at 95% confidence level .And the variables are highly correlated with each other, means as the brand value increases its quality increases.
- Also the store managers believe that the price of the FMCG products have a significant correlation with the promotion for the brand. They are correlated at 99% confidence level. This means that they believe that the price of the FMCG products increase as the promotion increases.
- From the study on the perception of the consumers on the FMCG products it is found that there is significant correlation between price and promotion of the FMCG products. That is the consumers believe that the price of the product increases as the promotion of the products increases.
- The research indicates that consumer perception has no significant correlation between the brand and the variables like promotion, price, quality etc.
- Only 42% of the consumers and 50 % of the store managers believe that packaging has a positive impact on the sales of the FMCG.
- It can be seen from the study that 34.05% and 66.67% of consumers and the store managers believe that the pricing has an impact on the sales of a product.
- Only 42% of the consumers and 50 % of the store managers believe that promotion has a positive impact on the sales of the FMCG
- 70.21% of consumers and 66.67% of store managers believe that quality has a positive implication on sales of the product.

CONCLUSION

This investigation has been directed towards providing both marketers and academics with greater insight into consumer purchasing behaviour as it relates to the consumption of fast moving consumer goods. The study focused branding from two different perspectives, that is on the part of the consumers and the other from the side of the store managers. According to the store managers the brand value of the FMCG products are not determined by the packaging, promotion and pricing of the products. But they believe that consumer buy FMCG product based on their quality. They believe that the customers are satisfied with quality of the branded products and so the purchase of FMCG products will increase if they are of good quality.

The consumer's perception of branded FMCG products states that the promotion of these products increases the price of the product. Also from the study on the impact of different variables on the brand, it was found that the impact of the quality of the products to be more prominent when compared to other variables. So it can be concluded that the store managers and the consumers perception do not converge on the fact that branding has to be improved to increase the sales of FMCG goods. Finally, the study reveals that the consumers and store managers believe that consumer purchase depend on branding and the quality of the products.

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