



The study of brand consciousness and brand loyalty of consumers with reference to soaps in Nagpur city

ABSTRACT

The life style of common person has been changed such that the soap in daily life is become one of the essential component. With advancement in the life style, different types of soaps are manufactured by the various industries based on fragrance, prize, quality etc. In order to assess the level of brand awareness of different consumers in Nagpur city, a survey is carried out. Nagpur city is selected for survey due to a huge market potential and being a second capital in Maharashtra. Customer satisfaction has been widely accepted as an important issue for many marketing surveys and is commonly used as a marketing standard of a company's performance especially for FMCG like bath soaps. The observations show that the satisfied customer is more likely to display loyalty behavior with the brand of the product. The customer rarely diverts from the brands which they use unless and until product quality and prize remain unchanged. The survey data is exclusively analyzed to gather information about various brand features, consumers' loyalty and awareness level. On the basis of previous years' data, five soap brands are considered for this analysis. The convenience sampling method is used by taking sample of 100 users. The analysis results show that the people are aware about the brand of the product on the basis of quality and most of them are dedicated to their preferred brand.

Keywords: Marketing, FMCG, Brand.

1. INTRODUCTION

The life style of the common man gets modified day by day. The daily essentials of the life are of different brands based on their quality and prize. The soap is of them, which are of different brands based on fragrance and quality. The dedication about the brand is indicated by a repeat purchasing behavior and reflecting a conscious decision to continue buying the same brand. Moreover, customers must involve in repeated buying for showing their dedication towards brands. Actually, the customers bonding with brand depend on their past experience. The brands are greatly advertised and been around for some time. Such advertisement creates emotional bindings by either being integrated into the consumer's self-image or linked to past experiences. Consumer's awareness about brands shows that the recognition is communicated into a brand, which allows consumers to recognize with the product, and thus providing companies with improved market benefits. The consumer awareness can affect their purchasing opinion through a sense of understanding, while for popular products, brand awareness provides consumer with a sense of guarantee about their decision. Since then soaps have become an important part of the lives of the people of the country. Recently, in India soaps are manufactured by various multinational and also quite a few major domestic companies, which create a major market.

The soap market in India is now move to the each and every corner of the country from urban to rural area. The consumers from the remote areas are increasing day by day with demand of the different soap brands. In India, the continuous increasing population, greater hygiene worries and the increasing daily expenses of the people of the nation are responsible for the increment of the demand for personal care products. Individuals purchase soap consistent with their own capabilities. They vary their several brands within the same price range. Thus, all the times consumers got to create purchase call among different brands within the price range. At the time of creating buying call, individuals think about the various factors such as quality, price and its popularity. The consumers repeatedly buy same brand unless and until the quality and price remain the same. The switching is between numbers of the brands depend on the market availability. Once the consumers are satisfied and glad with the brands, they show brand loyalty and build repeat purchases whenever. The consumer's whole loyalty concerns degree outcome activity of client and is plagued by a person's preferences. The dedicated customers will systematically purchase products from their most well-liked brands, without the matter of convenience or worth.

2. LITERATURE REVIEW

In the past few years, different surveys are carried out to know the consumer behavior about the product. It is observed that the people are so much aware about the different brand of the product which they are using. The awareness concerns about the quality of the product, price and its popularity. The brand loyalty and dedication depends on the service of the brand. The observations from the past surveys are summarized as follows:

Name of the study	Authors	Objectives	Findings
Consumer Behavior and Consumer Durables with reference to Nagpur city	Dr. N.M. Kulkarni & Saket Bansod (2013)	<ul style="list-style-type: none"> To study the awareness of consumers about product brands To observe the behavior of various brands, To study the effects of brand and seller's reputation of the selected consumer durables. 	<ul style="list-style-type: none"> The cognizance about the product brand in consumer durables is high among buyers The consumers are dedicated to tried & tasted preferred brands.
SATISFACTION & BRAND LOYALTY TOWARDS BATH SOAPS - A STUDY of CONSUMERS IN CHENNAI	S. Dhanalakshmi & Dr. M. Ganesan (2015)	<ul style="list-style-type: none"> To checked the customers complete product brand loyalty with relevancy of varied levels of increment 	<ul style="list-style-type: none"> The quality and value of recent completes forced them to brand shift. FMCG firms have to be compelled to explicate their ways to please the purchasers.
BRAND AWARENESS AND CUSTOMER PREFERENCES FOR FMCG PRODUCTS : AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO COIMBATORE CITY	S. Kalaiselvi (2014)	<ul style="list-style-type: none"> To inspect the product brand liking and cognizance of consumer towards FMCG products 	<ul style="list-style-type: none"> In case of cosmetics and health care products, the brand sensitiveness has shown rising tendency of regular purchases.

3. Objective of the study

The survey is carries out in the Nagpur city to know the consumer's preference about the soap brands. The data from the survey is analyzed to fulfill the following objectives:

- To assess the brand awareness of consumers and
- To study the influences of brand attributes on brand loyalty of different consumers.

4. METHODOLOGY

The descriptive research way is used to carry out the analysis. The analysis finds the awareness of consumers in case of their brands or why they are loyal to a specific brand only. The data is collected from four different parts of the Nagpur city with sample of 100 consumers. Primary data is collected using convenience sampling through questionnaire. The scode of this analysis is restricted to Nagpur city which is a huge market for soaps and being second capital of Maharashtra.

Data Analysis

In the Nagpur city, survey is conducted to know the peoples preferred brands for soap and their dedicated brand of the soap. The analysis is carried in terms of the number of consumers using brands, their awareness and price of the brands.

A) Number of the consumer for particular brand

The awareness of the consumers about the brand of the product is studied. The data from the survey is summarized in the Table 1.

Table 1 Consumers numbers and frequency for different brands

Brand name	Frequency	Male	Female	Percent (%)
Dettol	23	5	21	25%
Lux	16	6	11	16%
Lifebuoy	17	12	3	17%
Pears	12	5	7	7%
Cinthol	6	7	1	8%
Others	20	13	6	20%

From the data, it is observed that the people most preferred brands in soap is Dettol followed by Lux, Lifebuoy, and Pears amongst others. Thus, the brands which mostly focus on the hygiene of the consumers is preferred by the customer and price is also the another factor.

B) Cognizance of the customer about brand

The data for the consumer’s cognizance about the product brand is checked and analyze. The data is summarized in the following Table:

Table 2 Data for consumer’s cognizance about the brands

Opinion	Go For another Brand	Search for the same brand	Buy whatever is available
Frequency	25	52	23
Percent	25	52	23

The analysis shows the reason of buying a particular brand, these are 25 % respondents who go for another brand, 52% search the same brand and 23 % neither search nor go for another or buy whatever easily available. This may be generally attributed to the fact that soap is seen as one of the essential part of personal grooming and hence the buyer sticks to their preference.

C) Price factor of the brand

The price factor of the brand for consumer is studied and summarized in the following table:

Table 3 Consumers’ opinion about price

Value	Frequency	Percent
Reasonable price	66	68
High Price	32	32
Low Price	00	00
Total	100	100

The table depicts that 66% of respondents who perceived that price is reasonable and 32% perceived their preferred brand is highly priced. The higher percentage of price acceptability can be due to continuity of prices over sustained period of time.

D) Brand Loyalty

Table 4 Brand loyalty of the customer

Brand Loyalty	Always	Sometimes	Variable
Frequency	70	17	15
Percentage	70	17	15

The data shows that there are 70 respondents those who are always asking for brand name while buying followed by asking 17% are those who sometimes go for a particular brand and 15% are those who buy whichever is available in market. High brand loyalty amongst several buyers is because of the fact that the chosen brands vary drastically with their basic characteristics and hence buyer dedicated to tested brands.

E) Satisfaction about the product brand

Table 5 Satisfaction level with quality of the brand

Response	Frequency	Percent
High	60	60
Moderate	34	34%
Low	6	6%
Total	100	100%

It is observed that the 60% consumers were impressed by the quality of soap they use. The remaining 34% think that they would like to have better quality while persisting with the same brands. While 6% were of the opinion that product quality was poor & think that switching would be a good option.

F) External Appearance and Advertisements

Table 6 External appearance of the product brand

Attributes	Respondents	Percent
Brand image	27	27%
Fragrance	25	25%
Quality	13	13%
Price	9	9%
Distinctiveness	18	18%
Availability	9	9%

From the analysis, it is clear that the consumer inclines to mix brand & quality. Hence tend to answer about these parameters on the same way. Among female consumer, fragrance was observed to be major attribute. While the price & distinctiveness being the parameter. Since, soap being the more personal product, the price of the product is given lower preferable treatment rather being the single consideration point.

G) Consumers overall observation about product brand

Table 7 Consumers overall observation about product brand

Possible responses	Responses	Percentage
Product quality	32	32%
Price	13	13%
Advertising	31	31%
Availability	7	7%
Retailer	16	16%

The marketing mix will be an important factor in decision making of the buyer. However, the other factors like quality price were discussed in earlier work as well. Also, the advertisement of the product plays an important role in the selecting the product brand as it connects the consumer emotionally. It is found that the many consumers became brand loyal due to impressive advertisements. FMCG being the convenience goods they are, are often purchased from the same retailer & hence even the retailer is an important aspect of marketing mix influencing factors.

5. CONCLUSION

The achievement of the industry is mostly be contingent on the number of their product buyers which are attracted. In particular, it is very difficult for the survival of a firm to maintain its reputation and consumer for their product, and to make them brand loyalty. The analysis shows that the male and female attitude towards the brand varies significantly. Thus, the approach about the brand varies with genders. With respect to the personal care product, the brand cognizance was observed to be growing continuously & has a long term effects. They are dedicated to a specific brand only. The price of the product is not the concern. They are showing readiness to expend higher price when they realize that they can have enough money to spend. Since, in the society, the usage of branded products will improve their status as well as prestige. Also, the reputation of the brand is the most dominant factor which affect their brand loyalty. While the advertisements perform a major role in making brand awareness in the society. The consumers are fully conscious about the brand because maximum they buy their products with brand name. It is also observed that the most of the consumers are pleased with the quality of the product and they always try to find out the same brand when their dedicated brand is not available.

6. REFERENCES

[1] Kuldeep Singh and Dr. S. C. Varshney, "Consumer Behaviour and Marketing Trends of Bath soaps in Ghaziabad District--A Survey", *Indian Journal of Marketing*, Vol. XXXIII, No. 2, pp 14-17, 2003.

[2] Prashant Mishra, Upindar Dhar, and Saifuddin Rastiwala, "Celebrity Endorser and Adolescents: A Study of Gender Influences", *Vikalpa*, Vol. 26, No. 4, pp 59-66, 2001.

[3] Prashant Mishra, Vasant G. Kondalkar and Ankhith Singh, "Seeking Word Of Mouth: An Empirical Investigation of Consumer Motivation", *Paradigm*, Vol. 3, No 2, pp 49-56, 1996.

[4] Jacoby. J., Chestnut, R.W. and Fisher. W.A... 1978. A Behavioral Process Approach to Information Acquisition in Nondurable Purchasing; *Journal of Marketing Research*, 15.4, 532-544.

[5] Jones, Michael A., David L. Mothersbaugh, and Sharon E. Beatty (2002), "Why Customers Stay: Measuring the Underlying Dimensions of Services Switching Costs and Managing Their Differential Strategic Outcomes," *Journal of Business Research*, 55 (4),41-50.

[6] Keller, K. L. (2003) *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. Prentice Hall: New Jersey.

[7] Keller, K. L., Heckler, S. E. Heckler & Houston, M.J. (1998)

[8] Laurent, G., Kapferer, J. N. & Roussel, F. (1987) Philip kotler , Koshy , Jha *Marketing management*.

[9] NCAER (1998) „Indian Market Demographics Report 1998“, National Council of Applied Economics and Research, New Delhi.

[10] Saikia, Partha Pratim,(2010) *Buying behavior of Rural Consumer*. New Delhi: Excel Books the journal of consumer research 17(2), 141-148.

[11] Yang, S., G. M. Allenby, et al. (2002) „Modelling variation in Brand Preference: the roles of objective environment and motivating conditions.“ *Marketing Science* 21(1), 14.