

## Evaluation of Brand Attributes and Brand Awareness of Personal Care Products in Chennai

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**Abstract:** Brand awareness on brand which constitutes the success of a brand. The present study is an attempt to update their understanding of the attributes of the products and the role of brand awareness of personal care brands among in Chennai district respondents. The questionnaires were distributed hundred respondents by using convenient sampling techniques. Data was analyzed by Simple percentage and one sample 't' test for this study.

**Keywords:** Brand Awareness, Brand preferences, Product Attributes, Consumer expectations

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### I. Introduction

Fast moving consumer goods (FMCG) as the name itself reflects are frequently used products and included all consumables which are used in consumer market. The FMCG products for this study, the researcher has undertaken Personal care, Oral care, Household care, Food and Beverages, and Consumer Electronics goods. The research paper focuses on the studying the brand awareness of consumers and its attributes of the products of personal care. This study intended to explore what will the consumers of this area aware FMCG brands which they use in personal care products attributes. The outcome from this study is represented on sample of 100 respondents those are related to Chennai.

### II. Statement Of The Problem

Brand preferences and brand awareness which are somewhat depends upon the level of income groups also. Consumers who belongs with the citified lifestyle which in turn in bringing awareness and preferences for brands of personal care products. Chennai should be different from other states because of the consumers adopted different life style, purchasing behaviour. Considering this idea, this study can be very appropriate to understand the conscious of the consumers. This study should know whether the products possess the attributes that met the consumers' expectations or not.

### Objectives Of The Study

- To examine the brand awareness of consumers in respect of personal care products.
- To analyze whether the product possess the attributes that the consumers expect in the market.
- To offer suggestions based on the results of the study.

### III. Methodology

The research has been conducted in order to find out the brand awareness of the products of personal care. For this purpose the questionnaires were distributed to hundred respondents among Chennai by using convenient sample techniques. Simple percentage and one sample 't' test were used in this study.

### IV. Literature Review

Brand awareness reflects that customer can identify one brand among several. Brand awareness is kind of value for brand, because customer remembers it.

Dr. Simon Knox & Dr. David Walker identify four consumer purchasing styles as loyal, habitual, variety seekers, and switchers. The strategic implications of segmenting grocery markets on this basis is evaluated both in the marketing of brands and managing brand equity. Rose Leahy (2008) examined the concept of brand loyalty in FMCG markets. The primary objective of the study was to explore why loyalty develops in FMCG markets from the consumers perspective. This study explored the consumer's perspective on the types of bonds that exist in FMCG markets and the role of bonds in the development of brand loyalty. Brand loyalty exists in FMCG markets for both cognitive and emotional reasons. This research determined that the development of the brand loyalty is predicated on the development of customer-brand bonds. It concluded that the challenge for marketers is to develop and nurture the bonds that lead to and that can strengthen brand loyalty. Exploring brand loyalty should assist in the analysis of and understanding of brand loyalty in FMCG markets and should consequently result in the development of effective marketing strategies designed to build

brand loyalty. C. Muthuvelayutham. & I. Subburaj analysed the relationship between demographic variables on the brand loyalty of the consumers and also identify the consumers switching factors in cosmetic products. A randomly selected sample of 600 from Madurai, Tuticorin, Kanyakumari Dist., Tamil Nadu State, south India indicated that the amount of correlation between the variables. Chi-square test was used. It indicated that among the demographic variables has the most significant impact on consumers brand loyalty.

Rifat Jan explored brand consciousness and loyalty among the consumers of Srinagar region. A survey of consumers was conducted in Srinagar on 150 consumers focusing on studying 2 different aspects brand consciousness and brand loyalty traits of the FMCG consumers using demographic variables of Srinagar region. This research found that the Srinagar consumers are not brand cognizant and loyal when it comes to FMCG products. Hence, further research has been conducted to fill the research gap i.e. why the Srinagar consumers are not brand cognizant and loyal when it comes to FMCG products.

**Table -1 Demographic Profile**

Age Group	No. of the Respondents	Percentage
Below 20	11	11%
21-25	18	18%
26-30	17	17%
31-35	08	08%
36-40	10	10%
41-45	12	12%
46-50	06	06%
51 and above	18	18%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Gender</b>		
Male	41	41%
Female	59	59%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Educational Qualification</b>		
Upto Hr. sec	18	18%
Graduate	45	45%
Post Graduate	23	23%
Professional	07	07%
Others	07	07%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Family Size</b>		
1-3	38	38%
4-6	58	58%
Above Six	04	04%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Monthly Income</b>		
Below 10,000	08	08%
10001-20000	22	22%
20001-30000	16	16%
30001-40000	08	08%
40001 And Above	46	46%
<b>Total</b>	<b>100</b>	<b>100%</b>

From the above table, it is inferred that the majority of respondents are female (59%) and belong to the age group between 21-25 and 51 and above (33%). Majority of respondents have completed their education at graduate level (45%) and their family size between 4-6 (58%) also earn monthly income Above Rs.40,000 (46%).

**Table - 2 Brand preferences of personal care**

Hair Oil	No of the respondents	Percent
VVD	24	24%
Parachute	42	42%
Dabur	3	3%
Aswini	1	1%
Others	30	30%
<b>Total</b>	<b>100</b>	<b>100%</b>

The above table says that out 100 respondents, 24% of the respondents are preferring VVD, 42% of the respondents are preferring Parachute, 3% of the respondents are preferring Dabur, 1% of respondents are

preferring Aswini and 30% of the respondents are preferring others. Therefore, most of the consumers to prefer to buy the Parachute.

**Table – 3 Frequency of using personal car**

Hair Oil	No of the respondents	Percent
Less than 2 years	10	10%
2-4 years	18	18%
4-6 years	10	10%
7 years and above	62	62%
Total	100	100%

From the above table, it clearly depicted that,62% respondents used their personal care products more than 7 years,18% respondent s used between 2-4 years, and remaining 20 respondents are used their products between 4-6 years and less than 2 years. The given data revealed that their product possess the loyalty among the consumers which is in the market.

**Table - 4 One-Sample Statistics of Product attributes of personal care**

	N	Mean	Std. Deviation	Std. Error Mean
It protects my hair from hair falling and damage	100	3.5700	1.13043	.11304
It prevents dandruff and gives rich and natural shine	100	3.4400	1.04756	.10476
It helps in rejuvenate and growth of hair	100	4.0400	5.57578	.55758
It provides cooling and darkens hair	100	3.9400	5.27969	.52797
The fragrance and colour is good	100	3.5400	1.05811	.10581
It enriched with herbals and vitamins	100	3.4900	1.10550	.11055

From the above table, the mean values of six variables of product attributes of personal care ranged from 3.44 to 4.04 with consistent standard deviation more than 1. The product possess the attributes that the consumers which is expected in the market. Hence the consumers are very seriously brand consciousness in the usage of the product. The significance of the mean of the variable are explain in the table given below

**Table -5 One- Sample of Product Attributes of personal care**

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
It protects my hair from hair falling and damage	31.581	99	.000	3.57000	3.3457	3.7943
It prevents dandruff and gives rich and natural shine	32.838	99	.000	3.44000	3.2321	3.6479
It helps in rejuvenate and growth of hair	7.246	99	.000	4.04000	2.9336	5.1464
It provides cooling and darkens hair	7.463	99	.000	3.94000	2.8924	4.9876
the fragrance and colour is good	33.456	99	.000	3.54000	3.3300	3.7500
It enriched with herbals and vitamins	31.570	99	.000	3.49000	3.2706	3.7094

The‘t’ test value of the six variables 31.581, 32.838,7.246,7.463,33.456,31.570 are statistically significant at 5% level of significance. It is very clear that the consumers are well aware of the attributes of their products like hair falling and damage, prevention of dandruff, growth of hair, darkening of hair, colour and fragrance and also enrichment of herbals and vitamins. Hence the researcher concluded that, the consumers in Chennai city are brand awaked respondents like ‘‘Cavet emptor’’ in the marketing world.

**Table -6 One –Sample Statistics of Brand Awareness of Personal Care**

	N	Mean	Std. Deviation	Std. Error Mean
I am very much aware about the FMCG brands which I am using	100	4.1700	.86521	.08652
I can recognise the particular FMCG brand by comparing other brands	100	4.0000	.96400	.09640
I can immediately recognise symbol and logo of my familiar brands	100	4.2300	.87450	.08745
My FMCG brands are fixed in my mind always	100	3.9200	1.08879	.10888

My brand commitment is due to long usage of it	100	3.9400	.99311	.09931
I can distinguish other brands from my FMCG brand	100	3.9800	1.00484	.10048
I feel my FMCG has excellent functional qualities than others	100	3.9500	.98857	.09886
I am always updating my knowledge about the brands which I am using	100	3.8000	.96400	.09640

From the above table, the mean values of eight variables of brand awareness of personal care ranged from 3.8 to 4.23 with consistent standard deviation less than 1 except in brand distinguishment and brand fixed in mind. Hence the study shown that the consumers are very seriously distinguishes the usage of their brand which is fixed in the mind among the other brand. The significance of the mean values of the variables is explained in the table given below.

**Table – 7 One – Sample ‘t’ test of Brand Awareness of Personal Care**

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am very much aware about the FMCG brands which I am using	48.196	99	.000	4.17000	3.9983	4.3417
I can recognise the particular FMCG brand by comparing other brands	41.494	99	.000	4.00000	3.8087	4.1913
I can immediately recognise symbol and logo of my familiar brands	48.371	99	.000	4.23000	4.0565	4.4035
My FMCG brands are fixed in my mind always	36.003	99	.000	3.92000	3.7040	4.1360
My brand commitment is due to long usage of it	39.673	99	.000	3.94000	3.7429	4.1371
I can distinguish other brands from my FMCG brand	39.608	99	.000	3.98000	3.7806	4.1794
I feel my FMCG has excellent functional qualities than others	39.957	99	.000	3.95000	3.7538	4.1462
I am always updating my knowledge about the brands which I am using	39.419	99	.000	3.80000	3.6087	3.9913

The ‘t’ test value of the eight variables statistically significant at 5% level of significance are 48.196, 41.494, 48.371, 36.003, 39.673, 39.608, 39.957, 39.419. It is very clear that the consumers are well aware of the brand usage, brand recognition, symbol, and logo brand commitment, brand prominent, brand knowledge of their personal care products. Hence the researcher revealed that, the Consumers are branded Conscious.

### V. Findings Of The Study

1. The mean values of six variables of product attributes of personal care ranged from 3.44 to 4.04 with consistent standard deviation more than 1. The product possess the attributes that the consumers which is expected in the market.
2. The ‘t’ test value of the six variables 31.581, 32.838, 7.246, 7.463, 33.456, 31.570 are statistically significant at 5% level of significance. It is very clear that the consumers are well aware of the attributes of their products like hair falling and damage, prevention of dandruff, growth of hair, darkening of hair, colour and fragrance and also enrichment of herbals and vitamins.
3. The mean values of eight variables of brand awareness of personal care ranged from 3.8 to 4.23 with consistent standard deviation less than 1 except in distinguish of brand and which is fixed in mind.
4. The ‘t’ test value of the eight variables statistically significant at 5% level of significance are 48.196, 41.494, 48.371, 36.003, 39.673, 39.608, 39.957, 39.419. It is very clear that the consumers are well aware of the brand usage, brand recognition, symbol, and logo brand commitment, brand prominent, brand knowledge of their personal care products.

### VI. Conclusion

In the present global market, the consumer buying behaviour is also very frequent and also flooded with plenty of brands. If the customers finding it uncomfortable, the quality of products starts falling. To retain the brand loyalty among the consumers, the brand managers and the marketers have to sustain the awareness of the brand and also insist the consumers make repeat purchases of the same brand in the market. The survey helped in understanding the consumer perception on brand awareness and position of product in the market.

Consumers of Chennai are brand conscious irrespective of the demographic profile consumer's expectations were met in their own products which was remembered that by way of advertisement, logo, symbol, price, top of mind recall, functional qualities and its product attributes. The marketers which ensured that the availability of brands with right price and promptness will alone only to build and retain the loyal consumers for their brands.

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