

**CONSUMER BEHAVIOR OF PERSONAL CARE PRODUCTS USING  
BRAND EQUITY AND FMCG MARKETING TECHNIQUES**

**Doctoral Thesis Submitted  
In partial fulfilment of the requirements for the award of the degree of**

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MANAGEMENT**

**By**

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April 2024**

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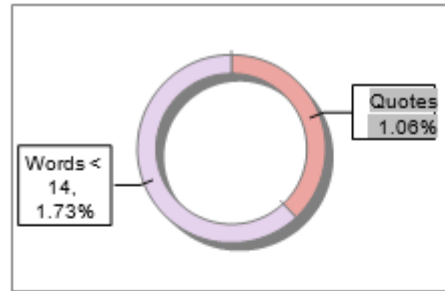
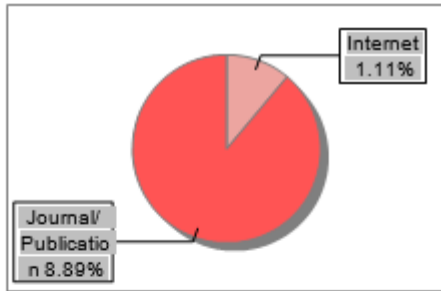
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## **ABSTRACT**

**Introduction:** Kotler and Keller (2011) assert that an important aspect of marketing is the study of how individuals, communities, and organizations acquire and dispose of goods, services, concepts, and experiences to satisfy their wants and aspirations. The concept of buyer behavior refers to a procedure that involves the use of inputs, processes, and actions to satisfy wants and desires. Customers' purchase choices are assumed to be influenced in one way or another by a variety of factors that make up consumer purchasing behavior. To comprehend the opportunities that exist in markets and the extents where they need to improve, marketers need to analyze customer behavior. This will also assist in determining the expectations that a consumer has for a certain product.

### **Objectives of Research:**

- Study how consumer buying patterns are impacted by demographic characteristics in personal care products.
- Develop a framework of factors that are perceived to influence brand equity within FMCG marketing techniques and consumer behavior patterns with regards to Personal care products.
- To study how marketing strategy, Consumer Behavior, and Brand Equity interact with personal care items while developing an appropriate mode
- To Evaluate the mediating role of brand equity in shaping Consumer attitudes/ behaviour around personal care items.

### **Scope of Research**

The study aims to gain an understanding of consumer behaviors related to products of personal care. Specifically, the study seeks to understand the effects of brand equity and FMCG marketing strategies on the decision-making process of consumers.

Furthermore, the research investigates the efficacy of Fast-Moving Consumer Goods (FMCG) marketing techniques in endorsing personal care products. The scope of this research is to ascertain the optimal marketing techniques for endorsing personal care items and their impact on consumer conduct. The present study also examines diverse consumer segments, including gender, age, income, and lifestyle, to gain insight into the effects of these factors on consumer attitudes and actions towards personal care products.

## **Hypothesis Formulated**

**H2a:** There is no significant difference in Consumer behavior of Male and Female respondents

**H2a (Alternative):** There is a significant difference in Consumer behavior between Male and Female respondents.

**H2b:** There is no significant difference in Consumer behavior based on education level of respondents

**H2b (Alternative):** There is a significant difference in Consumer behavior based on the education level of respondents.

**H2c:** There is no significant difference in Consumer behavior based on marital status of respondents

**H2c (Alternative):** There is a significant difference in Consumer behavior based on the marital status of respondents.

**H2d:** There is no significant difference in Consumer behavior based on age groups of respondents

**H2d (Alternative):** There is a significant difference in Consumer behavior based on the age groups of respondents.

**H2e:** There is no significant difference in Consumer behavior based on employment status of respondents

**H2e (Alternative):** There is a significant difference in Consumer behavior based on the employment status of respondents.

**H2f:** There is no significant difference in Consumer behavior based on income level of respondent.

**H2f (Alternative):** There is a significant difference in Consumer behavior based on the income level of respondents.

**H3a:** There is no significant direct impact of FMCG Marketing on Consumer behavior

**H3a (Alternative):** There is a significant direct impact of FMCG Marketing on Consumer behavior.

**H3b:** There is no significant direct impact of FMCG Marketing on Brand Equity

**H3b (Alternative):** There is a significant direct impact of FMCG Marketing on Brand Equity.

**H3c:** There is no significant direct influence/ impact of the Brand Equity on Consumer Behavior

**H3c (Alternative):** There is a significant direct influence/ impact of the Brand Equity on Consumer Behavior.

## **Research Methodology**

The research approach utilized in this current study involves a mixed-methods approach, incorporating both qualitative and quantitative methods to investigate consumer behavior phenomenon. This approach allows for a comprehensive and holistic exploration of the research problem, utilizing the strengths of both qualitative and quantitative methods. The quantitative component involves the gathering and examination of numerical data from a large sample of consumers using structured questionnaires. These quantitative methods allow for the measurement and statistical analysis of variables related to consumer behavior, marketing technique, and brand equity, providing quantitative insights into the relationships between these variables. Descriptive statistics, correlation analysis, t-tests, one-way ANOVA, and structural equation modeling (SEM) with partial least squares (PLS) are some of statistical techniques used for analyzing quantitative data.

- **Data Collection:** During the course of this research, the following data collection methods got adopted by the Researcher.
- **Primary Data:** The data that is directly acquired by the researcher and was previously unavailable is referred to as "primary data." Primary data are newly gathered data that reveal insights for a specific topic. It contains the researcher's and respondents' observations. A questionnaire was distributed in and around Bengaluru, and data was acquired from 1200 respondents by collecting and compiling their responses.
- **Sample Size:** The sample size is a measurement of the number of individual samples present or observed during an experiment or survey. Because there is a large population of FMCG customers and determining sample size is difficult due to the complicated effect of many Demographic Variables such as age, gender, occupation, and education,  $P = 0.5$  was chosen for this purpose. This will allow us to provide the largest sample size possible.

$$n = (Z_{\alpha/2})^2 pq / E^2$$

$$n = (1.96)^2 \times 0.5 \times 0.5 / 0.03^2 = 1067.11$$

- **Sampling Method:** The sampling method or sampling technique in statistical data is the act of researching a demographic by acquiring relevant information and evaluating that data. The current study employs Stratified Sampling as its sampling strategy
- **Demographic Factors Affecting Consumer Behavior:** Consumer behaviour is impacted by a variety of variables. Consumer behavior changes in any of these variables. Gender, age, marital status, and economic situation, family history, education level, occupation, and family size are the demographic aspects that have an impact on consumer behavior. Consequently, demographic factors affect customer purchasing behavior in the FMCG industry.
- **Data Analysis:** the combination of Excel for data cleaning, descriptive analysis for central tendency measures, correlation analysis for association between variables, Cronbach alpha and CFA for questionnaire validity and reliability, and SEM with PLS, t-test, one-way ANOVA, and descriptive analysis for hypotheses testing provided a robust framework for analyzing the data and drawing meaningful conclusions from the findings of this study. These tools helped to ensure the rigor and validity of the statistical analyzes performed in this research and contributed to the overall robustness and the trustworthiness of the study's results.

**Findings:** The research outcomes offer proof that demographic factors such as Gender, marital status, education and income level do not influence consumer behavior. However, there's a

significant difference in consumer behavior according to age of respondents. These findings highlight the importance of considering age related demographic variables in understanding and predicting consumer behavior. Also, the findings of this research support the null hypothesis' rejection, suggesting that there are significant direct impacts of FMCG marketing on consumer behavior and brand equity, as well as a noteworthy direct effect of brand equity on consumer behavior. These findings highlight the importance of marketing technique, consumer behavior, and brand equity in the context of personal care items and imply that these elements are interconnected and mutually influence each other.

**Limitations:** The study had certain limitations that need to be acknowledged.

- Firstly, the sample size was limited to a particular region and may not represent the entire population of consumers.
- Secondly, the study focused only on personal care products and did not take into account other FMCG products.
- Thirdly, the research relied on self-reported data, which could be subject to bias and social desirability effects.
- Ultimately, the study did not investigate the influence of external factors like economic conditions and cultural influences on consumer behavior, potentially affecting the outcomes in a significant manner.
- These constraints imply a necessity for additional research in this domain to provide a more comprehensive understanding of consumer behavior in the personal care product industry.

**Future scope:**

1. Marketing professionals should create consumer profiles to comprehend the traits of their target market. Since there is an increasing need for consumer goods, producers should concentrate on emerging markets. Additionally, a suitable marketing plan should be developed based on demographic variables.
2. The study shows that consumers value other top brands and products less than they used to. Marketers should work to position their brands using cutting-edge marketing techniques.
3. The survey reveals that customers contact shops before making a purchase and that they serve as valuable resources for advice on choosing a brand. Therefore, all promotional efforts should

be shared with the merchants by the makers. Since the retail shop is the main connection connecting manufacture and consumption, this will show to be more advantageous.

4. The characteristics of the product and brand awareness are main factors in influencing consumer behavior. Consequently, it is advised that the product manufacturing enterprises emphasise product qualities more in their advertising.
5. The study has shown that brands are significant to consumer psychology and that building brands is more crucial when marketing consumer durables. Companies should keep in mind that "Brand is Supreme" and build brand equity in accordance.

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## LIST OF ABBREVIATIONS

<b>Acronym</b>	<b>Full Form</b>
AD	Advertising
AU	Appealing to Use
BAS	Brand Association
BAT	Brand Attitude
BAW	Brand Awareness
BE	Brand Equity
BK	Brand Knowledge
BQ	Brand Loyalty
CB	Consumer Behavior
CBBE	Consumer based Brand Equity
CBBV	Consumer based Brand Value
CC	Consumer Confidence
CED	Consumer Equity Drivers
CFA	Confirmatory Factor Analysis
CPG	Consumer Packaged Goods
CRM	Customer Relationship Management
CS	Satisfaction in Usage
DM	Direct Marketing
EV	Events
FM	FMCG Marketing

FMCG	Fast Moving Consumer Goods
HUL	Hindustan Unilever Ltd.
MNC	Multinational Corporations
MR	Mobile Retailers
NBP	Nostalgia Brand Positioning
PC	Purchase Consistency
PD	Purchase Decision
PLB	Private Label Brands
RH	Recognition Heuristic
RI	Repurchase Intentions
SEM	Structural Equation Modelling
SL	Sales Promotion
SME	Small and Medium Sized Enterprises
VM	Value for Money
WM	Word of Mouth



**CHAPTER 1**  
**INTRODUCTION**

## 1.1 Overview

For millennia, branding has been used to distinguish one manufacturer's products or services from those of another. A brand is never a tangible entity, but rather something that people associate with. This demonstrates that it is a perceptual unit capable of revealing the consumer's feelings regarding the product. Branding assists in differentiation by providing it a name and style, as well as by utilising other Brand aspects that aid in discovery. This provides customers with reasons why that specific commodity is required. People's perspective influences their choice of brand. If the level of contentment is higher than that of other things, the connection to the brand will be stronger (Cleveland, 2011). Nonetheless, the fundamental brand's advantage is deeply valued by the public since it increases customer affinity to the brand. Signs and visual languages play a crucial role as identities in today's fiercely competitive world, however, they are not classified as brands. Today's consumers establish brand views both prior to and after purchasing a product, making sure that it is a valuable offer. (Hyde et.al., 2017).

A millennial should be captivated by an entity while ultimately satisfied in all impressions. Certainly, attachment to an entity is at the bottom of strongest brands and may be considered the most significant assets of those products. The current study considers attachment to an item or a service as the unrivalled ingredient of the object's power in dealing with the consequences of other common sub constituents such as (Maradufu et.al., 2017):

- Object awareness,
- Object information,
- Perceived quality,
- Brand association,
- Before purchase decision
- Subsequent purchase.

Customer response will ultimately determine the item's equity, which allows an object to live long in the consumer's memory despite the fierce competition. As a result of globalisation and the loosening of standards, multinational corporations are increasingly focusing on selling their products in developing nations such as India. Local producers are also competing hard to satisfy all of the demands of FMCG and durable products customers (Hesse et.al., 2022).

In today's world, firms and corporations must attract the attention of their customers, It lacks the value of things or the products themselves. The response is a loud yes to the query. Because

of the manufacture of items, some corporations nowadays charge greater pricing to their competitors' products so that they can dominate the market. It's not due to higher calibre. It is rather having the same calibre performance but having a variety of identification like tag, colour, shape, and other physical reasons related to their brand by passing via its mental impression that is absorbed in the customers heart and head. Nonetheless, in today's world, the addition of advantages is no longer sufficient to distinguish items from the crowd (Jahanshahi et.al., 2011). If a company has to outsource and survive in the future, it should look for new great brands. A brand has a label, symbol, representation, packaging design, or other distinguishing feature. The brand's capacity to attract customer support results in brand success. Branding is an art as well as a marketing foundation that is all about creating a difference.(Fouladivanda et al., 2013; Santoki & Parekh, 2017)

The worth of a brand is often measured by its brand equity, which encompasses several brand attributes, including strong brand loyalty, perceived quality, and name recognition, deep associations with brands, trademarks, patents, adherence to manufacturing standards, and innovation (Kotler and Keller, 2012). From a marketing perspective, brand equity reflects consumers' attitudes toward the brand, encompassing their perceptions, expectations, and experiences, which in turn can lead to specific outcomes such as increased sales volume, ability to command a price premium, and enhanced profitability (Abbey, 2014). Brand equity serves as an additional asset to businesses, as consumers' preference for the brand can elevate the worth of the core product. Moreover, brand equity can function as a indicator of the brand's credibility in the market, providing a goodwill value that reduces uncertainty for consumers.

Such brands are the 21st century's market warriors and a way to differentiate items from one brand to another (Christodoulides, 2010). A customer and a company both discover an identity in a brand. A brand carves a niche in the minds of customers. A brand assists a customer in categorising the goods source. If a consumer recognises a brand, he or she does not need any extra product description. Brands are all around us. Every business's objective is to attract valuable customers while making a profit, and a company's most important asset is its customers' loyalty. The brand's worth is determined by its ability to establish an exclusive and visible position in the minds of consumers (Husnain, 2016).

In the modern marketing era, brand equity stands out as one of the most prevalent and promising concepts. Brand equity is exclusively attributable to a brand and conveys this truth. Brand equity is a person's eagerness to prolong his devotion to a brand, and it assesses segments

ranging from entrenched consumers to adaptive users. A unified system for understanding marketing technique and analysing brand value exists for brand equity. It is possible to determine it at the product, consumer, and company levels (Jeyaprabaha et.al., 2018).

While earlier research has offered initial insight into the drivers of brand equity, the potential influence of tying nostalgia brand positioning (NBP) to brand equity has gone unexplored in the current literature. NBP is a brand strategy designed to trigger favourable feelings in customers by creating connects with bygone eras (Babu et.al., 2016). Existing Research has demonstrated that nostalgic sentiments can trigger a wide range of favourable customer responses. For example, research has demonstrated that NBP can improve consumers' brand loyalty and willingness to spend, as well as their engagement in brand revival activities. Despite the practical value of NBP, marketing research is yet to create a thorough comprehension of the role of nostalgically positioned businesses in generating customer brand equity in emerging nations (Gilal et.al., 2021).

Building brand equity is a top priority for many businesses in an effort to obtain a competitive edge. But it's not always a simple procedure to follow. Because of increased competition and globalisation, brand management has become vital and then presents an intriguing element of the study. Many firms may stay competitive, productive, and profitable if powerful brand equity systems respond. Brand equity helps people distinguish between an item and a brand. Consequently, due to globalisation, branding and brand equity have evolved into a collaborative tool to which academics are paying growing attention to establish how to build up a worldwide brand that is appealing to all clients (Devi et.al., 2022).

The reasons for this interest stem from increased cross-border populous adaptability and technological mobility, which have contributed to a faster interchange of ideas and a worldwide convergence in consumer tastes and values. Convenience products are readily available and can be obtained with little effort. These things are easily accessible in marketplaces and feature items that we use on a daily basis. These things are non-durable in nature and are noted for their low cost and ease of accessibility. Convenience products are a significant component of the Fast-Moving Consumer Goods (FMCG) Sector (Saraswat et.al., 2022).

Brand participation is being seen as a crucial component in affecting the relationship between brand purchase and brand equity intention. A variety of factors influence customers' purchasing decisions. Customers' purchasing decisions are influenced by their friends and neighbours'

opinions, their surroundings, the environment, culture, and upbringing. Social networking sites have a significant impact on consumer purchasing behavior (Renuka, 2016).

Convenience items do not necessitate a complex procurement choice. People typically purchase cost-effective items because convenience products must be purchased frequently since they are widely utilised in daily life. Due to the intense competition, advertising and the use of marketing techniques is crucial for boosting sales of such items. Manufacturers must produce high-quality products in order to earn the confidence and loyalty of their customers. According to Zacharias and Manalel (2016), sales promotion as a marketing tactic has recently surpassed other aspects of the promotion mix such as commercials, personal selling, publicity, and public relations. Brand equity essentially involves crafting or establishing a favorable perception of a brand in the minds of customers in such a way that customers choose that brand over rivals. According to Keller (2001), creating a strong image of the brand in the minds of customers is critical for the organization's growth and development. Customers trust and preferences are critical for manufacturers to gain revenues and financial incentives for their businesses.

The most valuable brand building block is brand resonance, which determines product quality and is achieved once all other branding blocks have been acknowledged. Customer loyalty may be easily obtained with actual brand quality. Customers who are deeply loyal to a brand are inclined to engage with it and share their perspectives with others. Firms that qualify for brand quality are claimed to receive a slew of benefits, including higher pricing premiums and more effective and efficient marketing personnel (Malik & Guptha, 2017).

The word FMCG refers to items that clients commonly use in their everyday lives. Customers use these items for direct consumption. The Indian FMCG industry ranks as the fourth largest in the Indian economy, with a market value of US\$ 13.1 billion. It has been projected that FMCG industry sales in India would likely exceed Rs. 1,30,000 crores. The rural market in India comprises approximately 700 million users and accounts for 50% of total FMCG items. Convenience items have unique qualities such as low cost, yet also account for a considerable portion of the customer's family budget (Uzair, 2021).

Customers' attitudes regarding a product are formed either via personal experience or through remarks and feedback acquired from third parties. Customers' behavior is not consistent and fluctuates over time. The customer's decision is influenced by his or her previous behavior. There are several internal factors, such as:

- Self-instinct,
- Experience,
- Past experiences

According to Drucker (2016), marketing management is the organization's backbone. An organization's success is determined by the production and marketing divisions working together. Marketing and manufacturing are seen as two basic duties by all institutions in order to meet the aspirations and demands of its shareholders, consumers, and the society at large. The timing, ownership, and location of utilities are determined by an organization's marketing functions. Time and place utility are critical aspects in providing product availability for clients to purchase products wherever and whenever they desire. It is the marketing manager's responsibility to locate customers for the company. Organizations cannot compete in the dynamic market without marketing.

Branding is a method of distinguishing a product or service in the marketplace. Brand equity is the monetary worth of a certain brand. A brand with a strong brand value or equity indicates that the brand has the power to make a positive effect in the market. Branding is important in determining product success. Brand equity is a brand's power generated from its willingness and name recognition through time, which translates into better sales volume and profit margins as compared to rival brands (Fatima & Lodhi, 2015). Brand equity is eventually vested in the minds of customers, and the two primary components that develop brand equity are:

- Brand awareness
- Brand images

Brand equity may be defined as the economic value created by consumers' admiration of a brand based on its name rather than the benefits or services provided. Farjam and Hongyi (2015) attempted to define brand equity as the relationship between a brand and its customers from several angles, and this relationship provides product value while also enhancing a company's success. The extraordinary performance of a business with strong customer interests and long-term competencies to remain in the market may be recognised as a success factor in relation to other traits such as price sensitivity that are present.

- Inelastic,
- High share marketing,
- Expansion in business,
- High profit and

- Price premium sustainability.

The consumer decision-making process is critical for brand equity and acquiring brand favourability. A complete grasp of the consumers' brand equity helps boost the company's growth and wealth.

## 1.2 Brand Equity- Aaker's model:

Aaker claims that the connected five components govern brand value. Before moving on, let's examine these elements and how they relate to brand value. We will discuss brand value in more detail in the part after this one. Understanding the big picture of brand equity requires knowing this (Figure 1). These elements include:

- *Brand Loyalty*: The degree to which individuals are devoted to a brand is known as brand loyalty.
- *Brand Awareness*: How well the general public is aware of a certain brand.
- *Perceived Quality*: The degree to which a brand's products are viewed as having high quality is known as perceived quality.
- *Brand associations*: The associations that a brand causes.
- *Other proprietary assets*: These included trade partners and intellectual property rights. The stronger a brand's competitive advantage in various domains, the more exclusive rights it has accrued.

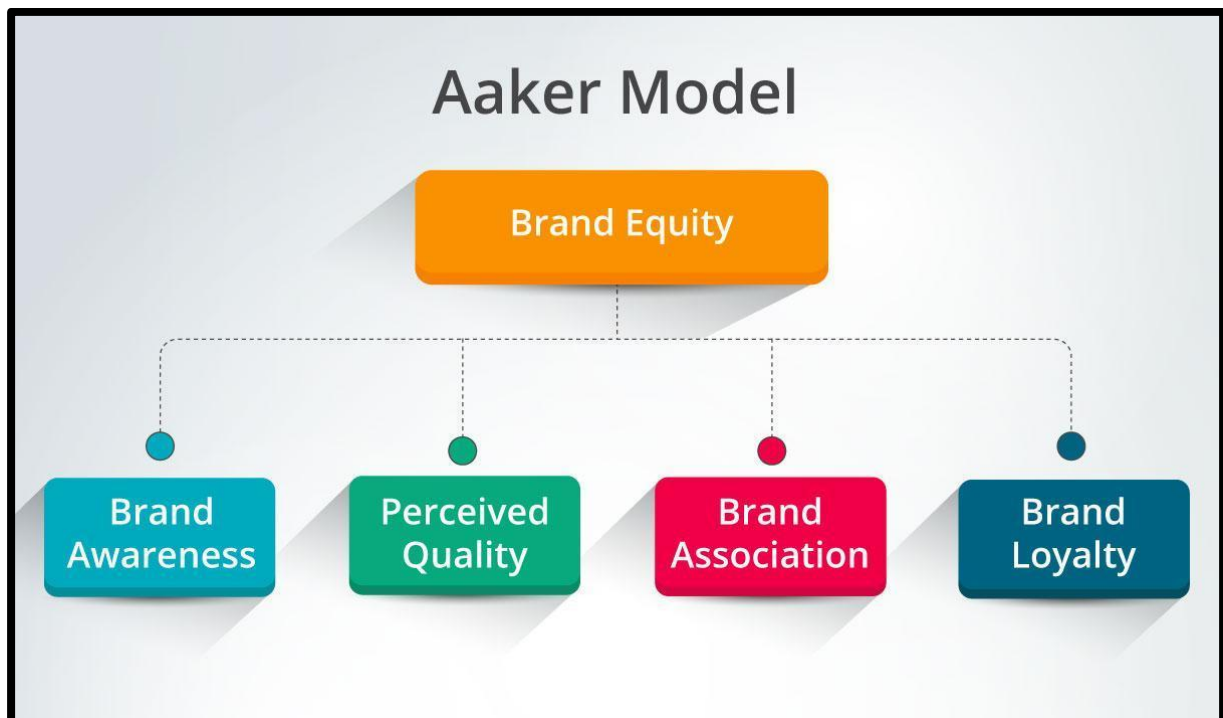


Figure1.1 Aaker's Brand Equity Model

### **1.2.1. IMPORTANCE OF BRAND EQUITY**

The value of brand equity implies a variety of advantages for companies who hold brands. One advantage of strong brand equity is the possibility of brand expansion to different goods kinds. Typically, brand extension is described as the utilisation of an existing brand name to enter a new product area (Aaker and Keller, 1990). Brand extensions offer reduced marketing expenditures and better sales when compared to new brand names. Positive brand extensions increase the original brand's brand equity; nevertheless, ineffective brand extensions may reduce the parent brand's brand equity (Aaker, 1993; John and Loken 1993).

Brand equity encompasses the marketing strategies that are distinctly associated with a brand. In essence, it refers to the concept that various outcomes in product marketing are achieved due to the brand's characteristics, as opposed to the outcomes that would be achieved if the same product lacked brand identification. While there are various interpretations of brand equity, they all share a common understanding that brand equity represents the "added value" bestowed upon a product as a result of previous investments in brand marketing.

Brand equity may be characterised in a variety of ways, and it is valuable to both the branding business and the brand's user. All definitions of brand equity have one thing in common: they focus on the added effect of the brand in comparison to some estimate of what the customer reaction would be to the identical item if it were unbranded (Thuy et, al., 2022).

Brand equity offers advantages to both the company and the customer. It enhances customer value by bolstering the following aspects:

1. Efficient Information Handling
2. Shopping experience
3. Building confidence in decision making;
4. Reinforcing purchases
5. Contributing to self-esteem;
6. Increasing marketing efficiency and effectiveness;
7. Building brand loyalty;
8. Improving profit margins;
9. Gaining leverage over retailers; and
10. Achieving distinctiveness over competitors.

Brand equity is also what allows branded items or services to command higher pricing. Many major brands are positioned as quality items, and many people are prepared to pay extra for a quality product they are familiar with, especially if the brand has an image with which they want to be associated (Sultanli, 2018).

The challenge lies in identifying the optimal balance between premium pricing and maintaining consumer trust in the brand. Brand equity should be regarded as a complex concept influenced by existing customer perceptions and the strategies a company employs to leverage these perceptions effectively.

According to various literature on brand equity, it helps differentiate the product from competitors' offerings, acts as a symbol of quality and fosters positive perceptions in consumers' minds. Additionally, it helps mitigate market share erosion during promotional and price wars, and prevents market share decline by providing a company with time to respond to competitive threats (Dheivanni, 2018).

The combination of tangible and intangible traits creates a brand identity, which is a unique set of brand connections that the brand strategist seeks to create or preserve, and which drives brand associations. Concerns regarding brand equity are pivotal in shaping the development and design of a company as well as its product or service offerings. It appears to be justified to investigate the intensity of the different marketing mix aspects that influence brand equity. This research on FMCG and durable goods in the Indian market as to how they can build and maintain brand equity of such products will undoubtedly contribute to an enhanced comprehension of the mechanisms, behaviors, and intensity of influence brand equity on individual marketing mix elements and consumer response (Pandey et.al., 2022). Two primary branding techniques can be identified as:

1. Manufacturer brands and
2. Private label brands (also known as own label, distributor, retailer, dealer, or store brands).

Manufacturer branding commonly incorporates the manufacturer's name. These brands attract a wide range of consumers who prioritize quality and seek assurance of minimal product failure. Manufacturers, when branding their products, face the decision of using individual brands, family brands, or a blend of both. They distribute their products across various competing retail channels, allocate substantial funds to advertising efforts, and often engage in cooperative advertising ventures with retailers to share expenses (Mehta et al., 2020).

Private label companies have experienced notable growth recently, enabling channel members like retailers to introduce products under their own brand name or label. Consequently, these retailers avoid the substantial promotional expenses typically associated with manufacturer branding. A portion of these cost savings is often transferred to consumers in the form of lower prices. With the increasing strength of private label brands, retailers now wield greater influence over their suppliers (Ansary et al., 2017).

A successful brand refers to a recognized product, service, person, or location that has been augmented in a way that the buyer or user perceives relevant and distinct additional values that closely align with their needs. When a brand consistently delivers good service over an extended period, it acquires the value of familiarity and established reliability.

These additional values can stem from various aspects of the brand, including:

- Brand Experience: Such as familiarity, reliability, risk reduction, and character.
- User Demographics: Such as associations with affluent or trendy demographics.
- Brand Effectiveness: Such as the belief in promised satisfaction and consistent quality delivery.
- Visual Identity: Includes packaging design, is essential to brand perception.
- Manufacturer Reputation: Including the manufacturer's name and reputation, which can influence perceptions of quality and reliability (Dubey, 2022).

Consumers' thoughts about themselves are frequently evident in their brand selections and the thorough connections they have with brand personas. Creating an engaging brand personality to connect human attributes with a brand to make it more appealing to customers is one technique to form a relationship between a brand and a consumer. This works because personality is commonly viewed as a collection of characteristics such as:

- Friendliness,
- Neighbourliness and
- Responsibility that makes a person distinctive

A considerable body of research has examined how a brand's personality enables customers to express aspects of their own identity, ideal self-image, or desired qualities through their association with the brand. Additionally, brand personality is viewed as a crucial strategy for

distinguishing a brand within a product category, a key factor influencing customer inclinations and usage patterns, and a universal element that may be utilized to promote a brand across different cultural contexts (Liu et al., 2017).

A brand consists of several levels: generic or core, expected, augmented, and potential. At the generic level, the product fulfills the basic needs of the buyer or user. It is designed to meet minimum purchasing requirements such as functionality, availability, and cost. As consumers become more experienced, their expectations evolve. Therefore, the brand must offer additional value beyond mere functionality to meet both emotional and practical needs in more nuanced ways (Smith et al., 2012).

The augmented brand offers essential additional services unavailable from the core brand. These may include warranties, credit options, customer service, installation, training, and delivery. However, the brand's potential for expansion to its highest level is constrained only by innovation and the brand's ability to adapt to evolving consumer needs. The influence and value that a brand holds in the marketplace can vary significantly. Despite their complexity, brands ultimately reside in consumers' perceptions. (Winzar et al., 2018).

Consumers are not passive recipients of marketing efforts; instead, they actively engage in the process of branding. Brands can be observed evolving through various stages. At one end of the spectrum are brands that are unfamiliar to the majority of consumers in the marketplace. Moving along, some brands enjoy high levels of brand awareness, as indicated by brand recall or recognition. Further along, there are brands with widespread brand acceptance, meaning most consumers would readily purchase them. Beyond this, there are brands with high levels of brand preference, being chosen over others. Finally, there are brands with high levels of brand loyalty, with consumers exhibiting strong allegiance to them.

Brand evaluation refers to the consumer's assessed response to the brand name, streamlining decision-making processes. Furthermore, the financial market is establishing a robust foundation through customer-based brand equity (Fayrene and Lee, 2011).

Customers are crucial to the growth of the Indian economy. As a result, businesses prioritise consumers by sustaining positive connections, soft skills, and higher communication standards. Firms' major goal is to follow tasks such as providing, fulfilling, gratifying, engaging, and then keeping clients to their services, such as banks. Customers are kept in check to keep them in services by channels of communication like as face-to-face contact, websites, emails, phone

contacts, and so on. For a firm to operate smoothly and profitably, its products and services must align with the desires of clients (Edem et al., 2021).

According to Jahanshahi et al. (2011), in Indian companies, the quality of products and services is connected to customer satisfaction and loyalty. Customer service quality and product quality are the two primary customer categories that are growing relevance in all sectors. Customer loyalty and satisfaction are inextricably linked. When any sector creates a new product, the goal is for the product to meet the demands and wishes of the customers.

Customer services are based on company characteristics such as leadership management, processes centred on customer wants, standardisation in corporate quality, marketing managers, supporting management requests, and superior skills. The technological revolution has had an impact on numerous businesses, particularly the financial sector, which serves as a support industry for the country's growth. Customers are vital for the expansion of the bank since they are the building blocks of industrial development. The new generation of industrial sectors is now collectively based on liberalisation, globalisation, and privatisation, and Customer Relationship Management (CRM) is a newly emerging concept in the service sector that explains customer equity and has piqued the interest of academics, researchers, and practitioners. Customers, not materials, are the major source of the market.

The expansion of the marketing sectors relies on the purchasing patterns of clients, purchase based likelihood, and various marketing programmes to require and impress customers. If a company is growing due to the good effects of marketing and expanding its market reach, it is completely dependent on customer ratings and reviews, which will provide empirical proof to the company's management.

### **1.3 CONSUMER'S BUYING BEHAVIOR**

The customer's decision-making processes describe this behavior. This process is influenced by a variety of things. According to Ernst and Young (2013), data and information are like bombs in this new era of communication and technology, empowering the emphasis on the consumers. Customers' purchasing decisions are seen as a single step forward in the company's aim. Customers' informal decisions are influenced by the transparency of the goods that the firm delivers without pushing via the sector's mode of business operating system. According to many marketing management professionals, the three most essential characteristics of customer purchasing behavior are:

- **Willingness to Pay Premium Price:** Customers' willingness to pay a higher price is influenced by variables such as brand loyalty and perceived quality. These two variables work together to persuade buyers to pay higher rates. It is the greatest amount that the buyer may pay without feeling guilty. This may be used as a test to assess the brand's commercial worth.
- **Brand Preference:** This may be described as the decision that buyers make when rival brands of the same price and value vie for their attention. Customers choose a brand that meets their expectations in areas such as Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty. This, without a doubt, indicates the brand's power.
- **Purchase Intention:** This is a customer's intention to purchase a product from a specific brand. It is not self-contained and is influenced by a variety of elements such as the motivation to purchase the goods, the brand's connotation, and the outcome of utilising the brand's products and services. This is the goal that all brands strive for.

Singh and Anita (2012) emphasise client purchasing behavior in nations such as India and China, which are important tea producing countries. The branding of the items is crucial in order to attract customers and create awareness for the product such as tea. Customers make purchasing decisions based on consumption, awareness, appealing features, price, presents, packaging, schemes, quality standards, and brands. The industry brand makers lead the market by achieving the brand they give to the client's wishes, with optimum advantages for the customers to purchase the items frequently. Due to the preferences of the customer, the tea-producing businesses may remain competitive. According to Koshy and Manohar (2015), the product phenomena may be based on items that are classified with changeable features, such as cosmetic products that are accessible right now for both male and female criteria.

Understanding clients' purchasing behavior is the foundation of any successful company organization. Employees in the marketing sectors must analyze this component to generate items that are appealing to clients by forecasting market trends. Customers' perceptions of the industries' products should be favorable both before and after purchase. Marketers must get a greater grasp of producing useful, consumable, appealing, and simple-to-use products and services so that customers make sound purchasing decisions regarding their company. Customers' decision-making process is a rigorous endeavor in which product brand familiarity and preferences are crucial. Although the product's advertising campaign is not always successful, the brand's popularity is dependent on customer knowledge and views

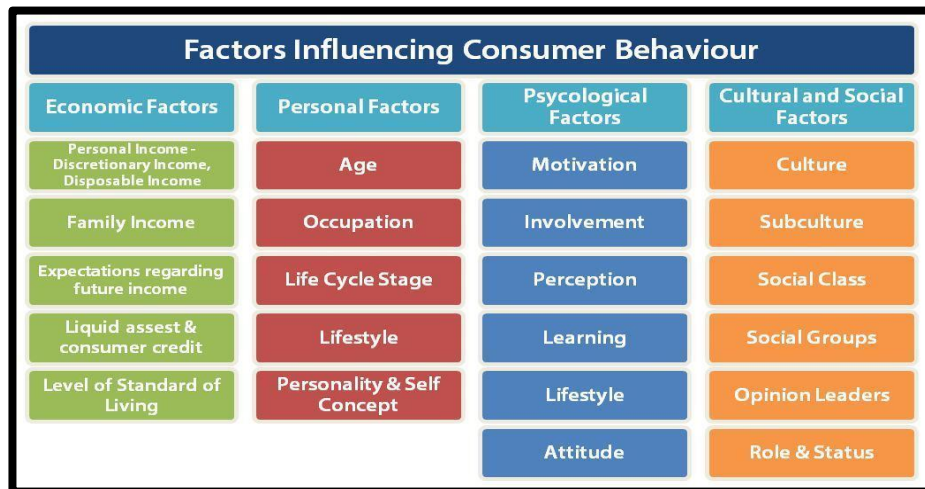
about that specific product. The higher the value of the criteria, the more the item is recognized and the more it appeals to the client's psyche. Customers make preferable choices based on the product's quality, which is appraised with positive, negative, and neutral feedback. The recognition heuristic (RH) focuses on the inferential choice that buyers make based on their decision analysis, which may be highly anticipated with an unrecognized item rather than buying a recognized item, without even knowing the product facts.

In any industry, the importance of product type and brand type is based on client purchasing behavior. There are more contemporary and complex methodologies employed all over the world to boost product output, but products can only be consumed by customers if they are beneficial. The industries' positive characteristics are generated from product quality, product quantity, demand patterns, evolving brand behavior, and kind of products, consumer preferences and choices, convenience of use, and purpose of usage.

Convenience products, as defined in this section, are the most often requested and readily available items in the market for clients. Customers are mostly drawn in by quality, brand, price, product availability, and promotions. The sellers or producers, nevertheless, would focus on getting their final products and services to the appropriate clients, either through roof selling operations or door-to-door selling methods. When a corporation or organization develops a convenience good, it must first be promoted or launched using current elements such as brand image, product quality, product quantity, and pricing.

If the producer concentrates on the aforementioned elements while introducing a new product to the market, it is expected that the product will attract a significant number of buyers. Customers' reactions to products are the ultimate motivator for manufacturers and businesses to create consumer and business products.

### 1.3.1 FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR:



**Figure1. 2 Factors affecting Consumer Behavior**

1. **Cultural Aspects:** Consumer behavior is significantly influenced by a variety of cultural factors, the most prominent of which are consumer culture, counterculture, and socioeconomic status.

- **Culture:** In its most fundamental form, culture is an essential element of every civilisation and a vital force that shapes the wants and actions of individuals. Given the influence of culture on consumer behavior behavior varies from country to country, marketers need to exercise extreme caution if they are evaluating the cultures of different consumer groups, regions, or even whole countries.
- **Subculture:** There are several subcultures inside every culture, including racial and ethnic groupings, countries, and faiths.

Every society has its own version of social classes, and these classes are crucial to marketers since consumers who belong to the same social class tend to exhibit similar shopping behaviours. In this approach, marketing techniques may be modified to cater to individuals from a variety of socioeconomic backgrounds. In this context, it is essential to keep in mind that a person's social class may be ascertained by a range of other factors as well, such as their level of wealth, education, employment, and so on.

2. **Social Factors:** Consumer purchasing behavior is also shaped by social factors. Family, role, status, and peer groups are crucial social influences.

- **Reference Groups:** A person's attitude or conduct may be shaped by their affiliation with a reference group. Reference groups can include opinion leaders, whose influence varies among goods and companies.

- **Family:** The buying habits of individuals within a household possess a direct correlation to each other. The roles that are played by the husband, wife, and children, as well as the influence that they have, are highly sought for by marketers. Marketers will endeavor to target women in their advertising if they perceive that women possess a impact on the decisions that their husbands make about the purchases of particular products. It is essential to acknowledge that the roles that purchasers fill are always shifting to accommodate their ever-evolving lifestyles.
  - **Roles and Status:** There are many different roles and social statuses in society, each individual occupies one of them depending on the families, communities, organizations, and other affiliations to which they belong. Consider the case of a female who is responsible for managing the company's finances. Given the fact that she is now juggling two roles—those of mother and financial manager—her shopping decisions will be influenced by both her position and her function.
- 3. Personal Factors:** Individual characteristics can have an impact on consumer behavior. Lifestyle, financial condition, employment, age, personality, and self-concept are a few significant personal aspects that affect purchasing decisions.
- **Age:** Both age and life cycle may have an influence on customer purchasing decisions. It is self-evident that customers alter their purchases of products and services over time. The numerous stages of the family life cycle—young singles, married couples, unmarried couples, etc.— Assist marketers in crafting products tailored to each demographic segment.
  - **Occupation:** A person's occupation has a big influence on his purchasing decisions. For instance, a manager of a company might try to buy business suits, while a low-level employee of the same company might buy tough work clothes.
  - **Economic Status:** The financial circumstances of consumers significantly influence their purchasing decisions. Individuals with higher incomes and substantial savings tend to gravitate towards more expensive products, whereas those with limited savings are more inclined to purchase cheaper goods.
  - **Lifestyle:** The lifestyle of consumers plays a crucial role in shaping their buying behaviors. Lifestyle encompasses how individuals engage with their surroundings and societal norms. It dictates their overall patterns of behavior and interaction within their environment, influenced by their interests, beliefs, and activities.

- **Personality:** Personality traits vary among individuals and can fluctuate over time and across different contexts, exerting a significant influence on shopping behaviours. Personality is not exclusively defined by external appearances but rather encompasses the sum of an individual's actions in various situations. Traits such as dominance, aggression, and self-assurance can be utilized to anticipate consumer behavior concerning specific products or services.

There are four crucial psychological factors that have a substantial influence on the purchase behavior of customers. Some of them include one's perception, motivation, ability to learn, beliefs, and attitudes.

- **Motivation:** The level of motivation a customer possesses influences the choices they make with respect to their purchases. Every single individual has certain requirements, which might include physiological, biochemical, social, or even additional requirements. One of the ways that this necessitates effort is the fact that some ones are more pressing than others. So, as a need becomes more pressing, it morphs into a motivation and drives a person to seek fulfilment in other areas of their life.
- **Perception:** A meaningful sense of the outside world may be created via the act of selecting, organising, and interpreting information in order to achieve this. There are three unique mechanisms that are involved in selective perception: selective attention, selective distortion, and selective retention. When consumers are only paying attention to certain things, marketers make an effort to get their attention. Consumers who participate in selective distortion, on the other hand, seek to interpret the facts in a manner that would confirm their own opinions by choosing to focus on certain aspects of the data. In a manner similar to this, those working in marketing have a propensity to selectively retain information that serves to validate their existing beliefs.
- **Beliefs and Attitudes:** Every single client has a one-of-a-kind perspective and set of beliefs about the numerous products. These concepts are of relevance to marketers because they may create the image of a company and impact the purchase choices made by customers. Marketers have the ability to affect the perspectives and convictions of their target audience by initiating focused efforts in this area.

#### **1.4 FAST MOVING CONSUMER GOODS (FMCG)**

Fast-moving consumer goods (FMCG) are goods that are often or impulsively bought but have little customer interaction or value. Fast-moving consumer goods include things like soaps, toiletries, cosmetics, oral care products, male grooming goods, and fabric care products. Other examples of fast-moving consumer goods include things like glass cookware, electrical bulbs, batteries for toys, lights, and other electronic things, tissue papers, and so on. It includes over-the-counter pharmaceutical goods, packaged foods, fizzy drinks, tissue paper, and chocolate chocolates, among other things. Consumer packaged goods (CPG) are another name for fast-moving consumer goods, which are abbreviated as FMCG.

The Indian industry is rapidly developing. Customers are increasingly interested in purchasing Fast Moving Consumer Goods (FMCG). These items include all consumable goods (other than pulses and grains) that consumers purchase in modest quantities at regular intervals. The primary ones are as follows

- Detergents,
- Soaps,
- Shaving Products,
- Shampoos,
- Toothpastes And
- Brushes,
- Packed Food Stuffs,
- Household Accessories,
- Creams,
- Oils,
- Tea,
- Coffee Etc.

Every household spends a significant percentage of their monthly budget on FMCG items. The FMCG sector makes a significant contribution to any economy. Every economy is currently under stiff competition as a result of globalisation. MNC entry and cheaper imports have exacerbated the problem. It has become extremely tough to conduct business in this field. Every business must devote a significant percentage of its money to promotional activities.

### **1.4.1 FMCG PRODUCTS:**

The Fast-Moving Consumer Goods (FMCG) sector is India's fourth biggest industry, and its influence may be seen in almost every aspect of daily life. For the marketing of fast-moving consumer items, paying attention to customer behavior is very vital. Various things may influence this pattern of behavior. Customers' expectations and tastes continue to develop with time, which is to be expected in this day and age of expanding globalisation. In India, the rise of the fast-moving consumer goods (FMCG) business makes a significant contribution to the growth of the country's gross domestic product (GDP). As a consequence of this, it is of the utmost importance to figure out whether or not there has been a change in the way that customers shop for fast-moving consumer goods (FMCG) products. The research concentrated on these three areas so as to compare the product lines offered by both businesses. The primary focus of the research is a comparison of the two firms in terms of the awareness of their respective brands. In addition, the types of things that consumers use and their consumption patterns are taken into account when determining the customers' levels of satisfaction.

The term "Fast Moving Consumer Goods" refers to products that have a high volume of sales yet a cheap price point (FMCG). Products considered to be FMCG are those that have a shelf life of less than a year. A broad range of consumer items that are often bought, such as soap, cosmetics, teeth cleaning supplies, shaving supplies, and detergents, are typical examples of fast-moving consumer goods (FMCG). Additionally, items that are marketed in big quantities can also be referred to as fast-moving consumer goods, or FMCG. Additional examples of FMCG include glassware, light bulbs, batteries, paper goods, and plastic and paper things. Other products that may fall under the FMCG category include pharmaceuticals, consumer electronics, packaged foods, soft beverages, tissue paper, chocolate bars, and chocolate chips.

Fast Moving Consumer Electronics are a subdivision of FMCGs. These Fast-Moving Consumer Electronics include cutting-edge electronic items including mobile phones, MP3 players, digital cameras, GPS Systems, and laptops. In the food, beverage, and tobacco industry, the term "white goods" refers to various technological appliances for the home, such as refrigerators, televisions, and music systems.

With a total market value of more than 13.1 billion US dollars, the fast-moving consumer goods (FMCG) industry in India is the 4<sup>th</sup> biggest sector in the economy. It is distinguished by a well-established distribution network, fierce rivalry between structured and unorganised sectors, and cheap operating costs, and it has a significant presence of MNCs. India has a competitive edge

because to the availability of crucial raw resources, lower labour costs, and a presence throughout the whole value chain. The fast-moving consumer goods industry is projected to grow from 11.6 billion US dollars in 2003 to 33.4 billion US dollars in 2015. Jams, toothpaste, skin care products, and hair shampoo are only few examples of items with low per capita consumption and poor market penetration in India. This indicates that there is untapped market potential. A growing population in India, especially within the middle class and the rural areas, gives an opportunity for manufacturers of branded items to persuade customers to purchase their products instead of generic alternatives. It's also possible that growth will come from consumers "upgrading" their purchases in more established product categories. Given the anticipation that 200 million people would switch to processed and packaged food by the year 2010, The food processing industry in India needs an estimated USD 28 billion in investment.

Items that are considered FMCG often have the following characteristics:

- They are used often, at least once every month.
- They are used by the end-user directly.
- They lack durability
- They are sold in pre-packaged form and are promoted under their own brand.

The 10 Companies in FMCG Sector which are at the topmost layer include:

1. Asian Paints (India)
2. Britannia Industries
3. Cadbury India
4. Dabur India
5. GCMMF (AMUL)
6. Hindustan Unilever Ltd.
7. ITC (Indian Tobacco Company)
8. Marico Industries
9. Nestlé India
10. Procter & Gamble Hygiene and Health Care

These people are the most prominent persons in their respective areas. Lux, Lifebuoy, Fair and Lovely, Vicks, and Ponds are some of the brands that come within the personal care category, which has the most brands with 21. Eleven HUL brands are featured in the list of 21, with a total value of Rs. 3,799 crores, representing 54% of the personal care industry.

Tobacco products make up 17% of the top 100 sales of fast-moving consumer goods, placing them slightly behind the personal care category. ITC alone has a market share of 60% in terms of volume and 70% in terms of value across all filter cigarettes sold in India. As a result of recent product introductions by companies such as HUL, ITC, and Godrej, the foods segment of FMCG is quickly becoming more popular. In all, this sector is worth Rs. 4,637 crores, and it has 18 big brands. Competition in the powdered market is fierce between Nestle and Amul.

There have also been advancements in the food industry, including the addition of softies to ice cream, the production of chapattis by HUL, the production of ready-to-eat rice by HUL, and the production of pizzas by both GCMF and Godrej Pillsbury. This sector is expanding faster than the personal care category, which seems to be stagnant. Amul, the largest food company in India, has a significant presence in the food industry with a diverse array of goods, such as ice creams, curd, milk, butter, and cheese, among others. In addition, Britannia is among the top 100 FMCG brands, it is market leader in the biscuits industry, and it has established a variety of products with varying prices.

Godrej and Reckitt are two companies that compete in the market for home care products such as insect repellents. Godrej's Good Knight is estimated to be worth more than Rs 217 crore, while Reckitt's Mortein is estimated to be worth Rs 149 crore. In the area of shampoo, HUL's Clinic and Sunsilk both secure positions within the top 10, even though Head and Shoulders and Pantene from P&G are also working very hard to be in the number one spot. The size of Clinic is about twice as large as that of Sunsilk.

Herbal products are Dabur's specialty, and the company is ranked among the top five FMCG firms in India. Dabur is the parent company of many well-known brands, including Dabur Amla, Dabur Chyawanprash, Vatika, Hajmola, and Real, and had a revenue of Rs. 19 billion (about US\$ 420 million) in 2005-2006. Asian Paints has a strong presence throughout the Indian subcontinent, Southeast Asia, the Far East, the Middle East, the South Pacific, the Caribbean, Africa, and Europe, among other places. With a total annual revenue of Rs.22.6 billion, Asian Paints is the most successful paint manufacturer in India (around USD 513 million). Asian Paints is one of the top 200 small businesses in the world, according to the US version of Forbes Global magazine.

Cadbury India has a market share of 70 percent, making it the dominant player in chocolate confectionery industry. The company is also ranked second in the total food and beverage industry. The company's most well-known goods are Cadbury's Dairy Milk, 5 Star, Eclairs, and

Gems. Marico, with a total yearly turnover of Rs. 15.6 billion (about USD 380 million), is the industry leader in India for beauty and wellness consumer goods and services.

- ***Hindustan Unilever Ltd.***

India's biggest producer of fast-moving consumer products is Hindustan Unilever Limited (HUL). Two out of every three Indians are impacted by it, and it offers more than 20 distinct product categories ranging from meals and beverages to personal care and household goods. They provide the organisation a scale by enabling it to generate combined quantities of nearly 4 million tonnes and revenues of roughly 13718 crores rupees. HUL is a significant exporter from the nation, and in appreciation of its accomplishments, the Indian government named the firm Golden Super Star Trading House.

Lifebuoy, Lux, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Sunsilk, Clinic, Pepsodent, Close-up, Lakme, Brooke Bond, Kissan, Knorr-Annapurna, and Kwality Walls are all well-known HUL brands. These trademarks cover a vast array of product categories, including soaps, detergents, personal care items, tea, coffee, branded necessities, etc. They're produced at 37 distinct factories located across India. Over two thousand different suppliers and colleagues are involved in the activities. The distribution network of HUL is made up of over 2,500 redistributions stockiest. It encompasses 6.3 million retail outlets, enabling it to cater to the urban population and approximately 250 million rural customers.

***Procter and Gamble Co. (P&G):***

The P&G abbreviation stands for the Procter & Gamble Corporation, established in 1837 and has its headquarters in Cincinnati, Ohio. P&G Hygiene and Health Care Ltd. and P&G Home Products Ltd. are the names of two Indian subsidiaries of Procter & Gamble. P&G Hygiene and Health Care Ltd is among the most rapidly increasing FMCG companies in India. The company's annual revenue exceeds Rs. 500 crores. Among the portfolio's notable brands are Vicks and Whisper, among others. Fabric Care and Hair Care are two of the several markets in which P&G Home Products Ltd works. In the category of fabric care, it markets products under the brand names Ariel and Tide, while in the category of hair care, it markets products under the brand names Head & Shoulders, Pantene, and Rejoice.

#### **1.4.2 FMCG Marketing Techniques:**

The primary purpose of marketing techniques is to support the development of marketing plans, which are designed to meet customer needs and further the overall objectives of the firm. In

general, plans and goals are evaluated based on how well they measure up to the expected outcomes. In most situations, marketing techniques are designed for a one-year period, with a plan specifying specific actions to be implemented within the same calendar year as the strategy's formulation. The time periods covered in the marketing technique will vary based on the company, the industry, and the nation; however, as the pace of change in the business environment accelerates, these intervals are becoming shorter. Marketing techniques are dynamic and adaptable to changing circumstances. One of the most crucial goals when developing a marketing strategy for various product categories is to persuade existing customers to keep buying the brand they like because of the positive associations they have with it.

The term "purchase intention" means the implicit promise that a individual makes to themselves to purchase the product over and over again whenever that person makes their next journey to the shop. It is of critical significance since businesses are always looking for ways to boost the proportion of a certain product that is sold in the market so that they may improve the amount of money they make from the business. Many in-store marketing techniques, such as enticing product presentation, cash discount, floor advertising, in-store television, etc., may be used by the marketer to encourage consumers to repurchase a certain product.

The three pillars of segmentation, targeting, and positioning serve as the foundation upon which all marketing techniques are built. When analysing a particular market, a company will first identify the various needs and groups that exist within that market. Next, the company will zero in on the needs and groups that it can satisfy in an exceptional manner. Ultimately, the firm will position its product such that the intended audience recognises the company's distinctive offering and image.

### **1.4.3 Types of Marketing Techniques**

The implementation of marketing techniques is imperative for the promotion of a business or product, as it facilitates the enhancement of brand recognition, augmentation of revenue, and sustenance of customer loyalty. This written response aims to offer a comprehensive elucidation of five distinct marketing techniques. This study investigates the impact of various marketing techniques, including sales promotion, word of mouth, advertising, events, and direct marketing, on consumer behavior in the personal care product industry. The research is focused on examining the role of brand equity and FMCG marketing techniques in shaping consumer preferences and purchase decisions.

**1. Sales Promotion:** Sales promotion is a marketing tactic that entails providing customers with incentives to stimulate their purchase of a product or service. Sales promotion techniques for personal care products may comprise of various strategies such as offering discounts, distributing coupons, implementing loyalty programmes, providing free samples, and organising contests. Through the provision of incentives, corporations can effectively draw in fresh clientele, maintain their current customer base, and augment their sales figures. The implementation of sales promotion techniques can generate a perception of time sensitivity and incentivize consumers to engage in prompt buying behavior.

Within the framework of the study, the implementation of sales promotion strategies may serve as a valuable mechanism for augmenting both brand recognition and brand value. Providing complimentary samples or reduced prices can facilitate customers in experiencing the product and fostering brand loyalty. Consequently, this can result in favourable oral communication and heightened revenue.

**2. Word-of-Mouth:** The marketing technique known as "Word of Mouth" entails the endorsement of a product or service by contented customers through personal recommendations. One of the most efficacious marketing tactics is leveraging interpersonal relationships, as individuals tend to place greater faith in endorsements from acquaintances or loved ones in comparison to conventional promotional efforts. Regarding personal care items, favourable verbal communication can be produced via social media channels, product evaluations, and influencer advertising.

Within the framework of the study, the process of enhancing brand equity may be facilitated by favourable oral communication. The likelihood of customers recommending a product to others and consequently increasing brand awareness and sales is positively correlated with their positive experience with the product.

**3. Advertising:** Advertising is a marketing tactic that utilises diverse media channels to endorse a product or service. The advertising mediums may encompass television commercials, print advertisements, social media advertisements, and online banners. The practise of advertising is employed to establish brand recognition, enhance prominence, and influence prospective consumers to procure a commodity.

Within the domain of personal care products, promotional activities have the potential to serve as a potent means of accessing a broad demographic and establishing a robust brand identity. The utilisation of social media platforms and influencer marketing has the potential to effectively target particular demographics and enhance brand recognition.

**4. Events:** Events are a promotional technique that entails organising or sponsoring events to advertise a product or service. Possible academic rewrite: The scope of marketing events may encompass various activities such as introducing new products to the market, showcasing products and services at industry exhibitions, and engaging consumers through immersive brand experiences. Events serve the purpose of generating brand recognition, fostering customer engagement, and exhibiting products.

Within the framework of the study, organising events can serve as a viable strategy for augmenting brand recognition and fostering brand value. Trade shows provide a platform for exhibiting personal care products, enabling prospective customers to have a firsthand encounter with the product. Organising product launches has the potential to create a sense of anticipation and enthusiasm for a novel product, ultimately resulting in a surge in sales.

**5. Direct Marketing:** Direct marketing is a promotional approach that entails communicating with customers through direct channels such as email, direct mail, or telemarketing. The purpose of its utilisation is to enhance the visibility of a particular product or service, acquire potential customers, and augment revenue.

The utilisation of direct marketing can be employed within the framework of the thesis title to effectively target particular demographic groups and enhance brand recognition. Email marketing techniques can be employed to advertise personal care items and cultivate brand allegiance. Telemarketing has the potential to enhance sales and generate leads.

To sum up, the implementation of marketing tactics plays a crucial role in establishing brand value and augmenting revenue within the personal care merchandise sector. Sales promotion, word-of-mouth marketing, advertising, events, and direct marketing are all viable marketing techniques that can be employed to attain these objectives. Through the implementation of these tactics, corporations can enhance their prominence, establish brand recognition, and cultivate robust customer connections.

#### **1.4.4 Marketing Technique Process:**

A marketing technique is a strategic process that entails planning, developing, and implementing actions aimed at gaining a competitive advantage in the chosen field.

This technique is necessary to map and reorganise an immediate guide of the organization's objectives, and it is necessary for the organization to achieve those objectives. If a company wants to ensure that they have a specific portion of the market, they need to ensure that they have a crystal-clear understanding of their primary objective, analyze the current state of the business, define their specific objectives, and create, execute, and evaluate a plan to ensure that

they can offer their customers with the products they require at the exact time that they require them.

The retention of customers should be the primary focus of any company in order for them to dominate their market, establish themselves as leaders in their field, and achieve a level of significant commercial fulfilment. In order to accomplish this goal, three phases of a marketing system need to be brought to a successful conclusion to make customers happy and outperform the competition. Having a robust advertising technique process set up assures that your marketing activities will remain aligned to your company goals, which increases the business return that can be generated from your advertising efforts.



**Figure1. 3 Marketing Technique Process**

### **1.5 GROWTH OF FMCG SECTOR**

The majority of firms prioritize their focus on consumers. India's population of over one billion exhibits significant diversity and heterogeneity. This has made India an appealing destination for numerous global and local players who are interested in exploring the vast untapped potential areas within the country. Marketers are utilising various tactics to appeal to their target audience and gain a significant portion of the market share. According to a study conducted by the McKinsey Global Institute (MGI), it has been suggested that if India maintains its current rate of growth, the average household would experience significant improvements. The Fast-Moving Consumer Goods (FMCG) sector in India has experienced significant growth, with its

size having tripled over the past decade. Currently, it is the fourth largest sector in the country. Despite the recent economic downturn, the market has experienced a significant growth rate of approximately 60%, with a current valuation of 85,000 crores. As per a market research agency, the fast-moving consumer goods (FMCG) industry in India, which experienced a subdued growth in 2014, is poised for a robust revival owing to a decline in inflation (Venkatesha, 2021).

Fast moving Consumer goods, also referred to as consumer-packaged goods, are items that are commonly bought by customers on a frequent basis due to their relatively low individual value, yet collectively comprise a significant portion of a consumer's expenditures. Fast Moving Consumer Goods (FMCG) are so named due to their rapid turnover rate, as they are the products that are most swiftly purchased from the shelves of retailers. Research indicates that consumers exhibit low levels of involvement when making purchase decisions, often neglecting to thoroughly examine the technical specifications of a product (Venkatesha, 2021).

This industry offers a diverse range of products, catering to the needs of individuals across all socioeconomic levels, from essential goods to luxurious items. Fast-moving consumer goods (FMCG) encompass a range of consumer non-durable products, including personal care items, household cleaning products, and food and beverage items. Fast-moving consumer goods (FMCG) encompass a wide range of products, such as pharmaceuticals, consumer electronics, packaged food items, confectionery products, and paper products. The prevailing features of this phenomenon include a notable prevalence of both structured and unstructured retail, as well as a well-established system of distribution. The sector in question holds the fourth position in terms of size within the Indian economy and plays a significant role in contributing to the country's Gross Domestic Product (GDP) growth. According to a recent study, the fast-moving consumer goods (FMCG) market is projected to achieve a total of US\$ 110.4 billion by the year 2020. Additionally, it has been predicted that the rural FMCG market will attain a value of US\$ 100 billion by the year 2025. Prominent companies operating in the fast-moving consumer goods (FMCG) sector comprise ITC, Hindustan Unilever Limited (HUL), Nestle, Dabur, Godrej Consumer Products, Marico, and Glaxo Smithkline Consumer Healthcare (Venkatesha, 2021).

Most of the things on the list are ones that people use on a daily basis, such as those found in the bathroom: soaps, detergents, shampoos, toothpaste, shave cream, shoe polish, pre-packaged meals, and household accessories. These goods provide a high return and are intended for daily

or regular usage. The FMCG sector is largely concerned with the manufacture, distribution, and marketing of consumer-packaged products. These are items with a high turnover rate and a low cost. FMCG purchases are typically made with less consideration than other items. Though the absolute profit on FMCG items is tiny, they sell in big quantities, hence the cumulative profit on such products may be substantial.

Food and non-food everyday consumer items are included in the FMCG business. They are typically acquired due to a small-scale consumer decision; hence producers strongly encourage them. These items are frequently bought at grocery stores, supermarkets, and hypermarkets, among other places (Vibhuti, et al., 2014). Manufacturers are always looking for new channels and sales locations, while conventional merchants have added private label products to increase profits. Every one of us utilises fast-moving consumer goods on a daily basis.

It is anticipated that the impact of the COVID-19 pandemic will result in a deceleration, if not a recession, of the Indian economy. The consumer goods that are characterised by a high turnover rate and are typically sold at a relatively low price point are commonly referred to as fast-moving consumer goods. The Fast-Moving Consumer Goods (FMCG) industry plays a significant role in bolstering the economic well-being of India. The sector in question holds the fourth position in terms of size within the economy and is comprised of three primary segments, namely household and personal care, health care, and food and beverages. The industry is divided into three segments, namely metropolitan, semi-metropolitan, and rural (Anupama et al., 2022).

Presently, the urban sector comprises over half of the industry's revenue. However, it is anticipated that the semi-urban and rural sectors will serve as the primary drivers of growth in the future. Given the notable importance of Fast-Moving Consumer Goods (FMCG) to the economy, it is reasonable to expect that the sector's performance would exert an influence on the overall economic expansion of the nation (Knowles, 2020).

Fast moving consumer goods are things that have a short shelf life, are very inexpensive, and do not need much thinking, effort, or financial commitment to acquire. Each Fast-Moving Consumer Goods product has a lower profit margin. The vast number of things sold, however, is what makes the difference. The performance of the consumer durables retail sector is essential to the growth of India's retail business. The major Indian corporations are venturing into new projects. Such moves in the retail sector of consumer durables would undoubtedly facilitate the demand for foreign direct investment. However, certain multinational retailers,

such as Metro, Spa International, and Dairy Farm, have already begun to engage in the Indian consumer durables industry. Colour televisions, washing machines, refrigerators, and microwave ovens would be among the items (Pradhan & Mishra, 2012). The availability of international brand items in India as a result of decreased import levies, together with other liberal policies implemented by the government, has also contributed to the change (Zhang, 2015). As consumer demand and penetration have considerably expanded over the past several years, the FMCG business is currently one of the fastest expanding industries in the nation.

### **1.6 Relevance of topic**

The study titled "*Consumer Behavior of Personal Care Products Using Brand Equity and FMCG Marketing Technique*" is highly relevant to the context of personal care products because it seeks to comprehend how consumers behave towards these products and how brand equity and FMCG marketing techniques influence their purchasing decisions. Personal care products are utilised by consumers of all ages and demographics, constituting a massive market. Understanding consumer behavior towards these products is essential for companies to devise effective marketing strategies that can assist them in gaining a competitive edge in the market.

The importance of brand equity in the marketing of personal care products cannot be overstated. It refers to the value that a brand contributes to a product and how it influences the behavior of consumers. The study aids in comprehending the effect of brand equity on consumer behavior towards personal care products, as well as how companies can leverage brand equity to strengthen their market position.

Companies frequently use FMCG (Fast-Moving Consumer Goods) marketing techniques to promote personal care products. These methods emphasise generating mass-market appeal and fostering brand loyalty. The study aids in comprehending how these techniques influence consumer behavior towards personal care products and how businesses can utilise them to strengthen their market position.

### **1.7 Scope of the study**

The purpose of the study titled "*Consumer Behavior of Personal Care Products Using Brand Equity and FMCG Marketing Technique*" is to comprehend the consumer behavior of personal

care products and how brand equity and FMCG marketing techniques influence their decision-making process. The purpose of this study is to investigate the factors that influence consumers' decisions to purchase personal care products, including product quality, price, packaging, and brand image. This study intends to investigate how brand equity influences consumers' perceptions of personal care products and their purchasing decisions.

In addition, the study examines the effectiveness of FMCG marketing techniques in promoting personal care products. The scope of this study is to determine the most effective marketing techniques for promoting personal care products and the effect these strategies have on consumer behavior. The study also considers various consumer categories, such as gender, age, income level, and lifestyle, in order to comprehend how these variables, affect consumer behavior towards personal care products.

### **1.8 Thesis outline**

The first chapter, Introduction, will offer an overview of brand equity, the significance of the study, the methodology to be used, and the study's goal. The following chapter is titled Literature Review, and it provides evaluations of the ideas and research on consumer purchasing habits and brand equity. The next chapter is Respondents' Profile and Purchasing Behavior, which includes the respondents' profiles as well as surveys and a hypothesis. Additionally, a brief description of consumer behavior is provided in this chapter. Comparative Analysis of FMCG Products and Durable Goods is covered in Chapter 4. The brand equity influencing consumer behavior in FMCG and durable goods will be provided, along with a comparison study. Findings, suggestions, discussions, and a conclusion are all included in the last chapter. The researcher has taken effort to ensure that suggestions or a summary do not contain any personal biases or restrictions. The bibliography includes acknowledgements and references that were consulted and served as the foundation for this work. The researcher has done everything possible to incorporate the names of each contributor. Despite all, any errors are profoundly regretted.

### **1.9 Summary**

This initiative has facilitated a better understanding of how customers perceive product awareness and consumption. The findings of this study suggest a rapid expansion of the FMCG industry in the foreseeable future. The outlook for the FMCG industry appears highly optimistic, with anticipated robust growth following structural adjustments. Despite significant

fragmentation, particularly in the handmade goods segment, branded products hold substantial potential in the market, presenting lucrative opportunities for growth. Despite the market's numerous rivals, the study on consumer behavior toward FMCG items, such as paste, soap, and shampoo, has gained a key position. FMCG was able to keep its top spot by offering consumers high-quality products at fair prices. The primary driving force behind a consumer's decision to purchase an FMCG product is quality. Another significant factor in FMCGs' dominance in the consumer market is their continual introduction of new items to satisfy consumers. The study makes it clear that FMCG companies have a significant market share in the production of consumer goods in order to offer high-quality products at competitive prices.

**CHAPTER 2**  
**REVIEW OF LITERATURE**

## **2.1 Introduction**

Different academics have been inspired by this to perform countless studies that expose the customer purchasing patterns for many businesses. The many types of consumer's purchasing behavior connected to FMCG and consumer durables are covered in this chapter. This chapter provides a thorough analysis of current research on consumer behavior, motivation, and influencing variables with regard to FMCG and consumer durables. This current study will enquire how brand equity affects consumers' purchasing decisions.

To analyze and identify the main factors for the study, the researcher has made an effort to compile data from relevant studies and earlier research on consumer buying behavior and brand equity. The literature reviewed has been charted in a concise and accurate manner.

The study of consumer behavior focuses on how individuals or groups make decisions about the goods and experiences they use to satisfy their wants and needs. The environment that customers are in has an impact on how they think, feel, and act. For instance, opinions gleaned from other customers, packaging, promotion, value, and product look are examples of environmental aspects.

The physical actions of a consumer may be directly measured, and these actions are tied to the customer's behavior. You may measure how frequently you go to businesses or shopping centres. It is really tough to decide on a certain business and then go there to observe. where a range of behaviors, including customer's buying habits, may be measured. It is exceedingly challenging to measure this way. The study of consumer behavior includes determining what, when, why, and where customers will buy items. Additionally, it emphasises how frequently customers utilise the items. It also reveals how consumers evaluate products after buying them and how reviews affect their purchasing decisions in the future.

Each customer has a unique set of values and interests that are not influenced by economic factors. Consumer preferences are characterised as being based on personal preferences. The present section examines several studies that looked at the purchasing preferences of consumers. To offer a theoretical foundation for the study, the literatures that address the roles and functions of brands and brand equity are examined in this chapter.

Finally, this study demonstrates that customer behavior is more favourable toward a brand, as demonstrated by certain accurate and reliable metrics of recent consumer behavior on items.

## 2.2 Literature Reviewed- an overview

Previous research was examined from the viewpoint of the primary topic areas. The literature reviewed is dissected into its sub parts utilizing the subsequent table. These components include: meta-analyses; PhD theses; journal articles; books; seminar papers; and so on. When one has a solid comprehension of the research topic based on the literature, it is much simpler to position each issue within the greater context of the research problem.

**Table 2.1 Summary of Topic wise Literature Survey**

Sr. No.	Summary of Topic-wise Literature Survey					
	Broad Topic	Type of literature surveyed				
		Articles	Theses/ meta-analyses	Seminar proceedings/ books	Total	Relevant to my topic
1	Brand Equity	45	8	23	76	19
2	Consumer Buying Behavior	32	12	8	52	5
3	Fast Moving Consumer Goods (FMCG)	18	9	21	48	22
4	Study on Durable Goods	10	5	9	24	4

Having a thorough understanding of the context of each problem and the connections it has with other topics is crucial for developing the research model and achieving the goal of the current study. This information is necessary to fully realize the study's potential.

The following table provides a comprehensive listing of the many different types of literature that were evaluated. In the table, the contents of the citation are shown with a summary of the research that was analyzed, a connection to the current investigation, and a list of unanswered questions that will be investigated in the current investigation.

Sr. No.	Summary of Topic-wise Literature Survey					
	Broad Topic	Type of literature surveyed				
		<i>Articles</i>	<i>Theses/ meta-analysis</i>	<i>Seminar proceedings/ books</i>	<i>Total</i>	<i>Relevant to my topic</i>
5	Growth of FMCG Sector	6	3	9	18	15
6	Methodology	23	19	15	57	16
	Total	134	56	85	275	81

### 2.3 Literature reviewed with citation on topic:

From the viewpoint of the broad subject areas, prior studies were reviewed. The table below provides information on the literature reviewed including meta-analyzes, PhD theses, journal articles, books, seminar papers, etc. Placing each issue in the larger framework of the research problem is made easier by having a grip of it according to the literature.

#### 2.3.1 List of Literature on Brand Equity:

One of the most significant concepts in marketing is called "brand equity," and it refers to the value that consumers and other stakeholders place on a particular brand. Understanding brand equity, and its assessment, management, and consequences for strategy, is subject of a significant amount of academic research and writing. In this overview of the relevant literature, we will provide a summary of some of the most important results and insights from prominent research on brand equity. Hence, the following is a list of explored literature review:

**Table 2. 2 List of Literature on brand equity**

Sr. No.	Tag	Title Details	Author (s) & Year	Gist	Linkage with the Current Study
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1.	Thesis	<i>Determinants of Customer Based Brand Equity Among Pharmaceutical Prescribers in the Case of Addis Ababa Health Bureau Hospitals</i> (Doctoral dissertation, St. Mary's University)	Alemayehu (2017)	The aim of this study was to identify the factors that influence CBBE among prescribers and evaluate the influence of prescribers' socio-demographic characteristics on CBBE components in the Addis Abeba pharmaceutical market.	Identifies factors affecting customer-based brand equity (CBBE).
2.	Journal Article	Brand image and equity: The mediating role of brand equity drivers and moderating effects of product type and word of mouth. <i>Review of Managerial Science</i> , 12(4), 969-1002.	Ansary, A., & Nik Hashim, N. M. H. (2018)	The study addresses the moderating effects of product type and word-of-mouth (WOM) on the relationships between brand image and brand equity, as well as the mediating effects of three drivers of brand equity in the brand image—consumer-based brand equity connection.	The study finds relationship between brand image and brand equity.
3.	Journal Article	Marketing strategy decisions for brand extension success. <i>Journal of Brand Management</i> , 22(6), 487-514.	Athanasopoulou, P., Giovanis, A. N., & Avlonitis, G. J. (2015).	This study examines the marketing tactics employed by fast-moving consumer goods (FMCG) companies in creating brand expansions and identifies which of these tactics may be successful in the extension.	This study finds link between brand equity and FMCG.
4.	Thesis	<i>The Relation between Customers and Brand Equity (Unilever-Lux)</i> (Doctoral dissertation, a thesis submitted for Master of Science in economics and business administration).	Baniya, P. R. (2013).	The study's findings demonstrate that Lux is acknowledged as a celebrity-related product in India and is benefiting Nepalese culture.	The thesis attempts to demonstrate the connection between customer behavior and brand equity.
5.	Journal Article	Impact of product differentiation, marketing investments and brand equity on pricing strategies: A brand	Davcik, N. S., & Sharma, P. (2015).	This paper examines the combined influence of brand equity, marketing investment, and product	Small- and medium-sized firms (SMEs), multinational

		level investigation. <i>European Journal of Marketing</i> .		differentiation on pricing differences among small and medium enterprises (SME), multinational corporations (MNC), and retailers using an aggregate data set for 735 fast moving consumer goods (FMCG) brands from Nielsen. A cluster analysis reveals that premium pricing is positively related to innovation and firm type. The results' managerial ramifications, as well as future study prospects, are highlighted.	corporations (MNCs), and retailers vary in price due to brand equity, marketing spend, and product uniqueness, according to this research.
6.	Journal Article	Brand positioning and business performance of alcoholic beverage firms in an emerging market context: the mediation effect of brand equity. <i>International Journal of Wine Business Research</i> , 34(1), 133-154.	Ameyibor, L. E. K., Anabila, P., & Saini, Y. K. (2022).	This research seeks to examine the link between brand positioning and company success, and the moderating influence of brand equity, within the context of Ghana's alcoholic drinks sector.	This research intends to investigate the relationship between brand positioning and firm performance, as well as the moderating effect of brand equity.
7.	Journal Article	The role of nostalgic brand positioning in capturing brand equity: Theoretical extension and analysis. <i>International Journal of Consumer Studies</i> , 46(1), 161-181.	Gilal, R. G., Gilal, N. G., Gilal, F. G., & Gong, Z. (2022).	This study's major objective was to examine the impact of NBP on brand equity. As determinants of brand equity, previous research has evaluated brand image, brand loyalty, location of origin, green loyalty, and endorser influence. We examined a conceptual model with NBP as the independent variable, brand passion, brand local iconness, and brand authenticity as	The research determines how NBP influences brand equity via brand passion, brand local iconness, and brand authenticity.

				mediating variables, and brand innovativeness and consumer gender as boundary conditions to capture brand equity in an emerging market scenario.	
8.	Journal Article	The effect of social media marketing on brand trust, brand equity and brand loyalty. <i>International Journal of Data and Network Science</i> , 6(3), 961-972.	Haudi, H., Handayani, W., Musnaini, M., Suyoto, Y., Prasetio, T., Pitaloka, E., ... & Cahyon, Y. (2022).	The purpose of this research is to investigate the influence of social media marketing activities on brand trust, equity, and loyalty in social media.	The research looks on the influence that social media marketing activities on brand trust, equity, and loyalty.
9.	Journal Article	Private Label Brands and Brand Loyalty: An Analysis on FMCG, Western Province, Sri Lanka.	Hettiarachchi, P. K., & Fernando, P. I. N. (2021).	The PLBs owned by top Sri Lankan self-service merchants Cargills My Choice, Keels K Choice, and Arpico Family are the subject of this study. The purpose of the article is to evaluate how PLB factors, such as price, quality, and features, as well as shop image and self-space allocation, affect brand loyalty.	Shows how PLF factors affect brand loyalty.
10.	Journal Article	A Study on the Brand Perception with special reference to Patanjali Products.	Jeyaprabha, B., Pragathi, M. P., & Priyanka, M. S.(2018).	This research examines how customers perceive Patanjali products in the FMCG sector, which was once dominated by well-known brands such as HUL, P&G, and Nestle.	Shows influence of brands on FMCG products
11.	Journal Article	The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and re-examination. <i>South Asian Journal of Business Studies</i> , 9(1), 62-87.	Kataria, S., & Saini, V. (2019).	The purpose of this paper is to investigate the interdependence of dimensions for consumer-based brand equity and brand loyalty using customer satisfaction as a mediator for the oral care market,	Demonstrates the interconnectedness between consumer-based brand equity and brand loyalty aspects

				with a focus on Delhi and surrounding locations.	
12.	Journal Article	Measuring brand equity. <i>Handbuch Markenführung</i> , 1409-1439.	Keller, K. L., & Brexendorf, T. O. (2019).	This article analyzes metrics of both the origins and results of brand equity and presents a model of value generation, the brand value chain, as a holistic, integrated approach to understanding how to capture brand value. The chapter concludes with considerations about the development of a brand equity measuring system.	Examines the difficulties surrounding the development of a brand equity measuring system.
13.	Journal Article	Measuring and managing brand loyalty. <i>Journal of strategic marketing</i> , 9(2), 111-128.	Knox, S., & Walker, D. (2010).	The importance of brand loyalty as a key indicator of successful brand marketing and a subset of brand equity has been extensively discussed in the literature. Four customer purchasing patterns were discovered and labelled as "loyals," "habituals," "variety seekers," and "switchers" based on this metric.	Demonstrates that brand loyalty is a crucial measure of effective brand marketing
14.	Journal Article	Green factors stimulating the purchase intention of innovative luxury organic beauty products: implications for sustainable development. <i>Journal of Environmental Management</i> , 301, 113899.	Lavuri, R., Jabir, C. J. C., Grebinevych, O., & Roubaud, D. (2022).	The research has significant significance for understanding India's premium organic beauty products business and for companies creating novel organic cosmetics marketing techniques. The research also recommends that government provide incentives for emerging organic cosmetics firms.	Shows relation between brand equity and FMCG Marketing

15.	Journal Article	Effect of experiential marketing in building brand equity: Case of selected Unilever Tanzania brands. <i>International Journal of Supply Chain Management</i> , 2(1), 1-31.	Mukiira, E. M., Musau, M. C., & Munyao, M. J. (2017).	The objective of study is to explore how experiential marketing contributes to the growth of brand equity for a few Unilever Tanzania brands.	It is associated with growth of brand equity factors.
16.	Journal Article	Dynamic Influence of Green Brand Equity on Consumers Purchasing Behavior Towards Selected Green FMCG Products with Special Reference to Coimbatore District.	DHEIVANAI, N (2018)	Green brand equity has a considerable effect on consumer purchasing behavior, and consumer purchasing behavior has a significant influence on Green Satisfaction of Green FMCG items in the Coimbatore area, as per the study.	This study is associated primarily on the consumer satisfaction in reference to FMCG products.
17.	Journal Article	The Effect of Consumer-Centric Brand Equity Parameters on the Brand Loyalty of FMCG Consumers: A Study in Gorakhpur District, Uttar Pradesh. <i>IUP Journal of Brand Management</i> , 19(1), 7-26.	Pandey, D., Shukla, B., & Agarwal, A. (2022).	The results of this research might assist brand managers in developing and refining brand equity strategies for Indian FMCG companies that are consumer-centric.	Enhances brand equity strategies.
18.	Journal Article	Perceived risk as a moderator in the relationship between perception of celebrity endorsement and buying behavior: evidence from rural consumers of India. <i>Journal of Marketing Theory and Practice</i> , 28(4), 521-540.	Parayitam, S., Kakumani, L., & Muddangala, N. B. (2020).	This article tries to statistically examine the influence of celebrities on purchase choices, and the role of perceived risk as a mediator between how individuals perceive celebrity endorsements and how they perceive value and quality.	Examine how individuals perceive value and quality.

19.	Journal Article	Green Orientation and Customer-Based Brand Equity in FMCG Industry in India. <i>ECS Transactions</i> , 107(1), 11733.	Purba, J. K., & Khadir, F. (2022).	This study observed the relationship among brand's green orientation and the antecedents of customer-based brand equity, namely brand awareness, perceived brand quality, brand loyalty, and brand association, in the area of the FMCG business in India.	Examines the relationship between brand's green orientation and customer-based brand equity.
20.	Journal Article	Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. <i>Management Science Letters</i> , 10(10), 2139-2146.	Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020).	This research investigates the influence of social media marketing on brand perception and customer trust in connection to Indonesian male skincare purchase intentions. The research suggests a model that depicts the effect of social media skincare marketing techniques on millennial males.	Studies the effect of social media on brand equity.
21.	Journal Article	The effect of country of origin on brand equity: an empirical study on generic drugs. <i>Journal of Product &amp; Brand Management</i> .	Sanyal, S. N., & Datta, S. K. (2011).	The objective of this essay is to investigate how the reputation of the country of origin impacts the price of branded generic drugs.	Shows pricing of branded drugs.
22.	Journal Article	Managing i-branding to create brand equity. <i>European Journal of Marketing</i> .	Simmons, G., Thomas, B., & Truong, Y. (2010).	Given the fledgling nature of i-branding as an academic field of study and the paucity of practical research output, the objective of this writing is to illustrate how corporations manage i-branding to generate brand equity.	Shows generation of brand equity.

23.	Journal Article	Longitudinal study of green marketing techniques that influence Millennials. <i>Journal of Strategic Marketing</i> , 20(6), 535-551.	Smith, K. T., & Brower, T. R. (2012).	This research examines the effect of new marketing techniques on Millennials' understanding of environmentally friendly products and their purchase choices.	Shows influence of marketing techniques on brand equity.
24.	Journal Article	SME brand building and management: an exploratory study. <i>European Journal of Marketing</i> 44.7/8 (2010): 1037-1054.	Spence, Martine, and Leila Hamzaoui Essoussi. (2010)	This research intends to examine brand equity, brand management, and brand identity in small and medium-sized enterprises.	Establishes link between brand equity, brand management, and brand identity in small and medium-sized enterprises
25.	Journal Article	Brand equity and its effect on consumer purchasing behavior in FMCG sector Case study: Milk and milk products of Azerbaijan	Sultanli, Samir, (2018).	This research sought to assess the impact of brand value on the purchasing choices of Azerbaijani milk and milk product consumers. The approach of surveying was used in the investigation.	The research found that brand value affected milk and milk product purchasers' purchasing choices.
26.	Journal Article	Brand competitiveness: Introducing the customer-based brand value (CBBV)–competitiveness chain. <i>International Journal of Contemporary Hospitality Management</i> .	Winzar, H., Baumann, C., & Chu, W. (2018).	This article attempts to introduce the concept of consumer-based brand value (CBBV), which signifies a change in how brands are evaluated and seen in relation to one another.	Identifies relation between CBBV and brand equity.
27.	Journal Article	Impact of Brand Equity on Consumer Purchase Decision: A Case Study of Mobile Retailer in Hochiminh City, Vietnam. <i>Journal of Eastern European and Central Asian Research (JEECAR)</i> , 9(2), 229-239.	Van Thuy, N., Anh, N. T. N., & Binh, N. T. X. (2022).	This research aimed to examine the influence of brand equity on consumer purchase choices at mobile retailers (MR). This study was based on research pertaining to brand equity and the decision-making process.	Studying the effect of brand equity on consumer spending

28.	Journal Article	Applying consumer-based brand equity in luxury hotel branding	Matthew Tingchi Liua IpKin Anthony Wongb Ting-Hsiang Tsengc, Angela Wen-Yu Changd, Ian Phau. (2017).	In this research, brand performance is employed as a context factor to determine how the consumer-based brand equity (CBBE) components of luxury hotel brands influence consumer brand perceptions and purchase intentions (i.e., brand loyalty, brand awareness, perceived quality, and brand image).	Shows how consumer behavior affects BE components.
29.	Journal Article	A Study on Understanding Marketing Strategies of ITC Ltd. for Personal Care Category	Mohammad Yusuf Makandar (2021)	The study's ultimate purpose is to illustrate how the marketing strategy may produce and communicate a sustainable competitive advantage over rivals.	New marketing techniques for brand awareness.
30.	Journal Article	Effect of Experimental Marketing in Building Brand equity: A Case of selected Unilever Tanzania Brands	Mukiira Evelyn Maradufu, Celestine Musau, Joseph Munyao (2017).	The purpose of this research is to examine the impact of experiential marketing on the brand equity of chosen Unilever Tanzania products.	Impact of marketing on Brand Equity.
31.	Thesis	Brand equity and Consumer Buying Behavior: A Comparative Analysis of Durable and FMCG products	Isha Patnaik (2019).	The research indicated that the customer's demographic profile is crucial when selecting brands for both FMCG and durable goods.	Relation between customer and FMCG while selecting brands

### 2.3.2 List of Literature on Consumer Behavior:

The behaviors and processes of decision-making that consumers go through while choosing, acquiring, using, and getting rid of items and services are together referred to as consumer behavior. It is a complicated and multi-dimensional phenomenon that is affected by a wide variety of elements, both internal and external to the system. It is essential for understanding of consumer behavior to design successful marketing techniques that cater to the wants and

requirements of consumers. The information that follows is a condensed summary of the research done on consumer behavior.

**Table 2. 3 List of Literature on Consumer Behavior**

<b>Sr. No.</b>	<b>Tag</b>	<b>Title Details</b>	<b>Author (s) &amp; Year</b>	<b>Gist</b>	<b>Linkage to the Study</b>
1.	Journal Article	Effect of product packaging in consumer buying decision. <i>Journal of business strategies</i> , 6(2), 1-10.	Ahmad, N., Billoo, M., & Lakhan, A. A. (2012).	This research was conducted with a focus on the importance of product packaging and its potential effect on customer purchase behavior.	Proves importance of product packaging and an impact on consumer behavior.
2.	Thesis	<i>An investigation of factors influencing consumer buying behavior of coffee consumers in Ireland-With particular focus on the mediating effect of brand equity</i> (Doctoral dissertation, Dublin, National College of Ireland).	Chima, C. U. (2020).	The research concluded that brand awareness influences the purchase choices of Irish coffee consumers. According to the poll, coffee retail businesses in Ireland must expand brand and product variety, improve product quality, and provide customers excellent value for money if they want to increase the purchase intent of coffee consumers.	Establishes awareness of brands towards consumer.
3.	Journal Article	Consumer-based brand equity conceptualisation and measurement: a literature review. <i>International journal of market research</i> , 52(1), 43-66.	Christodoulides, G., & De Chernatony, L. (2010).	The report finishes with recommendations for further research and Management suggestions for creating a brand equity measurement plan.	Recommends suggestions for creating BE.
4.	Journal Article	Identity, demographics, and consumer behaviors: International market segmentation across product categories. <i>International Marketing Review</i> .	Cleveland, M., Papadopoulos, N., & Laroche, M. (2011).	This research seeks to hone in on two areas that are of special importance to international marketers. The study makes a substantial contribution to the literature on global market segmentation by demonstrating the changing effect of demographics and	Provides changing effects of demographics and identity across consumer behavior.

				identity across consumer behaviors.	
5.	Journal Article	A Study on impact of Advertising on Consumer Buying behavior with reference to selected FMCG. <i>Journal of Contemporary Issues in Business and Government Vol, 28(04).</i>	Devi, M. S. S., Vemula, R., & Poojitha, S. (2022).	This article's objective is to explore the effect of advertising on purchase behavior attitudes.	Proves that advertising has an influence towards consumer attitudes.
6.	Journal Article	Understanding the consumer: A comparison of buying behavior among consumers of Hindustan Unilever and Patanjali products. <i>Applied Marketing Analytics, 7(3), 276-287.</i>	Dubey, A. (2022).	This article examines how rising organic and natural product companies, such as Patanjali, compete for market share against well-established giants like as Hindustan Unilever. Throughout the research, a questionnaire is used to collect client opinions. The responses are then analyzed to see how customer demographics relate to brand perception and, therefore, purchase behavior.	Connects customer behavior to brand equity.
7.	Journal Article	The effect of COVID-19 on consumer shopping behavior: Generational cohort perspective. <i>Journal of Retailing and Consumer Services, 61, 102542.</i>	Eger, L., Komárková, L., Egerová, D., & Mičík, M. (2021).	The purpose of this research is to increase information of the purchase patterns and impacts of the COVID-19 outbreak.	Consumer attitudes towards purchase patterns.
8.	Journal Article	Impact of Advertisement on Buying Behaviors of the Consumers: Study of Cosmetic Industry in Karachi City. <i>International journal of management sciences and business research.</i>	Fatima, S., & Lodhi, S. (2015).	This research surveyed 200 young men and girls who use a variety of cosmetics brands to investigate the influence of advertising on their purchase choices, awareness, and impression formation. The relationship among these parameters were recognized through regression and correlation analysis.	Proves the influence of advertising towards purchase patterns.

9.	Journal Article	Impact of branding on impulse buying behavior: Evidence from FMCG's sector Pakistan. <i>International Journal of Business Administration</i> , 7(1), 59.	Husnain, M., & Akhtar, M. W. (2016).	The purpose of this research is to shed light on the effects of branding on impulsive purchase in Pakistan's FMCG sector and to establish if branding has a substantial impact on this behavior.	Shows the effects of branding towards FMCG with reference to CB.
10.	Journal Article	Study the effects of customer service and product quality on customer satisfaction and loyalty. <i>International Journal of Humanities and Social Science</i> , 1(7), 253-260.	Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, K., & Khaksar, S. M. S. (2011).	This research reveals that Tata Motors has a high degree of customer service and product quality. In the context of the Indian car industry, the corporation promotes customer satisfaction, and there is a correlation between customer satisfaction and customer loyalty.	Shows correlation between customer satisfaction and customer loyalty
11.	Journal Article	Behavioral perspectives of customer engagement: An exploratory study of customer engagement with three Swiss FMCG brands. <i>Journal of Database Marketing &amp; Customer Strategy Management</i> , 19(4), 300-310.	Javornik, A., & Mandelli, A. (2012).	The essay covers a variety of viewpoints on the phenomenon of consumer engagement and aims to explain the debate within which the phenomenon might be investigated further.	Connects CB with FMCG.
12.	Journal Article	The influence of brand loyalty on cosmetics buying behavior of UAE female consumers. <i>International Journal of Marketing Studies</i> , 3(2), 123.	Khraim, H. S. (2011).	The study's results revealed a positive and strong relationship between brand loyalty aspects for cosmetics, including brand name, product quality, price, design, marketing, service quality, and store environment.	Provides positive and negative relationship of consumers between BE and FMCG
13.	Journal Article	A Comparative Study of Consumer Behavior with Regards to FMCG Products	Mahapatra, (2021).	This research tries to determine the particular factors that affected participants' decisions to buy skincare products. The emphasis of the research was on assessing the relative significance of the excreted	Connects CB with FMCG.

				items in customer decision-making, so contributing to enhanced management decision-making by studying and evaluating the excreted aspects to generate more effective marketing communication and strategies.	
14.	Journal Article	Impact of celebrity endorsements and brand mascots on consumer buying behavior. <i>Journal of Global Marketing</i> , 27(2), 128-143.	Malik, G., & Guptha, A. (2014).	The results of the research provide marketing and brand managers with knowledge they can utilise to effectively plan and promote projects.	Connects CB with BE.
15.	Journal Article	The new consumer behavior paradigm amid COVID-19: permanent or transient? <i>Journal of health management</i> , 22(2), 291-301.	Mehta, S., Saxena, T., & Purohit, N. (2020).	This article investigates consumer behavior during the COVID-19 crisis and the subsequent lockdown, during which the whole world came to a total halt for almost a year.	Provides Consumer behavior attitude during COVID-19.
16.	Thesis	<i>Assessment of Factors Influencing Consumer Buying Behavior: Towards Selected Fast Moving Consumer Goods (FMCG) in Addis Ababa</i> (Doctoral dissertation, St. Mary's University).	Mengesha, P. (2017).	This research examined the major factors that influence customer purchase behavior in the market for fast-moving consumer products.	Finds link between CB and FMCG.
17.	Thesis	<i>Consumer Sales Promotions and Brand Equity of Selected Toothpaste Brands in Nairobi, Kenya</i> (Doctoral dissertation, University of Nairobi).	Oduori, K. E. (2020).	The outcome of the research was that different consumer sales promotion techniques had an effect on the several dimensions of toothpaste brand equity.	Connects BE with FMCG in reference to CB.
18.	Journal Article	Masstige consumption values and its effect on consumer behavior. <i>Journal of Retailing and Consumer Services</i> , 67, 102943.	Park, J., Back, S. Y., & Kim, D. (2022).	This study lays the groundwork for future masstige market research by segmenting the market based on multidimensional consumption value and outlining how masstige consumption value effects masstige brand equity and	Connects CB and BE with FMCG.

				consumer purchase intention.	
19.	Journal Article	Impact of advertising on consumer behavior with special reference to fast moving consumer goods. <i>International Journal of Research in Social Sciences</i> , 6(12), 666-678.	Renuka, R. (2016).	Consumer behavior explores how individuals determine how much of their money, time, and effort to devote to consuming-related activities.	Identifies consumer attitudes towards purchase.
20.	Journal Article	Consumer-based brand equity and status-seeking motivation for a global versus local brand. <i>Asia Pacific Journal of Marketing and Logistics</i> .	Roy, R., & Chau, R. (2011).	This research aims to determine how well local and global brands might survive in a market based on consumer-based brand equity and consumers' demand for status when selecting between local and global businesses.	Correlates BE and CB.
21.	Journal Article	A Study of Consumer Buying Behavior in Delhi NCR towards FMCG Products.	Saraswat, K. K., Dutta, C., & Saxena, T. (2022).	This study adds to a greater understanding of FMCG customers' online and offline purchasing habits.	Connects CB with FMCG.
22.	Journal Article	The effect of social media communication on consumer perceptions of brands. <i>Journal of Marketing Communications</i> , 22(2), 189-214.	Schivinski, B., & Dabrowski, D. (2016).	According to the results of the empirical study, user-generated social media communication had a favourable effect on brand equity and brand attitude, but firm-generated social media communication had just an effect on brand attitude.	Shows favourable effect on brand equity and brand attitude towards CB.
23.	Journal Article	Impact of Branding Strategy on Consumer Buying Behavior. <i>Research Journal of Arts, Management, &amp; Social Sciences</i> , VIII-I, (March 2013), 20-27.	Singh, B. (2013).	The purpose of the research was to grasp the branding strategy used by marketers and how it influenced the purchase choices of consumers.	Finds branding strategy used by marketers.
24.	Journal Article	The impact of brand image on consumer behavior: A literature review." <i>Open journal of business and management</i> 3.01: 58.	Zhang, Yi, (2015).	This study analyzed current research on the effect of brand image on customers from the perspective of customer equity based on	Finds a relation between brand equity, consumer

				brand image theories. It also emphasised the limitations of present research and potential research initiatives.	behavior and FMCG.
25.	Journal Article	Factors Influencing Consumer Behavior: A Study among University Students in Malaysia	Rajennd Muniady Abdullah Al-Mamun , P. Yukthamarani Permarupan & Noor Raihani Binti Zainol (2014).	This research aims to examine the influence of lifestyle, personality, and economic situations on the purchasing behavior of Malaysian university students.	Finds factors that might influence CB.
26.	Journal Article	Remanufactured Products in Closed-Loop Supply Chains for Consumer Goods	James D. Abbey, Margaret G. Meloy, V. Daniel R. Guide Jr., Selin Atalay (2012).	This research empirically investigates user perceptions of remanufactured consumer items in closed-loop supply chains.	Looks for consumer buying behavior.
27.	Journal Article	Consumer Behavior & Marketing Technique	Luke Macdonald (2012).	The purpose of the research is to develop a situational impact matrix, position the product in accordance with the scenario, and segment the market based on use.	Finds marketing techniques to examine CB.

### 2.3.3 List of Literature on Fast Moving Consumer Goods (FMCG):

Products that are bought and sold often and at a price that is considered to be on the lower end are known as fast-moving consumer goods (FMCG). Food, drinks, personal care goods, and things for the home are some examples of the products that fall under this category. A number of causes, including shifting customer tastes and increased disposable incomes, are driving the rapid expansion of the fast-moving consumer goods sector, which is already a sizable industry. To achieve success in the fast-moving consumer goods (FMCG) sector, it is essential to have a strong understanding of consumer behavior, as well as an effective branding and marketing technique, a well-managed supply chain and logistics operation, and a commitment to environmental and societal the section that follows is an abbreviated review of the FMCG-related literature.

**Table 2. 4 List of Literature on Fast Moving Consumer Goods (FMCG)**

Sr. No.	Tag	Title Details	Author (s) & Year	Gist	Linkage to the Study
1.	Journal Article	Branding Strategies of FMCG Companies– A case study. <i>International Journal of Research and Analytical Reviews</i> , 5(4), 162-170	Afreen, M. (2018).	The research focuses on the top three selling fast-moving consumer goods (FMCG) brands of bathing soaps in India. The research supports businesses in comprehending the reality of FMCG companies' branding activities. In addition, the research seeks to cover important variables in branding strategies, including Brand Association, Brand Loyalty, and Marketer Perceptions of Selected FMCG Brands.	Connects brand equity with FMCG.
2.	Journal Article	Impact of Promotional Tools on Consumer Buying Behavior: A Case of FMCG Industry. <i>Journal of Marketing Strategies</i> , 3(1), 44-67.	Ali, A., & Muhammad, K. (2021).	This research aims to examine the impact of different marketing techniques, including free samples, product price reductions, free coupons, and buy-one-get-one-free deals, on consumer purchase behavior in Pakistan's FMCG industry.	Shows the influence of different marketing techniques towards FMCG brands
3.	Thesis	<i>The Effect of Celebrity Endorsed Advertisement and Branding on Rural Consumer Purchase Intention towards Selected Personal Care Products in FMCGS</i> (Doctoral dissertation).	Naresh Babu, M. (2016).	This research aims to assess the effect of celebrity endorsement in advertising for fast-moving consumer products and brand image on rural consumers' willingness to purchase personal care items.	Connects CB with FMCG.
4.	Journal Article	Factors Influencing Consumer Decision Behavior in FMCG	Dr. R. Gopinath (2019)	The district of Trichy was selected as the study's sample unit. This research selected 250 participants based on the most practical sampling approach. Structural equation modelling used AMOS 20. The study found that value awareness	Examines factors influencing FMCG Brands.

				positively promotes consumer decision making.	
5.	Journal Article	Practices of brand extensions and how consumers respond to FMCG giants' greening attempts. <i>Journal of Brand Management</i> , 1-18.	Hesse, A., Bündgen, K., Claren, S., & Frank, S. (2022).	This study adds to a greater understanding of FMCG customers' online and offline purchasing habits.	Connects FMCG with consumer buying behavior.
6.	Journal Article	A Study of Exploratory Buying Behavior Tendencies in FMCG Sector. <i>International Journal on Recent Trends in Business and Tourism (IJRTBT)</i> , 1(2), 16-27.	Hyde, A. M., Jain, D., Verma, S. K., & Jain, A. (2017).	This article examines the role of information seeking behavior, product acquisition behavior, and variety seeking behavior in the fast-moving consumer goods (FMCG) industry. The paper also examines the influence of demographic variables on the exploratory behavior of customers.	Revolves around how FMCG sector is growing.
7.	Journal Article	Impact of corporate social responsibility (CSR) practices on consumer behavior (with reference to FMCGs in Tamil Nadu). <i>International Journal of Business and Management</i> , 13(3), 28.	Kannaiah, D., & Jayakumar, A. (2018).	The research concluded that there had been a positive effect on consumers since individuals in Tamil Nadu gave CSR a high importance when making purchases and used it as a criterion for evaluation.	Investigates influences of CSR on CB with reference to FMCG.
8.	Journal Article	Impact of Celebrity Endorsement on Branding of FMCG Products in Indian Small Towns. <i>Pacific Business Review International</i> , 8(4), 1-8.	Makwana, K., Pathak, A., & Maheshkar, C. (2015).	This research aims to evaluate how celebrity endorsements effect the branding of FMCG products in rural India. The research indicates that celebrity endorsement has little to no influence on FMCG product branding in Indian rural communities.	Connects BE with FMCG.
9.	Journal Article	The impact of customer-based brand equity on the operational performance of FMCG companies in India. <i>IIMB Management Review</i> , 28(1), 13-19.	Mohan, B. C., & Sequeira, A. H. (2016).	The research utilises exploratory and descriptive methods. In order to boost business operational performance, brand equity must be handled effectively, according to the research' practical implications.	Finds a link between FMCG and BE.

10.	Journal Article	Effective marketing techniques for global FMCG brands during COVID-19 pandemic crisis. <i>International Marketing Review</i> , (ahead-of-print).	Niros, M. I., Niros, A., Pollalis, Y., & Ding, Q. S. (2022).	This research discusses marketing techniques for global fast-moving consumer goods (FMCG) companies to survive and thrive in the fragile economic environment caused by COVID-19. The authors investigate the indirect effects of consumer ethnocentrism (CET) and consumer confidence (CC) on the influence of customer equity drivers (CEDs) on repurchase intention (RI) for global FMCG businesses. In this inquiry, the mall-intercept strategy is applied. 228 people were randomly approached in major retail and shopping areas in Athens, Greece, and completed the survey.	Investigates FMCG brands during pandemic.
11.	Journal Article	A study on consumer behavior towards selected FMCG. <i>International Journal of Engineering and Management Research (IJEMR)</i> , 5(2), 303-320.	Pallavi, G. S., & Shashidhar, S. (2015).	The study compares the brand awareness of the two mentioned companies.	Connects FMCG with CB.
12.	Journal Article	An empirical research on the behavior of rural consumers towards FMCGs. <i>CHIEF PATRON CHIEF PATRON</i> .	Pradhan, J., & Misra, D. D. P. (2012).	Consumer behavior in regards to consumables, the 4Ps (product, price, location, and promotion), and the 4As have been the primary foci of this research (acceptability, affordability, availability and awareness). Researchers used a standardised questionnaire for the rural Odisha population. The researchers made an attempt to emphasise the similarities and differences between urban and rural India, which contributes in the development of a plan for rural India.	Connects CB with FMCG.
13.	Journal Article	Impact of packaging on consumer buying behavior of fast-moving	Uzair, M. (2021).	Planned as a qualitative analysis of the factors affecting	Connects BE, CB and

		consumer goods in rural areas of Pakistan.		packaged consumer products, the study sought to examine the variables qualitatively. The approach of convenience sampling was used to collect data from market-active marketers.	FMCG together.
14.	Journal Article	Social changes and the growth of Indian rural market: An invitation to FMCG sector	S John Mano Raj, Dr. P Selvaraj (2017).	This article addresses the benefits for FMCG marketers to enter rural markets, the challenges, the distinctions between rural and urban markets, and the suitable marketing strategy, with examples of corporations and their experiences in entering rural markets.	Proves that FMCG faces various social challenges in the market.

#### 2.4. Research Gaps identified:

A research gap is a gap in the knowledge that exists within the area of research that is being investigated by the selected study. Each individual study endeavour needs to make an effort to provide some piece of knowledge that is lacking in the existing literature. If there are no holes in the research, then the study cannot be deemed to be original research. The term "gap" refers to the portion of the territory that has not yet been explored or that has only received a limited amount of attention. A gap may exist in terms of the size, nature, or location of the population; the research technique; the collecting and/or analysis of the data; or any number of other study factors or situations.

Research on consumer behavior of personal care goods that used brand equity and FMCG marketing approaches have given numerous insights, however, there are still notable study gaps. In this particular field, some of the research gaps that were discovered are as follows:

- There is minimal study on how brand equity affects customer purchase decisions in the personal care goods market. While several studies have investigated the influence of brand equity on customer behaviour in the FMCG business, there is a paucity of study particularly addressing how brand equity impacts consumer behaviour in the personal care product sector.

- There is some research on the influence of marketing techniques in the FMCG sector, However, there has been inadequate research done on how FMCG marketing techniques, such as product placement, price promotions, and packaging design, shape consumer behavior in the personal care product industry.
- The effect of cultural and social variables on consumer behavior: Consumer behavior may be impacted by a variety of different factors, including cultural and social influences. But, there has been only a little amount of study done on the ways in which cultural and social issues influence customer behavior in the sector of personal care products.
- The influence of online channels on consumer behavior: In this day and age, when e-commerce and online channels are becoming more popular, the influence of online channels on consumer behavior in the industry of personal care products is an area that needs further research.
- Limited research on consumer behavior in emerging markets: While there exists a substantial body of research on consumer behavior in developed markets, less study has been done on consumer behavior in emerging markets, which are increasingly becoming important markets for personal care products.
- Overall, these research gaps show the need for greater inquiry into consumer behavior in the personal care product business. More specifically, an emphasis should be placed on brand equity, FMCG marketing techniques, cultural and societal issues, the influence of internet channels, and developing markets.

## **2.5. Conceptual framework based on Literature Review & gaps:**

The following conceptual framework is suggested on the basis of a study of the relevant literature and the research gaps that were discovered in the consumer behavior of personal care products while using brand equity and FMCG marketing techniques:

- *Brand equity as a driver of consumer behavior:* The framework recognizes that brand equity plays a critical role in shaping consumer behavior in the personal care product category. It includes the key elements in brand equity identified by Aaker and Keller, such as brand loyalty, brand awareness, perceived quality, brand associations, and further proprietary assets.
- *FMCG marketing techniques as drivers of brand equity:* This framework recognizes that FMCG marketing techniques are critical in building and managing brand equity in the

personal care product category. It includes a range of techniques, such as advertising, promotions, packaging, design, and social media.

- *Consumer behavior are the outcomes:* The framework recognizes that the ultimate goal of building brand equity and using FMCG marketing techniques is to influence consumer behavior in the personal care product category. It includes a range of consumer behavior outcomes, such as purchase behavior, product usage, repeat purchase, and advocacy.
- *Moderating factors:* The framework recognizes that the relationship between brand equity, FMCG marketing techniques, and consumer behavior outcomes is influenced by a range of moderating factors. These factors include demographic characteristics, psychographic factors, cultural factors, and situational factors.
- *Research gaps and opportunities:* The study on consumer behavior of personal care products using brand equity and FMCG marketing techniques can address some research gaps in the literature, including limited research on how brand equity influences consumer behavior specifically in the personal care product industry, the influence of FMCG marketing techniques on consumer behavior in this industry, the influence of cultural and social factors on consumer behavior, the function of online channels in shaping consumer behavior, and the need for more research on consumer behavior in emerging markets. By exploring these gaps, your study can enhance understanding of consumer behavior in the personal care product industry and provide insights for marketers and practitioners in this field.

This conceptual framework provides a comprehensive and integrated approach to understanding the complex relationship between brand equity, FMCG marketing techniques, and consumer behavior in the personal care product category. This category includes products such as shampoo, conditioner, body wash, and other similar items. It brings to light the significance of developing and maintaining powerful brands, using efficient marketing techniques, and taking into consideration the moderating elements that impact the behavior of consumers. In summary to this, it outlines research opportunities and gaps that have the potential to direct future study in this significant field.

## **2.6. Summary:**

This chapter provides an overview of previous conceptual and empirical research that is pertinent to the current investigation. This has served as motivation for a wide variety of

academics to carry out an extensive number of research that reveal the buying habits of customers for a variety of companies. This chapter covers the many different forms of customer purchase behavior that are related with fast-moving consumer goods and consumer durables. This chapter presents a comprehensive examination of the most recent studies on consumer behavior, motivation, and the elements that influence it in relation to fast-moving consumer goods (FMCG) and consumer durables. This research will evaluate how the perceived value of a brand influences the purchase choices of customers. The researcher has made an effort to assemble data from relevant studies and previous research on consumer purchasing behavior and brand equity in order to analyze and determine the primary components for the study. These studies and earlier studies focus on consumer buying behavior and brand equity. The field of consumer behavior examines the processes by which people (either as individuals or as groups) choose the services and activities they engage in in order to gratify their desires and requirements. The atmosphere that a consumer is in has an effect on how they think, feel, and behave in that location. Examples of environmental elements include things like comments obtained from other consumers, product style, packaging, advertising, and value. This chapter looks at the literatures that discuss the roles and functions of brands and brand equity to furnish a theoretical framework for the research. In conclusion, this current research demonstrates that customer behavior is more favourable towards a brand, as shown by specific accurate and reliable metrics of recent consumer behavior on things (as proved by the aforementioned demonstrations).

**CHAPTER 3**  
**RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

In this chapter, the research techniques used in the present study are described. The methodical and scientific approach used to tackle the research task is called as research methodology. This chapter presents the methods adopted to solve the selected research issue. The research approach describes the methodologies, resources, tools, and procedures employed to solve the described problem. From a range of options, the tools and statistical analysis techniques most suited to the data's nature are selected. The aim of the research process is to minimize errors in data collection and data processing.

It seems to reason that various issues relating to the same topic may need distinct approaches to analysis. The issue could have more than one viable answer. The accuracy, applicability, and effectiveness of research may be influenced by the methodology choice; thus, careful consideration is paid to methodology selection.

### **3.2 RESEARCH QUESTIONS**

Building upon the key aspects of the reviewed literature outlined in the previous chapter, the study endeavours to highlight the following research questions:

- To what extent do the various components of brand equity cause buyers in the FMCG market to feel loyal?
- How demographic factor affect consumer behavior?
- What are the factors that should guide the creation of effective marketing plan?
- What were the influencing variables that led to the conversion of brand loyalty into customer-based brand equity?
- What influence does brand equity have on consumer behavior regarding personal care products?

### **3.3 RESEARCH PROBLEM**

The personal care products market is highly competitive, and brands rely heavily on their marketing techniques to attract and retain consumers. However, there is limited understanding regarding the efficacy of different marketing techniques and the impact of the same on consumer behavior in this industry. Specifically, there is lack of research examining the connection/ relationship between brand equity and FMCG marketing techniques on consumer behavior in the personal care products market. Therefore, the research problem explored in this

current study to explore the influencing insight of Brand equity and FMCG marketing techniques on consumer behavior in the personal care products market.

### **3.4 RESEARCH OBJECTIVES**

Aims of the investigation are interpreted outcomes that a system or researcher wants to accomplish within a certain time frame and with the resources at hand. It should be succinctly and clearly stated. Following a comprehensive evaluation of the literature, the proposed research aims to accomplish the following objectives:

1. Study the influence of demographic factors on consumer behavior patterns for personal care products.
2. Develop a framework of factors that are perceived to influence brand equity within FMCG marketing techniques and consumer behavior patterns with regards to Personal care products.
3. To study how marketing strategy, Consumer Behavior, and Brand Equity interact with personal care items while developing an appropriate model
4. To Evaluate the mediating role that Brand Equity has on shaping Consumer's Behavior for products belonging to personal care category

### **3.5 HYPOTHESIS**

Since a hypothesis acts as a conjectural solution to a problem, we will first build a hypothesis delved on the issue at hand before identifying the outcomes based on literature study. A statement drawn from theory, selection of facts, and direction of research are all made possible by hypothesis. It also helps us to replicate research, draw logical conclusions, relate variables, and provide information on relationships between variables.

#### **Hypothesis Development**

Hypothesis formulation entails designing the experimental hypothesis through variables of relevance, shadowed by the definition of sampling techniques, the entire population for the study, and the entire target population. The sampling method chosen is determined by the survey's objective as well as the survey technique used. The approach includes strict efficient investigation, which requires that each hypothesis be preceded by an equivalent null hypothesis, and that its validity be evaluated. The primary distinction between the two null hypotheses is that the first is less restrictive and has a lower likelihood of rejection than the

second. The resulting hypothesis was formed by combining these alternative hypotheses to assess the connection between various FMCG and Durable product factors. We use statistical analysis to test the following hypothesis.

Following hypotheses have been developed for analysing *Objective 2- To examine how demographic factors, affect consumer behavior.*

#### **Hypothesis- H2a**

- There is no significant difference among Gender regarding Consumer Behavior for FMCG
- **H2a (Alternative):** There is a significant difference in Consumer behavior between Male Vs Female respondents.

#### **Hypothesis-H2b**

- There is no significant difference among education level regarding Consumer Behavior for FMCG
- **H2b (Alternative):** There is a significant difference in Consumer behavior due to the education level of respondents.

#### **Hypothesis- H2c**

- There is no significant difference among marital status Consumer Behavior for FMCG
- **H2c (Alternative):** There is a significant difference in Consumer behavior based on the marital status of respondents.

#### **Hypothesis- H2d**

- There is no significant difference among age groups Consumer Behavior for FMCG
- **H2d (Alternative):** There is a significant difference in Consumer behavior based on the age groups of respondents.

#### **Hypothesis- H2e**

- There is no significant difference among employment status Consumer Behavior for FMCG

- **H2e (Alternative):** There is a significant difference in Consumer behavior based on the employment status of respondents.

### **Hypothesis- H2f**

- There is no significant difference among income level Consumer Behavior for FMCG.
- **H2f (Alternative):** There is a significant difference in Consumer behavior based on the income level of respondents.

Following Null hypotheses have been developed for analysing *Objective 3- To comprehend how marketing strategy, Consumer Behavior, and Brand Equity interact with personal care items while developing an appropriate model.*

**H3a:** There is no significant direct impact of FMCG Marketing on Consumer behavior

**H3a (Alternative):** There is a significant direct impact of FMCG Marketing on Consumer behavior.

**H3bo:** There is no significant impact of Marketing strategy FMCG Marketing on Brand Equity

**H3b (Alternative):** There is a significant direct impact of FMCG Marketing on Brand Equity.

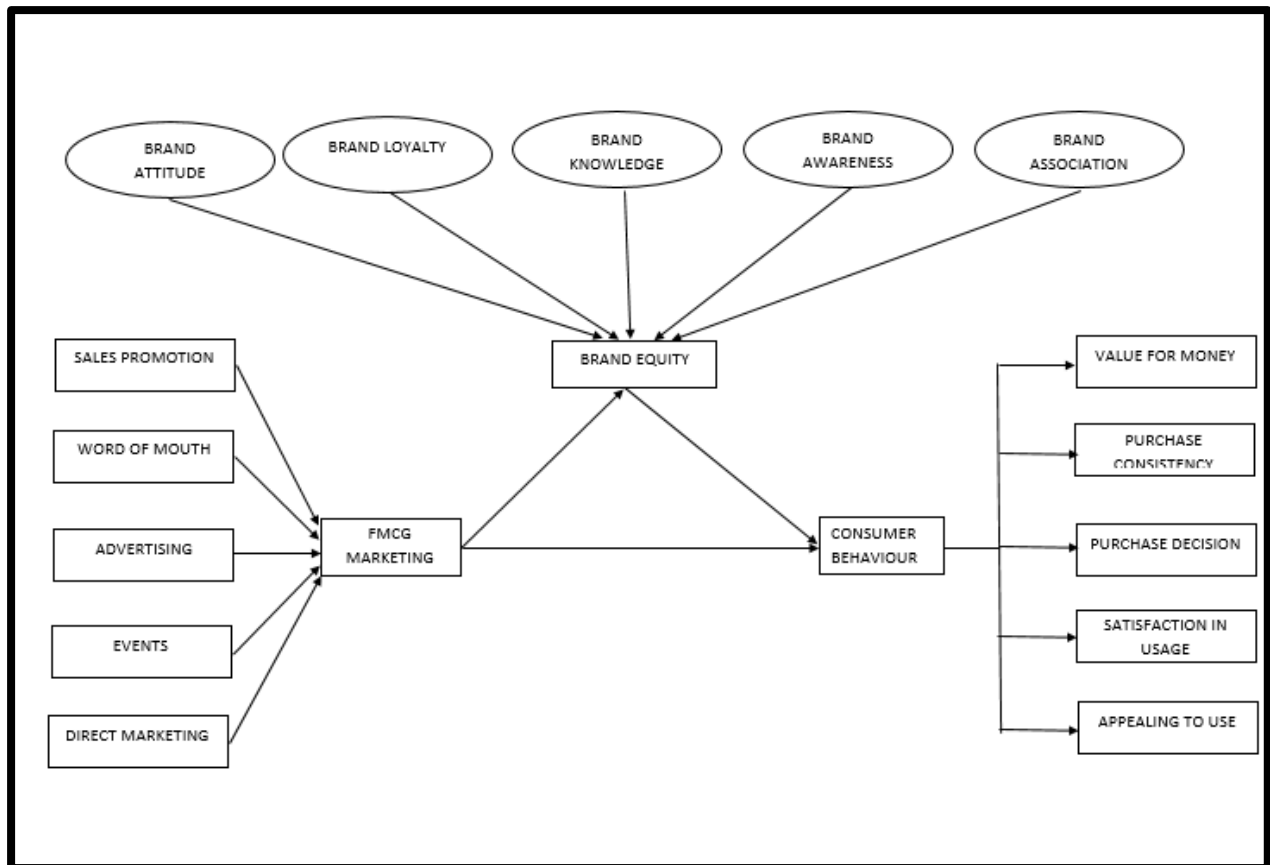
**H3c:** There is no significant direct impact of Brand Equity on Consumer Behavior

**H3c (Alternative):** There is a significant direct impact of Brand Equity on Consumer Behavior.

\*\*Assumption: All above mentioned independent variables are categorically measured in questionnaire

### 3.5.1. DEVELOPMENT OF RESEARCH MODEL

Below is a diagram of the study's conceptual framework:



*Figure 3. 1 Conceptual model*

#### **FMCG Marketing, Brand Equity and Consumer Behavior Dimensions**

##### **i. FMCG Marketing**

Marketing, as per the American Marketing Association (AMA), is organising and carrying out the ideation, costing, advertising, and distribution of concepts, products, and services in order to generate exchanges that meet both individual and corporate goals. The following dimensions of the FMCG marketing are involved in the proposed model for the study-

- Sales Promotion
- Word of Mouth
- Advertising
- Events
- Direct Marketing

**Word of Mouth:** Word-of-mouth marketing is the practise of promoting a company's products or services by encouraging customers to talk positively about them with their friends and family. (Or WOM marketing). At its core, it is essentially unpaid advertising that is generated by the positive experiences that customers have, which often exceed the standards set by those customers.

**Sales promotions** include offers such as "buy one, get one free" bargains for consumers or "buy twelve cases, get one at a 10% reduction" offers for merchants, wholesalers, or dealers. Sales incentives are marketing activities that have the short-term purpose of boosting the underlying value of an item or service.

**Direct marketing** aims to provide people with products or services directly rather than via a retailer. Catalogues, cold calling, sending brochures and other promotional materials, and shopping networks on television are all examples of conventional direct marketing techniques. Email and smartphone marketing are examples of next-generation direct marketing techniques.

**Advertising:** Any kind of explicitly sponsored paid promotion of ideas, goods, or services. A particular audience has historically been targeted in advertising messages, which have made use of mass media including radio, television, newspapers, and magazines. The weekly fliers that supermarkets ship to nearby homes or online banner ads that are tailored to individuals based on the websites they visit or the internet search terms they employ are just two examples of how advertising may target people based on their profile attributes or activity.

**Events:** Despite the marketing landscape's continued transition towards digital media, event marketing is still regarded as a top trend. Events provide marketers a vital chance to build rapport and trust with a prospective customer by adding the individualised touch that digital media may sometimes lack. Customers have the prospect to involve with businesses directly and acquire a feel of their exclusive brand personality.

## **ii. Brand Equity Dimensions**

Aaker's Brand Equity model was taken into consideration as a starting point, and scales from earlier studies were employed to measure the components. The BE model by Aaker suggests three dimensions which are also considered in research model are:

1. Brand loyalty
2. Brand awareness

### 3. Brand associations

Two additional dimensions are taken in model which is

### 4. Brand Knowledge

### 5. Brand attitude

## **Brand Loyalty**

Brand loyalty is the degree of a customer's devotion to a particular brand. (Aaker, 1991). It demonstrates the propensity for a client to switch to a new brand, particularly when that brand changes its price or the characteristics of its offerings. It is typically at the core of a brand's equity since there is likely little equity if customers don't care about the brand and instead base their purchases on features, price, and convenience. As brand loyalty increases, the customer base's vulnerability to competitive activity lowers.

## **Brand Awareness**

Brand awareness refers to a prospective customer's ability to recognise or remember that a brand is associated with a certain product category. Brand names and their respective categories tend to go hand in hand. A brand's awareness might be anywhere along a continuum, from a tenuous feeling of familiarity to the confidence that the brand is exclusive to the product category. This continuum of brand awareness may be divided into three separate degrees. The role of brand awareness in BE will depend on the environment and level of awareness. (Aaker, 1991).

## **Brand Associations**

A brand association is something that is "related" to a brand in the mind. Not only is the connection actual, but it also has some influence. The more times a person is exposed to a brand's messaging or events, the greater their affinity with it will be. Additionally, if it is backed by a network of extra connections, it will become more resilient. It develops due to customer's imprint of the brand, which may be created by the marketer, created by the consumer himself via first-hand product experience, and/or created by the consumer through inferences based on prior connections. Numerous links exist between various factors, such as a product's intangibles, benefits for customers, applications, users, people, and personalities, as well as relationships with competitors and geographic areas. (Aaker, 1991).

**Brand Attitude:** Customer behavior is based on brand attitude, which is an individual's positive or negative perception of themselves, their emotional state, and their tendency for certain behaviors. It speaks about a customer's general impression of a branded item.

**Brand Knowledge:** Consumers' comprehension and memory of a brand and its products are referred to as brand knowledge. The capacity of the customer to recall, for instance, or connect a brand with the appropriate: Goods, Brand Story, Brand Image, Brand Associations

### iii. Consumer Behavior Dimensions

Value for money, purchase consistency, purchase decision, appealing to use and satisfaction in usage are the dimensions of consumer's behavior that are considered in this model.

**Value for money:** This dimension talks about the perception of consumers about receiving high-quality value for the price they pay for a particular product. Consumers assess the benefits and value of the product relative to its cost and then decide on purchase decision based on whether they perceive it as good value.

**Purchase consistency:** This dimension denotes to the extent to which consumers consistently purchase the same product over time. Consumers who exhibit high purchase consistency generally are brand loyal and are more probable to continue purchasing a product if they are satisfied with it.

**Purchase decision:** This dimension refers to the process by which consumers make the purchase decision, including the factors that affect their decision-making. Factors that may influence a consumer's purchase decision include brand reputation, product features, price, and promotions.

**Appealing to use:** This dimension refers to a product's design, packaging, and branding appeal to consumers and make the product attractive to use. Consumers are inclined to purchase a product if it has an attractive appearance and design.

**Satisfaction in Usage:** This dimension refers to the degree of satisfaction that consumers experience with a product after purchase. Consumers who are content with a product are more probable to repurchase it in future and also will recommend it to others.

The conceptual model proposes that FMCG Marketing Techniques influence the development of Brand Equity, which, in turn, influences Consumer Behavior. By studying the relationships between these dimensions, the current study can offer understandings into how businesses can

effectively use FMCG Marketing Techniques to build Brand Equity and influence Consumer Behavior in the context of personal care products.

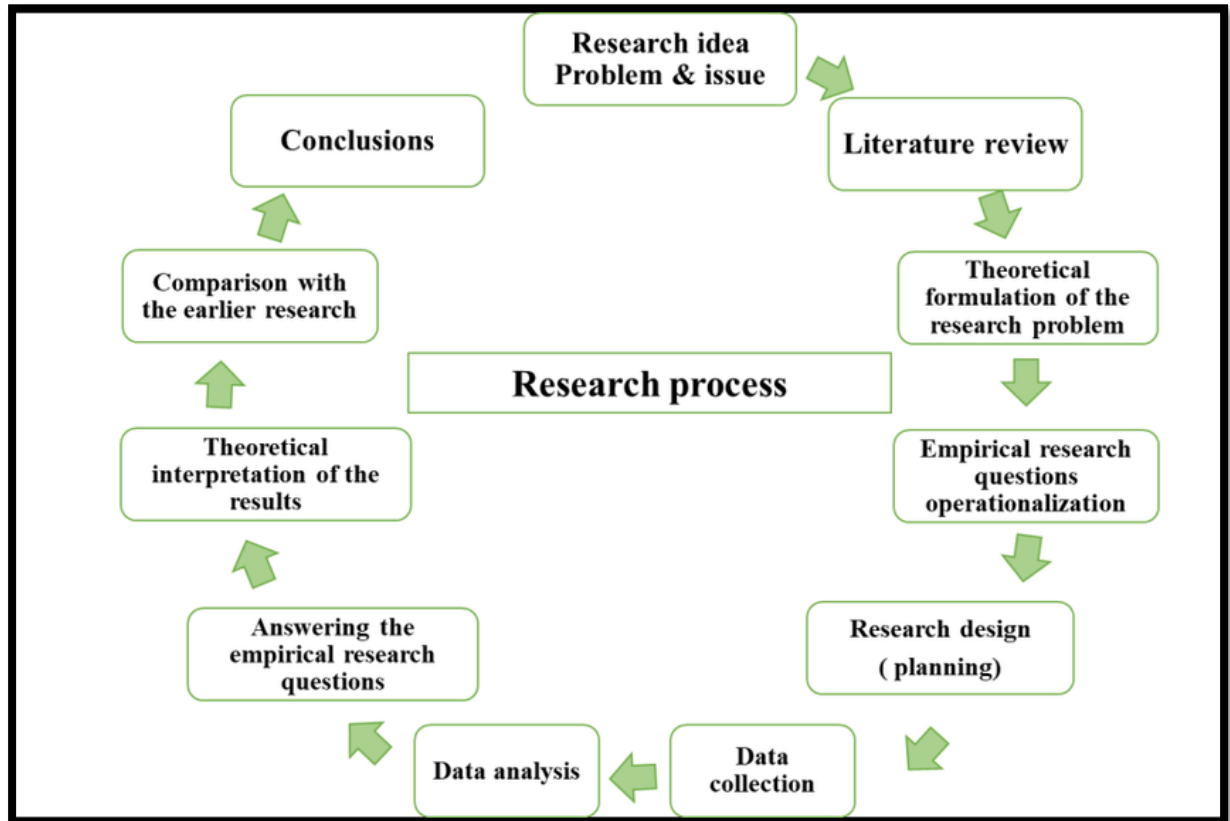
### **3.6 RESEARCH DESIGN**

The term “research design” illustrates how the scholar supported by a thorough literature assessment, combines numerous research approaches and components in a logical manner to successfully solve the research topic. In simple terms, it provides a solution to the issue of “how” to carry out research employing a specific technique. The research design is used to provide the answers to research questions that researcher has prepared.

The most of the past research in review of literature on FMCG products used a questionnaire-based methodology and added valuable insights about consumer behaviours on brand equity and FMCG products. Few studies have used qualitative research that drew on research from diverse domains to investigate the consumer behavior. But they couldn't pinpoint the correlations between the factors with the same accuracy as research using questionnaires. Investigate consumer behavior in light of this phenomenon, the design chosen for this current study is the **qualitative and quantitative** nature. This current study is both qualitative and quantitative in nature as constructs are collected from literature review which is qualitative & the analysis is quantitative in nature.

### 3.7 STAGES OF RESEARCH

The graphic that follows illustrates the steps of the research procedure carried out for the present study:



*Figure 3. 2 Research Design*

#### **Identifying the problem**

Firstly, the personal care industry is an extremely competitive market with numerous different brands trying for consumer attention. Therefore, understanding consumer behavior and decision-making processes is critical to developing effective marketing techniques and gaining a competitive advantage. Secondly, FMCG marketing techniques have become increasingly popular in recent years, and it is essential to determine their efficacy in promoting personal care products. This information can help brands to develop effective marketing campaigns and allocate resources more efficiently. Thirdly, the personal care industry is constantly evolving, and consumer preferences and attitudes are subject to change. Conducting research on these factors can help companies stay up-to-date with consumer trends and adapt their marketing techniques accordingly. Finally, a deeper understanding of consumer behavior and brand equity in the personal care industry can inform business strategy and decision-making, ultimately leading to increased profitability

and market share. Therefore, research on this topic is essential for both academic and practical reasons.

### **3.8 SCOPE OF RESEARCH**

The study entitled "Consumer Behavior of Personal Care Products Using Brand Equity and FMCG Marketing Technique" aims to gain an understanding of the consumer behavior pertaining to personal care products. Specifically, the study seeks to examine the impact of brand equity and FMCG marketing techniques on the decision-making process of consumers.

Furthermore, the research investigates the efficacy of Fast-Moving Consumer Goods (FMCG) marketing techniques in endorsing personal care products. The scope of this research is to ascertain the optimal marketing techniques for endorsing personal care items and their impact on consumer conduct. The present study also examines diverse consumer segments, including gender, age, income, and lifestyle, to gain insight into the impact of these factors on consumer attitudes and actions towards personal care products.

### **3.9 RESEARCH INSTRUMENTS- STRUCTURED QUESTIONNAIRE**

#### **3.9.1 Designing the Questionnaire.**

The questionnaire method of data collection was employed in this research. Questionnaire was selected as a research instrument or tool since it is a practical and efficient way to capture data from lot of respondents. Data is grabbed by asking respondents to react to series of statements. Opinions on given statements were gathered using a Likert Scale having options from “strongly disagree” to “strongly agree” Each section of the questionnaire was crafted carefully in such way so that it will be simple to grasp by all responders and clear and well organized. To eliminate confusion and make sure the responders received the intended message, the statement’s language was reviewed.

### 3.9.2 Details of items in questionnaire

Table 3. 1 Details of questions in questionnaire

<b>Variable nature</b>	<b>Construct</b>	<b>Sub-construct</b>	<b>No. of questions</b>	<b>Total</b>
<b>Independent</b>	<b>FMCG Marketing</b>	Sales Promotion	5	25
		Words of Mouth	5	
		Advertising	5	
		Events	5	
		Direct marketing	5	
<b>Independent</b>	<b>Brand Equity</b>	Brand Attitude	8	45
		Brand Loyalty	10	
		Brand Knowledge	5	
		Brand Association	5	
		Brand Awareness	17	
<b>Dependent</b>	<b>Consumer Behavior</b>	Value for money	9	32
		Brand Positioning	4	
		Purchase decision	10	

		Satisfaction on usage of Brand	5	
		Appealing to use	4	

### 3.9.3 Questionnaire designing Process

A total of 102 questions related to FMCG marketing, brand equity and consumer behavior were utilised in the questionnaire. Additional 6 questions on the demographic profile and four questions related to personal care products were designed in the beginning of the questionnaire. These additional demographic questions were introduced to extract data on Gender, age, education, employment, income, and marital status. For each of these questions, there were 2 to 5 possible answers. Personal care products related questions are introduced to assess their personal care preferences and habits. The demographic and variable specific measures are described below in table 3.2.

*Table 3. 2 List of specific and general type measure used in questionnaire*

Question Number	Parameter	Type of question
I	Gender	Demographic
II	Age	Demographic
III	Education	Demographic
IV	Occupation	Demographic
V	Income	Demographic
VI	Marital Status	Demographic
1-4	Personal Care Products	Personal Care Products Preferences

5-29	FMCG Marketing	Independent variable specific
30-74	Brand Equity	Independent variable specific
75-106	Consumer Behavior	Dependent variable specific

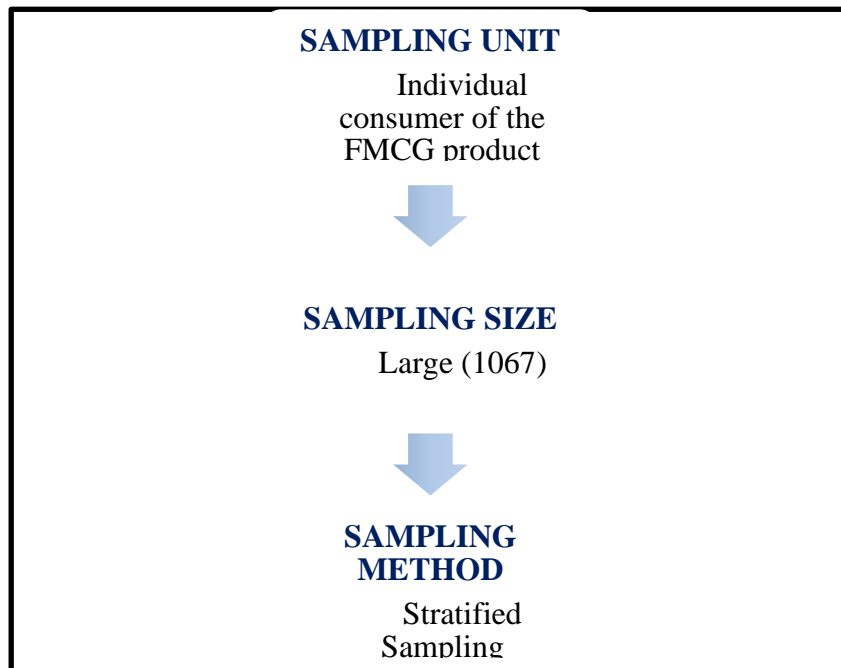
The questions were rigorously checked to guarantee that respondents did not experience ambiguity or reluctance to make truthful answers. This activity was crucial for reducing measurement error during data collecting. The constructs were organised according to the indications they reflect, with the independent variable positioned first and the dependent variables following.

### **3.10 POPULATION OF THE STUDY**

In the context of the 2011 census statistics, Bangalore city emerges as a notable urban hub, characterized by its extensive geographical expanse of 709 square kilometres. The population of the city was documented as 8, 443,675 individuals, with a very even distribution between male (4,391,723) and female (4, 051, 952) genders. One notable observation is that population of Bangalore city constituted a significant proportion i.e., 87.76% of the overall population residing within its geographical confines (Statistical Reports, 2019).

### 3.11 SAMPLING PLAN

The sample design gives specific information on the sample, its size and the sampling technique used to acquire information on the participants.



*Figure 3. 3 outlines of the sampling design*

- **Sampling unit.** It gives information on the demographic category that will be investigated. Individual consumer of the FMCG products is considered as sampling unit.
- **Sampling Frame:** This study's sampling frame is determined by age categories and distribution of males and females within each group. It divides the population of FMCG consumers into different age segments with gender breakdown for each. This framing facilitated a granular analysis of FMCG consumer preferences and behaviors across various demographic profiles. By stratifying the population according to age and gender, this sampling frame ensured that the sample selected for current research included individuals from different age groups and maintains gender balance within each group. This framework contributed to a comprehension of this consumer base by providing more in-depth insights into how age and gender impact consumer behavior.
- **Sample Size:** The sample size is a measurement of the number of individual samples present or observed during an experiment or survey. Because there is a large population of FMCG customers and determining sample size is difficult due to the complicated effect of many Demographic Variables such as age, gender, occupation, and education,

P = 0.5 was chosen for this purpose (Sharma, 2014). This will allow us to provide the largest sample size possible.

$$\begin{aligned}n &= (Z_{\alpha/2})^2 pq / E^2 \\n &= (1.96)^2 \times 0.5 \times 0.5 / 0.03^2 \\n &= 1067.11\end{aligned}$$

where p is the estimated percentage of a characteristic that is found in the population

Z is the Standard Value corresponding to a Confidence Level of 95%=1.96

E=acceptable Error = 3%, and

q is 1-p (i.e., 1-0.5=0.5)

So, in the present research, researcher took the sample size of 996 from the population.

- **Sampling Method:** The sampling method or sampling technique in statistical data is the act of researching a demographic by acquiring relevant information and evaluating that data. It is the standard of the data in which the sampling unit is huge.

The current study employs **Stratified Sampling** as its sampling strategy.

To ensure a systematic and unbiased random sampling for our research in Bangalore, rigorous methodology was employed. The city of Bengaluru, a sprawling and heterogeneous metropolis, was intentionally partitioned into four distinct geographical regions, namely North, South, East and West. The implementation of this split facilitated the establishment of a methodical sampling frame, wherein each zone serves as a discrete stratum. The primary objective of our strategic approach was to guarantee that our sample encompassed a comprehensive representation of the entire population and also represents potential differences in the demographics and behavior of customer's diversity existing in different zones. Initially the population was segmented into more homogeneous groups by designating each zone as a distinct stratum. Then random sampling methodology was employed within each stratum to choose participants for the study. In order to avoid selection bias and guarantee that each possible participant in a given zone has an equal and impartial chance to participate in the study, randomness was essential.

Within each zone, a random sampling procedure was conducted using pre-established randomization technique. For instance, to enlist participation, a randomized list of local stores, shops and malls was prepared in North zone and the consumers arrived on shops were

approached for participation. This randomization procedure was maintained throughout all zones by repeating this procedure in the South, East and West zones. In order to maintain the required level of representativeness, data collection efforts were strategically deployed in accordance with the planned sampling limit. By this, the study was able to generate a sample that was both geographically and demographically representative of Bangalore and ensured to have contributed proportionately to the total results. The validity and reliability of the survey were also supported by this approach, which offer insightful information about FMCG consumer behavior in the diverse geographic background of the city.

➤ **Actual Sample Size considered**

Data from 1200 respondents were gathered, and following verification, data from 996 were taken into account. As a result, the study's actual sample size (996), which was smaller than calculated sample size, was still consistent with the estimated sample size.

*Table 3. 3 detail of sampling plan*

<b>Place of the study</b>	<b>Sample size calculated</b>	<b>Actual sample size considered</b>	<b>Pilot study respondents</b>
Bengaluru, India	1067	996	100

**3.12 DATA COLLECTION**

During the course of this research, only primary data is utilized.

**Primary Data:** The data that is directly acquired by the researcher and was previously unavailable is referred to as "primary data." Primary data are newly gathered data that provide information about a specific topic. It contains the researcher's and respondent's own observations.

**Data Source:** Structured questionnaire served the main source of the primary data collection. A questionnaire was distributed in and around Bengaluru, and data was acquired from 1200 respondents by collecting and compiling their responses.

**Administration of the Questionnaire**

With the people's informed permission, the study's overall purpose was outlined, and a questionnaire was distributed. The respondents' ages were confirmed to be within the acceptable range.

Just 1112 of the 1200 participants polled actually filled out the questionnaire. Some questionnaires had almost half of the questions left blank. Several filled questionnaires contained the identical answer to every question, making them stand out. After removing such irrelevant filled form, 996 valid ones remained.

**Table 3. 4 Detailed information on Primary data collection**

<b>Specifics</b>	
Source of Primary Data	Questionnaire
Total Questionnaire recipients	1200
Total responses obtained	1112
Number of valid responses	996

### **Data Collection Process**

Once the data was checked for completeness, data was entered to database. While entering the data it was made sure that entered data was accurate and error free. After that coding of responses was done in which numerical values to the responses were assigned. questionnaire was on a scale of 1 to 5, so we assigned the numerical value of 1 to the response of "Strongly disagree" and the numerical value of 5 to the response of "Strongly Agree". After this data was cleaned and prepared for analysis. This involved the removal of duplicate responses and formats the data for analysis.

### **3.13 PILOT STUDY**

Pilot research was conducted to ascertain the scale's viability, reliability, and validity before the beginning of the full research. The reason behind conducting the pilot research was check and ensures that the instruments to be used are suitable for fulfilling the study's goal. In

addition to this, this study might reveal any potential area for failure in the main research as well as any occasions where the suggested procedures or instruments are ineffective or overly complex. The outcomes of the pilot research would substantially aid in perfecting the final research's instruments.

A pilot study was undertaken on a chosen sample of 100 in and around Bangalore for this aim. 102 items on dependent and independent variables as well as 6 questions on demographic and general topics made up the questionnaire utilised for the pilot project. Responses were compiled using a Likert scale, which had 5 alternatives ranging from "strongly disagree" to "strongly agree" and everything in between. After running the data via correlation, regression and factor analysis, the findings of the pilot research were produced. Additionally, descriptive data were acquired.

**Findings-** The pilot testing group was comprised of 57 % males and 43 % females. Factor analysis and Cronbach Alpha values were used to determine the measuring scales and their reliability. The outcomes are displayed below:

*Table 3. 5 Findings of Pilot Study*

S. No.	Name of the scale	Number of items in the pool	Number of items in the scale	Cronbach alpha value
1	FMCG Marketing	25	25	0.785
2	Brand Equity	47	45	0.856
3	Consumer Behavior	32	32	0.792
	<b>TOTAL</b>	<b>104</b>	<b>102</b>	

- During factor analysis, we removed items that only loaded below 0.5 and kept only those that loaded over that threshold. 2 questions had less than 0.5.
- 102 questions were found to load into three factors.

- Cronbach's alpha was employed to ascertain the consistency of the components. Factor dependability is strong if the value is greater than 0.7. There was a high degree of dependability across the board, as indicated in table
- Two questions from questionnaire were difficult to understand hence they were altered from the questionnaire in final research. Both the questions belonged to brand equity scale. The final instrument used to administer the primary study is detailed in Appendix I.

### 3.14 DATA ANALYSIS FRAMEWORK

The data was analyzed using the *Chi square* approach, the *P-value* determination method, and hypothesis interpretation. In the current study, *multiple data analysis* approaches are employed to assess the replies. The demographic information of the respondents was taken into account in the study. Another component that shall be employed for the evaluation of the correlation matrix was brand equity. The validity of the Cursory Model Fit values was also examined. Demography's influence on consumer behavior was also assessed.

- **Interpretation of Correlation Matrix:** How strongly two variables are associated may be seen in the correlation matrix. In a matrix format, it shows how many possible value combinations are related to one another. We used a correlation matrix to analyze and interpret the results of a massive dataset. By scrutinizing the values in each cell in the matrix, we calculated the Pearson Correlation Coefficient for each possible pairwise combination of variables.
- **Confirmatory Factor Analysis (CFA)- Using SEM:** Determining the role of latent or unobserved variables in explaining observable phenomena is the goal of confirmatory factor analysis, a Structural Equation Modeling (SEM) and factor analysis approach. The specification of factor loadings was consisting of a collection of regression statements from the factor to the observed variables. When a loading was not given, it is presumed to be fixed at 0. Confirmatory factor analysis typically used statistical programmes like AMOS, LISREL, EQS, and SAS.
- **Partial Least Square (Structural Equation Modelling Method), Using Tool Smart PLS:** This method calculates regression models by means of partial least squares (PLS, often called "projection to latent structure"). Ordinary least squares (OLS) regression, canonical correlation, and structural equation modelling are alternatives to PLS as a predictive approach. PLS is especially helpful when predictor variables are highly

linked or when predictors exceed the instances. PLS combined the essentials of multiple regression and the principal component analysis. It began by identifying group of latent factors that accounts for the greatest amount of covariance between the independent and dependent variables. The values of dependent variables were then predicted using a regression step that uses the independent variables' breakdown.

**Table 3. 6 Data Analysis Framework**

<b>STEPS</b>	<b>TOOLS USED</b>
Organization and cleaning	Excel (Data Cleaning)
Calculation of central tendency	Mean (Descriptive Analysis)
Association of Variables	Correlation
Questionnaire Validity and Reliability	Cronbach alpha and Confirmatory Factor Analysis
Hypotheses Testing	Structural Equation Modelling (PLS), t-Test, one-way ANOVA, descriptive analysis

### **3.15 SUMMARY**

This chapter on research methodology encapsulated the significance of methodology in research activity and shed light on how picking the right research strategy may aid in accomplishing research aims. As deciding on a methodology relied on understanding the issue at hand, we provided background information in the format of research questions. To be eligible for inclusion in the study, each of the research questions must be appropriate, tractable, and adhere to the established methodology. The presentation continued with the issue statement, the backbone of every investigation. This part discussed the reason to pursue this research in FMCG sector.

Next then was a discussion of the project's objectives and the hypotheses that emerged from them. The study design outlined how these hypotheses would be investigated in order to provide the anticipated outcomes. The design highlighted the processes and resources that were used. Sampling is an essential part of collecting primary data. The sampling plan details everything from the sample unit and size to the method of data collecting. This was followed

by an analysis of the data collection process itself. This chapter concludes with a discussion of the pilot study that was conducted prior to the main study, its results, and the ways by which the questionnaire was modified at the last minute. In addition, the data analysis framework was discussed in this chapter. Structural equation modelling has been approved for studying and assessing ties between entities. As a result of SEM's usefulness in prior studies, it was used for this investigation. The following chapter of the research will include data interpretation and analysis.

**CHAPTER-4**  
**DATA ANALYSIS AND INTERPRETATION**

## **1. INTRODUCTION**

The chapter on data processing and interpretation is an essential aspect of every research effort, as it helps in drawing meaningful insights from the collected data. In this chapter, the data collected from our research study on FMCG marketing and consumer behavior for personal care products is analyzed and interpreted.

The main aim of this study was to create a group of constructs that people believe will determine brand equity, using FMCG marketing and consumer behavior. It was also aimed to comprehend how marketing technique, consumer behavior, and brand equity interact with personal care items while developing an appropriate model. In addition, how demographic factors influence consumer behavior and researched the mediating impact of brand equity on personal care products' consumer behavior is examined.

To achieve these objectives, data from a sample of 996 respondents using a structured questionnaire was collected. Statistical tools such as Factor Analysis, Confirmatory Factor Analysis (CFA), Hypothesis Testing, and Structural Equation Modeling (SEM) were run to analyze and interpret the data.

In this chapter, the results of our analysis and interpretation of the data collected in response to each objective are presented. Detailed explanations and interpretation of the results obtained from each statistical tool used in this study are presented. The chapter will conclude with recommendations for creating an effective marketing plan created on the insights gained from the data analysis and interpretation.

### **0. Descriptive Analysis and interpretation**

#### **1. Demographic profile of the respondents**

##### **1. Gender**

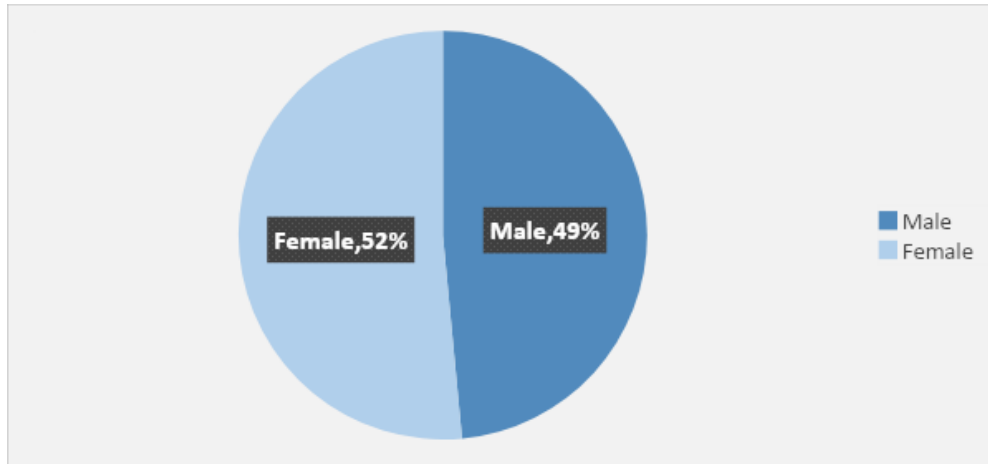
Gender is often considered as an important demographic variable that can influence consumer preferences and behavior. Understanding the gender distribution of the target market can provide valuable insights for companies in the personal care industry to develop and promote their products more effectively.

According to the analysis and interpretation displayed in table 4.2 and Figure 4.1, there were 483 male respondents and 513 female respondents. This indicates that the survey had a relatively balanced representation of both genders, allowing for more accurate insights into consumer behavior across genders.

**Table 4. 2 Gender profile of the respondents**

<b>Gender</b>	<b>Total count</b>	<b>Percentage</b>	<b>Mean</b>
<b>Male</b>	483	48.5	
<b>Female</b>	513	51.5	
<b>Total</b>	996	100	

**Figure 4. 1 Interpretation of Gender profile**



Analysis reveals that the 52% of the respondents are female, and remaining 48% are male, thus the companies can adapt their marketing techniques to appeal more to women by emphasizing features and benefits that are important to them.

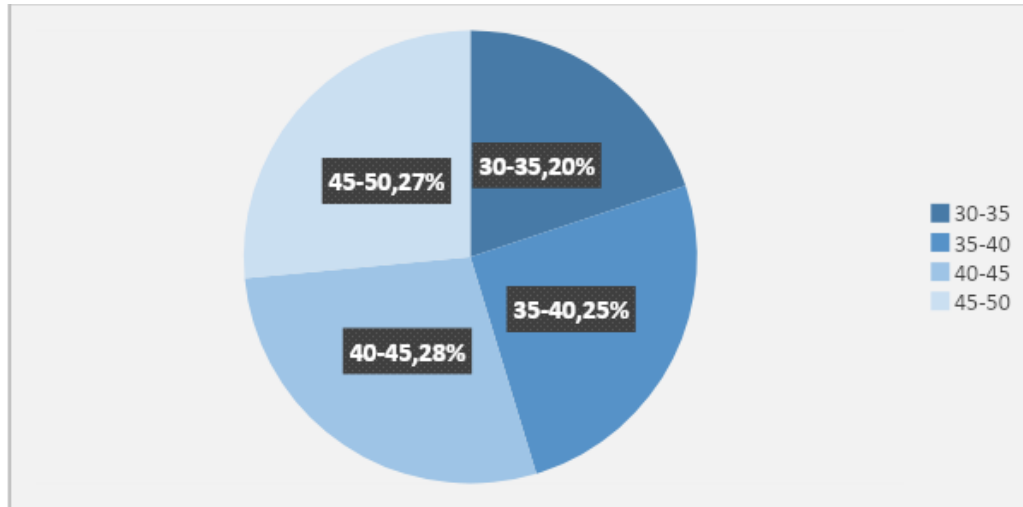
**0. Age**

The data provided in table4.3 and Figure 4.2 shows the distribution of respondents as per their age.

**Table 4. 3 Age Distribution of Respondents**

<b>Age Group</b>	<b>Number of respondents</b>	<b>Percentage</b>
<b>30-35</b>	198	19.9
<b>35-40</b>	253	25.4
<b>40-45</b>	281	28.2
<b>45-50</b>	264	26.5
<b>TOTAL</b>	996	100

**Figure 4. 2 Interpretation of Age distribution**



198 respondents who were between the ages of 30-35 years, 253 respondents between the ages of 35-40 years, 281 respondents between the ages of 40-45 years, and 264 respondents between the ages of 45-50 years.

This information can be used to gain insights into how different age groups perceive and behave towards personal care products. For example, it is possible to examine how brand equity and FMCG marketing techniques affect the purchasing decisions of different age groups. It is also possible to identify any age-related trends or patterns in the data that could be used to inform marketing techniques or product development.

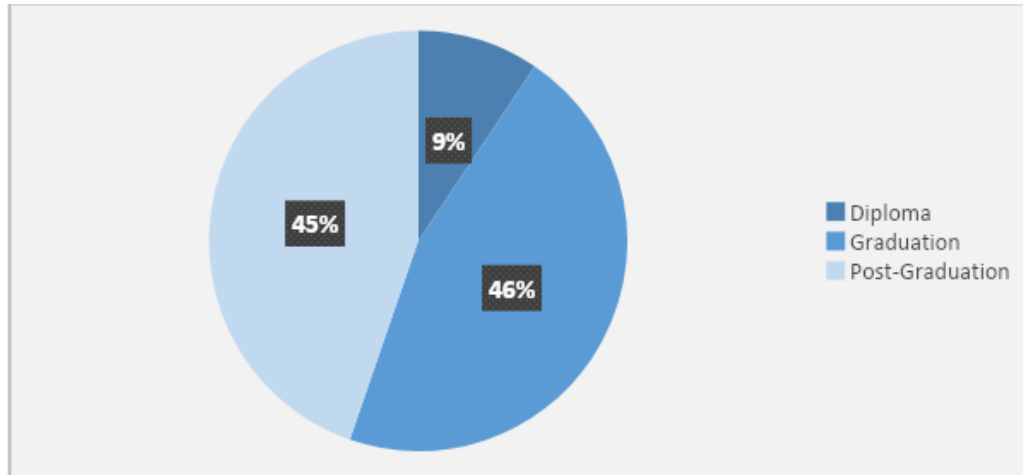
#### 0. Education

The educational background of the respondents is an important variable to consider when analysing the data. It can provide insights into the level of education that may be related with higher brand equity and FMCG marketing techniques. For example, postgraduate studies may indicate a higher level of understanding and knowledge of the personal care products market, that may influence purchasing behavior. Educational qualification of the participants is shown in table 4.4 and Figure 4.3.

**Table 4. 4 Educational Analysis**

Qualification	Number of respondents	Percentage
Diploma	93	9.4
Graduation	458	45.9
Post-Graduation	445	44.7
Total	996	100

**Figure 4. 3 Interpretation of educational details**



the education level of the respondents was divided into three groups: diploma, graduate, and postgraduate. Out of the total respondents, 9.4% had completed a diploma program, 45.9% had graduated with a bachelor's degree, and 44.7% had completed postgraduate studies.

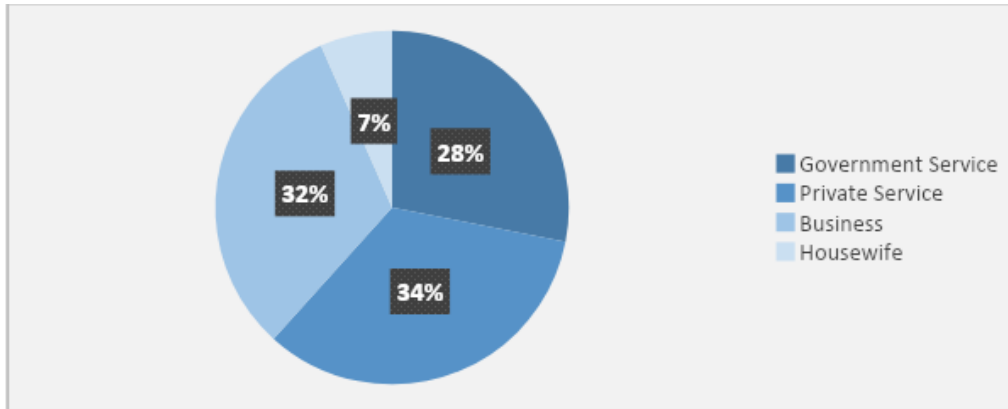
#### 0. Occupation

The data on occupation can provide insight into consumer behavior regarding personal care products. For example, individuals working in private service or business may have a higher disposable income and may be more willing to spend on personal care products, whereas those working in government service or as housewives may have a lower disposable income and may be more budget-conscious. The below table 4.5 and figure 4.4 show occupational details of all the respondents.

**Table 4. 5 Occupational details of respondents**

Occupation	Number of respondents	Percentage
Government Service	280	28.1
Private Service	334	33.6
Business	316	31.7
Housewife	66	6.6
<b>Total</b>	<b>996</b>	<b>100</b>

**Figure 4. 4 Occupational details of respondents**



The data shows that the respondents had different occupations. The highest number of respondents were engaged in private service, with 334 individuals (33.5% of the total sample) reporting this as their occupation. The second most prevalent occupation was business, with 31.7% respondents. Government service was the third most common occupation, with 28.1% respondents indicating that they worked in this sector. A small number of respondents, only 6.6% individuals, reported being housewives.

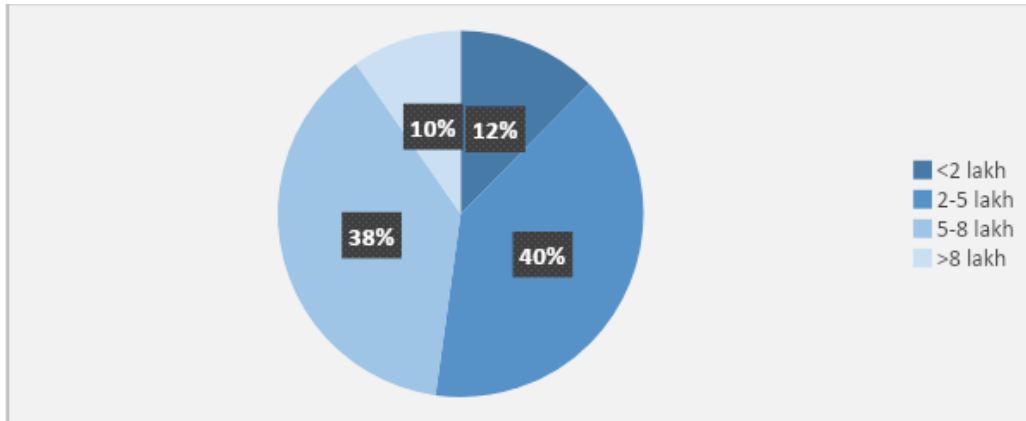
#### 0. Income

The income variable is an important factor to analyze in consumer behavior studies, especially in relation to personal care products. This is because income can influence an individual's purchasing power, lifestyle, and preferences. By analysing the income variable, researchers can identify patterns and trends in consumer behavior based on income levels. Additionally, income can also impact the marketing and branding strategies used by companies. By comprehending the income levels of their target segment, companies customize their marketing endeavors to appeal to different segments of the population. The income details of the respondents are provided in below table 4.6 and figure 4.5.

**Table 4. 6 Analysis of respondent's income**

Yearly Income (in lakhs)	Number of respondents	Percentage
Less than 2	124	12.4
2-5	396	39.8
5-8	379	38.1
Above 8	97	9.7
<b>Total</b>	<b>996</b>	<b>100</b>

**Figure 4. 5 Interpretation of respondent's income**



The data shows that the respondents had varying levels of income. The largest group of respondents, 396 individuals (39.8% of the total sample), reported an income between 2 to 5 lakhs. The second income bracket was 5 to 8 lakhs, with 38.1% respondents. Total of 12.4% individuals reported having an income less than 2 lakhs, while only 9.7% respondents reported earnings above 8 lakhs.

It can be concluded that a majority of respondents had an income falling between the 2 to 8 lakh brackets, which suggests that the sample population may represent middle to upper-middle class individuals. This information could be useful for companies in the personal care product industry, as they can tailor their marketing techniques and product offerings to cater to the specific needs and preferences of this demographic.

#### 0. Marital Status

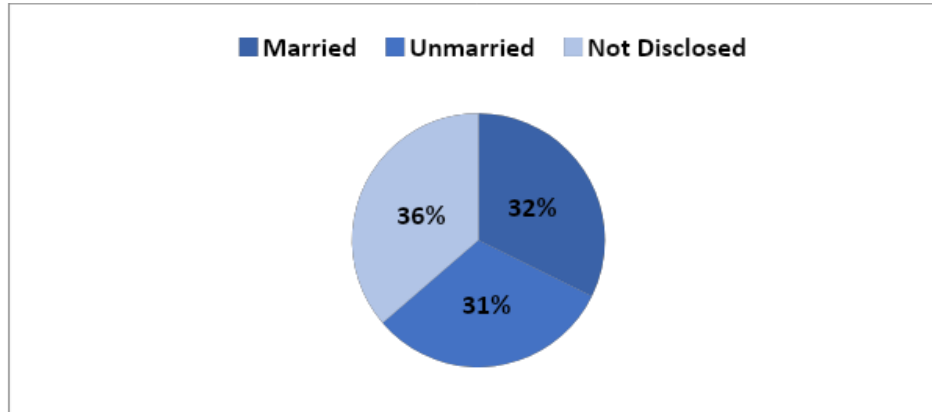
Marital status is a categorical variable with three categories: married, unmarried, and not disclosed. Out of a sample of 996 respondents, 32.3% reported being married, 31.4% reported being unmarried, and 36.3% did not reveal their marital status. Marital status is a significant demographic variable that is used to analyze consumer behavior, as married and unmarried individuals may have various purchasing habits and preferences. However, the relatively high proportion of respondents who did not reveal their marital status may limit the usefulness of this variable in data analysis. The information is depicted in the table 4.7 below.

**Table 4. 7 Marital details of respondents**

Marital status	Frequency	Percentage
Married	322	32.3
Unmarried	313	31.4

<b>Not Disclosed</b>	361	36.3
<b>Total</b>	996	100

**Figure 4. 6 Marital details of respondents**



- Summary of demographics**

**Table 4. 8 Analysis of Demographic profile: Summary**

	<b>Total count</b>	<b>Percentage</b>
<b>Gender</b>		
<b>Male</b>	483	48.5
<b>Female</b>	513	51.5
<b>Total</b>	996	100
<b>Age Group</b>		
<b>30-35</b>	198	19.9
<b>35-40</b>	253	25.4
<b>40-45</b>	281	28.2
<b>45-50</b>	264	26.5
<b>Total</b>	996	100
<b>Qualification</b>		
<b>Diploma</b>	93	9.4
<b>Graduation</b>	458	45.9
<b>Post-Graduation</b>	445	44.7
<b>Total</b>	996	100
<b>Occupation</b>		
<b>Government Service</b>	280	28.1
<b>Private Service</b>	334	33.6
<b>Business</b>	316	31.7
<b>Housewife</b>	66	6.6
<b>Total</b>	996	100
<b>Yearly Income (in lakhs)</b>		
<b>Less than 2</b>	124	12.4
<b>2-5</b>	396	39.8

<b>5-8</b>	379	38.1
<b>Above 8</b>	97	9.7
<b>Total</b>	996	100
<b>Marital status</b>		
<b>Married</b>	322	32.3
<b>Unmarried</b>	313	31.4
<b>Not Disclosed</b>	361	36.3
<b>Total</b>	996	100

### 0. Personal Care Products

The table 4.9 displays the frequency and percentages of replies to several questions about personal care items.

**Table 4. 9 Analysis of statements regarding personal care products**

	<b>Total count</b>	<b>Percentage</b>
<b>Personal care product brands used regularly</b>		
L'Oreal Paris	479	48.09
Oral-B	484	48.59
VLCC	492	49.39
Himalaya Herbals	523	52.51
Dove	484	48.59
Nivea	492	49.39
Garnier	531	53.31
Olay	480	48.1
Pantene	516	51.80
Head & Shoulders	488	48.9
Sunsilk	504	50.60
Colgate	473	47.48
Pepsodent	525	52.71
Lux	519	52.10
Lifebuoy	496	49.79
Dettol	496	49.79
<b>Frequency of purchase of personal care products of preferred brand</b>		
Less than once a month	237	23.7
1-2 times a month	178	17.8
3-4 times a month	379	38.05
5-6 times a month	126	12.6
More than 6 times a month	77	7.1
Total	996	100
<b>Personal care products included in monthly shopping list</b>		
Shampoo	505	50.7
Conditioner	482	48.3
Body wash	498	50

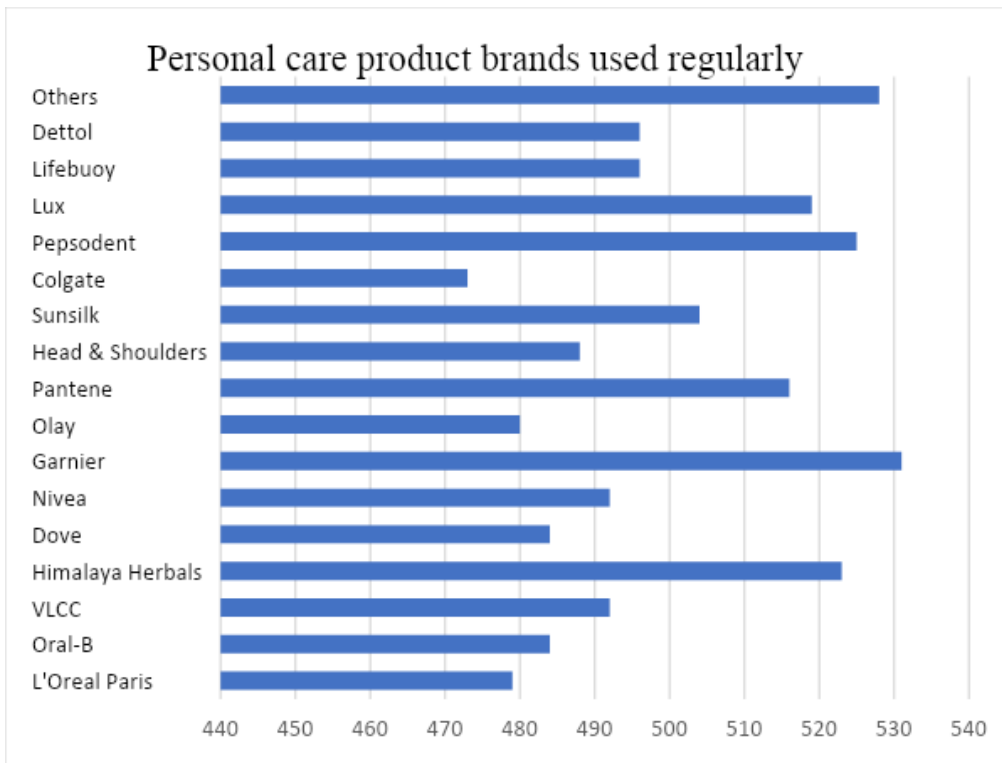
Soap	485	48.69
Deodorant	497	49.89
Toothpaste	536	53.81
Hair color	504	50.60
Facial cleanser	495	49.69
Moisturizer	503	50.50
<b>Preference to purchase personal care products of your preferred brand in-store or online</b>		
In-store	369	37.04
Online	403	40.46
Both equally	224	22.48
Total	996	100

### ***1. Personal care product brands used regularly***

The most often used personal care product brand, according to the table 4.9, is Garnier with 53.31% respondents, () followed by Pepsodent 52.71% people, then Himalaya Herbals with 52.51% respondents, out of a total of 996 respondents. Other brands that are frequently used by those who responded to the survey include Sunsilk 50.60% people, Pantene 51.80% people, L'Oreal Paris, with 48.09% respondents, Oral-B, with 48.59% respondents, VLCC, with 49.39% respondents, Dove, with 48.59% respondents, Nivea, with 49.39% respondents, Olay, with 48.1% respondents, Head & Shoulders, with 48.9% respondents, Colgate, with 473 respondents

In addition, 53.11% people select the other option indicated that they also prefer to use other brands which are not included in list.

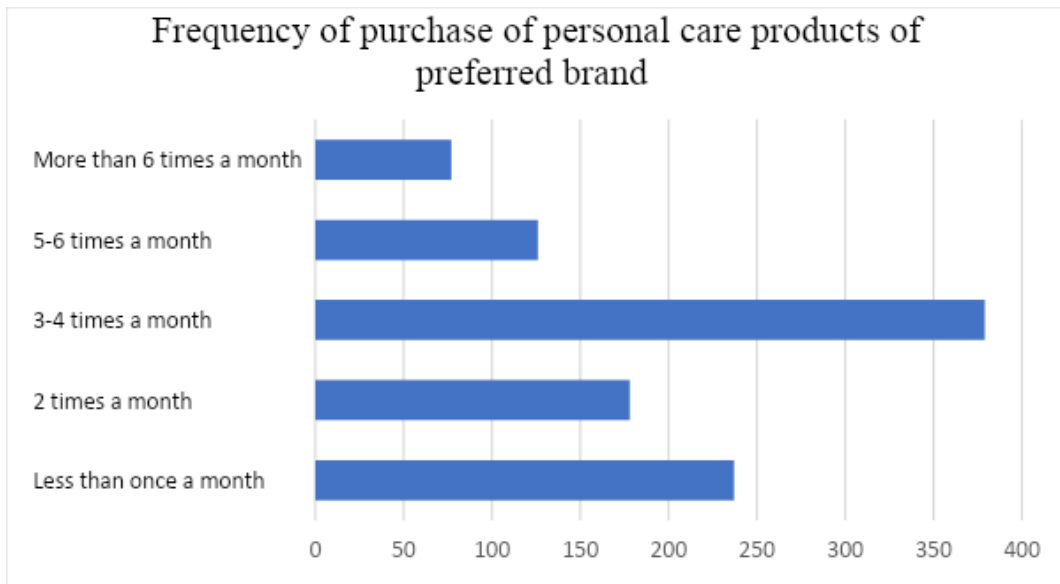
**Figure 4. 7 Interpretation of results- Personal care product brands used regularly**



**0. Frequency of purchase of personal care products of preferred brand**

The findings demonstrate how frequently consumers of the preferred brand purchase personal care items. Out of 996, 23.7% individuals () purchase their preferred brand products less than once a month. 17.8% do their shopping one or twice a month 38% respondents shop their personal care products 3-4 times a month. 126 purchase products 5-6 times a month and 77 respondents buy more than six times in a month indicating that they do not include all personal care products in their monthly shopping list.

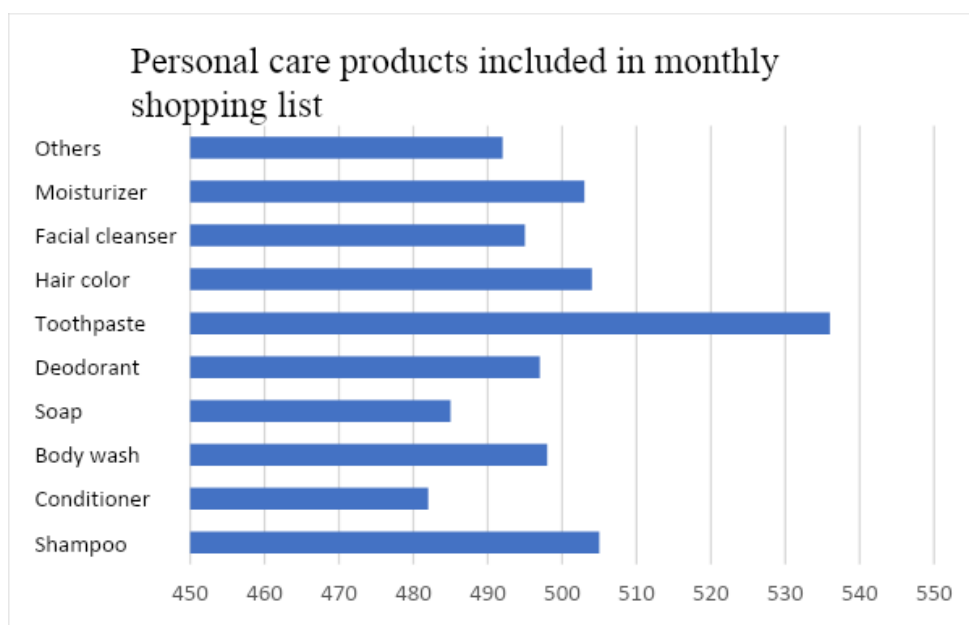
**Figure 4. 8 Interpretation of results- Frequency of purchase of personal care products of preferred brand**



**0. Personal care products included in monthly shopping list**

The results indicate that toothpaste and shampoo are the personal care items that people most frequently put on their monthly shopping lists out of a total of 996 respondents. Of those, 53.81% and 50.7% respondents, respectively, reported included these items on their lists. The other personal care items on the monthly shopping list are conditioner, which has 48.3% individuals, body wash, which has 50% individual and soap, which has 48.69% individuals, deodorant, which has 49.89% people, hair color, which has 50.60% people, facial cleanser, which has 49.69% people, and moisturizer, which has 50.50% people. In addition, 49.39% people reported to include additional personal care items on their monthly shopping list.

**Figure 4. 9 Interpretation of results -Personal care products included in monthly shopping list**



**0. Preference to purchase personal care products of your preferred brand in-store or online**

The findings reveal that consumers prefer to buy personal care category from their favorite brand either in-person, online, or both. Online purchases were favored by the vast majority of survey participants (40.46%), followed by in-store purchases (37.04%). 22.48% of respondents held that they had no preference and felt equally at ease making purchases online and in-person.

**Figure 4. 10 Interpretation of results -Preference to purchase personal care products of your preferred brand in-store or online**

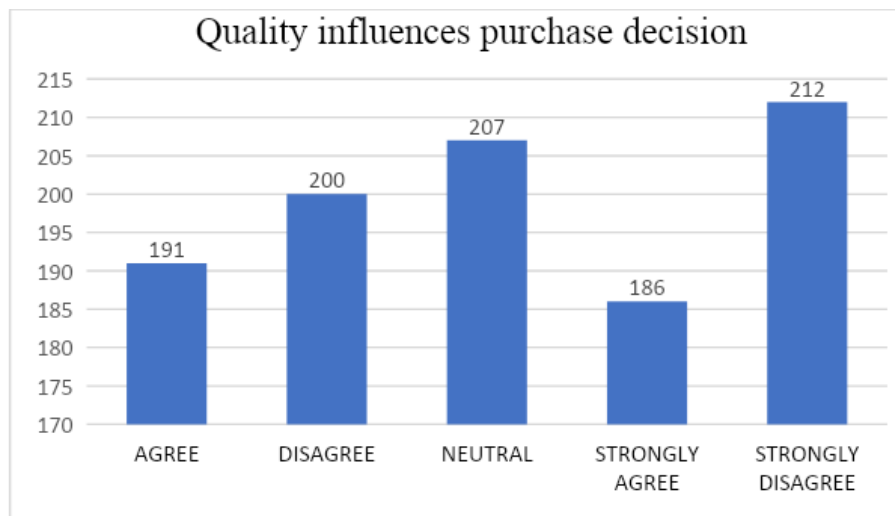


**0. Brand Association**

**1. Quality Influence Purchase Decision**

The data reveals the respondents' perceptions regarding how quality influences their purchase decision. Out of the sample of 996 individuals, 18.7% respondents strongly approved that quality influences their purchase decision. Meanwhile, 19.2% respondents approved with this statement. On the other hand, 20.1% individuals disagreed that quality affects their purchase decision, and 21.3% respondents strongly disagreed on this statement. A significant proportion of respondents, 20.8% individuals, remained neutral about the influence of quality on their purchase decision.

**Figure 4. 11 Interpretation of responses regarding statement-quality influences purchase decision**

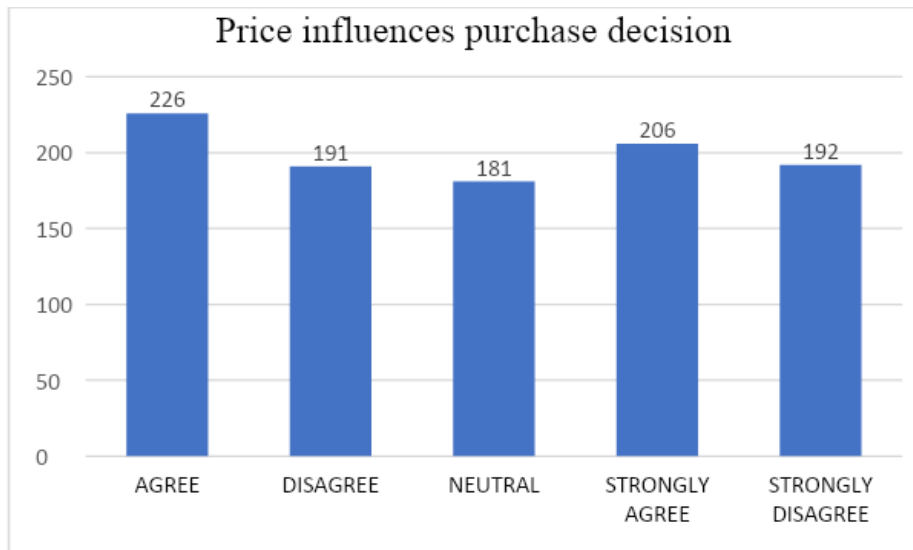


These findings suggest that quality plays a vital role in the purchase decision of a substantial portion of the respondents, with almost 38% of the sample either agreeing or strongly agreeing that it influences their buying decisions. However, a sizable proportion of respondents either disagreed or remained neutral about the role of quality in their purchase decisions.

#### **0. Price Influences Purchase Decision**

The data suggests that price holds a significant influence on the purchase decision of the respondents. Most of the respondents, 22.7% individuals, approved that price played a major role in their purchase decision. Similarly, 20.7% respondents strongly agreed that the price was an important factor in their decision-making process. In contrast, only 19.2% respondents disagreed that price played a major role in their purchase decision, while 19.2% individuals strongly disagreed on this statement. A moderate number of respondents, 18.2% individuals reported feeling neutral about the role of price in their purchase decision. Overall, the data suggests that price is an important variable in the purchase decision of personal care products.

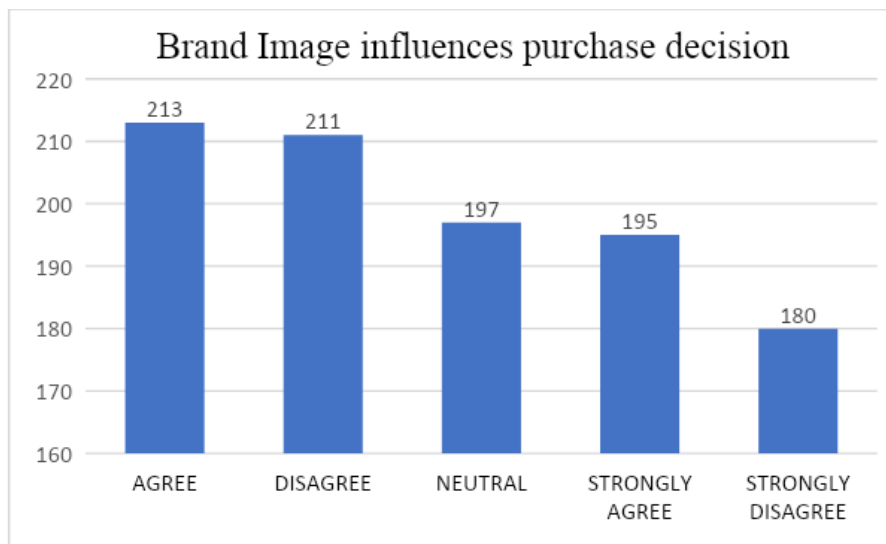
**Figure 4. 12 Interpretation of responses regarding statement- price influences decision**



**0. Brand Image Influences purchase decision**

The analysis of the data demonstrates that the brand image has a substantial effect on customer behavior when buying personal care items.

**Figure 4. 13 Interpretation of responses regarding statement- brand image influences purchase decision**



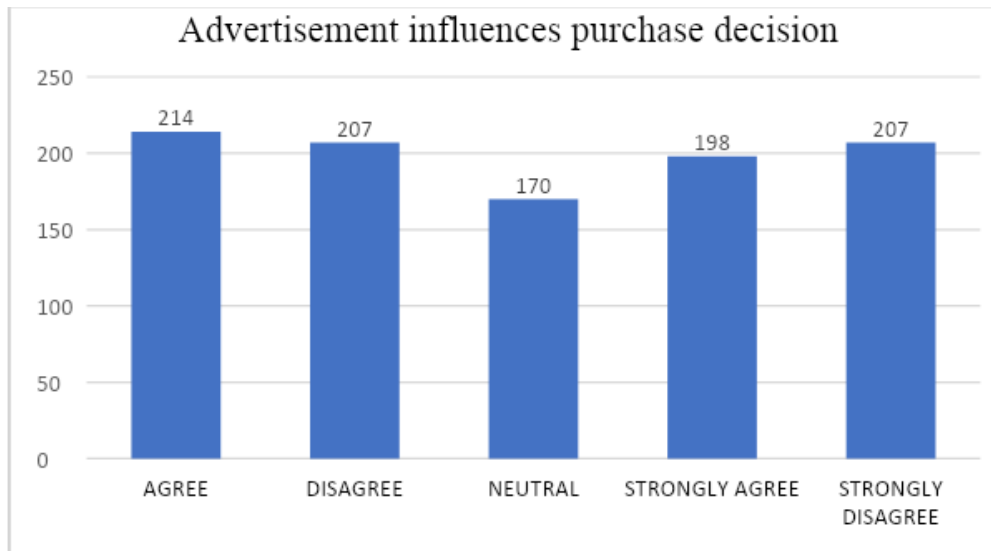
Out of the 996 respondents, 21.4% agreed that brand image influenced their purchase decision, while 19.6% strongly agreed by this statement. On the other hand, 21.2% respondents disagreed by the statement, and 18.1% respondents strongly disagreed with it. There were also 19.8% respondents who were neutral on the statement. The results suggest that a strong brand image is a crucial factor for consumers when making purchasing decisions for personal care products

**0. Advertisement influences purchase decision**

According to the data, respondents had varying opinions on whether advertisements influenced their purchase decisions. Of the total 996 respondents, 21.5% agreed that advertisements

influenced their purchase decision, while 20.8% disagreed. A smaller number of respondents, 17.1% individuals, remained neutral on the matter. On the other hand, 19.9% strongly agreed that advertisements influenced their purchase decision, while 20.8% strongly disagreed with this statement. These results advocate that advertisements can have a mixed impact on consumers, with some finding them influential while others do not.

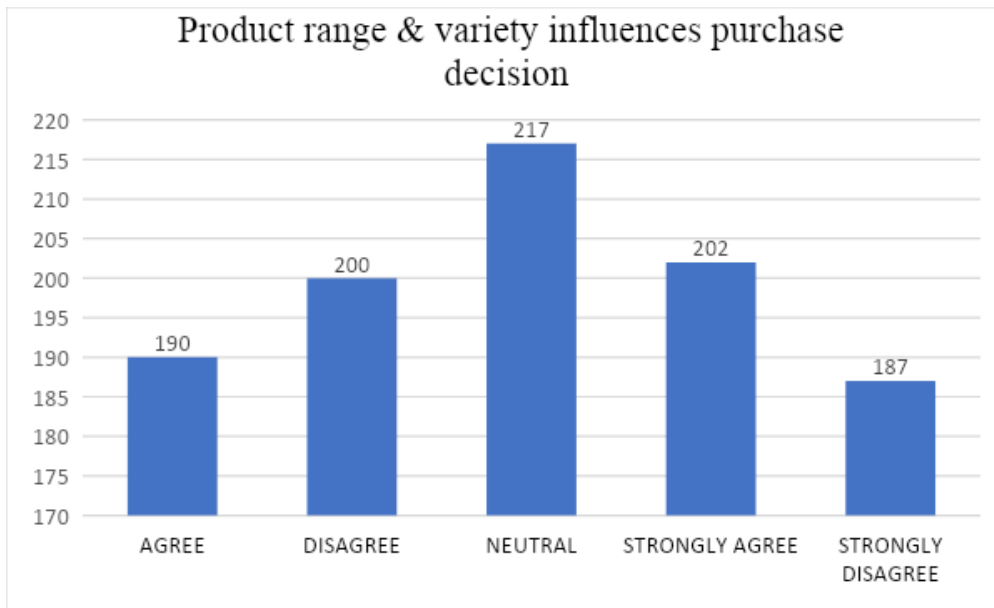
**Figure 4. 14 Interpretation of responses regarding statement- Advertisement influences purchase decision**



**0. Product range & variety influences purchase decision**

According to the data, the impact of product range and variety on purchase decisions varied among the respondents. Out of the total sample, 20.3% individuals strongly agreed that product range and variety had an impact on their purchase decisions. Another 19.1% respondents concurred with this statement.

**Figure 4. 15 Interpretation of responses regarding statement-product range & variety influences purchase decision**



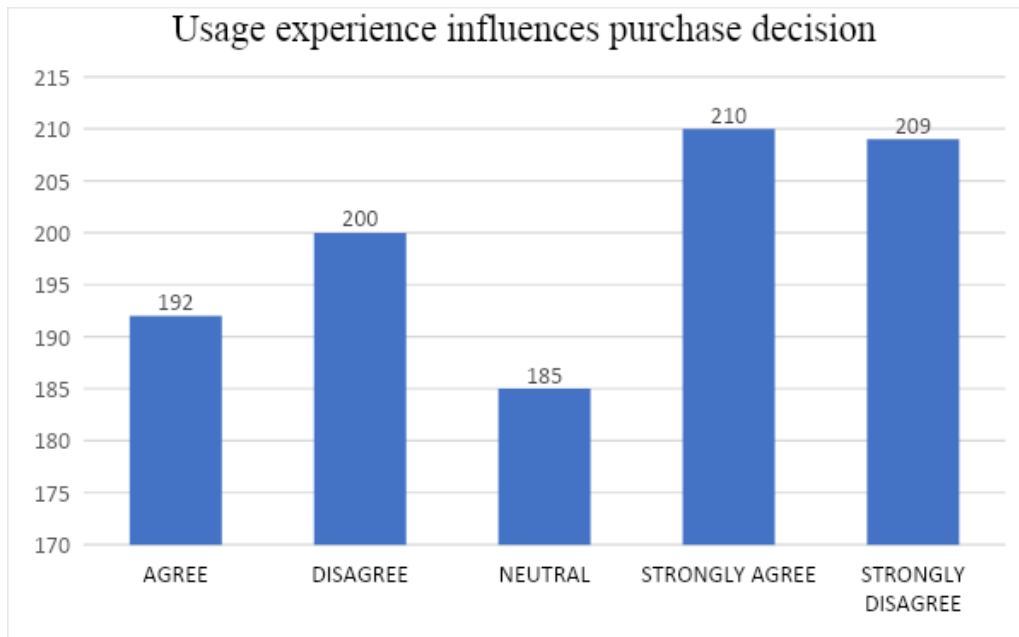
Conversely, 20.1% individuals disagreed by the statement, whereas 18.8% respondents strongly disagreed. The remaining 21.8% individuals had a neutral stance on the topic. This suggests that a noteworthy portion of the respondents were unsure about the impact of product range and variety on their purchase decisions

**0. Usage experience influences purchase decision**

The data suggests that usage experience plays a moderately influential role in the purchase decision of personal care products. 21.1% of the total respondents strongly approved that usage experience influences their purchase decision, while 19.3% respondents simply agreed with this statement. On the other hand, 20.1% respondents disagreed with the statement and 21.0% respondents strongly disagreed. Meanwhile, 18.6% respondents were neutral on this topic.

This suggests that while usage experience is not the most important factor in purchase decisions for personal care products, it still plays a significant role. Consumers who have had positive experiences with a particular product are more likely to repurchase that product in the future. Conversely, negative usage experiences may lead consumers to switch to a different product or brand.

**Figure 4. 16 Interpretation of responses regarding statement- usage experience influences purchase decision**



**0. Product availability in shops and market influences purchase decision**

The data shows that product availability in shops and markets can have an influence on purchase decisions. 20% of the total respondents approved that product availability influenced their purchase decisions, while 20.8% disagreed. Another 20.8% respondents indicated a neutral stance on this issue. Although, 21.3% respondents strongly approved that product availability played a role in their purchase decisions, while 18.7% respondents strongly disagreed.

This data suggests that having a product readily available in stores or markets can be an important factor for some consumers when making purchasing decisions. It may also suggest that a lack of availability could negatively impact a consumer's decision to purchase a particular product.

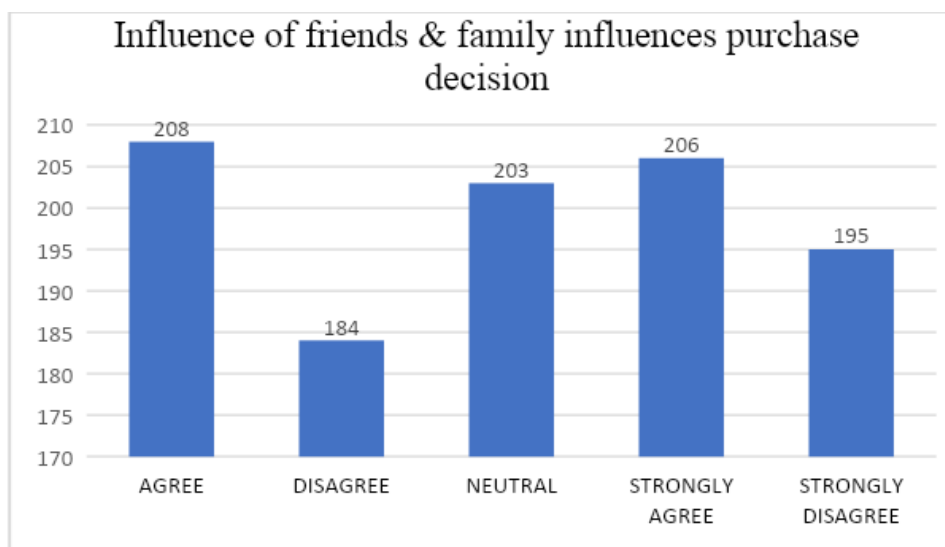
**Figure 4. 17 Interpretation of responses regarding statement- Product availability in shops and market influences purchase decision**



**0. Influence of friends & family influences purchase decision**

The data shows the impact of friends and family is an important factor in the purchase decision-making process of the respondents. From total 996 respondents, 20.9% individuals agreed that their purchase decision is influenced by friends and family. Another 20.7% respondents strongly approved with this statement, indicating that their friends and family play a significant role in their purchase decisions.

**Figure 4. 18 Interpretation of responses regarding statement- Influence of friends & family influences purchase decision**

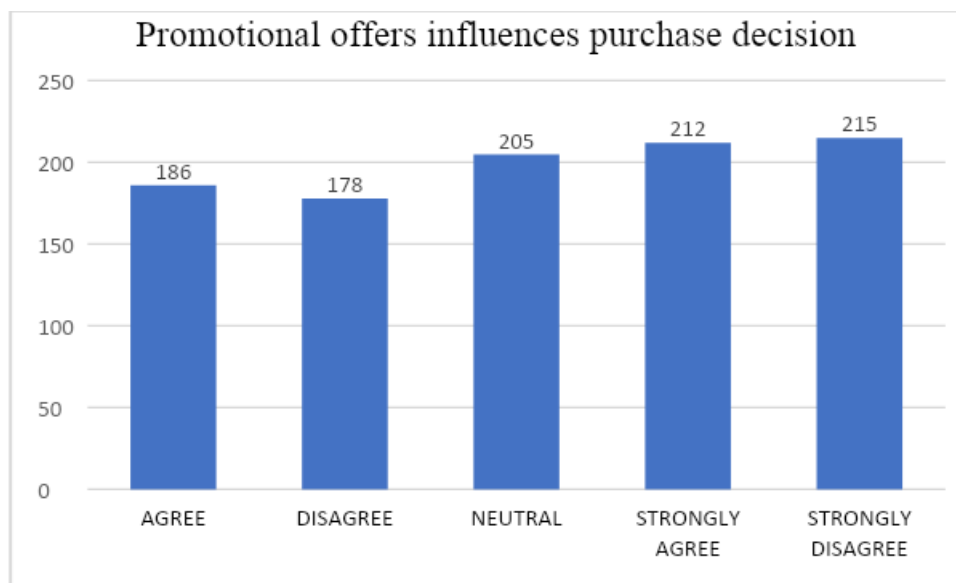


Although, 18.5% individuals disagreed on this statement, while 19.6% respondents strongly disagreed. Finally, 20.4% respondents reported a neutral stance, indicating that they neither agreed nor disagreed with the statement. Overall, the data suggests that the influence of friends and family is a significant factor in the purchase decision-making process and should be considered by marketers when developing their marketing techniques

**0. Promotional offers influences purchase decision**

Out of the total 996 respondents, 21.3% strongly approved that promotional offers influence their purchase decisions, and 18.7% agreed by this statement. Also, 17.9% respondents disagreed that promotional offers influence their purchase decisions, and 21.6% strongly disagreed by this statement. The remaining 20.6% respondents were neutral in their opinion about the influence of promotional offers on their purchase decisions.

**Figure 4. 19 Interpretation of responses regarding statement- Promotional offers influences purchase decision**

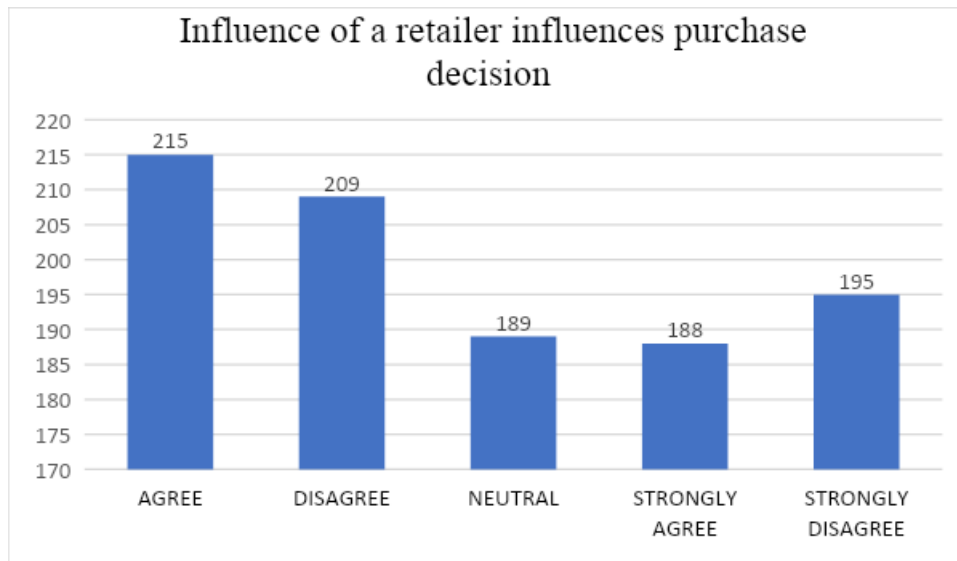


These findings suggest that promotional offers play a critical role in driving purchase decisions for personal care products. Marketers can leverage this information to design effective promotional campaigns that appeal to their target audience and influence their purchase decisions.

**0. Influence of a retailer influences purchase decision**

The data shows that the influence of a retailer on purchase decisions varied among the respondents. According to the survey results, 21.5% of the total sample individuals agreed that the retailer had an influence on their purchase decision. On the other hand, 20.9% respondents disagreed that the retailer had an influence on their purchase decision, while 19.6% individuals were neutral on the matter. Furthermore, 19.4% respondents strongly agreed that the retailer influenced their purchase decision, while 19.5% individuals strongly disagreed by this statement.

**Figure 4. 20 Interpretation of responses regarding statement- Influence of a retailer influences purchase decision**

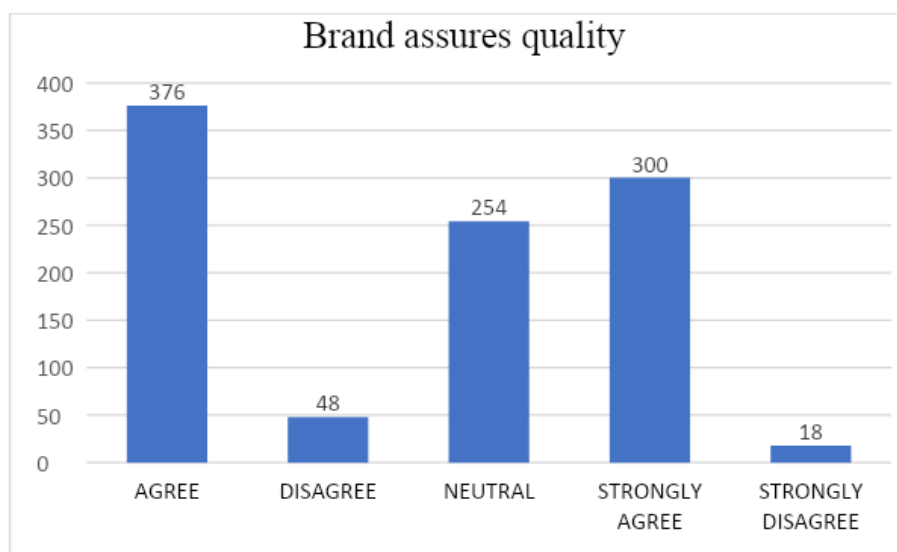


**0. Brand Attitude**

**1. Brand assures quality**

The data proves that the most of the respondents had positive attitude towards brands that assure quality. Specifically, 337.8% of the total sample individuals agreed by the statement that "Brand assures quality," while only 4.8% respondents disagreed. A substantial proportion of respondents, 25.5% individuals, reported a neutral attitude towards this statement. Furthermore, 30.1% respondents strongly agreed by the statement that brand assures quality, indicating a strong belief in the significance of this factor in their purchase decisions. Only a small number of individuals, 1.8% respondents, strongly disagreed with the statement. Overall, the data suggests that brand assurance of quality is an significant factor in brand attitude and may influence purchase decisions.

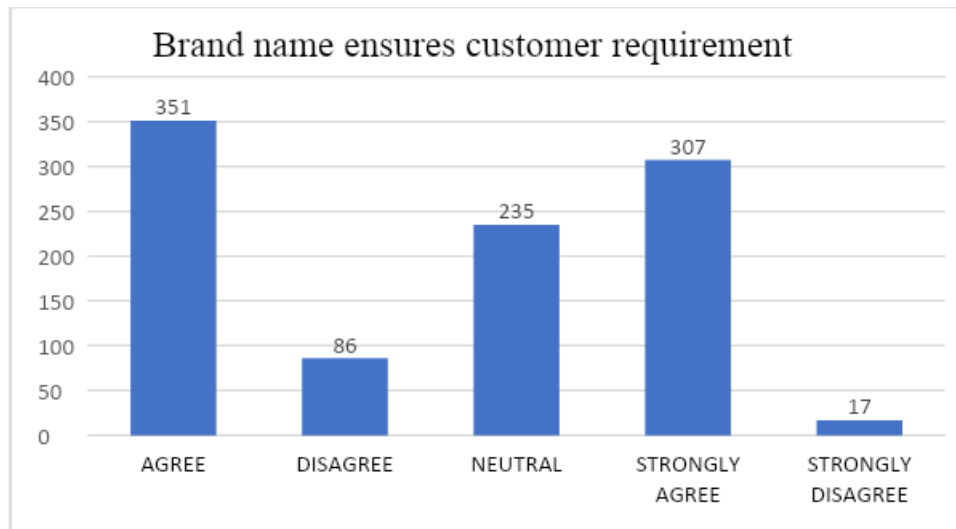
**Figure 4. 21 Interpretation of responses regarding statement- Brand assures quality**



**0. Brand name ensures customer requirement**

The data shows that brand name is an important factor in ensuring customer requirements, with 35.2% respondents agreeing that brand name ensures customer requirement statement. However, there were also 8.6% respondents who disagreed on this statement. Most of the respondents (30.8% individuals) strongly approved that brand name ensures customer requirement statement, while only 1.7% respondents strongly disagreed.

**Figure 4. 22 Interpretation of responses regarding statement- Brand name ensures customer requirement**

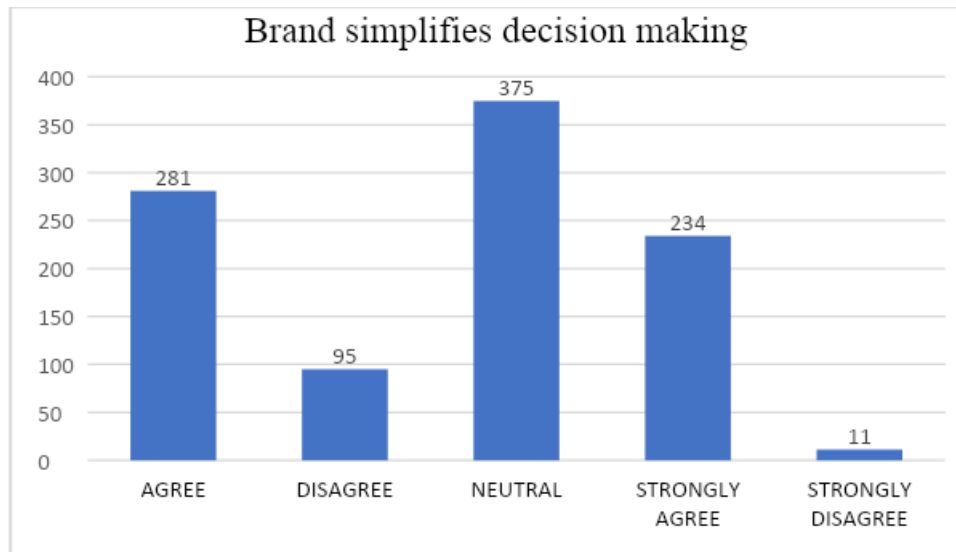


There were also 23.6% respondents who reported a neutral attitude towards this statement. These conclusions suggest that brand name is an important factor in ensuring customer requirements, but there are also individuals who may not find it as influential in their purchase decisions.

**0. Brand simplifies decision making**

The data depicts that a majority of the respondents agree or strongly approve that brand simplifies decision making. Specifically, 28.2% of the total respondents approved this statement, while an additional 23.5% respondents strongly approved with it. Although, 9.5% respondents disagreed with the statement, and only 1.1% individuals strongly disagreed with it. The largest group of respondents, 37.6% individuals, reported a neutral stance on the statement, indicating that they neither agreed nor disagreed with it. Overall, the data suggests that many consumers perceive brands as helpful in simplifying their decision-making process when it comes to purchasing personal care products.

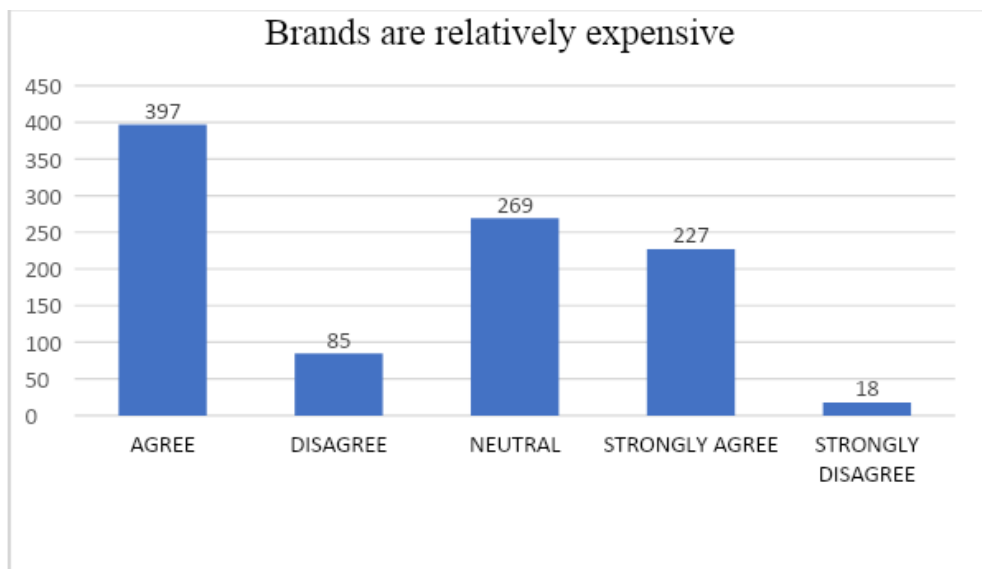
**Figure 4. 23 Interpretation of responses regarding statement- Brand simplifies decision making**



**0. Brands are relatively expensive**

The data shows that 39.8% of the total sample respondents approved the statement that "Brands are relatively expensive" when it comes to personal care products. On the other hand, 8.5% respondents disagreed by the statement, whereas 27% individuals remained neutral. Additionally, 22.8% respondents strongly agreed on the statement, and only 1.8% individuals strongly disagreed. This suggests that a significant portion of the sample believes that brands in the personal care product market are relatively expensive. This information can be useful for companies in understanding consumer perceptions and setting pricing strategies.

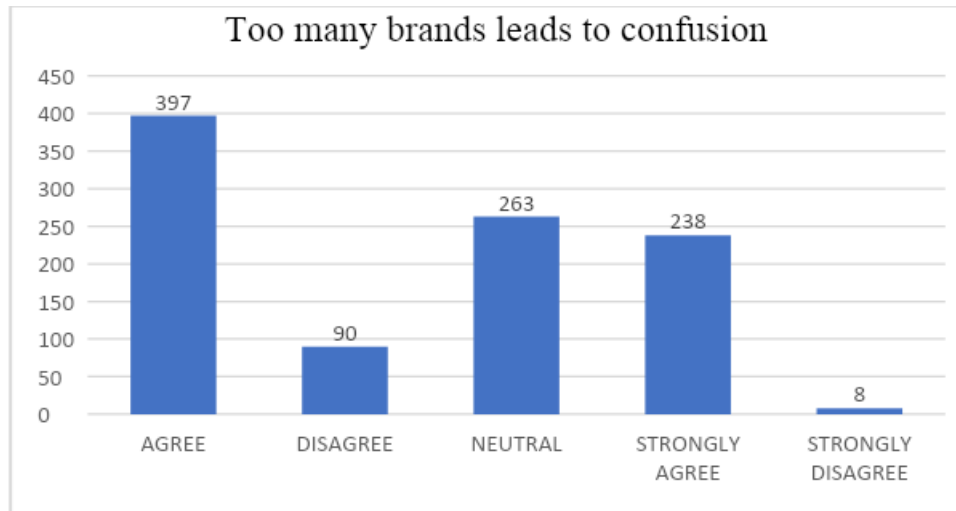
**Figure 4. 24 Interpretation of responses regarding statement- Brands are relatively expensive**



**0. Too many brands lead to confusion**

397 respondents (39.9% of the total sample) agreed on the statement "Too many brands lead to confusion" as fragment of the brand attitude section of the survey.

**Figure 4. 25 Interpretation of responses regarding statement- Too many brands lead to confusion**

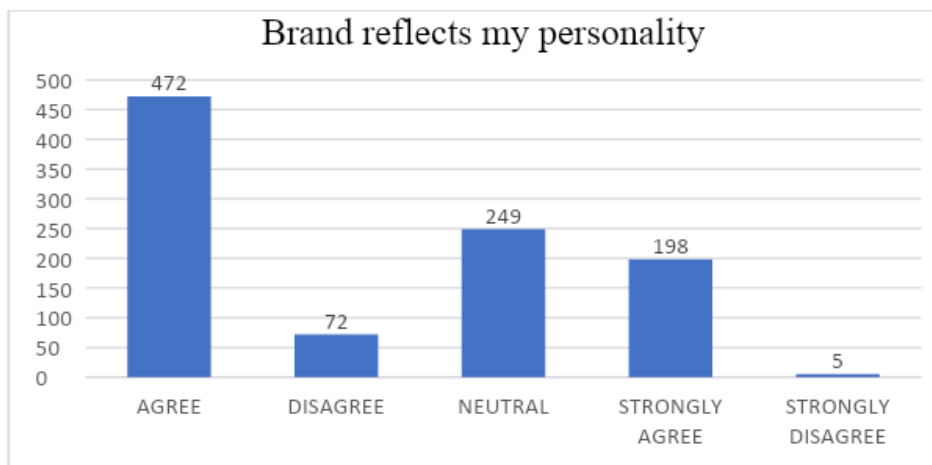


On the other hand, 9.0% respondents disagreed on this statement, while 26.4% were neutral. A significant proportion of respondents, 23.9%, strongly agreed that too many brands lead to confusion. A very small number of respondents, only 0.8%, strongly disagreed by the statement. This suggests that a majority of respondents believed that having multiple brands can create confusion

**0. Brand reflects my personality**

472 respondents (47.4%) approved that the statement "Brand reflects my personality" influences their attitude towards a brand. Only 7.2% individuals disagreed on this statement, whereas 25% respondents were neutral. Additionally, 19.9% respondents strongly agreed by the statement, and only 0.5% individuals strongly disagreed. This indicates that a substantial proportion of the respondents believe that the brand reflects their personality and that this can be an important factor influencing their brand attitude and purchase decisions.

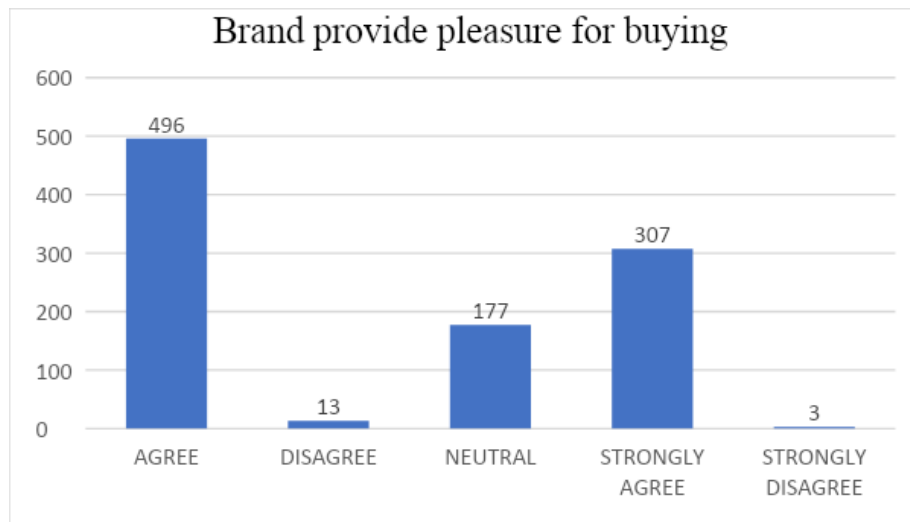
**Figure 4. 26 Interpretation of responses regarding statement- Brand reflects my personality**



**0. Brand provide pleasure for buying**

Majority of respondents (49.8% of the sample) agreed that buying branded products provides them with pleasure. A substantial number of respondents (30.8%) strongly agreed on this statement, while a smaller number of respondents (17.8%) were neutral. Although around (1.3% of the total sample) disagreed by the statement, and an even smaller number (0.3%) strongly disagreed.

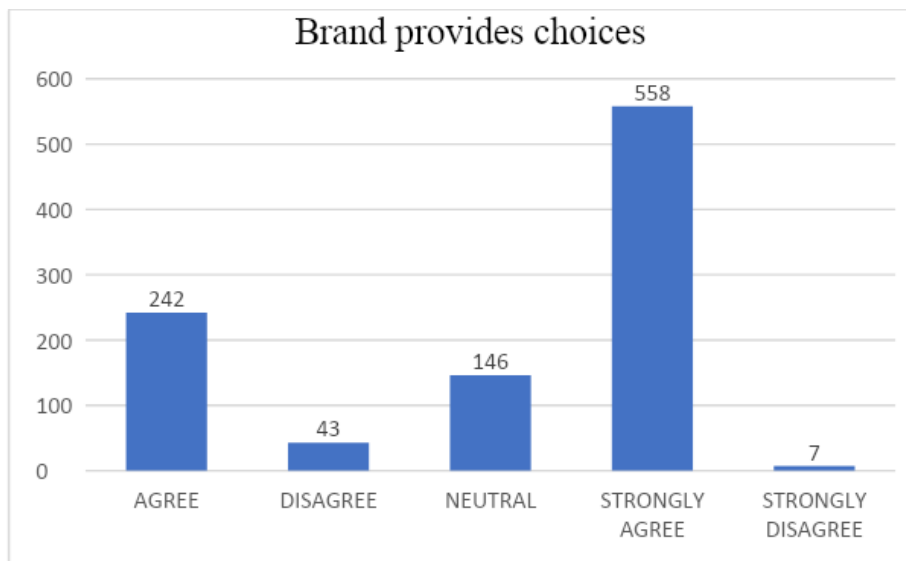
**Figure 4. 27 Interpretation of responses regarding statement- Brand provides pleasure for buying**



**0. Brand provides choices**

Majority of the respondents agree that brands provide choices. Specifically, 242 individuals (24.3% of the total sample) agreed on this statement, whereas 55.9% respondents strongly approved with it.

**Figure 4. 28 Interpretation of responses regarding statement- Brand provides choices**



Although, 4.3% individuals disagreed on the statement, while only 0.7% respondents strongly disagreed. A relatively large number of respondents, 14.7% individuals, reported a neutral attitude on this statement. Overall, the data shows that most of the individuals believe that brands offer a range of options to choose.

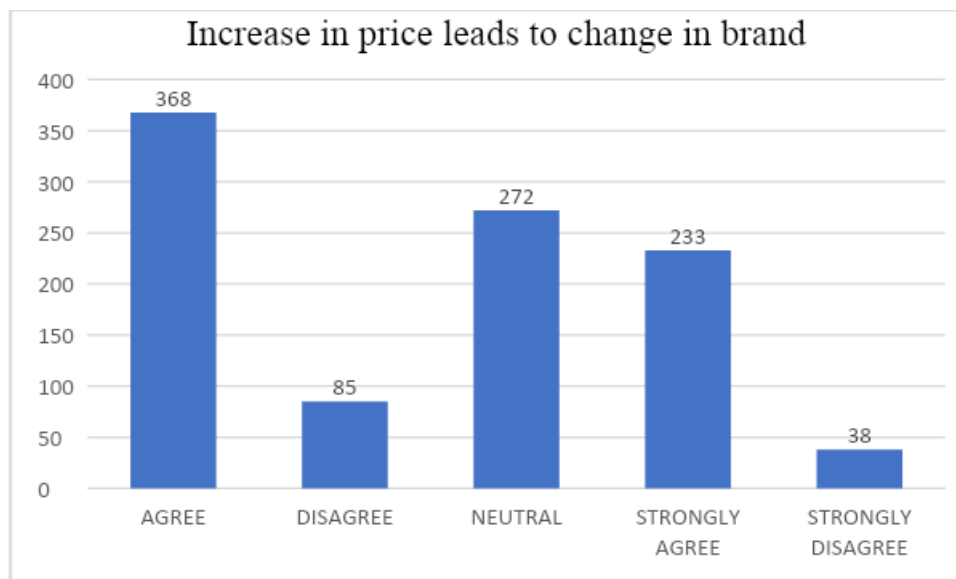
**0. Brand Loyalty**

**1. Increase in price leads to change in brand**

Out of the 996 respondents, 36.9% individuals agreed on this statement, representing that they are less loyal to a particular brand and are more likely to switch to a different brand if the price increases. Conversely, 8.5% respondents disagreed on the assertion, displaying that they are extra loyal to a certain brand and less inclined to switch even if price rises.

27.3% respondents specified that they were neutral towards the statement, signifying that they may or may not be affected by an increase in price. Additionally, 23.4% respondents strongly agreed by the statement, indicating that they are very likely to change their brand if the price increases, and 3.8% respondents strongly disagreed on the statement, representing that they are very loyal to their preferred brand and are unlikely to switch even if the price increases.

**Figure 4. 29 Interpretation of responses regarding statement-Increase in price leads to change in brand**



**0. Non availability of product leads to change in brand**

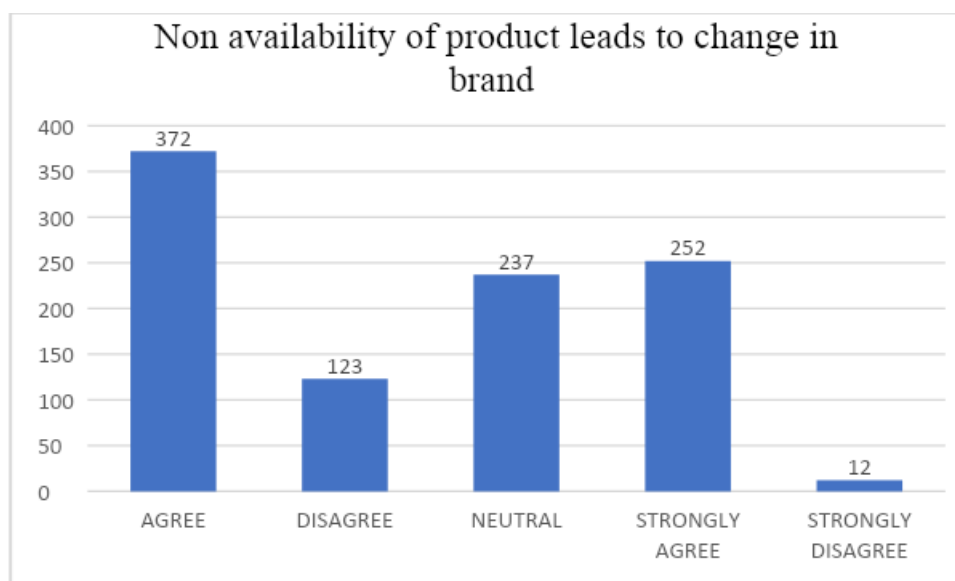
37.35% participants () agreed on this statement, representing that the non-availability of a product can lead them to switch to a different brand. Also, 12.35% participants disagreed with

the statement, indicating that the non-availability of a product does not have a significant impact on their brand loyalty.

In addition, 23.79% participants remained neutral on this statement, whereas 25.30% participants strongly agreed by it. Finally, only 1.20% participants strongly disagreed on the statement.

Overall, this data proposes that the non-availability of a product can have a significant impact on consumer behavior and brand loyalty. Brands need to make sure that their products are readily available in market to maintain their customer base.

**Figure 4. 30 Interpretation of responses regarding statement- Non availability of product leads to change in brand**



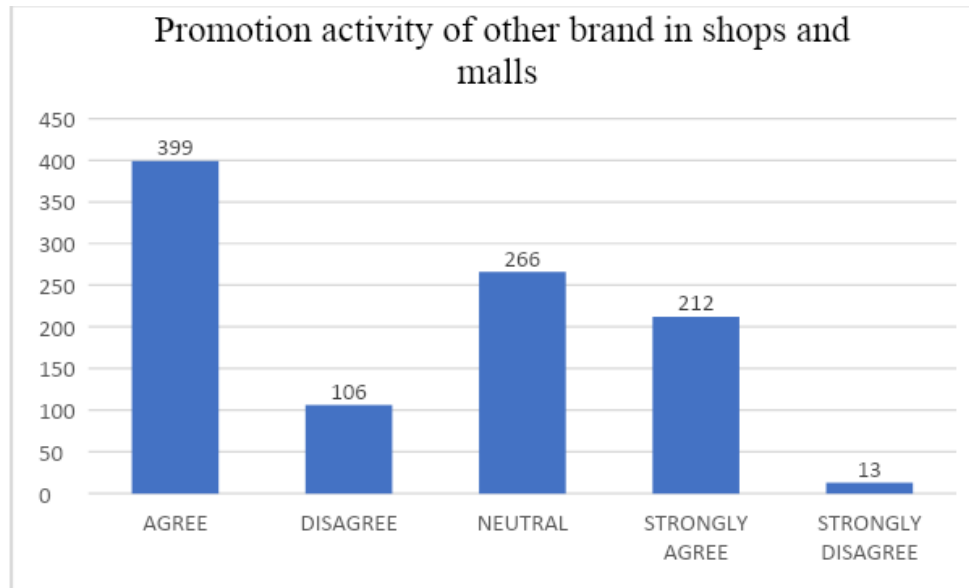
**0. Promotion activity of other brand in shops and malls**

Out of the total 996 respondents, 399 agreed that promotion activities of other brands in shops and malls can influence their brand loyalty. Although, 106 respondents disagreed by this statement, indicating that promotion activities of other brands have little or no effect on their loyalty towards a particular brand. The responses of 266 participants were neutral, representing that they neither agreed nor disagreed on the statement. Finally, 212 participants strongly agreed that promotion activities of other brands in shops and malls could affect their brand loyalty, while only 13 participants strongly disagreed.

Overall, the survey results suggest that promotion activities of other brands in shops and malls may have a significant impact on the brand loyalty of some customers. However, a considerable proportion of participants expressed neutral views, indicating that promotion activities may not

be the only factor influencing brand loyalty, and other factors such as product quality, customer service, and pricing may also play a role.

**Figure 4. 31 Interpretation of responses regarding statement- Promotion activity of other brand in shops and malls**



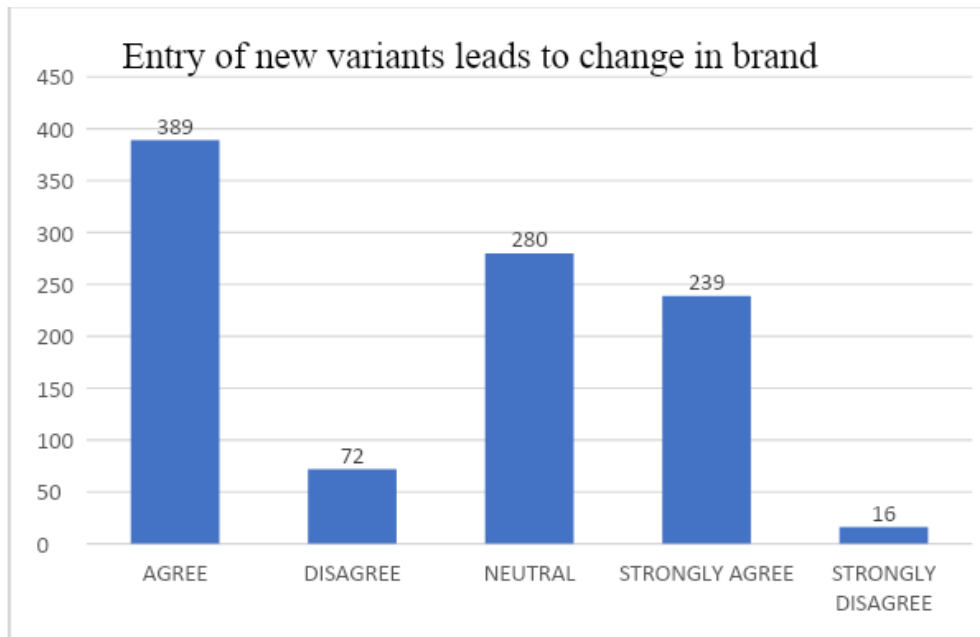
**0. Entry of new variants leads to change in brand**

A significant number of respondents agreed by the statement that the entry of new variants leads to change in brand. Out of 996 respondents, 39% agreed by the statement, representing that they are likely to switch to a new brand if a new variant of a product is introduced. Contrarily, 7% respondents disagreed on the assertion, suggesting most unlikely to switch to a different brand even if a new product variety is launched.

Additionally, 28% respondents that were neutral on the statement, which suggests that they may or may not switch to a new brand depending on the variety of the new variant. Furthermore, 24% respondents strongly agreed by the statement, representing that they are highly likely to switch to a new brand if a new variant of a product is introduced. Finally, only 2% respondents strongly disagreed on the statement, representing that they are highly unlikely to change their brand even if a new variant of a product is introduced.

Overall, the survey suggests that the introduction of new variants can significantly impact brand loyalty, with a majority of respondents indicating a likelihood of changing their brand in response to new variants.

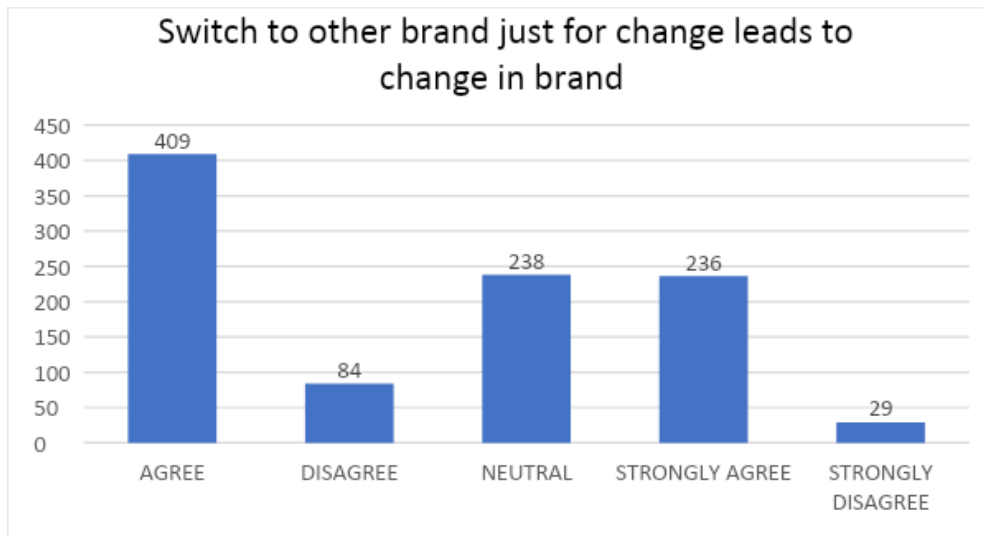
**Figure 4. 32 Interpretation of responses regarding statement-Entry of new variants leads to change in brand**



**0. Switch to other brand just for change leads to change in brand**

The statement "Switch to other brand just for change leads to change in brand" under brand loyalty was rated by 996 respondents. Of those, 409 agreed with the statement, indicating that they have switched to another brand for the sake of change. 84 respondents disagreed with the statement, indicating that they do not switch brands just for the sake of change. 238 respondents maintained neutral stance on the statement, neither agreeing nor disagreeing. 236 respondents strongly agreed on the statement, signifying that they actively seek out new brands to try for a change. Finally, 29 respondents strongly disagreed with the statement, indicating that they are loyal to a specific brand and do not switch for any reason. The percentage breakdown is as follows: 41% agreed, 8% disagreed, 24% were neutral, 24% strongly agreed, and 3% strongly disagreed.

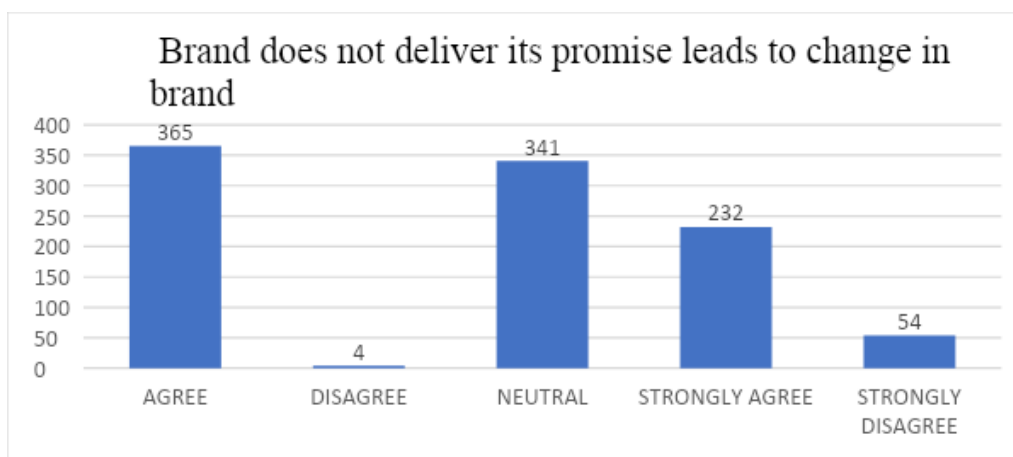
**Figure 4. 33 Interpretation of responses regarding Statement- Switch to other brand just for change leads to change in brand**



**0. Brand does not deliver its promise leads to change in brand**

Out of 996, 365 respondents agreed on the statement, representing that they have changed their brand loyalty due to unfulfilled brand promises. Only 4 participants strongly disagreed by the statement, signifying that a very small percentage of customers continue to be loyal even when their brand fails to deliver on its promises. Furthermore, 341 participants were neutral, implying that they might consider switching brands if their current brand doesn't live up to its promises. Finally, 232 respondents strongly agreed by the statement, representing that they have already switched brands earlier due to unfulfilled promises.

**Figure 4. 34 Interpretation of responses regarding Statement- Brand does not deliver its promise leads to change in brand**

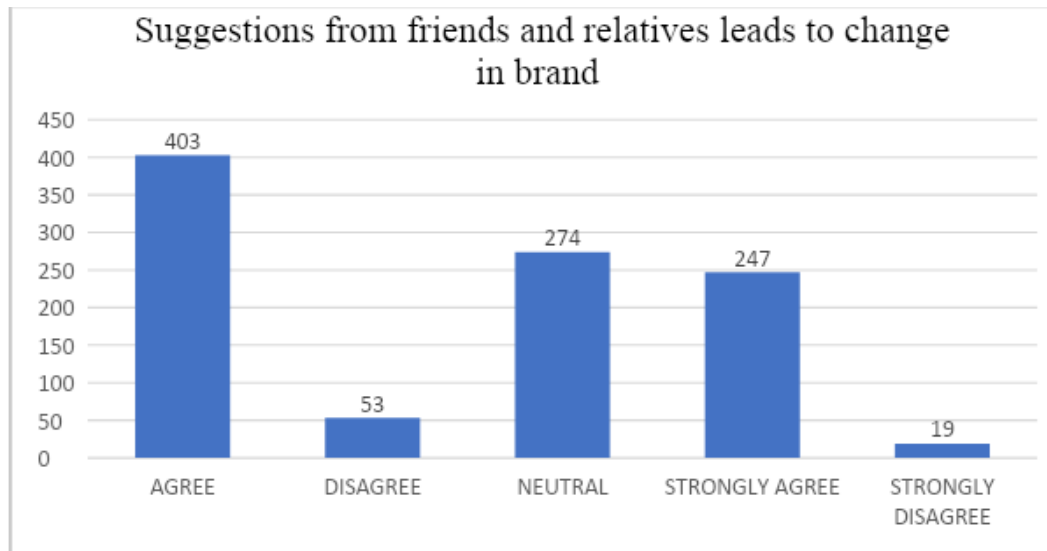


**0. Suggestions from friends and relatives leads to change in brand**

According to the data, 403 respondents agreed that suggestions from friends and relatives can lead to a change in brand (40.46%), while only 5.32% respondents disagreed. A total of 27.51% respondents remained neutral, while 24.80% strongly agreed and 1.91% strongly disagreed. The findings suggest that the opinions and recommendations of friends and relatives have a

significant impact on brand loyalty and can influence a consumer's decision to switch to a different brand. This highlights the importance of word-of-mouth marketing and the role that personal relationships can play in shaping consumer behavior. Companies may need to consider leveraging social networks and relationships to build brand loyalty and encourage positive recommendations from customers.

**Figure 4. 35 Interpretation of responses regarding Statement- Suggestions from friends and relatives leads to change in brand**

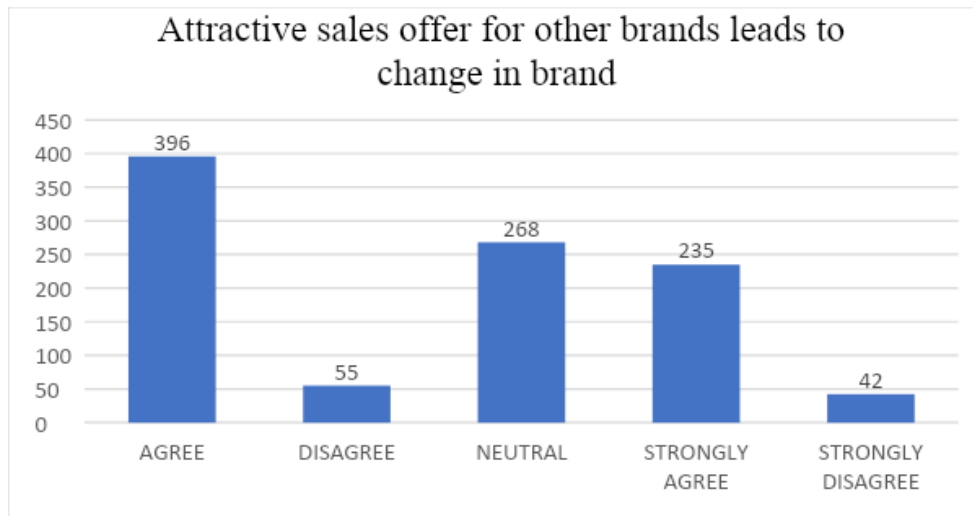


**0. Attractive sales offer for other brands leads to change in brand**

According to data when respondents were asked about their agreement with the statement "Attractive sales offer for other brands leads to change in brand" under brand loyalty. Out of 996, 39.8% respondents agreed, 5.5% respondents disagreed, 26.9% respondents were neutral, 23.6% respondents strongly agreed, and 4.2% respondents strongly disagreed on the statement.

These outcomes recommend that sales offer for other brands have a significant impact on brand loyalty, with a majority of respondents either agreeing or strongly agreeing with the statement.

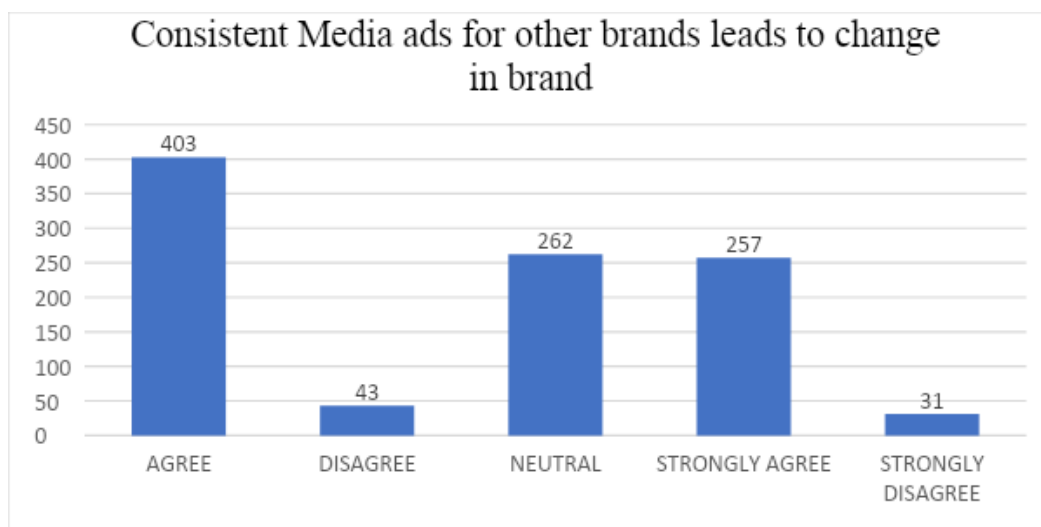
**Figure 4. 36 Interpretation of responses regarding statement- Attractive sales offer for other brands leads to change in brand**



**0. Consistent Media ads for other brands leads to change in brand**

According to the survey, out of 996 respondents, 40.56% agreed that consistent media ads for other brands lead to a change in brand loyalty, while 4.32% disagreed by this statement. Meanwhile, 26.31% respondents remained neutral, and 25.80% strongly agreed on consistent media ads for other brands lead to a change in brand loyalty. A smaller number of respondents, only 3.11%, strongly disagreed on this statement. These outcomes recommend that consistent media ads for other brands have a significant impact on brand loyalty and may encourage consumers to switch to a different brand.

**Figure 4. 37 Interpretation of responses regarding statement- Consistent Media ads for other brands leads to change in brand**

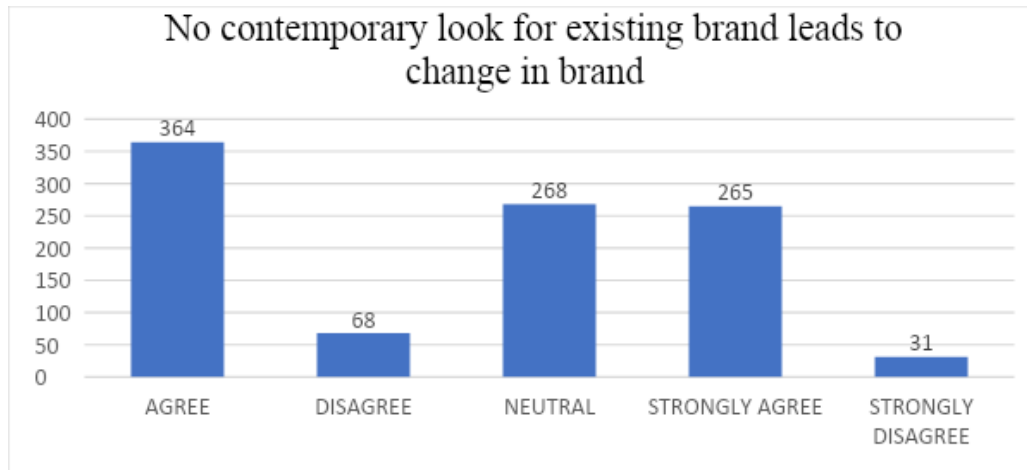


**0. No contemporary look for existing brand leads to change in brand**

According to the analysis, out of 996 respondents provided their opinions on the statement "No contemporary look for existing brand leads to change in brand", 36.54% agreed and 6.83% disagreed with the statement, while 26.91% remained neutral. Additionally, 26.61% strongly agreed and only 3.11% strongly disagreed with the statement.

This specifies that majority of respondents agreed or strongly approved that the absence of a contemporary look for an existing brand could lead to a change in brand loyalty.

**Figure 4. 38 Interpretation of responses regarding statement- No contemporary look for existing brand leads to change in brand**

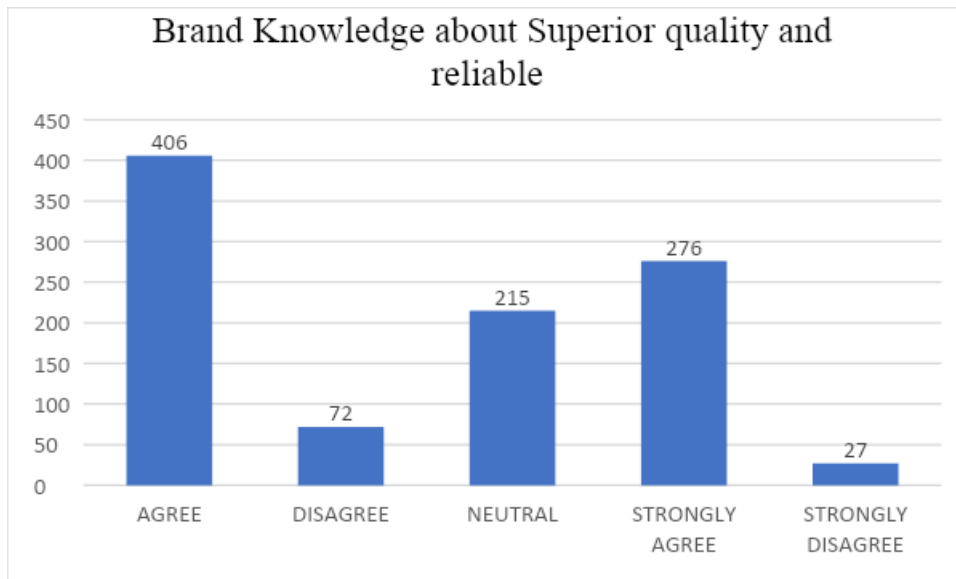


**0. Brand Knowledge**

**1. Brand knowledge about superior quality and reliable**

The statement "Brand knowledge about superior quality and reliable" was answered by 406 respondents as "Agree" and 276 respondents as "Strongly agree," making up 68.3% of responses. Only 72 respondents disagreed by the statement, representing that quality and reliability are important factors for most consumers when making purchasing decisions. Meanwhile, 215 respondents voiced a neutral attitude towards the statement. It is worth observing that a relatively small number of respondents, 27 in total, strongly disagreed on the statement. Overall, the results suggest that consumers generally have brand knowledge about value superior quality and reliability.

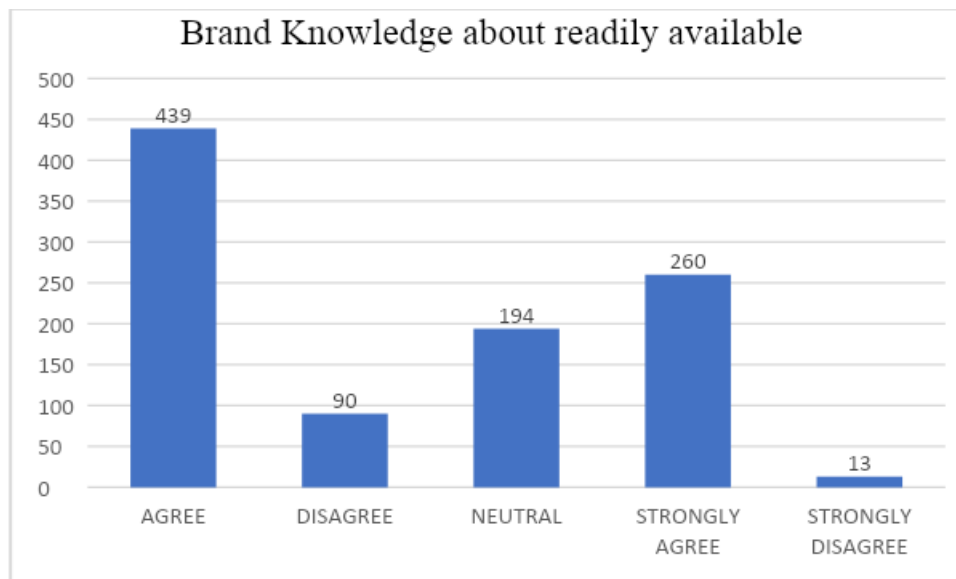
**Figure 4. 39 Interpretation of responses regarding Statement- Brand Knowledge about Superior quality and reliable**



**0. Brand knowledge about readily available**

The statement "Brand knowledge about readily available" received (44% agreements), 9% disagreements, 19% neutral responses, 26% strong agreement, and 13 strong disagreements (1%) out of a total of 996 responses.

**Figure 4. 40 Interpretation of responses regarding statement- Brand Knowledge about readily available**



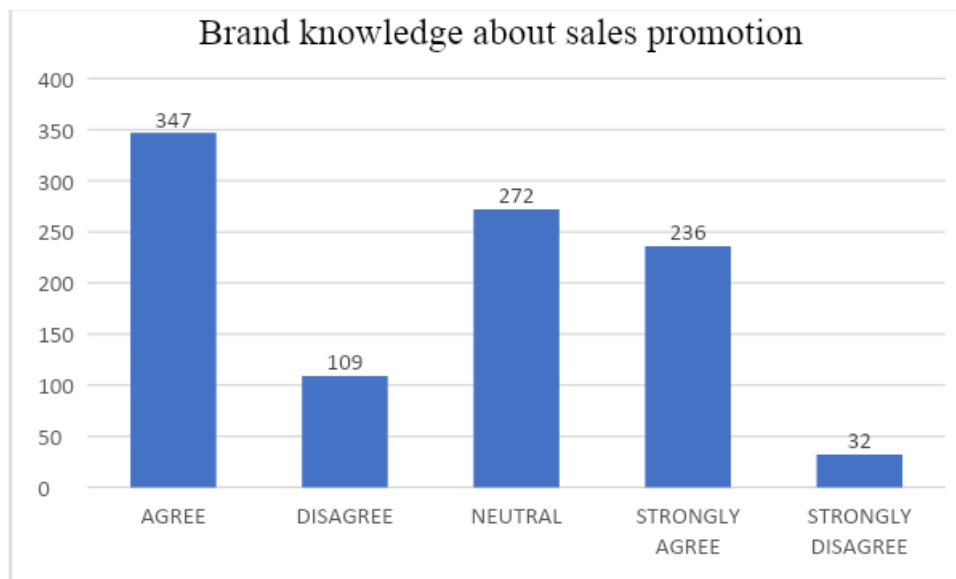
The majority of respondents approved that brand knowledge about a product's availability is an important factor. This advises that customers place a high value on the capability to find and purchase the product when needed. Additionally, the relatively low number of disagreements and strong disagreements indicates that few people believe that availability is not an important factor in brand Knowledge. The neutral stances may recommend that some customers do not prioritize availability, but not necessarily a deciding factor for them. Overall, this statement

suggests that brands should prioritize ensuring their products are gladly accessible to consumers

**0. Brand knowledge about sales promotion**

583 respondents either agreed that sales promotion contributes to their brand knowledge, making up 58.6% of the respondents. Meanwhile, 141 respondents disagreed or strongly disagreed on this statement, making up only 14.1% of the respondents. The remaining 272 respondents were neutral about the statement, making up 27.3% of the respondents. This proposes that a majority of consumers perceive sales promotion as an important factor in building their brand knowledge.

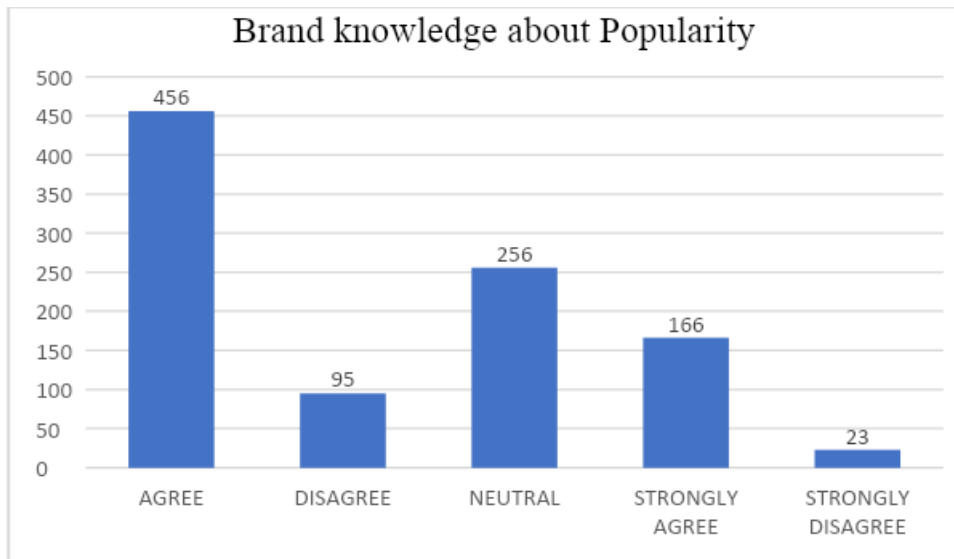
**Figure 4. 41 Interpretation of responses regarding statement- Brand knowledge about sales promotion**



**0. Brand knowledge about Popularity**

The survey showed that in the area of brand knowledge, most of respondents believed that the popularity of a brand was an important factor. Specifically, 45.78% respondents agreed that a brand's popularity is an essential factor to consider, while 9.54% respondents disagreed. Another 25.70% respondents were neutral stance on the matter, while 16.67% respondents strongly approved and 2.31% respondents strongly disagreed.

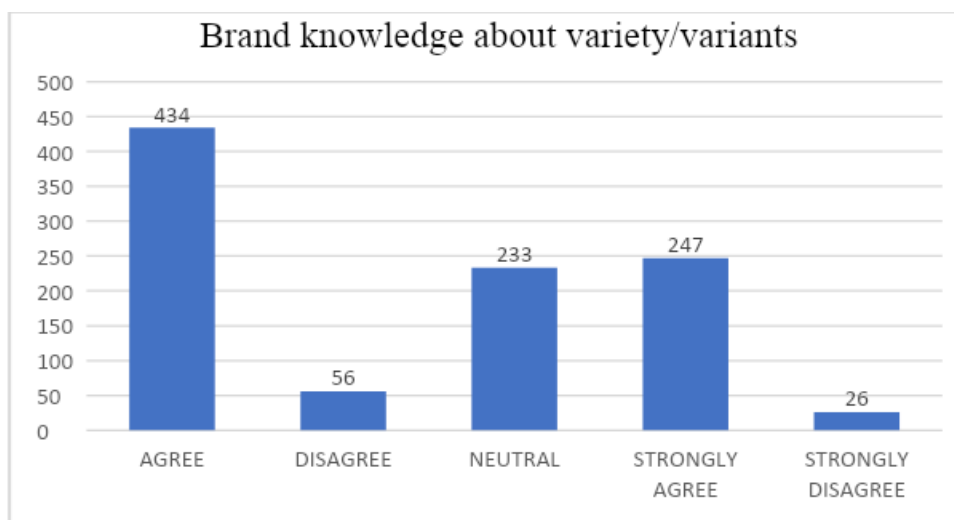
**Figure 4. 42 Interpretation of responses regarding statement-Brand knowledge about Popularity**



**0. Brand knowledge about variety/variants**

43.57% of the respondents agreed that brand knowledge about variety/variants affects brand loyalty, with a total count of 434. Only 5.62% disagreed by the statement, with a count of 56. Neutral responses accounted for 23.39% of the total, with a count of 233. Meanwhile, 24.8% strongly agreed that brand knowledge about variety/variants affects brand loyalty, with a count of 247, and only 2.61% strongly disagreed by the statement, with a count of 26.

**Figure 4. 43 Interpretation of responses regarding statement-Brand knowledge about variety/variants**



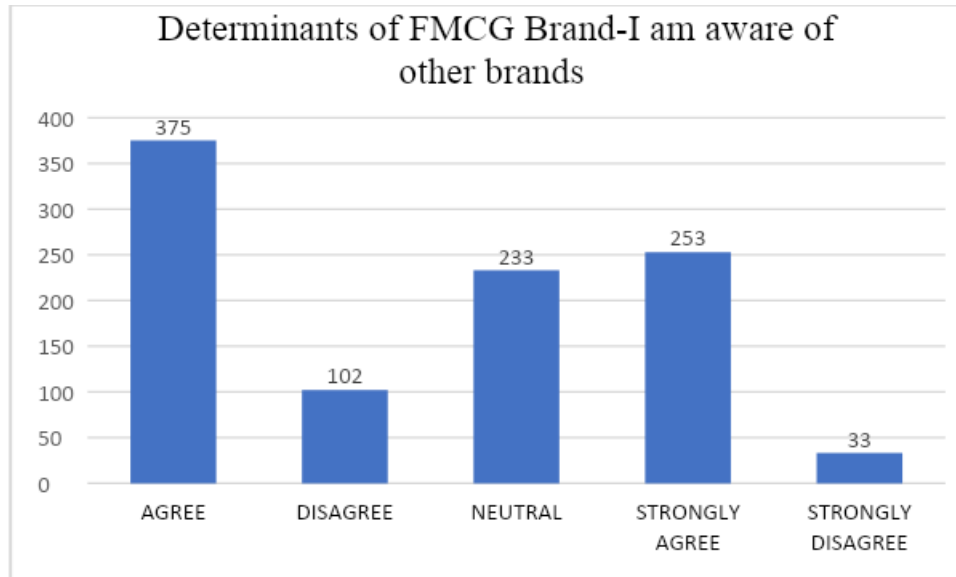
**0. Brand Awareness**

**1. Determination of FMCG Brand- I am aware of other brands**

The statement "Determination of FMCG Brand- I am aware of other brands" refers to brand awareness among consumers. The survey results indicate that 375 respondents agreed on the statement, representing 37.7% of the sample, while 10.2% disagreed, 23.3% remained neutral, 25.3% strongly agreed, and only 3.3% strongly disagreed. This suggests that a substantial portion of consumers are aware of other FMCG brands in the market. It highlights

the importance for companies to invest in effective brand awareness strategies to ensure that their brand remains top of mind for consumers when making purchasing decisions.

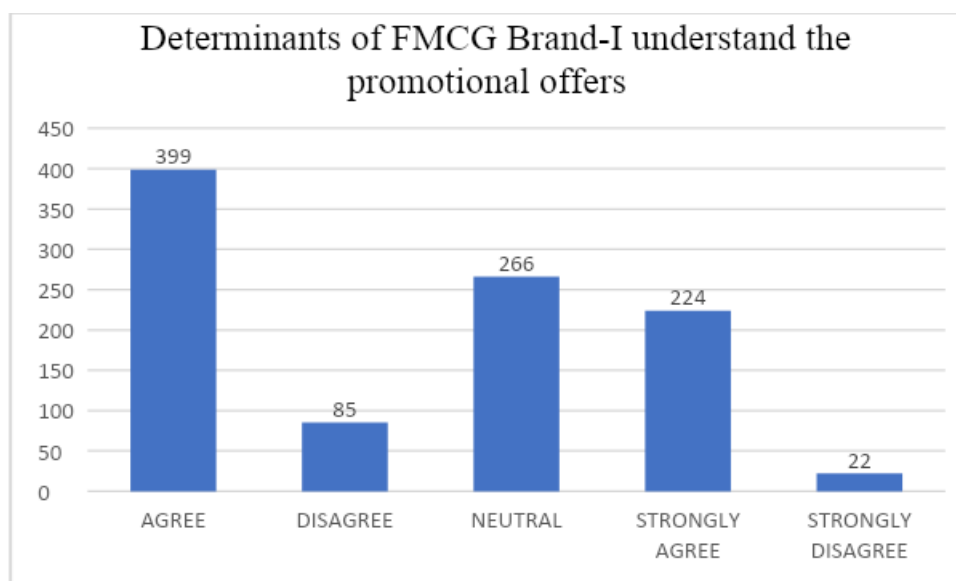
**Figure 4. 44 Interpretation of responses regarding statement-I am aware of other brands**



**0. I understand the promotional offers of FMCG brands**

The statement "I understand the promotional offers of FMCG brands" under brand awareness had a total of 996 responses, with 40.06% respondents agreeing, 8.53% disagreeing, 26.71% remaining neutral, 22.49% strongly agreeing, and 2.21% strongly disagreeing. This recommends that a most of the respondents have a decent understanding of the promotional offers provided by FMCG brands.

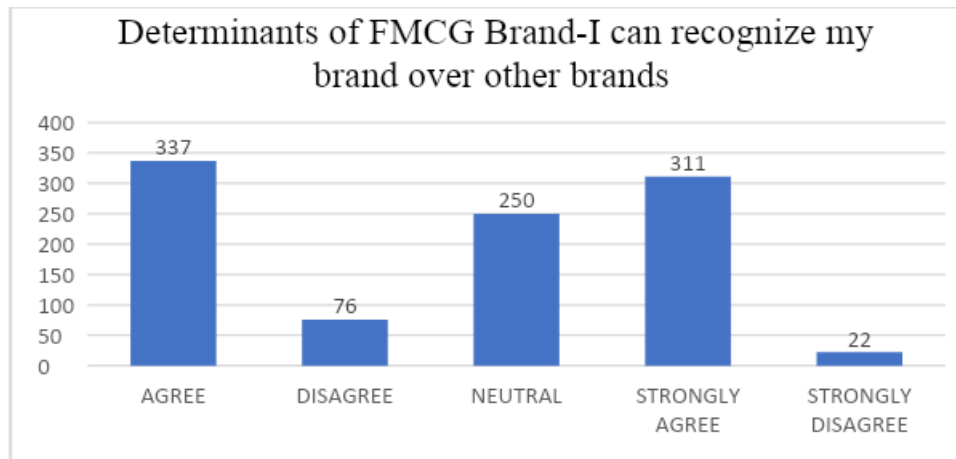
**Figure 4. 45 Interpretation of responses regarding statement--I understand the promotional offers**



**0. I can recognize my brand over the other brands**

The statement "I can recognize my brand over the other brands" is related to brand awareness. According to the survey, 33.9% respondents agreed, 7.6% disagreed, 25.1% were neutral, 31.2% strongly agreed, and 2.2% strongly disagreed.

**Figure 4. 46 Interpretation of responses regarding statement-I can recognize my brand over other brands**

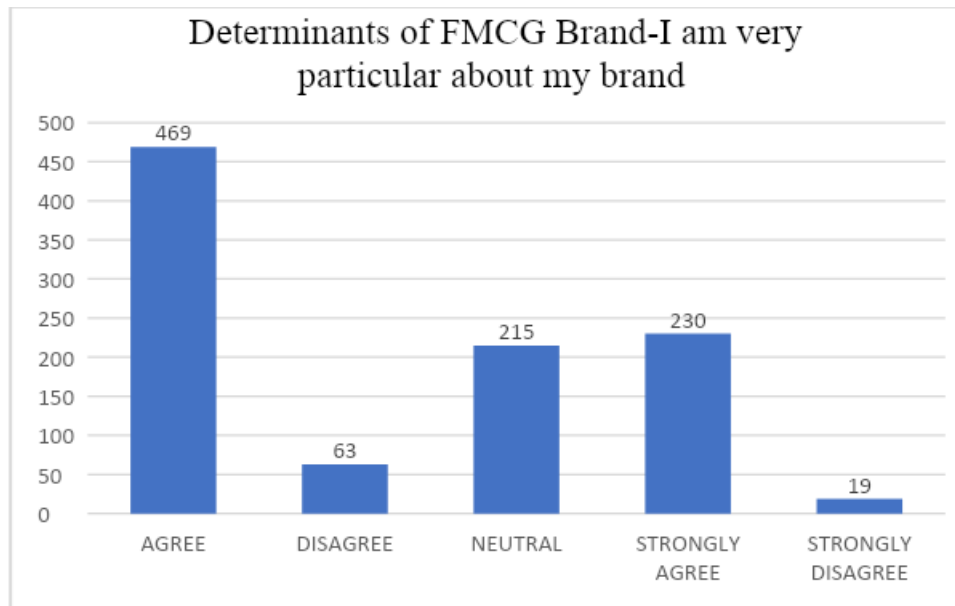


This recommends that the most of respondents are confident in recognizing their preferred brand over other brands in the market. The high percentage of strong agreement also indicates that consumers are generally loyal and have a strong connection to their preferred brand.

**0. I am very particular about my brand**

A majority of respondents agreed by the statement "I am very particular about my brand" regarding brand awareness. Specifically, 47.09% respondents agreed, 6.33% respondents disagreed, 21.59% respondents were neutral, 23.09% respondents strongly approved, and 1.91% respondents strongly disagreed. This shows that a significant percentage of consumers place high value on brand awareness and are willing to remain loyal to a particular brand that meets their expectations.

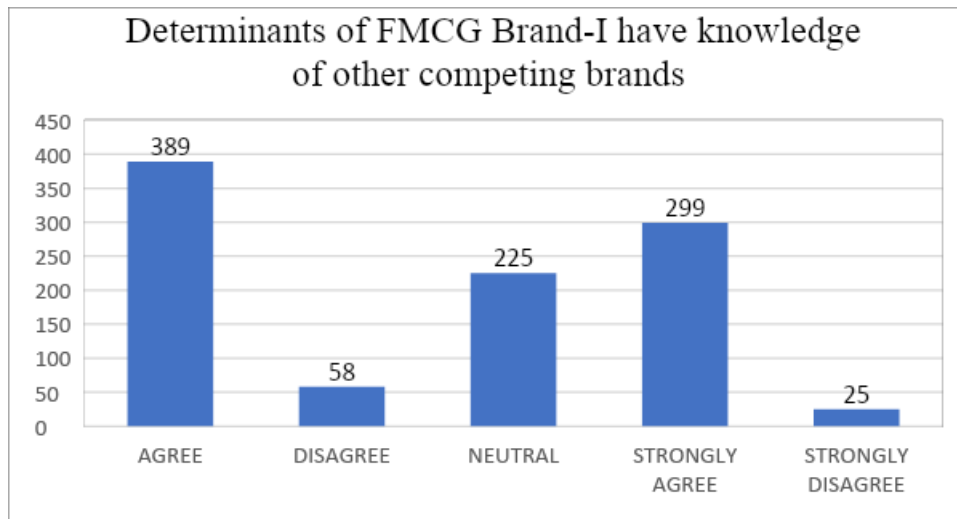
**Figure 4. 47 Interpretation of responses regarding statement- I am very particular about my brand**



**0. Determination of FMCG Brand- I have knowledge of other competing brands**

The statement "Determination of FMCG Brand- I have knowledge of other competing brands" reflects the consumer's level of awareness about other brands that contend with their preferred brand. 39% respondents approved the statement, representing that they have some knowledge of competing brands in market. Only 6% respondents disagreed, suggesting that they have less or no awareness of other brands. The majority of respondents, 30%, strongly agreed that they have knowledge of other competing brands, indicating a high level of brand awareness. 23% respondents remained neutral on the statement, representing that they may or may not have knowledge of competing brands. Overall, the results suggest that a significant number of consumers have some level of knowledge about other competing brands, which could impact their brand loyalty and purchase decisions.

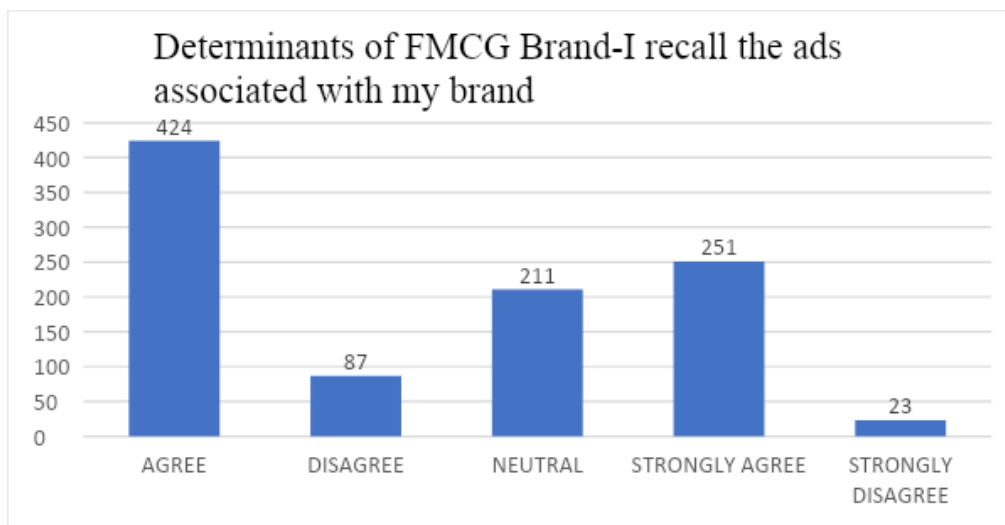
**Figure 4. 48 Interpretation of responses regarding statement- I have knowledge of other competing brands**



**0. Determination of FMCG Brand- I recall the ads associated with my brands**

This statement measures brand awareness based on the ability to recall advertisements associated with a specific brand, Out of 996 respondents, 424 agreed by the statement, representing 42.57%, while 8.73% disagreed.21.19% were neutral,25.20% strongly agreed, and 2.31% strongly disagreed. This proposes that for a substantial percentage of the respondents, recalling advertisements was a factor in their brand awareness.

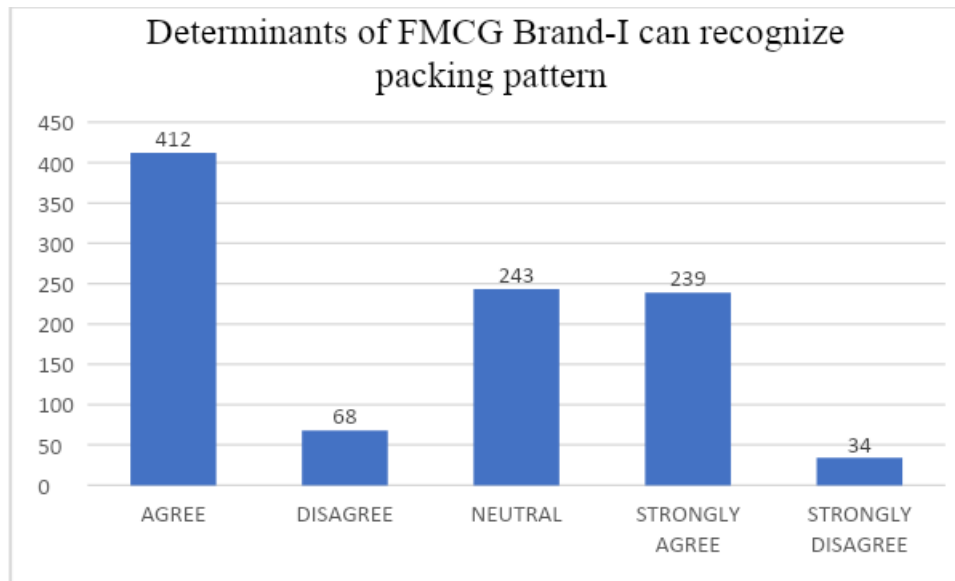
**Figure 4. 49 Interpretation of responses regarding statement-I recall the ads associated with my brand**



**0. Determination of FMCG Brand- I can recognize packing pattern**

The statement "Determination of FMCG Brand- I can recognize packing pattern" measures the degree to which consumers can identify a brand based on its packaging. The results show that out of 996 participants, 41.36% agreed that they can recognize the brand based on its packing pattern, while 6.83% disagreed. Additionally, 24.40% remained neutral, 24.00% strongly agreed, and 3.41% strongly disagreed.

**Figure 4. 50 Interpretation of responses regarding statement -I can recognize packing pattern**

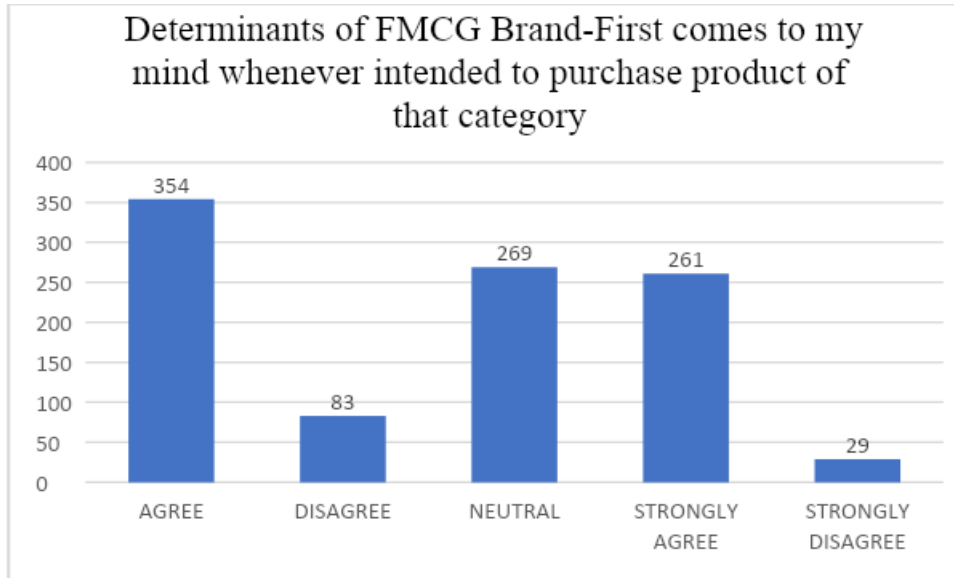


This proposes that for a substantial percentage of consumers, packaging plays a key role in brand recognition and awareness. It also highlights the importance of consistent and distinctive packaging design in building and maintaining brand awareness.

**0. Determination of FMCG Brand-First comes to my mind whenever intended to purchase product of that category**

The statement "Determination of FMCG Brand-First comes to my mind whenever intended to purchase product of that category" is a measure of top-of-mind brand awareness. The results show that 35.54% of the respondents agreed on the statement, 8.33% disagreed, 26.98% remained neutral, 26.21% strongly agreed, and 2.91% strongly disagreed. Most of the respondents have some level of brand awareness, with a substantial proportion strongly agreeing that the brand first comes to mind when intending to purchase a product in that category. However, a relatively small proportion disagreed by the statement, representing that there may be opportunities for brands to increase their top-of-mind awareness among consumers.

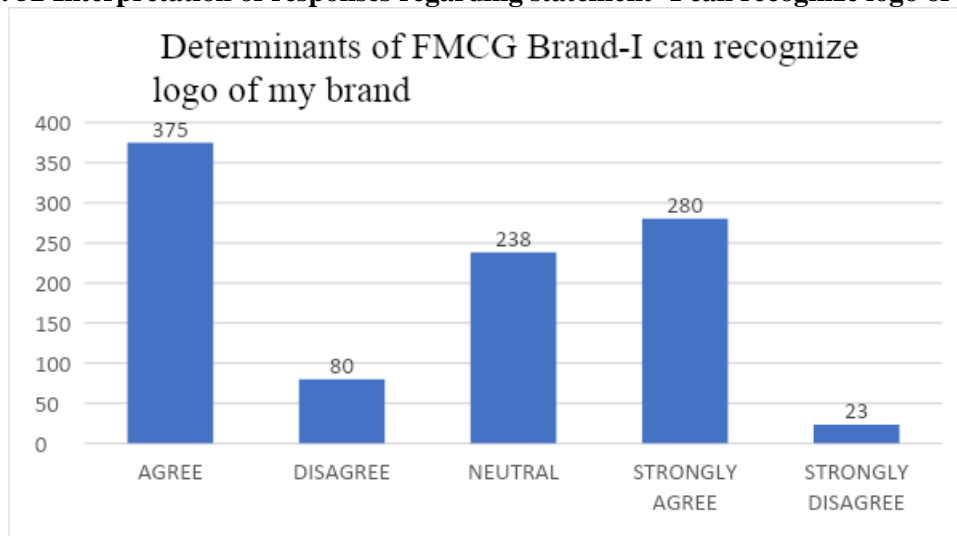
**Figure 4. 51 Interpretation of responses regarding statement -First comes to my mind whenever intended to purchase product of that category**



**0. Determination of FMCG Brand - I can recognize the logo of my brand**

The statement "Determination of FMCG Brand - I can recognize the logo of my brand" relates to brand awareness. The survey data shows that 37.65% respondents agreed, 8.03% disagreed, 23.90% were neutral, 28.11% strongly agreed, and 2.31% strongly disagreed. This suggests that a substantial portion of consumers are aware of the logo of their preferred FMCG brand.

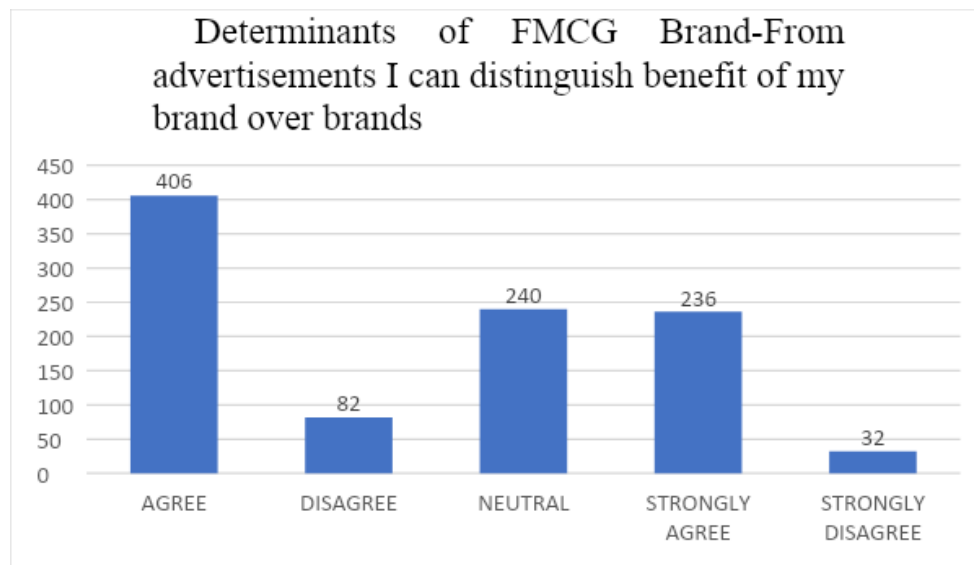
**Figure 4. 52 Interpretation of responses regarding statement- I can recognize logo of my brand**



**0. Determination of FMCG Brand- from advertisements, I can distinguish the benefit of my brand over other brands**

406 respondents agreed (40.84%) on the statement "Determination of FMCG Brand- from advertisements, I can distinguish the benefit of my brand over other brands," while 8.23% disagreed. There were 24.10% respondents who were neutral, 23.69% who strongly agreed, and 3.21% who strongly disagreed.

**Figure 4. 53 Interpretation of responses regarding statement -From advertisements I can distinguish benefit of my brand over brands**

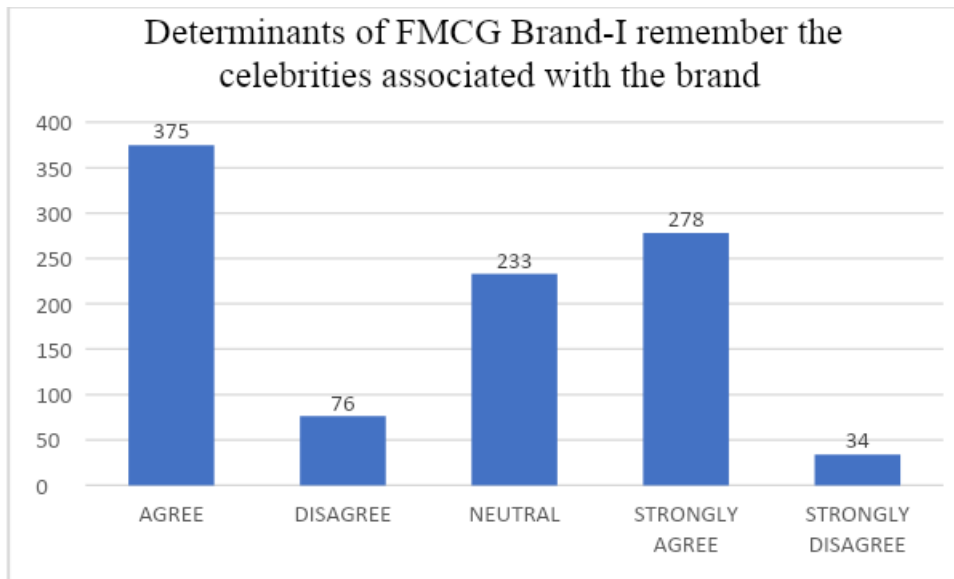


Overall, the majority of respondents agreed or strongly agreed with this statement, demonstrating a high degree of brand awareness and the success of the advertising for the brand in conveying its distinctive advantages.

**0. Determinants of FMCG Brand-I remember the celebrities associated with the brand**

Out of 996 respondents, 37.65% agreed and 7.63% disagreed that they remember the celebrities associated with their preferred brand from advertisements. 23.39% respondents were neutral, while 27.91% strongly agreed and 3.41% strongly disagreed with the statement. This statement suggests that a celebrity endorsement can positively influence brand awareness and consumer behavior.

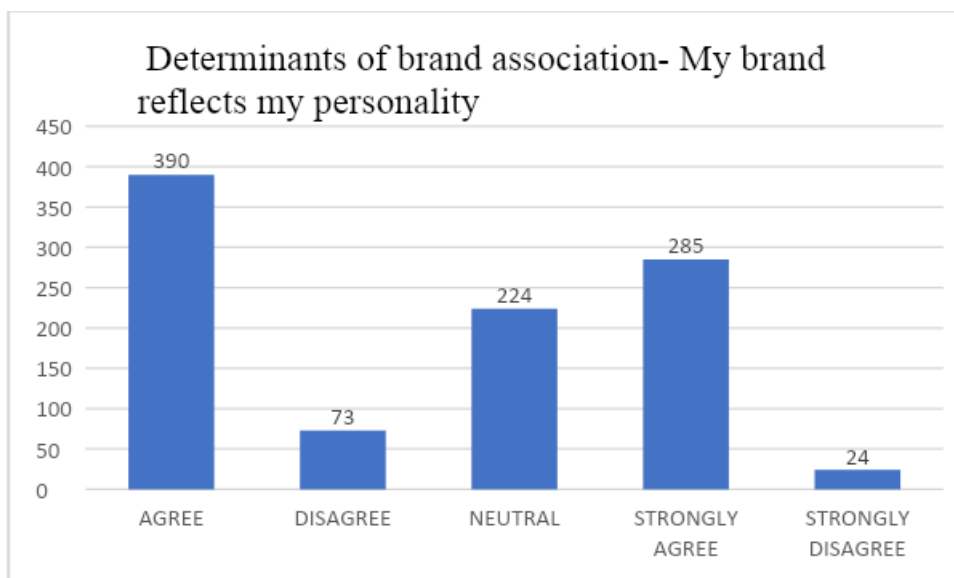
**Figure 4. 54 Interpretation of responses regarding statement-I remember the celebrities associated with the brand**



**0. Determinants of brand association- My brand reflects my personality**

According to the data, 39.16% respondents strongly agree that their brand reflects their personality, while 39.16% agree, 22.49% are neutral, 7.33% disagree, and 2.41% strongly disagree. This proposes that brand personality plays a significant role in brand awareness and perception among consumers. Consumers who strongly believe that their brand reflects their personality are likely to have higher level of brand awareness and loyalty.

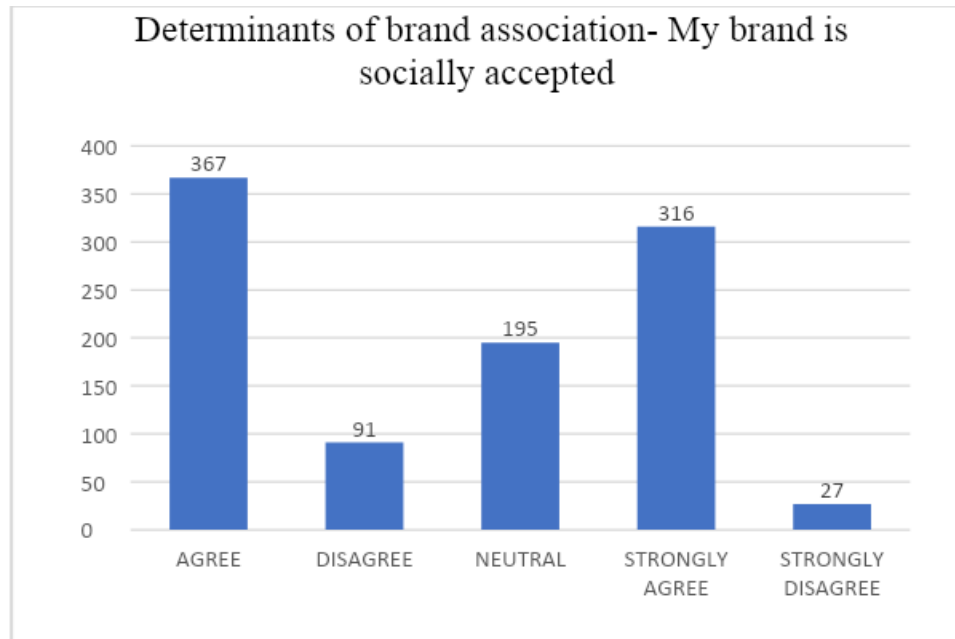
**Figure 4. 55 Interpretation of responses regarding statement-My brand reflects my personality**



**0. Determinants of brand association- My brand is socially accepted**

According to the data, out of 996 respondents, 36.85% agreed that their FMCG brand is socially accepted, 9.14% disagreed, 19.58% remained neutral, 31.73% strongly agreed, and 2.71% strongly disagreed with the statement.

**Figure 4. 56 Interpretation of responses regarding statement- My brand is socially accepted**

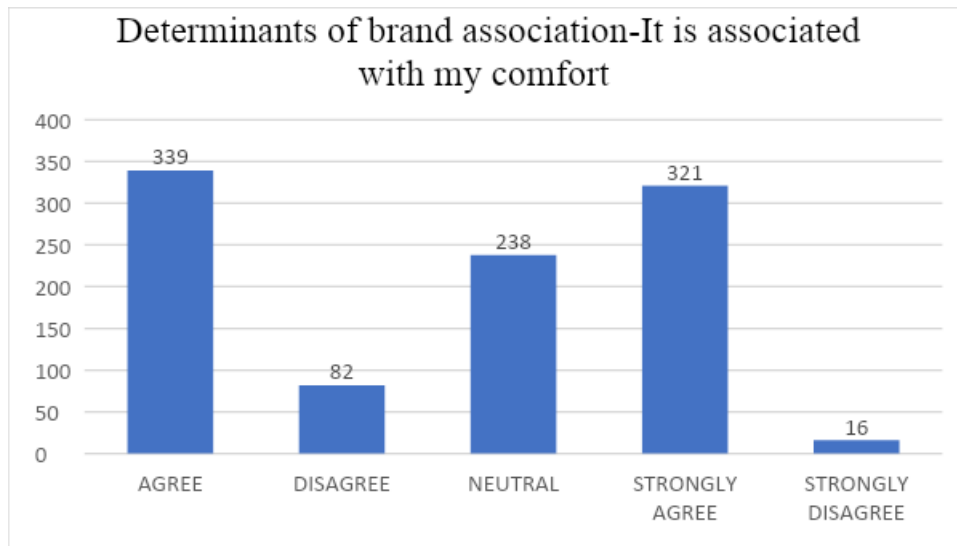


This indicates that a significant number of consumers perceive their FMCG brand as socially accepted. The perception of social acceptance can positively influence brand awareness and purchase intention, as consumers tend to associate themselves with brands that correlate with their social values and beliefs.

**0. Determination of FMCG Brand-it is associated with my comfort**

In the statement "Determination of FMCG Brand-it is associated with my comfort", 339 respondents (34%) agreed, 8% disagreed, 24% remained neutral, 32% strongly agreed, and 2% strongly disagreed, out of a total of 996. This suggests that a significant proportion of consumers associate their preferred FMCG brand with comfort, indicating a strong emotional connection to the brand. The brand has likely established itself as a reliable and dependable choice, providing a sense of security and familiarity to consumers.

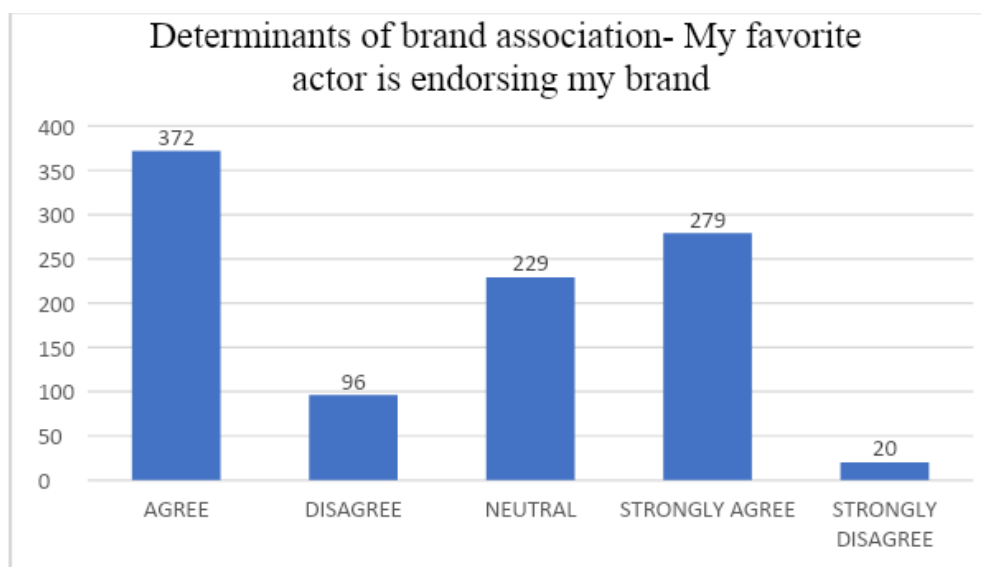
**Figure 4. 57 Interpretation of responses regarding statement-It is associated with my comfort**



**0. Determination of FMCG Brand- My favorite actor is endorsing my brand**

The statement "Determination of FMCG Brand- My favorite actor is endorsing my brand" received a total of 996 responses, with 37.35% respondents agreeing, 9.64% disagreeing, 23.00% being neutral, 28.01% strongly agreeing, and 2.01% strongly disagreeing. This statement suggests that a celebrity endorsement can positively influence brand awareness and consumer behavior. When a favorite actor is connected with a particular brand, it can recreate a sense of trust and familiarity among consumers, potentially leading to increased brand loyalty and sales.

**Figure 4. 58 Interpretation of responses regarding statement-My favorite actor is endorsing my brand**

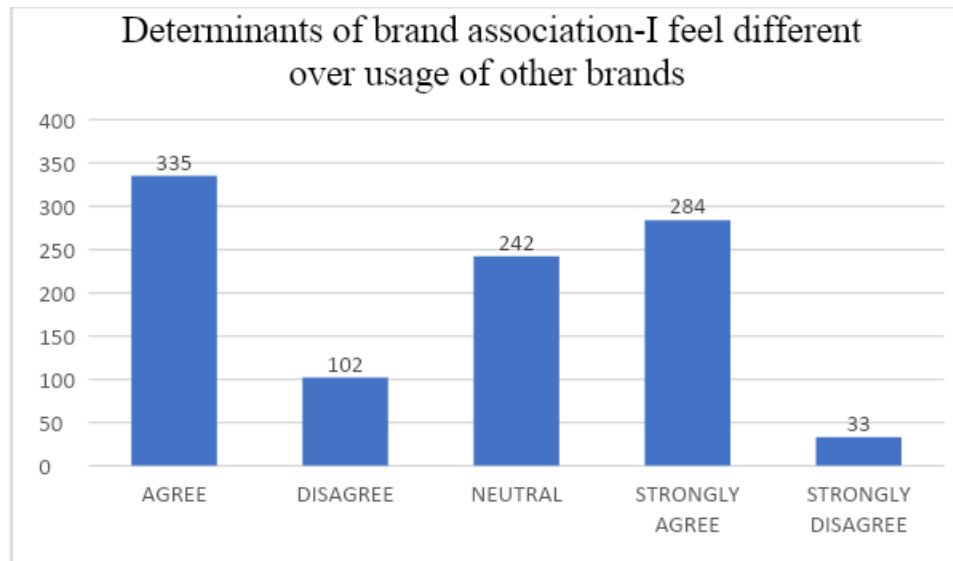


brand, it can recreate trust and familiarity among consumers, potentially leading to increased brand loyalty and sales.

**0. Determination of FMCG Brand-I feel different over usage of other brands**

The statement "Determination of FMCG Brand-I feel different over usage of other brands" indicates the level of brand differentiation that the respondent feels towards their preferred brand. Out of 996 respondents, 33.6% agreed with the statement while 10.2% disagreed 24.3% were neutral, 28.5% strongly agreed, and 3.3% strongly disagreed.

**Figure 4. 59 Interpretation of responses regarding statement- I feel different over usage of other brands**

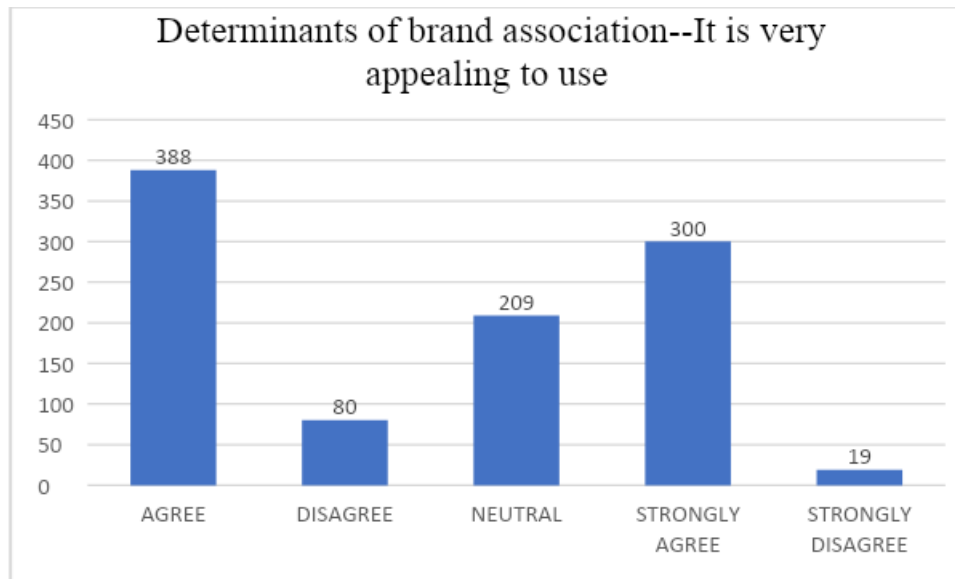


Those who agreed or strongly agreed may feel that their preferred brand offers unique benefits that distinguish it from other brands in the market, leading to a sense of differentiation and individuality. Conversely, those who disagreed or strongly disagreed may not feel that their preferred brand stands out significantly from others, or may not place a high value on brand differentiation.

**0. Determination of FMCG Brand-It is very appealing to use**

The statement "Determination of FMCG Brand-It is very appealing to use" has 39% people who agreed,8% who disagreed,21% who remained neutral,30% who strongly agreed, and 2% who strongly disagreed out of a total of 996 respondents. This suggests that a significant proportion of people find the brand very appealing to use.

**Figure 4. 60 Interpretation of responses regarding statement-It is very appealing to use**



- **Summary**

**Table 4. 10 Summary of Descriptive analysis of Brand Equity**

<b>Statement</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>BRAND ASSOCIATION</b>					
Quality Influence Purchase Decision	186 (18.7%)	191 (19.2%)	207 (20.8%)	200 (20.1%)	212 (21.3%)
Price Influences Purchase Decision	206 (20.7%)	226 (22.7%)	181 (18.2%)	191 (19.2%)	192 (19.2%)
Brand Image Influences Purchase Decision	195 (19.6%)	213 (21.4%)	197 (19.8%)	211 (21.2%)	180 (18.1%)
Advertisement Influences Purchase Decision	198 (19.9%)	214 (21.5%)	170 (17.1%)	207 (20.8%)	207 (20.8%)
Product Range & Variety Influences Purchase Decision	202 (20.3%)	190 (19.1%)	217 (21.8%)	200 (20.1%)	187 (18.8%)
Usage Experience Influences Purchase Decision	210 (21.1%)	192 (19.3%)	185 (18.6%)	200 (20.1%)	209 (21.0%)
Product Availability in Stores Influences Purchase Decision	213 (21.7%)	199 (20.1%)	208 (20.8%)	208 (20.8%)	168 (18.7%)
Influence of friends & family influences purchase decision	206 (20.8%)	208 (20.9%)	203 (20.4%)	184 (18.5%)	195 (19.57%)

Promotional offers influences purchase decision	212 (21.3%)	186 (18.7%)	205 (20.6%)	178 (17.9%)	215 (21.6%)
Influence of a retailer influences purchase decision	188 (19.4%)	215 (21.5%)	189 (19.6%)	209 (20.9%)	195 (19.5%)
<b>BRAND ATTITUDE</b>					
Brand assures quality	300 (30.1%)	376 (37.8%)	254 (25.5%)	48 (4.8%)	18 (1.8%)
Brand name ensures customer requirement	307 (30.8%)	351 (35.2%)	235 (23.6%)	86 (8.6%)	17 (1.7%)
Brand simplifies decision making	234 (23.5%)	281 (28.2%)	375 (37.6%)	95 (9.5%)	11 (1.1%)
Brands are relatively expensive	227 (22.8%)	397 (39.8%)	269 (27.0%)	85 (8.5%)	18 (1.8%)
Too many brands lead to confusion	238 (23.9%)	397 (39.9%)	263 (26.4%)	90 (9.0%)	8 (0.8%)
Brand reflects my personality	198 (19.9%)	472 (47.4%)	249 (25.0%)	72 (7.2%)	5 (0.5%)
Brand provides pleasure for buying	307 (30.8%)	496 (49.8%)	177 (17.8%)	13 (1.3%)	3 (0.3%)
Brand provides choices	558 (55.9%)	242 (24.3%)	189 (19.0%)	43 (4.3%)	7 (0.7%)
<b>BRAND LOYALTY</b>					
Increase in price leads to change in brand	233 (23.4%)	368 (36.9%)	272 (27.3%)	85 (8.5%)	38 (3.8%)
Non-availability of product leads to change in brand	252 (25.30%)	372 (37.35%)	237 (23.79%)	123 (12.35%)	12 (1.20%)
Promotion activity of other brand in shops and malls	212 (21.29%)	399 (40.06%)	266 (26.71%)	106 (10.64%)	13 (1.31%)
Entry of new variants leads to change in brand	239 (24%)	389 (39%)	280 (28%)	72 (7%)	16 (2%)
Product ingredients as a factor for brand loyalty	90 (9.04%)	604 (60.64%)	222 (22.29%)	62 (6.22%)	18 (1.81%)
Switch to other brand just for change leads to change in brand	236 (24%)	409 (41%)	238 (24%)	84 (8%)	29 (2.91%)
Brand does not deliver its promise leads to change in brand	232 (23.2%)	365 (36.5%)	341 (34.2%)	4 (0.4%)	54 (5.42%)

Suggestions from friends and relatives leads to change in brand	247 (24.8%)	403(40.5%)	274 (27.5%)	53 (5.32%)	19 (1.9%)
Attractive sales offer for other brands leads to change in brand	235 (23.6%)	396 (39.8%)	268 (26.9%)	55 (5.5%)	42 (4.2%)
Consistent Media ads for other brands leads to change in brand	257 (25.8%)	403 (40.5%)	262 (26.3%)	43 (4.32%)	31(3.1%)
No contemporary look for existing brand leads to change in brand	265 (26.61%)	364 (36.5%)	268 (26.9%)	68 (6.8%)	31(3.1%)
<b>BRAND KNOWLEDGE</b>					
Brand knowledge about superior quality and reliable	276 (27.7%)	406 (40.8%)	215 (21.6%)	72 (7.2%)	27 (2.7%)
Brand knowledge about readily available	260 (26%)	439 (44%)	194 (19.4%)	90 (9%)	13 (1.3%)
Brand knowledge about sales promotion	236 (23.7%)	347(34.8%)	272 (27.3%)	109 (10.9%)	32(3.2%)
Brand knowledge about popularity	166 (16.7%)	456 (45.8%)	256 (25.7%)	95 (9.5%)	23 (2.3%)
Brand knowledge about variety/variants	247 (24.8%)	434 (43.6%)	233 (23.4%)	56 (5.6%)	26 (2.6%)
<b>BRAND AWARENESS</b>					
Determination of FMCG Brand - I am aware of other brands	253 (25.3%)	375 (37.7%)	233 (23.3%)	102 (10.2%)	33 (3.3%)
Determination of FMCG Brand - I understand the promotional offers of FMCG brands	224 (22.49%)	399 (40.06%)	266 (26.71%)	85 (8.53%)	22 (2.21%)
Determination of FMCG Brand - I can recognize my brand over other brands	311 (31.2%)	337 (33.9%)	250 (25.1%)	76 (7.6%)	22 (2.2%)
Determination of FMCG Brand - I am very particular about my brand	230 (23.09%)	469 (47.09%)	215 (21.59%)	63 (6.33%)	19 (1.91%)
Determination of FMCG Brand - I have knowledge of other competing brands	299 (30%)	389 (39%)	225 (23%)	58 (6%)	N/A

Determination of FMCG Brand - I recall the ads associated with my brand	251 (25.20%)	424 (42.57%)	211 (21.19%)	87 (8.73%)	23 (2.31%)
Determination of FMCG Brand - I can recognize packing pattern	239 (24.00%)	412 (41.36%)	243 (24.40%)	68 (6.83%)	34 (3.41%)
Determination of FMCG Brand-First comes to my mind whenever intended to purchase product of that category	261 (26.21%)	354 (35.54%)	269 (26.98%)	83 (8.33%)	29 (2.91%)
Determination of FMCG Brand - I can recognize the logo of my brand	280 (28.11%)	375 (37.65%)	238 (23.90%)	80 (8.03%)	23 (2.31%)
Determination of FMCG Brand- from advertisements, I can distinguish the benefit of my brand over other brands	236 (23.69%)	406 (40.84%)	240 (24.10%)	82 (8.23%)	32 (3.21%)
Determinants of FMCG Brand-I remember the celebrities associated with the brand	278 (27.91%)	375 (37.65%)	233 (23.39%)	76 (7.63%)	34 (3.41%)
Determinants of brand association- My brand reflects my personality	285 (28.64%)	390 (39.16%)	224 (22.49%)	73 (7.33%)	24 (2.41%)
Determinants of brand association- My brand is socially accepted	316 (31.73%)	367 (36.85%)	195 (19.58%)	91 (9.14%)	27 (2.71%)
Determination of FMCG Brand-it is associated with my comfort	321 (32.23%)	339 (34.04%)	238 (23.90%)	82 (8.23%)	16 (1.61%)
Determination of FMCG Brand- My favorite actor is endorsing my brand	279 (28.01%)	372 (37.35%)	229 (23.00%)	96 (9.64%)	20 (2.01%)
Determination of FMCG Brand - I feel different over usage of other brands	284 (28.5%)	335 (33.6%)	242 (24.3%)	102 (10.2%)	33(3.3%)

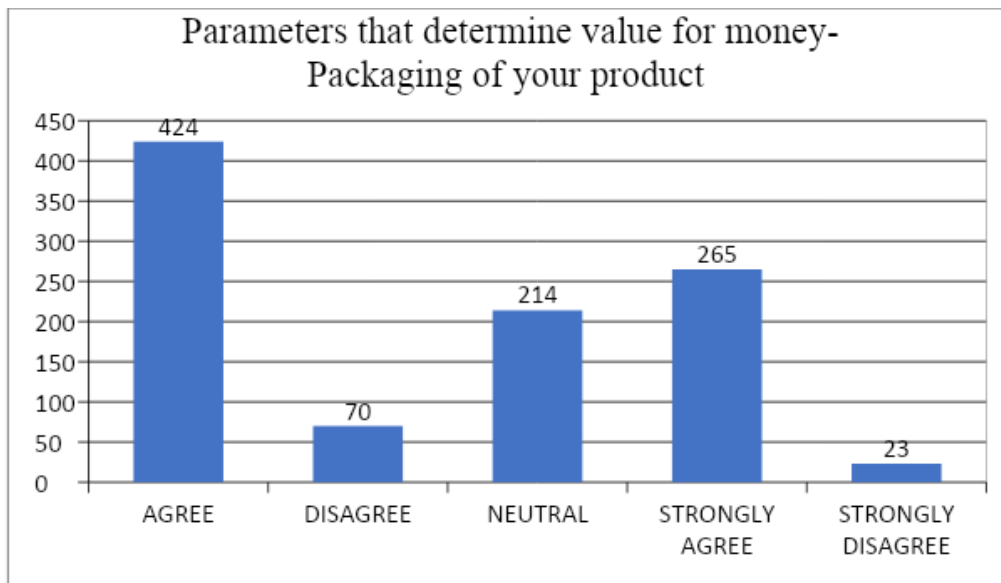
Determination of FMCG Brand - It is very appealing to use	300(31%)	388 (39%)	209 (21%)	80(8%)	19(2%)
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**0. Value For Money**

**1. Parameter that determines value of money- packaging of your product**

The statement "Parameter that determine value of money- packaging of your product" received 424 agreements 42.57% disagreements 7.03% neutral responses 21.49%, strongly agreements 26.61%, and 2.31% strongly disagreements out of a total of 996 responses. Customers believe that the packaging of a product plays a significant part in determining its value for money. This recommends that products with high-quality packaging may be perceived as having a higher value, and may justify a higher price point. However, some customers may also feel that packaging does not necessarily reflect the true value of a product.

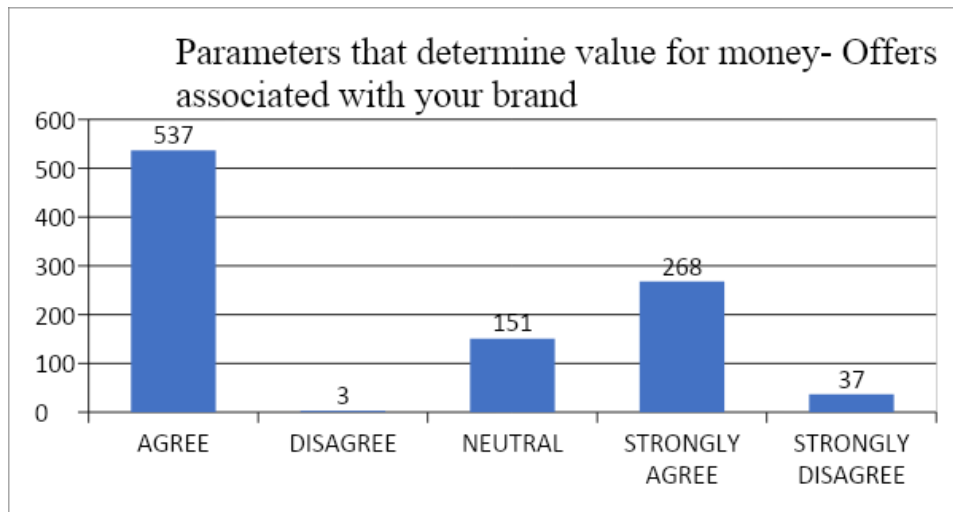
**Figure 4. 61 Interpretation of responses regarding statement- Packaging of your product**



**0. Parameters that determine value for money- Offers associated with your brand**

Out of 996 respondents, 53.91% agreed that offers associated with a brand determine its value for money, while only 0.30% disagreed. 15.16% respondents were neutral towards the statement, 26.91% strongly agreed, and 3.71% strongly disagreed.

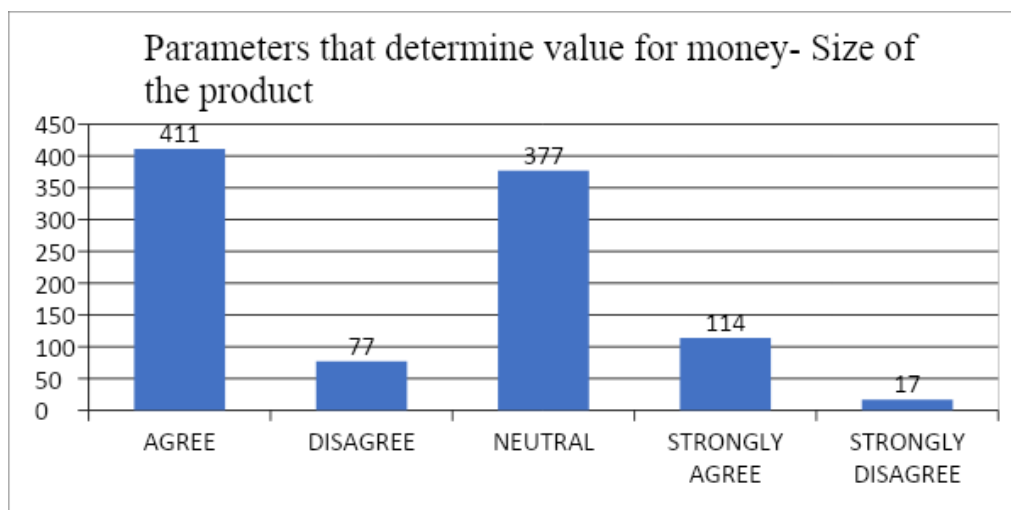
**Figure 4. 62 Interpretation of responses regarding statement-Offers associated with your brand**



**0. Parameters that determine value for money- Size of the product**

Out of 996 respondents, 411 agreed that size of the product is a parameter that determines the value for money (41.26%), 7.73% disagreed, 37.85% were neutral, 11.45% strongly agreed, and 1.71% strongly disagreed. The statement implies that customers perceive the value of a product by considering the size of the product. Customers may compare the size of the product with the price to determine if they are getting a good value for their money.

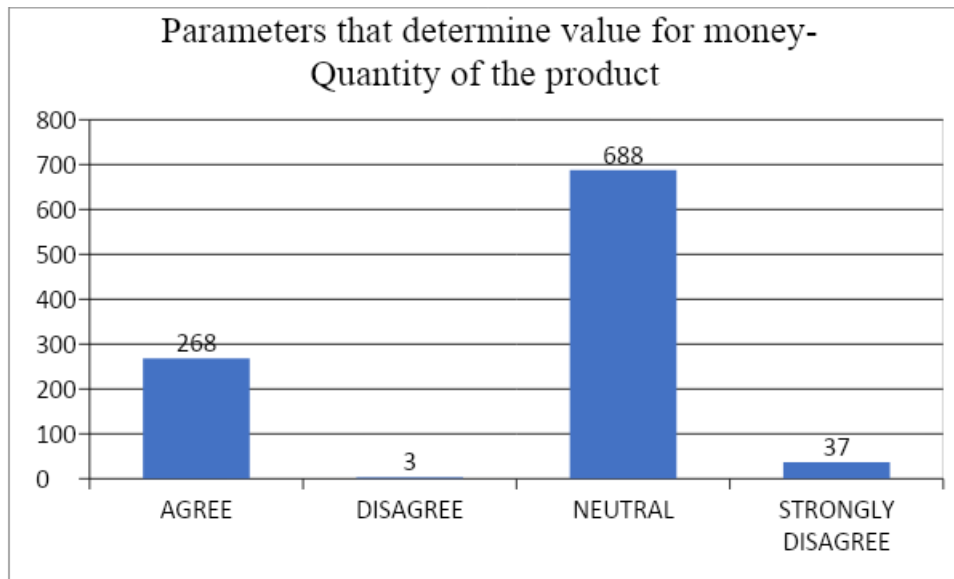
**Figure 4. 63 Interpretation of responses regarding statement-Size of the product**



**0. Parameters that determine value for money- Quantity of the product**

According to the responses, 26.9% people agree that the quantity of the product determines the value for money, while only 0.3% people disagree. Huge respondents i.e. 68.9% have a neutral stance on this statement. Interestingly, 3.7% people strongly disagree that the quantity of the product determines the value for money. There were no respondents who strongly approved on this statement.

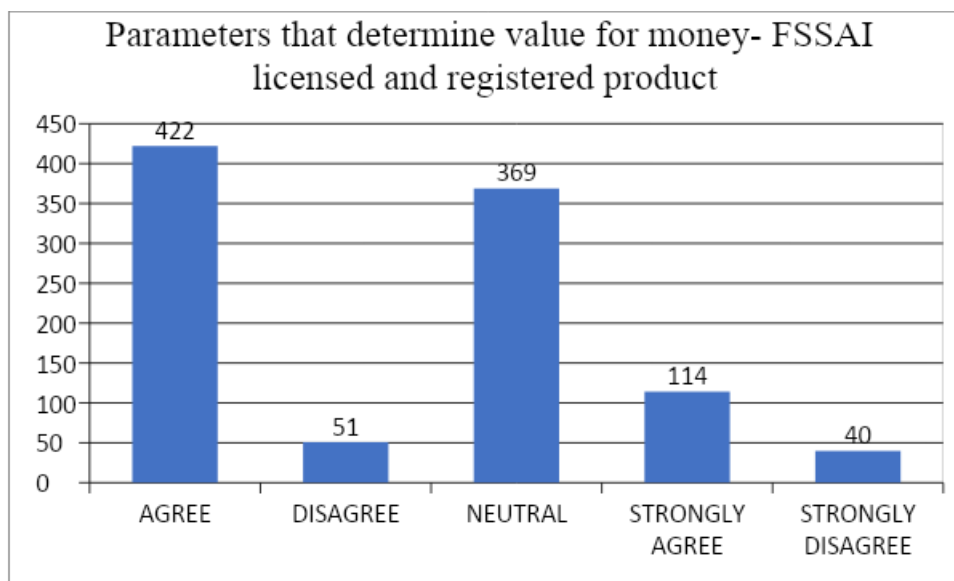
**Figure 4. 64 Interpretation of responses regarding statement- Quantity of the product**



**0. Parameters that determine value for money- FSSAI licensed and registered product**

42.37% of respondents approved the statement "FSSAI licensed and registered product is a parameter that determines value for money." 5.12% disagreed, 36.94% remained neutral, 11.45% strongly agreed, and 4.02% strongly disagreed.

**Figure 4. 65 Interpretation of responses regarding statement-Parameters that determine value for money- FSSAI licensed and registered product**



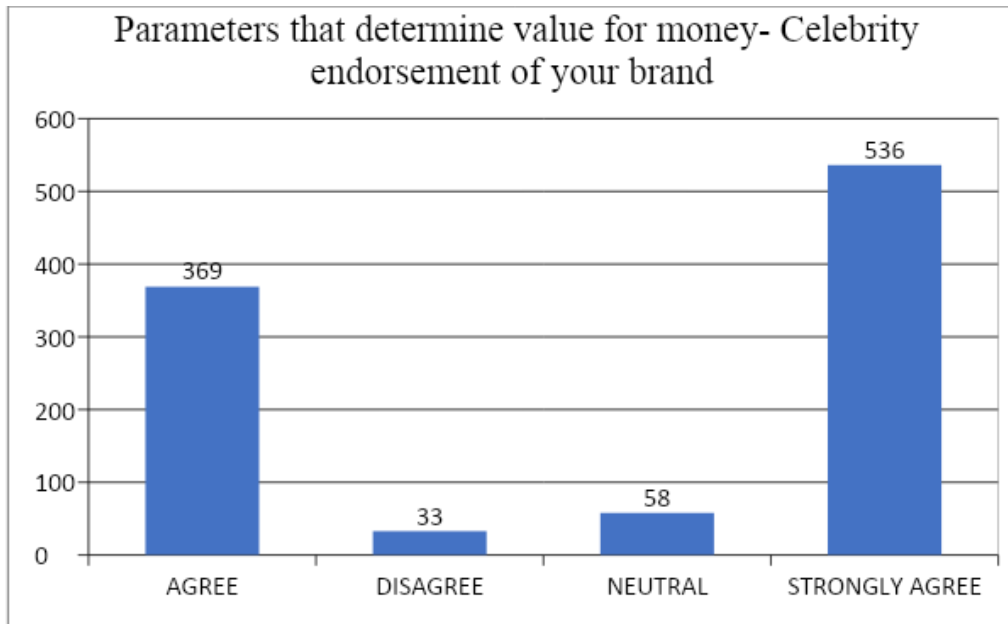
This suggests that for a significant portion of the population, the presence of licensing and registration is an important factor in determining the value of a product.

**0. Parameters that determine value for money- Celebrity endorsement of your brand**

Out of 996 responses for "Parameters that determine value for money- Celebrity endorsement of your brand," 37% people agreed, 3% people disagreed, 6% people had a neutral opinion,

54% people strongly agreed, and 0% people strongly disagreed. The majority of people believed that celebrity endorsement of a brand can impact its value for money positively.

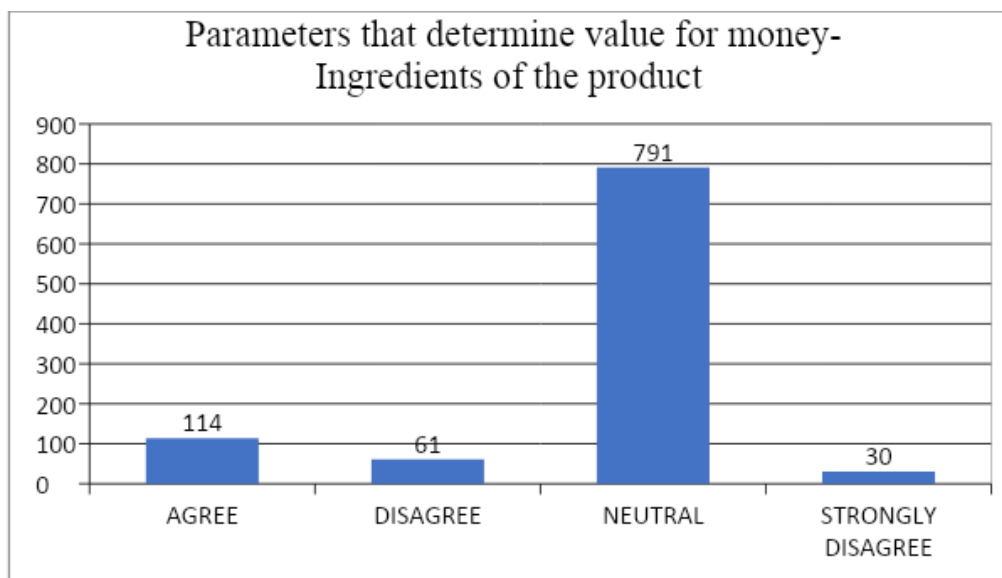
**Figure 4. 66 Interpretation of responses regarding statement-Celebrity endorsement of your brand**



**0. Parameters that determine value for money- Ingredients of the product**

114 respondents strongly approve that the ingredients used in the product determine its value for money. 791 respondents were neutral, while 61 disagreed and 30 strongly disagreed. In total, 965 responses were noted for this statement. The percentage breakdown is as follows: strongly agree (11.83%), agree (0%), neutral (79.04%), disagree (6.32%), and strongly disagree (3.01%).

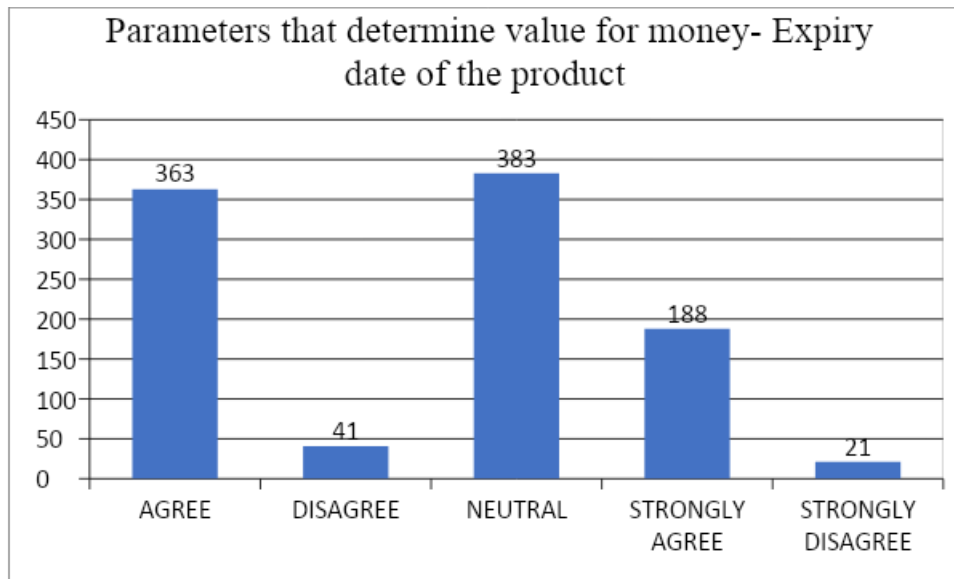
**Figure 4. 67 Interpretation of responses regarding statement-Ingredients of the product**



**0. Parameters that determine value for money- Expiry date of the product**

36.45% people approved that the expiry date of the product is an important parameter to determine value for money. 18.87% people strongly agreed on this statement, whereas 4.12% people disagreed. 38.35% people remained neutral, and 2.11% people strongly disagreed.

**Figure 4. 68 Interpretation of responses regarding statement-Parameters that determine value for money- Expiry date of the product**

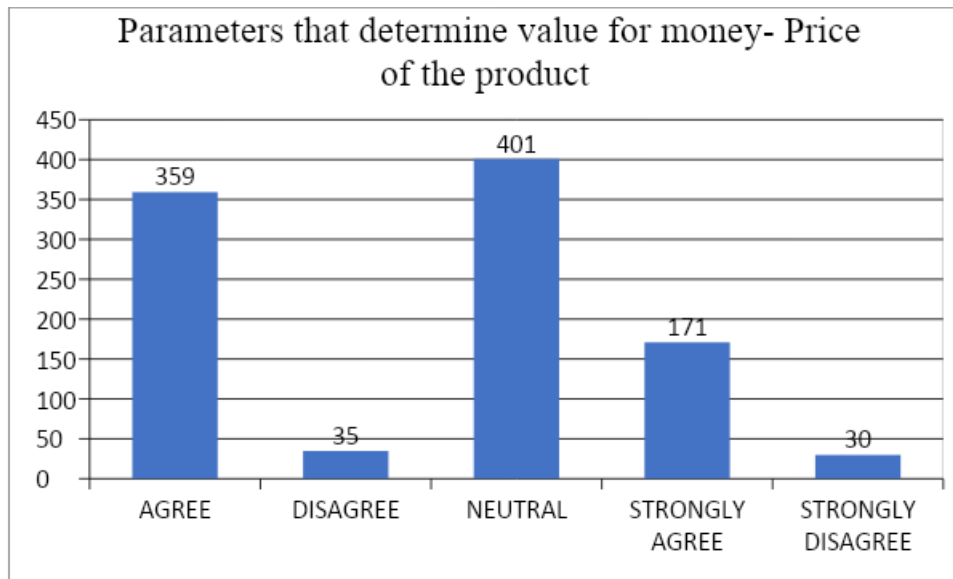


In summary, a significant proportion of the respondents believed that the expiry date of the product is an essential factor in determining the value for money.

**0. Parameters that determine value for money- Price of the product**

According to the survey, 359 people agreed, 35 disagreed, 401 were neutral, 171 strongly agreed, and 30 strongly disagreed that product's price is a parameter that determines the value for money. This implies that a most of the respondents (53.9%) agreed or strongly agreed that the product's price is an vital factor in determining the value for money. The neutral responses represented 40.2%, while only a small percentage (5.9%) disagreed or strongly disagreed with the statement. These findings suggest that consumers reflect the product's price when evaluating its value for money.

**Figure 4. 69 Interpretation of responses regarding statement- Price of the product**

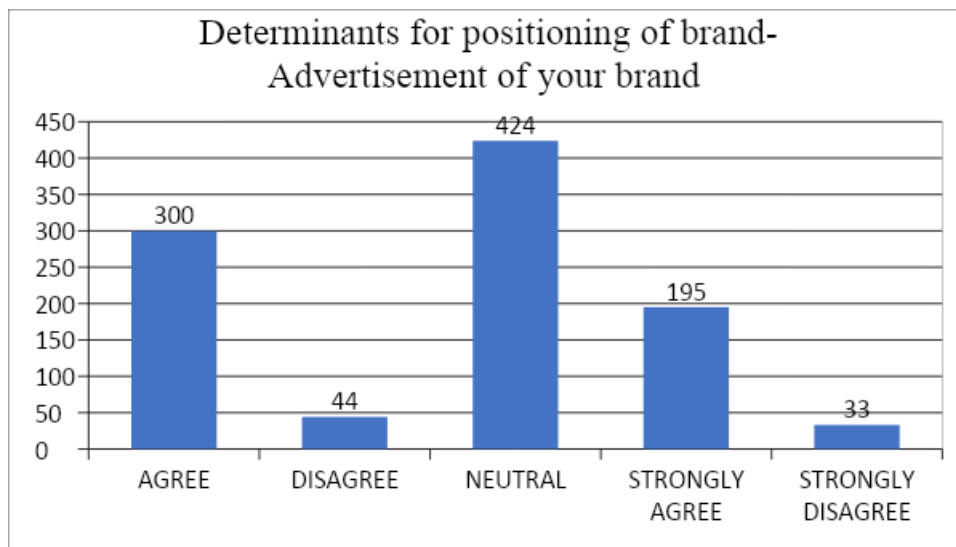


**0. Brand Positioning**

**1. Determinants for positioning of brand- Advertisement of your brand**

According to the responses, 30.12% people approved that advertisement of a brand is an determinant for brand positioning. 19.58% people strongly agreed.42.57% people were neutral,4.42% people disagreed, and 3.31% people strongly disagreed. These outcomes show that advertisement plays an significant role in brand positioning, with a significant proportion of respondents agreeing or strongly agreeing with the statement.

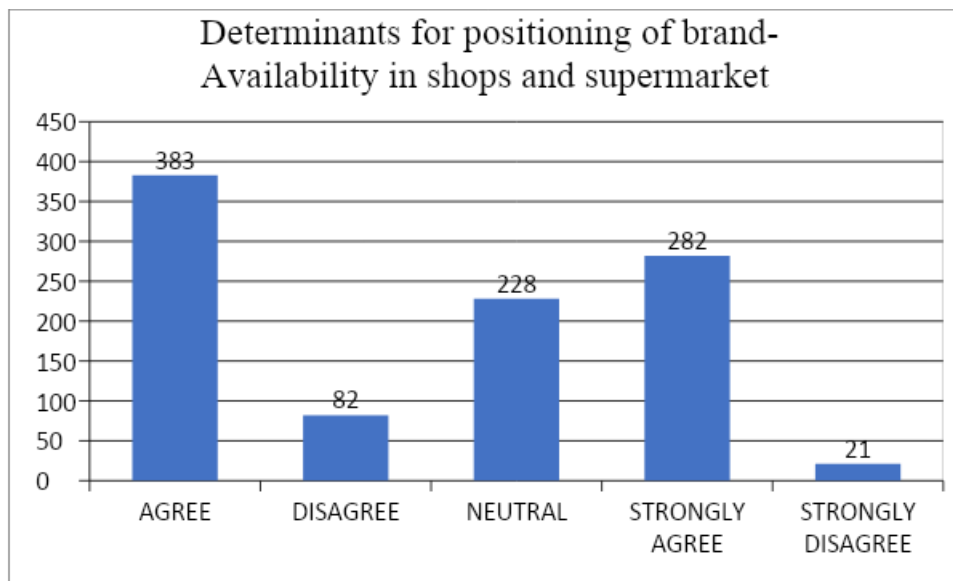
**Figure 4. 70 Interpretation of responses regarding statement- Advertisement of your brand**



**0. Determinants for positioning of brand- Availability in shops and supermarket**

According to the survey, 38.45% respondents agreed and 8.23% disagreed that availability in shops and supermarkets is a determinant for brand positioning 22.89% respondents were neutral while 28.31% strongly agreed and 2.11% strongly disagreed.

**Figure 4. 71 Interpretation of responses regarding statement- Availability in shops and supermarket**

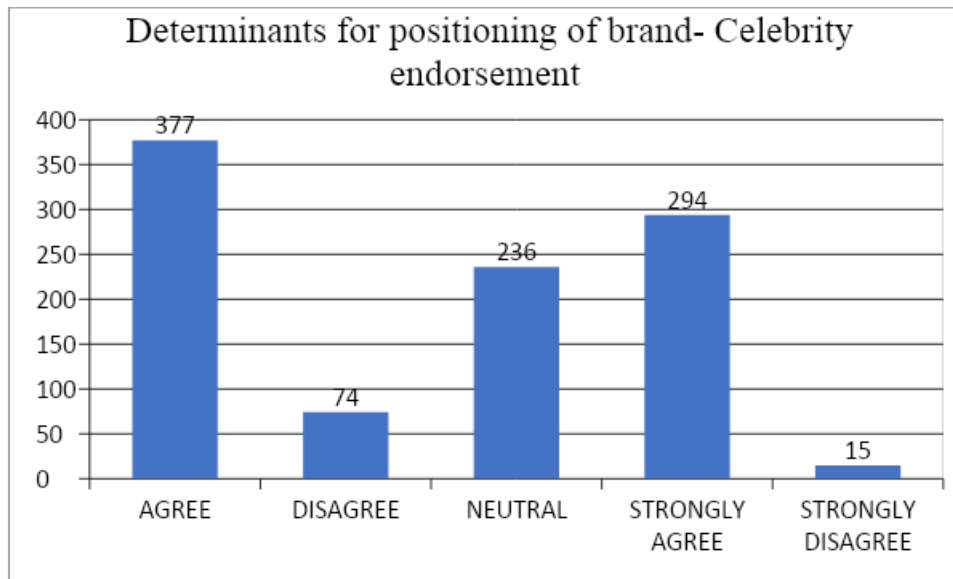


This suggests that the accessibility of a product in stores and supermarkets plays a substantial role in positioning the brand. Consumers are likely to perceive a brand positively if it is easily accessible to them in stores and supermarkets. whereas, the absence of an brand in popular stores and supermarkets could negatively impact the brand's positioning.

**0. Determinants for positioning of brand- Celebrity endorsement**

According to the survey, 377 respondents agreed that celebrity endorsement is the main determinant for the positioning of a brand (37.95%). respondents disagreed (7.43%), were neutral (23.69%), strongly agreed (29.52%), and strongly disagreed (1.51%). These results recommend that celebrity endorsement can have a substantial effect on the positioning of a brand in the market. Companies may influence customers' perceptions of a brand in a good way by linking it to a celebrity, which can enhance brand recognition and sales. However, since the incorrect pick might have negative effects, it is crucial for businesses to carefully choose the proper celebrity to promote their brand.

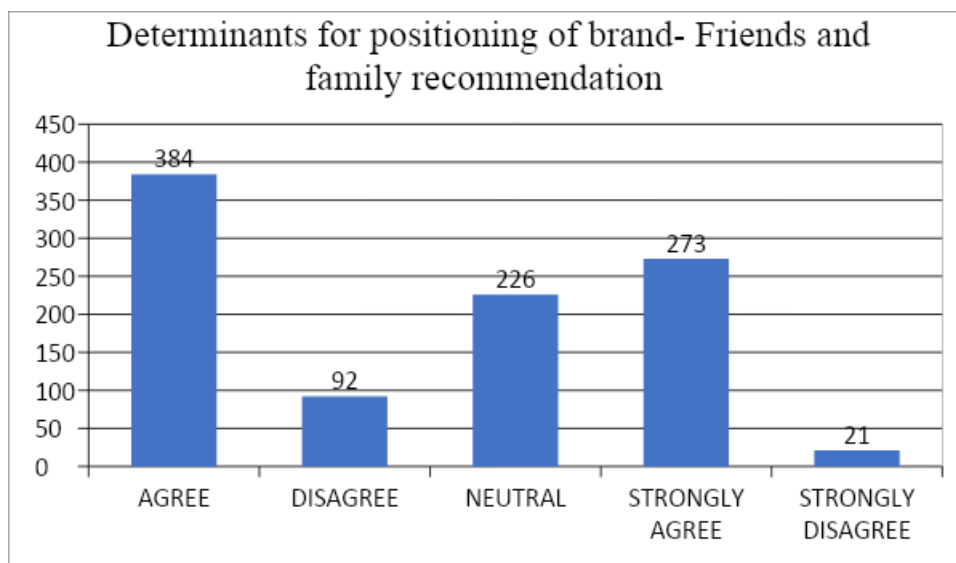
**Figure 4. 72 Interpretation of responses regarding statement- Celebrity endorsement**



**0. Determinants for positioning of brand- Friends and family recommendation**

According to the survey, 384 respondents agree that friends and family recommendation is a determinant for brand positioning, while 9.2% disagree and 22.6% remain neutral. whereas, 27.4% strongly approve with this statement, and only 2.1% strongly disagree. This data shows that word-of-mouth marketing, through personal recommendations is a significant factor in positioning a brand in the market.

**Figure 4. 73 Interpretation of responses regarding statement- Friends and family recommendation**



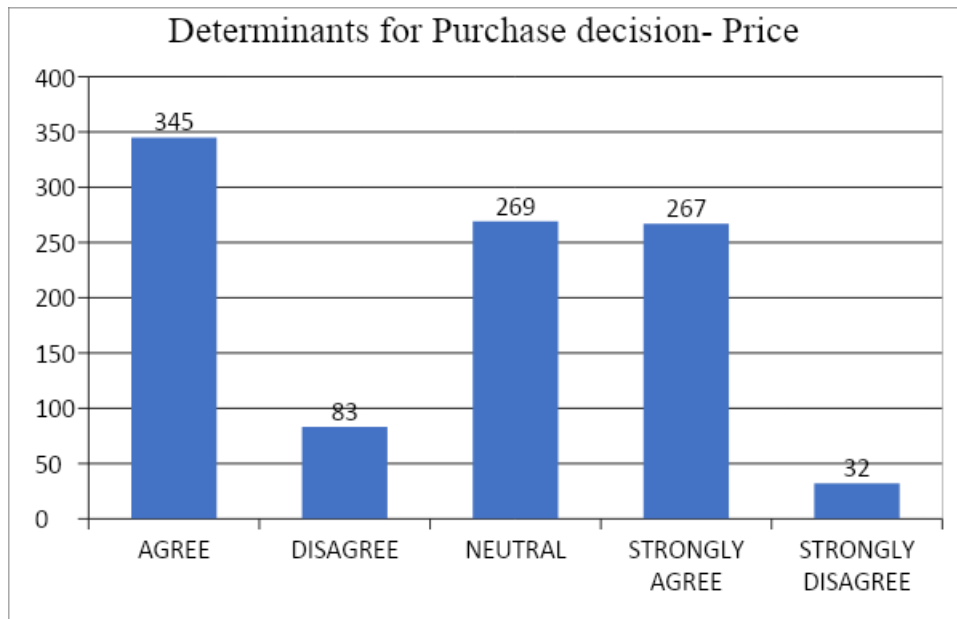
**0. Purchase decision-(CB)**

**1. Determinants for Purchase decision- Price**

The statement "Determinants for Purchase decision- Price" refers to the impact of the price of a product on a consumer's purchase decision. Out of a total of 996 responses, people agreed

(34.6%), people disagreed (8.3%), people were neutral (27.0%), people strongly agreed (26.8%), and people strongly disagreed (3.2%).

**Figure 4. 74 Interpretation of responses regarding statement-Determinants for Purchase decision- Price**

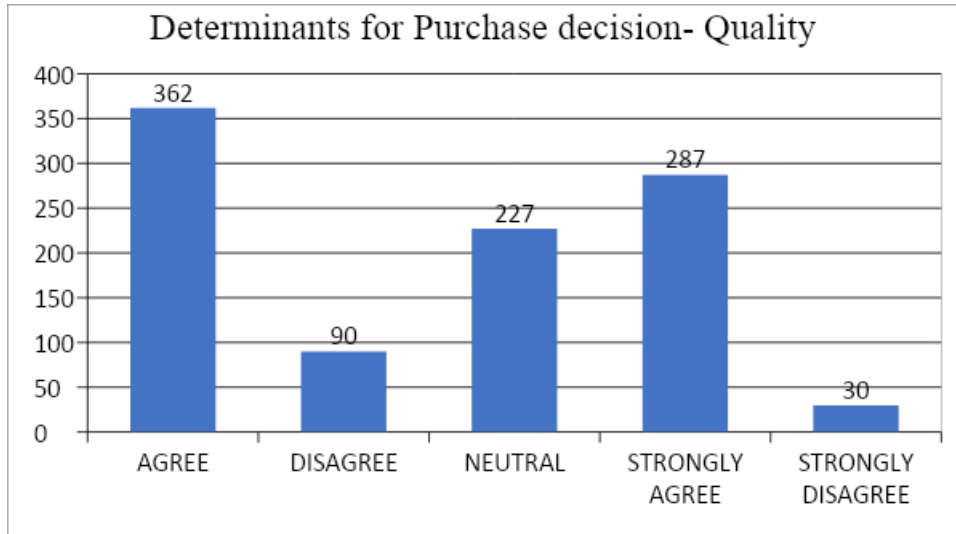


These results suggest that price is a significant factor in a consumer's decision to make a purchase, with a majority of respondents either agreeing or strongly agreeing with the statement.

**0. Determinants for Purchase decision- Quality**

In the survey of 996 participants on determinants for purchase decisions, 36.34% participants agreed ( ) that quality is a significant factor in their purchase decision, while 9.04% participants disagreed ( ). 227 participants were neutral 22.79%, participants strongly agreed 28.91%, and participants strongly disagreed 3.01% with the statement that "quality" is a determinant for purchase decisions. This suggests that a majority of respondent’s value quality when making a purchasing decision

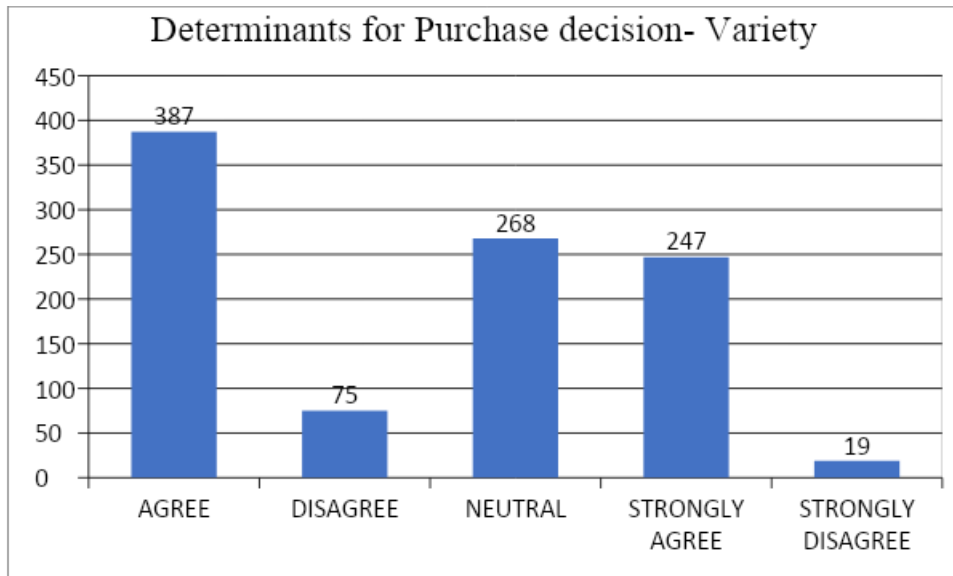
**Figure 4. 75 Interpretation of responses regarding statement-Quality**



**0. Determinants for Purchase decision- Variety**

The statement "-Determinants for Purchase decision- Variety" refers to the different types or range of products available that can influence a consumer's purchase decision. Out of 996 responses, 38.85% people agreed that variety is an important factor in their purchase decision, while 7.53% people disagreed and 26.91% people were neutral. Furthermore, 24.80% people strongly agreed while only 1.91% people strongly disagreed on this statement. In conclusion, having products variants can have a substantial effect on the purchase decision of consumers.

**Figure 4. 76 Interpretation of responses regarding statement- Variety**

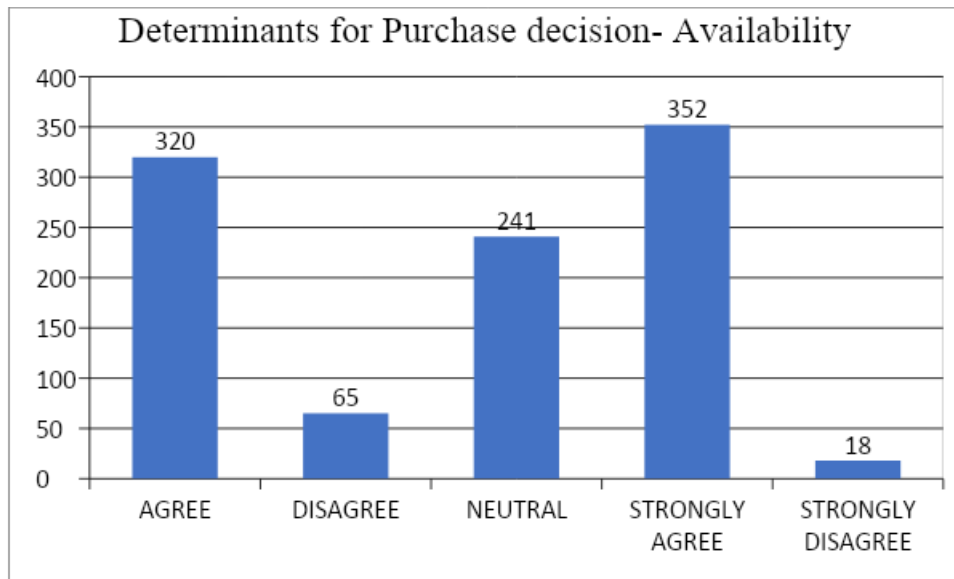


**0. Determinants for Purchase decision- Availability**

According to the data, 32.1% respondents agree and 6.5% disagree that availability is a determinant for purchase decision, while 24.2% remain neutral. However, 35.3% strongly agree that availability is a determinant for purchase decision, whereas only 1.8% strongly

disagree. Overall, most of respondents either agrees or strongly agrees that availability is an significant factor while making a purchase decision.

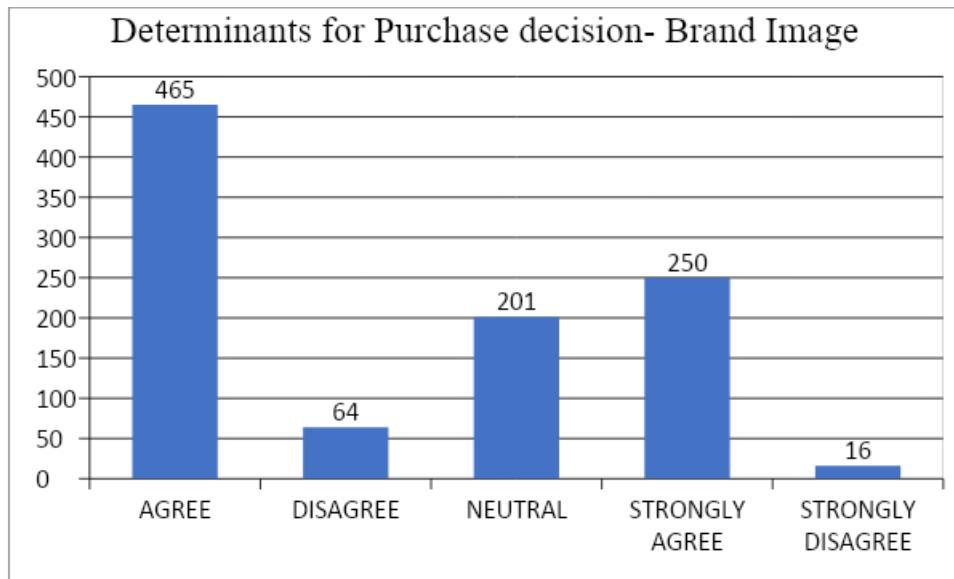
**Figure 4. 77 Interpretation of responses regarding statement- Determinants for Purchase decision- Availability**



**0. Determinants for Purchase decision- Brand Image**

According to the survey, 46.68% respondents agreed and 25.10% respondents strongly approved that brand image is a determinant for their purchase decision. Only 6.43% respondents disagreed, 20.18% respondents were neutral, and 1.61% respondents strongly disagreed by this statement. This shows that a significant number of consumers consider brand image as a factor when making purchase decisions.

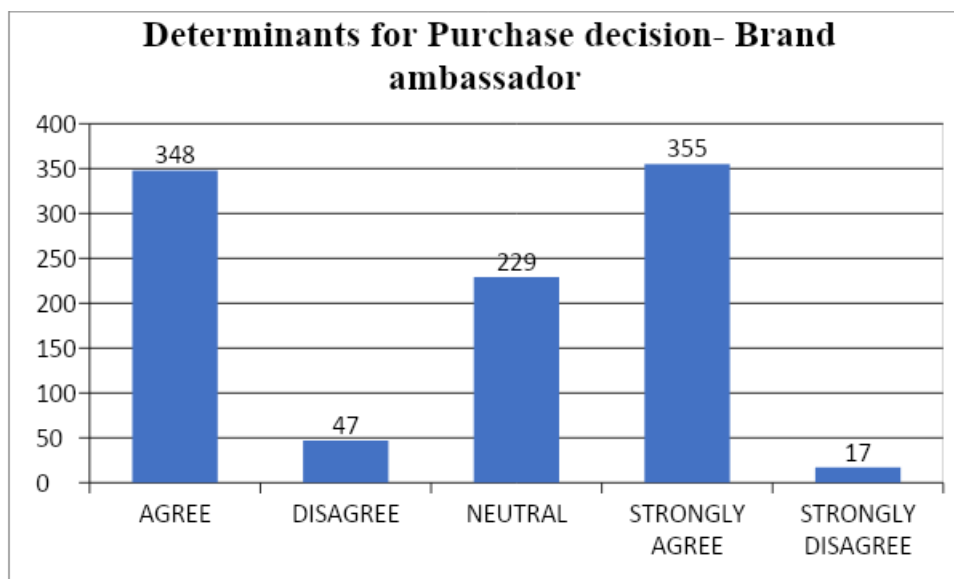
**Figure 4. 78 Interpretation of responses regarding statement- Brand Image**



**0. Determinants for Purchase decision- Brand ambassador**

According to the responses, 35% of the participants agreed that brand ambassadors play an important part in determining their purchase decision, while only 4.7% disagreed. Most of the participants, 23%, were neutral on this statement, while 36% strongly agreed that brand ambassadors inspire their purchase decision. Only a small percentage 1.7%, strongly disagreed on this statement. Overall, it can be determined that brand ambassadors are a considerable determinant for purchase decision of consumers.

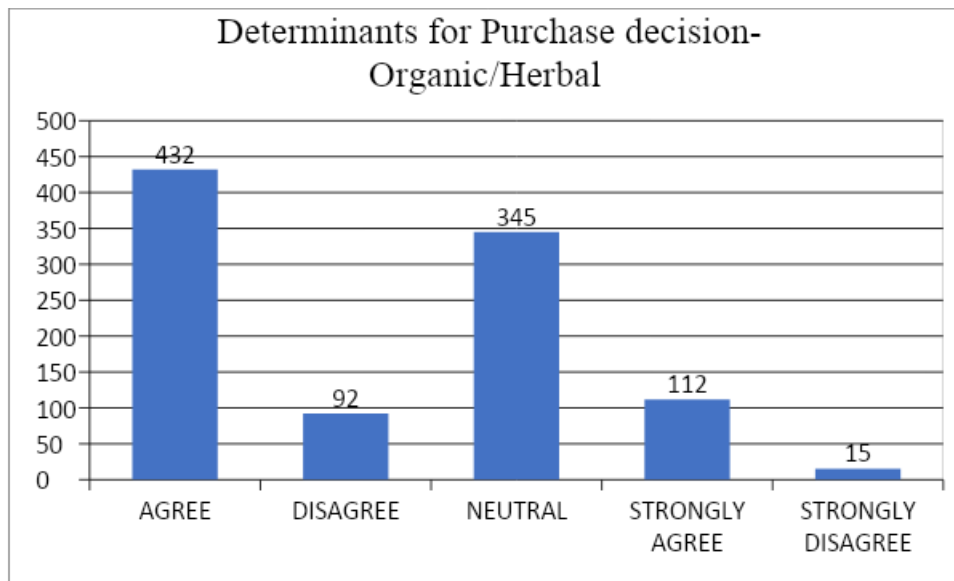
**Figure 4. 79 Interpretation of responses regarding statement- Brand ambassador**



**0. Determinants for Purchase decision- Organic/Herbal**

According to the data provided, the statement "-Determinants for Purchase decision- Organic Herbal" has 43% respondents agreeing, 9% respondents disagreeing, 35% respondents being neutral, 11% respondents strongly agreeing, and 1.5% respondents strongly disagreeing.

**Figure 4. 80 Interpretation of responses regarding statement- Organic/Herbal**

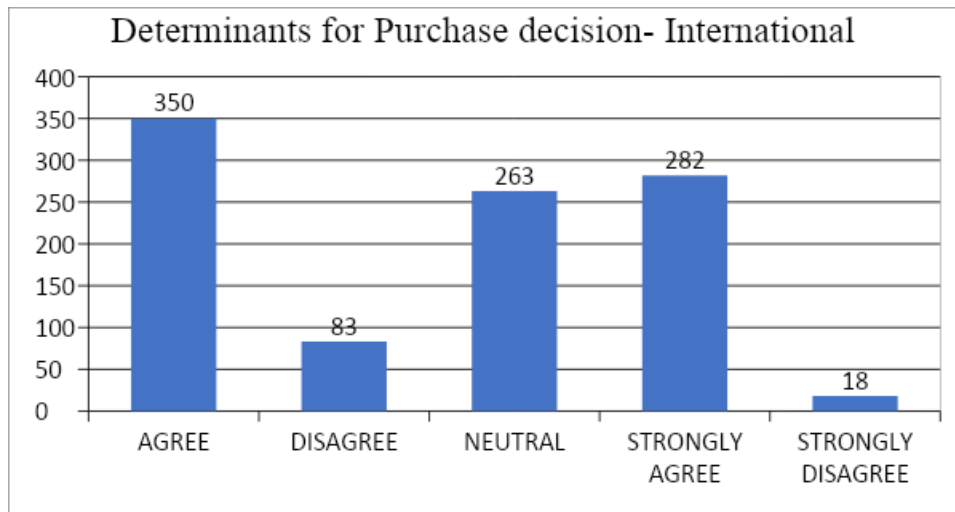


This recommends that the organic and herbal aspect of a product is vital to a significant proportion of consumers when making a purchase decision. The high percentage of neutral responses may also specify that there is a level of uncertainty or lack of knowledge about organic and herbal products among some consumers. Overall, this determinant appears to have a significant impact on the purchase decision of a considerable number of consumers

**0. Determinants for Purchase decision- International**

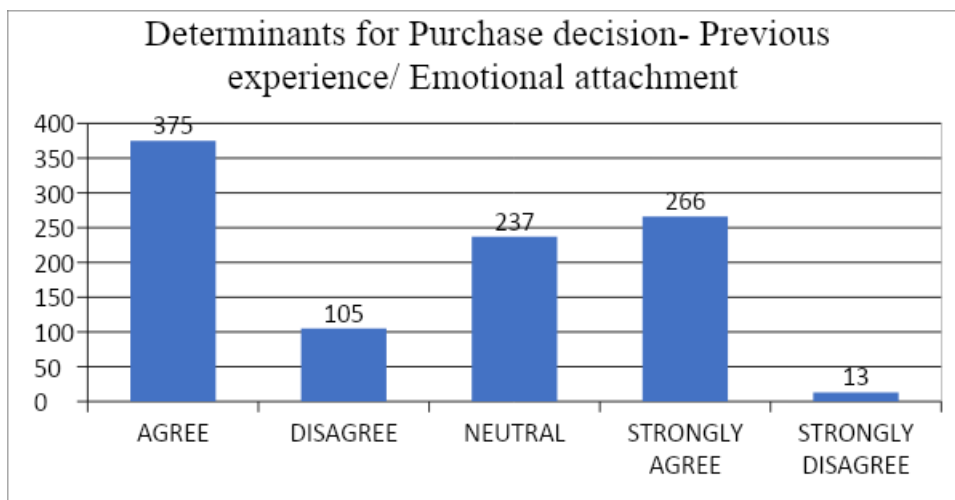
The statement "-Determinants for Purchase decision- International" has a total of 996 responses, with 35% respondents agreeing, 8% respondents disagreeing, 26% respondents being neutral, 28% respondents strongly agreeing, and 2% respondents strongly disagreeing. This statement suggests that international factors can play a role in purchase decisions, such as a product's country of origin or its availability in different markets. The responses indicate a range of opinions, with a significant proportion of respondents agreeing or strongly agreeing that international factors are important determinants of purchase decisions.

**Figure 4. 81 Interpretation of responses regarding statement- Determinants for Purchase decision- International**



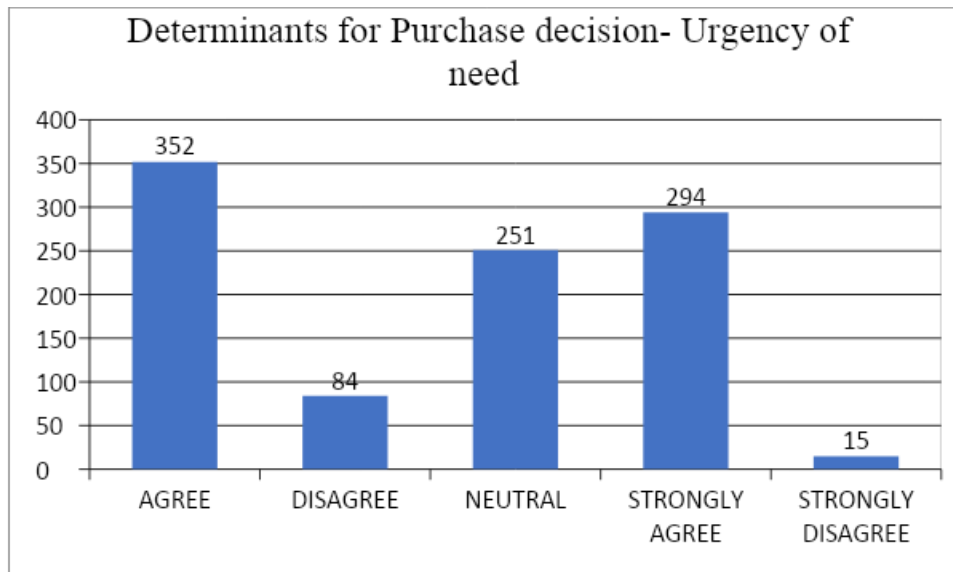
**0. Determinants for Purchase decision- Previous experience/ Emotional attachment**  
 According to the survey results, 38% of respondents agreed and 27% strongly agreed that previous experience and emotional attachment are determinants for purchase decision. Contrarily, 11% disagreed and only 1% strongly disagreed on this statement. Additionally, 24% respondents remained neutral. These findings recommend that for many consumers, their previous experience with a product or brand and the emotional attachment they have formed with it play a critical role in their purchase decisions. Such factors may include previous positive or negative experiences with the product or brand, sentimental value, or personal preferences.

**Figure 4. 82 Interpretation of responses regarding statement- Previous experience/ Emotional attachment**



**0. Determinants for Purchase decision- Urgency of need**  
 According to the survey, 35.34% agreed and 29.52% strongly agreed that the urgency of need is an significant determinant for purchase decision, making total of 64.86% respondents in favor of this statement. On the other hand, 8.43% disagreed and 2.01% strongly disagreed, making a total of 10.44% respondents who disagreed with the statement. 25.30% were neutral.

**Figure 4. 83 Interpretation of responses regarding statement- Urgency of need**

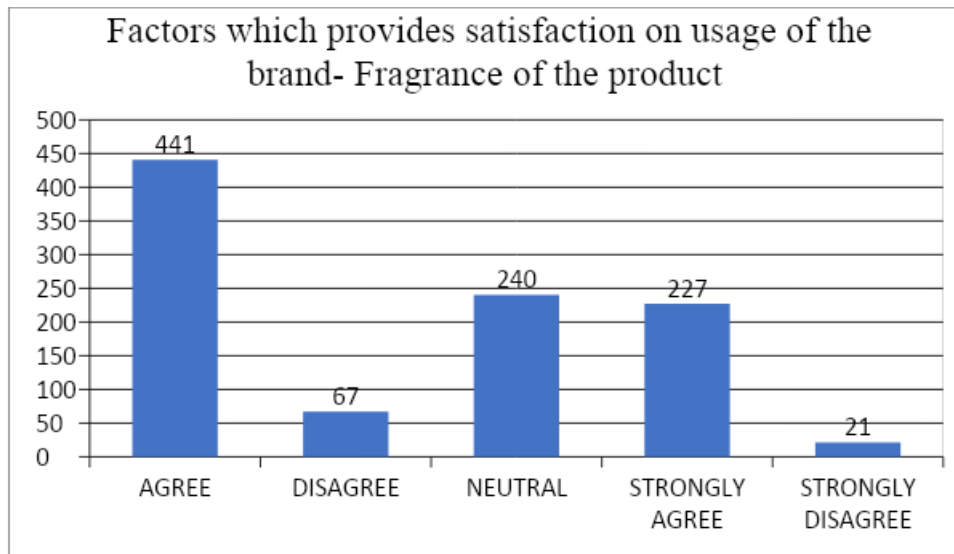


In summary, most of the respondents believe that the urgency of need plays a vital part in their purchase decision, while a minority disagrees.

**0. Satisfaction on usage of brand-(CB)**

**1. Factors which provide satisfaction on usage of the brand- Fragrance of the product**  
Fragrance is an important factor in providing satisfaction on usage of a brand, as it can create a positive sensory experience and contribute to the overall enjoyment of the said product. Consumers are pleased with the fragrance of particular product may be more expected to purchase it again and recommend it to others. The statement "Factors which provide satisfaction on usage of the brand- Fragrance of the product" received a total of 996 responses, with 44.27% agreeing,6.72% disagreeing,24.10% neutrals,22.89% strongly agreeing, and 2.11% strongly disagreeing.

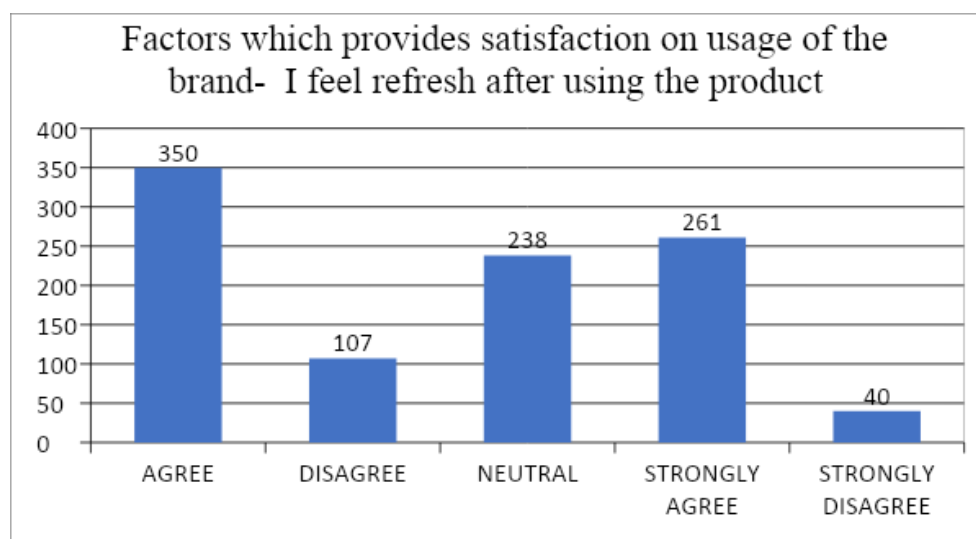
**Figure 4. 84 Interpretation of responses regarding statement-Fragrance of the product**



**0. Factors which provide satisfaction on usage of the brand- I feel refresh after using the product**

According to the survey, 35.14% of the respondents agreed, and 26.20% strongly agreed that they feel refreshed after using the product, as a factor providing satisfaction on usage of the brand. Whereas, 10.74% of the respondents disagreed, and 4.02% strongly disagreed with the statement. 23.89% of the respondents remained neutral. Overall, the majority of the respondents 61.34% agreed or strongly agreed with the statement, making it a significant factor contributing to the satisfaction on usage of the brand.

**Figure 4. 85 Interpretation of responses regarding statement-I feel refresh after using the product**

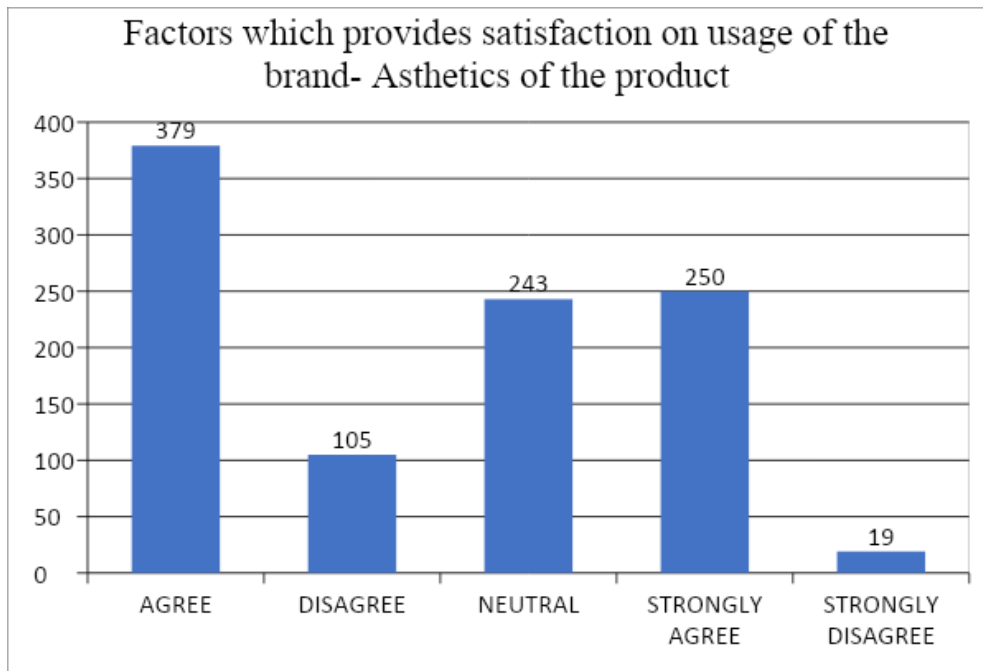


**0. Factors which provide satisfaction on usage of the brand- Aesthetics of the product**

According to the survey results, 37.9% respondents agree that aesthetics of the product provides satisfaction on usage of the brand, while 10.5% respondents disagree and 24.3%

remain neutral. Additionally, 25.1% respondents strongly agree and only 1.9% respondents strongly disagree with this statement.

**Figure 4. 86 Interpretation of responses regarding statement-Aesthetics of the product**

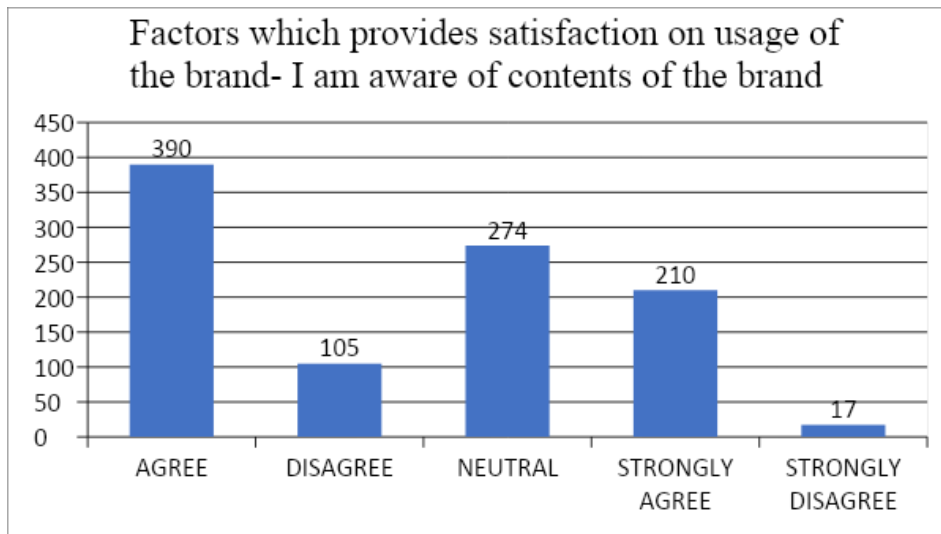


In conclusion, aesthetics of a product seems to play a vital role in providing satisfaction on usage of the brand for a substantial portion of the respondents.

**0. Factors which provide satisfaction on usage of the brand- I am aware of contents of the brand**

The statement "I am aware of contents of the brand" is a factor that provides satisfaction on usage of the brand. Out of a total of 996 responses, 39.16% respondents agreed, 10.54% disagreed, 27.51% were neutral, 21.08% strongly agreed, and 1.71% strongly disagreed. This recommends that a majority of respondents are either aware of the contents of the brand or find it important to be aware of them in order to feel satisfied with the product.

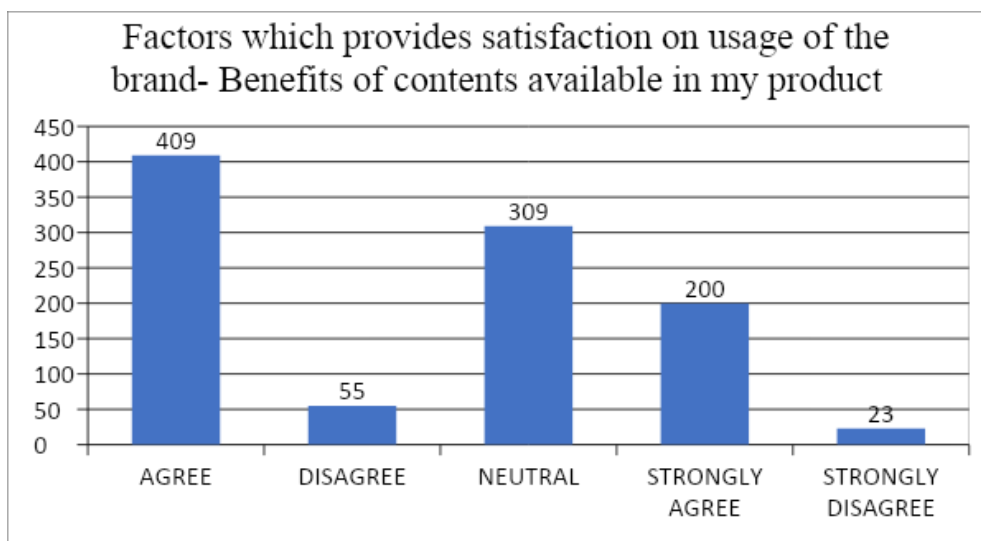
**Figure 4. 87 Interpretation of responses regarding statement- I am aware of contents of the brand**



**0. Benefits of contents available in my product**

41% of the respondents approved that the advantages of contents available in their product provided them with satisfaction on usage of the brand, while only 5.5% disagreed. Additionally, 31% of the respondents had neutral opinion, 20% strongly agreed, and 2% strongly disagreed by the statement. Overall, it can be concluded that customers value the advantages they get from using a product, and this factor plays a substantial part in determining their satisfaction with the brand.

**Figure 4. 88 Interpretation of responses regarding statement- Factors which provides satisfaction on usage of the brand- Benefits of contents available in my product**



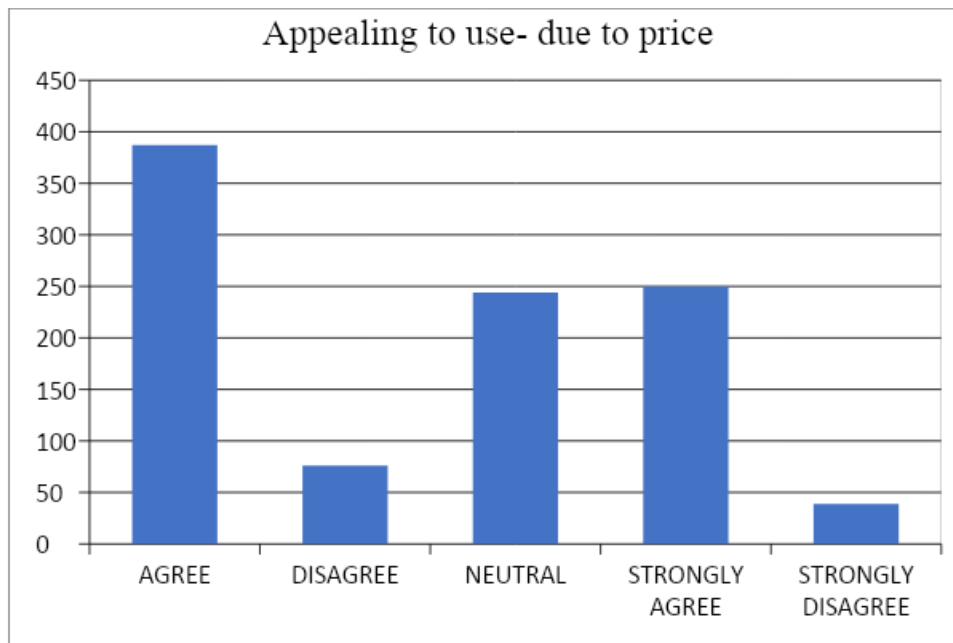
**0. Appealing to use (CB)**

**1. Appealing to use- due to price**

The statement "Appealing to use- due to price" received a total of 996 responses, with 38.95% people agreeing and 7.63% people disagreeing. 24.5% respondents were neutral, while 25.10% respondents strongly agreed and 3.91% respondents strongly disagreed. This recommends that

price is a significant factor in product usage, with a relatively high percentage of respondents agreeing or strongly agreeing. However, there is also a notable percentage of neutral and disagreeing responses, indicating that other factors besides price may also influence the appeal of a product.

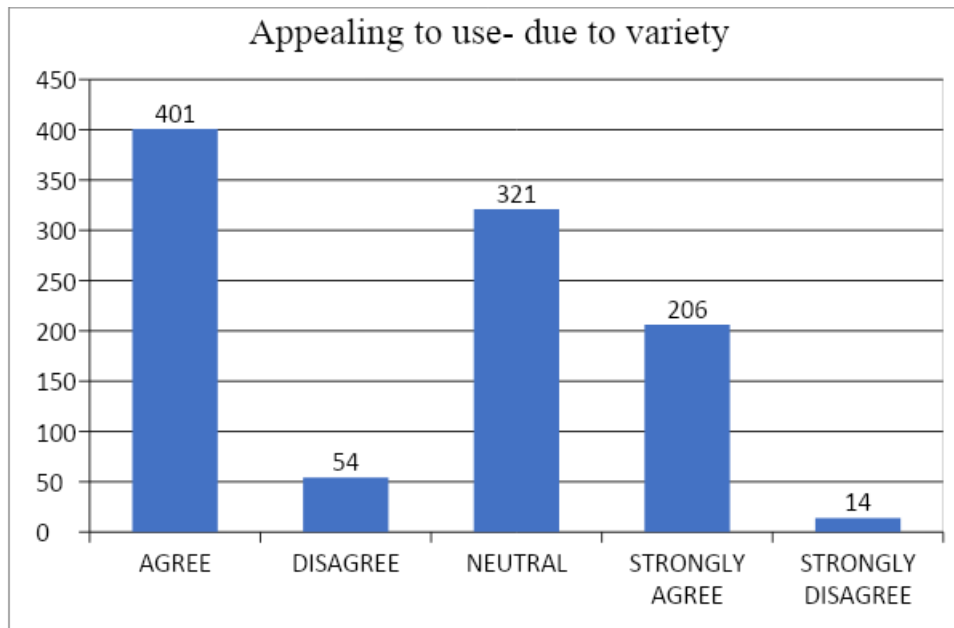
**Figure 4. 89 Interpretation of responses regarding statement- Appealing to use- due to price**



**0. Appealing to use - due to variety**

The statement "Appealing to use - due to variety" received 40.36% agreements, 5.42% disagreements, 32.13% neutral responses, 20.68% strongly agreements, and 1.41% strongly disagreements out of a total of 996 responses.

**Figure 4. 90 Interpretation of responses regarding statement- Appealing to use- due to variety**

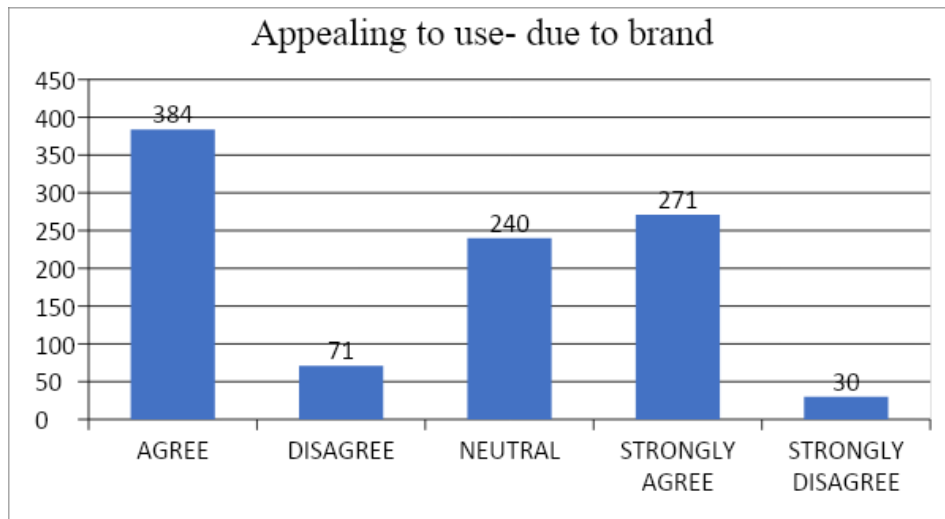


This indicates that a significant number of people find variety as an appealing factor when it comes to product usage. The high percentage of neutral responses also proposes that few consumers may not necessarily prioritize variety when making purchasing decisions. However, the combined percentage of agreements and strongly agreements indicates that the most of respondents find variety as a significant factor in appealing to use a product.

**0. Appealing to use- due to Brand**

The statement "Appealing to use- due to Brand" received 38.55% agree responses, 7.13% disagree responses, 24.10% neutral responses, 27.21% strongly agree responses, and 3.01% strongly disagree responses, out of a total of 996 responses. This shows that a substantial portion of the respondents find the brand of a product to be an appealing factor when making a purchase decision. The high percentage of strongly agree responses suggests that some customers are highly loyal to certain brands, and are willing to choose products from those brands even if they may be more expensive or less convenient. However, the presence of disagree and neutral responses suggests that brand appeal is not a universal factor, and other factors such as price or quality may be more important to some customers.

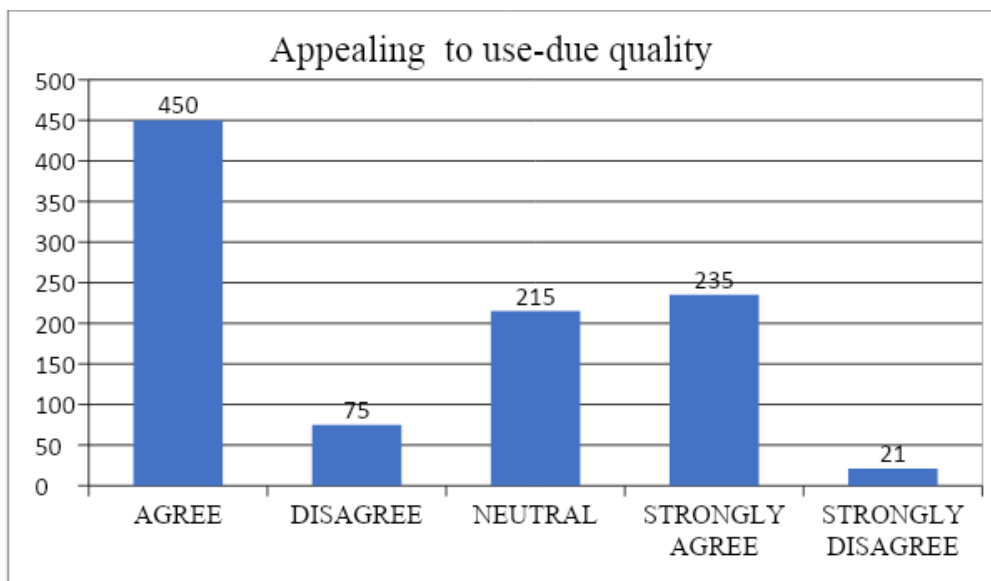
**Figure 4. 91 Interpretation of responses regarding statement- Appealing to use- due to brand**



**0. Appealing to use - due to Quality**

The statement "Appealing to use - due to Quality" received a total of 996 responses, with 45.18% respondents agreeing, 7.53% disagreeing, 21.59% being neutral, 23.59% strongly agreeing, and 2.11% strongly disagreeing. This shows that a significant proportion of respondents are drawn towards a product due to its perceived quality, with over two-thirds of respondents agreeing or strongly agreeing on this statement. Only a small minority of respondents disagreed or strongly disagreed with the statement, suggesting that quality is an important factor in a product's appeal to users.

**Figure 4. 92 Interpretation of responses regarding statement- Appealing to use-due quality**



- **Summary**

**Table 4. 11 Summary of descriptive analysis on Consumer Behavior**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>VALUE FOR MONEY</b>					

Packaging	265 (26.61%)	424 (42.57%)	214 (21.49%)	70 (7.03%)	23 (2.31%)
Offers associated with brand	268 (26.91%)	537 (53.91%)	151 (15.16%)	3 (0.30%)	37 (3.71%)
Size of product	114 (11.45%)	411 (41.26%)	377 (37.85%)	77 (7.73%)	17 (1.71%)
Quantity of product	0 (0%)	268 (26.9%)	688 (68.9%)	3 (0.3%)	37 (3.7%)
FSSAI licensing and registration	114 (11.45%)	422 (42.37%)	369 (36.94%)	51 (5.12%)	40 (4.02%)
Celebrity endorsement of brand	536 (54%)	369 (37%)	58 (6%)	33 (3%)	0 (0%)
Ingredients of product	0 (0%)	114 (11.83%)	791 (79.04%)	61 (6.32%)	30 (3.01%)
Expiry date of product	188 (18.87%)	363 (36.45%)	383 (38.35%)	41 (4.12%)	21 (2.11%)
Price of the product	171 (17.17%)	359 (35.92%)	401 (40.12%)	35 (3.51%)	30 (3.01%)
<b>BRAND POSITIONING</b>					
Advertisement of your brand	195 (19.58%)	300 (30.12%)	424 (42.57%)	44 (4.42%)	33 (3.31%)
Availability in shops and supermarket	282 (28.31%)	383 (38.45%)	228 (22.89%)	82 (8.23%)	21 (2.11%)
Celebrity endorsement	294 (29.52%)	377 (37.95%)	236 (23.69%)	74 (7.43%)	15 (1.51%)
Friends and family recommendation	273 (27.4%)	384 (38.5%)	226 (22.6%)	92 (9.2%)	21 (2.1%)
<b>PURCHASE DECISION</b>					
Price	267 (26.8%)	345 (34.6%)	269 (27.0%)	83 (8.3%)	32 (3.2%)
Quality	287 (28.91%)	362 (36.34%)	227 (22.79%)	90 (9.04%)	30 (3.01%)
Variety	247 (24.80%)	387 (38.85%)	268 (26.91%)	75 (7.53%)	19 (1.91%)
Availability	352 (35.3%)	320 (32.1%)	241 (24.2%)	65 (6.5%)	18 (1.8%)
Brand Image	250 (25.10%)	465 (46.68%)	201 (20.18%)	64 (6.43%)	16 (1.61%)
Brand ambassador	355 (36%)	348 (35%)	229 (23%)	47 (4.7%)	17 (1.7%)
Organic/Herbal	112 (11%)	432 (43%)	345 (35%)	92 (9%)	15 (1.5%)
International	282 (28%)	350 (35%)	263 (26%)	83 (8%)	18 (2%)
Previous experience/ Emotional attachment	266 (27%)	375 (38%)	237 (24%)	105 (10.6%)	13 (1.3%)
Urgency of need	294 (29.5%)	352 (35.3%)	251 (25.2%)	84 (8.4%)	15 (1.6%)
<b>SATISFACTION ON USAGE OF BRAND</b>					
Fragrance of the product	227 (23%)	441 (44%)	240 (24%)	67 (6.7%)	21 (2.1%)
I feel refreshed after using the product	261 (26%)	350 (35%)	238 (24%)	107 (11%)	40 (4.0%)

Aesthetics of the product	250 (25%)	379 (38%)	243 (24%)	105 (11%)	19 (1.9%)
I am aware of contents of the brand	210 (21%)	390 (39%)	274 (28%)	105 (11%)	17 (1.7%)
Benefits of contents available in my product	200 (20%)	409 (41%)	309 (31%)	55 (5.5%)	23 (2.3%)
<b>APPEALING TO USE</b>					
Appealing to use - due to price	250 (25.10%)	387 (38.95%)	244 (24.50%)	76 (7.63%)	39 (3.91%)
Appealing to use - due to variety	206 (20.68%)	401 (40.36%)	321 (32.13%)	54 (5.42%)	14 (1.41%)
Appealing to use - due to Brand	271 (27.21%)	384 (38.55%)	240 (24.10%)	71 (7.13%)	30 (3.01%)
Appealing to use - due to Quality	235 (23.59%)	450 (45.18%)	215 (21.59%)	75 (7.53%)	21 (2.11%)

**Mean and Standard Deviation for the Latent Variables:**

<b>Latent Variables</b>	<b>Mean</b>	<b>SD</b>
Brand Attitude	3.88	0.95
Brand Loyalty- Q10(BE)	3.75	0.99
Brand Knowledge	3.76	0.99
Brand Awareness	3.80	1.01
Brand Association	3.72	1.03
Value for Money	3.64	0.92
Purchase Decision	3.80	0.99
Satisfaction on Usage of Brand	3.72	0.99
Appealing to Use	3.77	0.98
Sales Promotion	3.78	1.19
Word of Mouth	3.72	1.17
Advertising	3.79	1.15
Events	3.68	1.16
Direct Marketing	3.75	1.14

Based on the preceding table, it is noted that the average is closer to the option “AGREE” which is a positive sign on the said variables. The variance is not too much too, with most of them around 1. This justifies the fact that inputs from the respondents is quite consistent.

## **0. Analysis and Interpretation with Respect to Objectives**

### **1. Objective 1- Develop a framework of factors perceived to influence brand equity within FMCG marketing and consumer behavior.**

To accomplish this purpose, data was collected. on various factors such as FMCG marketing, brand equity and consumer behavior. Factor analysis (FA) and confirmatory factor analysis (CFA) was employed to analyse the data, and the resulting factor structure was evaluated based on the loading of the items onto the factors, the communality of the items. A CFA was conducted to analyze the association among these factors and develop an appropriate model.

The hypothesis that a group of observable variables represent measurements of fewer underlying latent variables is tested statistically using the CFA approach. Stated differently, its purpose is to ascertain if a theoretical construct or factor can be well explained by the observable data. Examining the degree of similarity between a collection of latent variables and a set of observable variables is the goal of CFA. The factor loadings measure the degree of similarity.

Factor analysis involves finding underlying factors that explain the common variance among a set of observed variables. Loading is a measure of how much each observed variable contributes to each underlying factor (in this case, each factor is represented by the two-letter code in the second column of the table4.12). The loading values in the table indicate the intensity and direction of the association between each block and each component, and they vary from 0 to 1. A connection is strong when the loading value is near to 1, and weak when the value is close to 0. Negative loading values indicate that the block is negatively associated with the corresponding factor.

Communality refers to the amount of variance in each observed variable that can be explained by the underlying factors. It is a measure of how much each block shares in common with all the other blocks in the factor analysis. In the table 4.12, the communality values range from 0 to 1, and they represent the proportion of variance in each block that is accounted for by all the factors together. A communality value close to 1 indicates that most of the variance in the block can be explained by the factors, while a value close to 0 indicates that the block does not share much in common with the other blocks in the factor analysis.

The loading values in the table 4.13 indicate the strength of the relationship between each variable and each factor, while the communality values indicate how well the variables are

explained by all the factors. For example, Item number1 has a loading of 0.832183 for factor Sales promotion (SL), indicating a relatively strong relationship between Item 1 and this factor. The communality for same item is 0.692529, which means that 69.25% of the variance in item 1 is explained by all the factors together. Similarly, item 26 in table 4.12 has a loading of 0.821785 for factor Brand attitude (BAT), indicating a strong relationship between item and this factor. The communality for 26th item is 0.67533, which means that 67.53% of the variance in item is explained by all the factors together.

Overall, loading and communality values are useful for interpreting the results of a factor analysis and understanding the relationships among the observed variables and underlying factors. They helped to identify which blocks were strongly associated with which factors, and what proportion of the variation in each block might be attributed to the variables.

The below table 4.12 represents the result obtained.

### **FACTOR ANALYSIS –**

The aim is to reduce a larger set of variables into a smaller set of 'artificial' variables that account for most of the variance in the original variables.

**Objective:** To study the factors involved in the system

**Variables:** All Ordinal variables

**Test:** Factor Analysis

**Assumptions:**

**Assumption #1:** You have multiple variables that are measured at the continuous level (although ordinal data is very frequently used).

**Assumption #2:** There should be a linear relationship between all variables.

**Assumption #3:** There should be no outliers.

**Assumption #4:** There should be large sample sizes for a principal components analysis to produce a reliable result.

## Testing the Assumptions:

As shown in the questionnaire, all are multiple variables.

There were no Outliers as shown in the preliminary analysis of the questionnaire.

Two of the assumptions that can be tested using SPSS Statistics include:

1. Linearity between all variables, which can be evaluated using a correlation matrix; and
2. Sampling adequacy, which can be detected using the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy for the overall data set, the KMO measure for each individual variable and Bartlett's test of sphericity.

## Factor Analysis for BRAND EQUITY

The level of correlation considered worthy of a variable's inclusion is usually  $r \geq 0.3$ . Thus, scan the correlation matrix for any variable that does not have at least one correlation with another variable where  $r \geq 0.3$ .

In the above data set, there's no correlation less than 0.3.

**Interpretation of Correlation Matrix:**  
Thus, the assumption of Linearity is met.

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.902
Bartlett's Test of Sphericity	Approx. Chi-Square
	39068.524
df	990
Sig.	0.000

Bartlett's test of sphericity is statistically significant ( $p < .0005$ ), indicating that the data was likely factorizable.

The KMO measure is 0.902, which is good; or "Marvelous" on Kaiser's (1974) classification of measure values, as shown in the table below:

KMO Measure	Meaning
$KMO \geq 0.9$	Marvelous
$0.8 \leq KMO < 0.9$	Meritorious
$0.7 \leq KMO < 0.8$	Middling
$0.6 \leq KMO < 0.7$	Mediocre
$0.5 \leq KMO < 0.6$	Miserable
$KMO < 0.5$	Unacceptable

### KMO values for each individual variable

Variable	KMO
W1	0.902
W2	0.902
W3	0.902
W4	0.902
W5	0.902
W6	0.902
W7	0.902
W8	0.902
W9	0.902
W10	0.902
W11	0.902
W12	0.902
W13	0.902
W14	0.902
W15	0.902
W16	0.902
W17	0.902
W18	0.902
W19	0.902
W20	0.902
W21	0.902
W22	0.902
W23	0.902
W24	0.902
W25	0.902
W26	0.902
W27	0.902
W28	0.902
W29	0.902
W30	0.902
W31	0.902
W32	0.902
W33	0.902
W34	0.902
W35	0.902
W36	0.902
W37	0.902
W38	0.902
W39	0.902
W40	0.902
W41	0.902
W42	0.902
W43	0.902
W44	0.902
W45	0.902
W46	0.902
W47	0.902
W48	0.902
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W50	0.902
W51	0.902
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W58	0.902
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W60	0.902
W61	0.902
W62	0.902
W63	0.902
W64	0.902
W65	0.902
W66	0.902
W67	0.902
W68	0.902
W69	0.902
W70	0.902
W71	0.902
W72	0.902
W73	0.902
W74	0.902
W75	0.902
W76	0.902
W77	0.902
W78	0.902
W79	0.902
W80	0.902
W81	0.902
W82	0.902
W83	0.902
W84	0.902
W85	0.902
W86	0.902
W87	0.902
W88	0.902
W89	0.902
W90	0.902
W91	0.902
W92	0.902
W93	0.902
W94	0.902
W95	0.902
W96	0.902
W97	0.902
W98	0.902
W99	0.902
W100	0.902

In the Anti-Image Correlation, we are looking for the KMO measures to be as close to 1 as possible, with values above 0.5 an absolute minimum and greater than 0.8 considered good.

If any particular variable has a low KMO measure ( $KMO < .5$ ), we should consider removing it from the analysis.

**Interpretation of Anti-Image Correlation matrix:**

Since there are no low KMO measure, there are no variables removed.

Total Variance Explained										
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	11.092	24.648	24.648	11.092	24.648	24.648	8.256	18.347	18.347	
2	6.343	14.095	38.743	6.343	14.095	38.743	7.246	16.103	34.450	
3	5.096	11.324	50.067	5.096	11.324	50.067	5.930	13.178	47.628	
4	4.157	9.238	59.305	4.157	9.238	59.305	4.534	10.076	57.704	
5	3.062	6.805	66.111	3.062	6.805	66.111	3.447	7.660	65.364	
6	2.491	5.536	71.647	2.491	5.536	71.647	2.827	6.282	71.647	
7	0.832	1.848	73.495							
8	0.702	1.561	75.056							
9	0.562	1.248	76.304							
10	0.528	1.173	77.477							
11	0.503	1.118	78.595							
12	0.494	1.097	79.692							
13	0.468	1.040	80.732							
14	0.456	1.014	81.746							
15	0.437	0.971	82.717							
16	0.419	0.932	83.649							
17	0.404	0.897	84.546							
18	0.393	0.872	85.419							
19	0.379	0.842	86.261							
20	0.371	0.824	87.085							
21	0.362	0.806	87.890							
22	0.358	0.795	88.685							
23	0.349	0.776	89.461							
24	0.326	0.724	90.186							
25	0.318	0.706	90.892							
26	0.316	0.702	91.594							
27	0.311	0.692	92.285							
28	0.304	0.675	92.960							
29	0.272	0.605	93.565							
30	0.271	0.602	94.167							
31	0.261	0.581	94.748							
32	0.240	0.534	95.282							
33	0.239	0.532	95.814							
34	0.223	0.495	96.309							
35	0.216	0.480	96.789							
36	0.207	0.461	97.250							
37	0.193	0.428	97.678							
38	0.178	0.395	98.073							
39	0.177	0.393	98.466							
40	0.162	0.360	98.827							
41	0.148	0.328	99.155							
42	0.145	0.321	99.477							
43	0.131	0.292	99.768							
44	0.064	0.142	99.910							
45	0.040	0.090	100.000							

Extraction Method: Principal Component Analysis.

An eigenvalue is a measure of the variance that is accounted for by a component.

An eigenvalue of one represents the variance of one variable, so with 45 variables there is a total of 45 eigenvalues of variance.

Therefore, if we examine the first component, we will find that it explains 11.092 eigenvalues of variance (the "Total" column), which is  $11.092/45 \times 100 = 24.648\%$  of the total variance, as reported in the "% of Variance" column.

The second component, we will find that it explains 6.343 eigenvalues of variance (the "Total" column), which = 14.095% of the total variance.

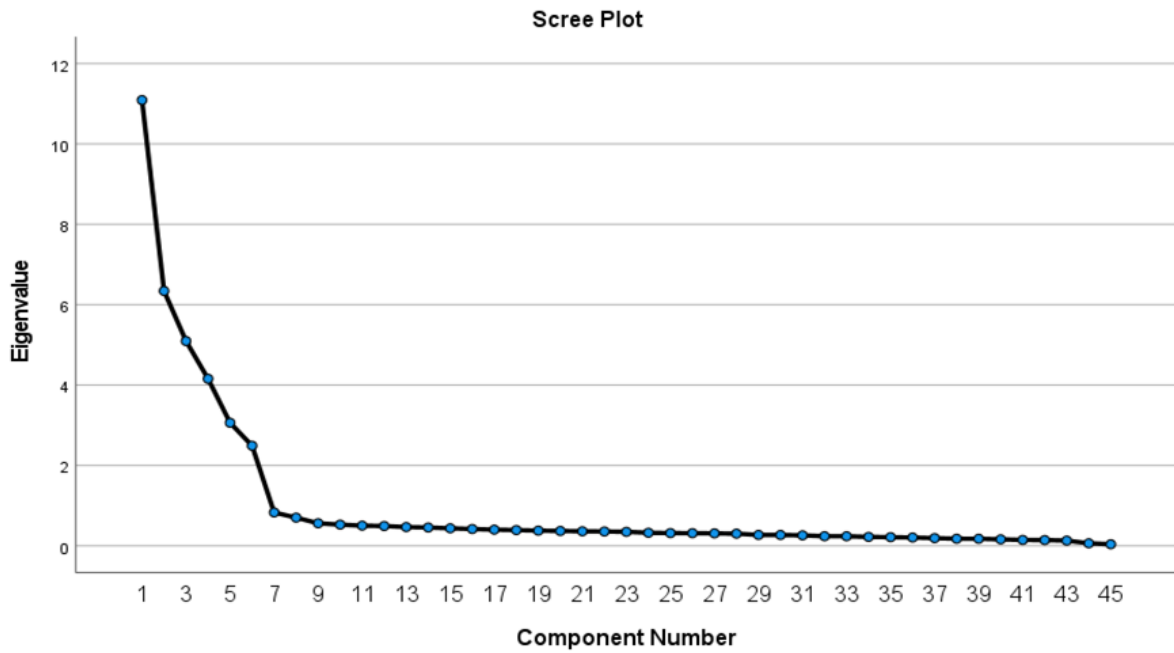
The third component, we will find that it explains 5.096 eigenvalues of variance (the "Total" column), which = 11.324% of the total variance.

The fourth component, we will find that it explains 4.157 eigenvalues of variance (the "Total" column), which = 9.238% of the total variance.

The fifth component, we will find that it explains 3.062 eigenvalues of variance (the "Total" column), which = 6.805% of the total variance.

The sixth component, we will find that it explains 2.491 eigenvalues of variance (the "Total" column), which = 5.536% of the total variance.

Therefore, the six components explain 71.647% of the total variance.



A scree plot is a plot of the total variance explained by each component (its "eigenvalue") against its respective component. As there are as many components as there are variables, there are 45 components in the scree plot. The components to retain are those before the (last) inflection point of the graph (see above).

The inflection point is meant to represent the point where the graph begins to level out and subsequent components add little to the total variance.

Rotated Component Matrix <sup>a</sup>						
	Component					
	1	2	3	4	5	6
BR_AWA12	0.866					
BR_AWA6	0.858					
BR_AWA10	0.851					
BR_AWA3	0.849					
BR_AWA5	0.848					
BR_AWA9	0.846					
BR_AWA11	0.843					
BR_AWA7	0.811					
BR_AWA8	0.808					
BR_AWA4	0.808					
BR_AWA1	0.789					
BR_AWA2	0.597					
BR_LOYALTY_7		0.871				
BR_LOYALTY_8		0.870				
BR_LOYALTY_9		0.869				
BR_LOYALTY_10		0.869				
BR_LOYALTY_6		0.858				
BR_LOYALTY_1		0.835				
BR_LOYALTY_4		0.822				
BR_LOYALTY_2		0.808				
BR_LOYALTY_5		0.783				
BR_LOYALTY_3		0.778				
BR_ATT_6			0.942			
BR_ATT_7			0.932			
BR_ATT_8			0.898			
BR_ATT_5			0.821			
BR_ATT_1			0.810			
BR_ATT_4			0.808			
BR_ATT_2			0.806			
BR_ATT_3			0.750			
BR_AWA16				0.854		
BR_AWA14				0.853		
BR_AWA17				0.841		
BR_AWA15				0.841		
BR_AWA13				0.824		
BR_KNOW_5					0.831	
BR_KNOW_2					0.820	
BR_KNOW_1					0.817	
BR_KNOW_3					0.808	
BR_KNOW_4					0.800	
BR_ASS1						0.925
BR_ASS4						0.828
BR_ASS2						0.827
BR_ASS5						0.826
BR_ASS3						0.816

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.  
a. Rotation converged in 5 iterations.

The Rotated Component Matrix table shows how the retained, rotated components load on each variable.

## Findings:

0. A Factor analysis was run on the questionnaire that measured brand equity characteristics on 996 respondents.
  1. The suitability of Factor Analysis was assessed prior to analysis.
  2. Inspection of the correlation matrix showed that all the variables had correlation coefficient greater than 0.3.
  3. The overall Kaiser-Meyer-Olkin (KMO) measure was 0.902 with individual KMO measures all greater than 0.9, classifications of 'marvelous' according to Kaiser (1974).
  4. Bartlett's test of sphericity was statistically significant ( $p < .0005$ ), indicating that the data was likely factorizable.
  5. Factor Analysis revealed six components that had eigenvalues greater than one and which explained 24.648%, 14.095%, 11.324%, 9.238%, 6.805% and 5.536% of the total variance, respectively.
  6. Visual inspection of the scree plot indicated that SIX components should be retained (Cattell, 1966).
  7. The six-component solution explained 71.647% of the total variance.
  8. A Varimax orthogonal rotation was employed to aid interpretability. The rotated solution exhibited 'simple structure' (Thurstone, 1947).

The interpretation of the data was consistent with the brand equity attributes the questionnaire was designed to measure with strong loadings

Component loadings and communalities of the rotated solution are presented

## Factor Analysis for CONSUMER BEHAVIOR

Component	Correlation Matrix																															
	VPM1	VPM2	VPM3	VPM4	VPM5	VPM6	VPM7	VPM8	VPM9	VPM10	VPM11	VPM12	VPM13	VPM14	VPM15	VPM16	VPM17	VPM18	VPM19	VPM20	VPM21	VPM22	VPM23	VPM24	VPM25	VPM26	VPM27	VPM28				
VPM1	1.000	0.346	0.389	0.322	0.391	0.311	0.344	0.341	0.346	0.288	0.310	0.389	0.301	0.336	0.310	0.342	0.346	0.307	0.318	0.320	0.319	0.384	0.380	0.381	0.381	0.381	0.381	0.381	0.381			
VPM2	0.346	1.000	0.352	0.354	0.343	0.317	0.344	0.338	0.322	0.342	0.328	0.357	0.322	0.338	0.318	0.322	0.328	0.318	0.328	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322		
VPM3	0.389	0.352	1.000	0.387	0.380	0.355	0.381	0.378	0.371	0.359	0.341	0.386	0.348	0.344	0.349	0.357	0.353	0.350	0.350	0.350	0.350	0.350	0.350	0.350	0.350	0.350	0.350	0.350	0.350	0.350		
VPM4	0.322	0.354	0.387	1.000	0.390	0.374	0.371	0.365	0.367	0.335	0.338	0.373	0.331	0.330	0.327	0.332	0.332	0.332	0.332	0.332	0.332	0.332	0.332	0.332	0.332	0.332	0.332	0.332	0.332	0.332		
VPM5	0.391	0.343	0.380	0.390	1.000	0.388	0.388	0.350	0.374	0.347	0.350	0.382	0.354	0.328	0.333	0.348	0.355	0.353	0.344	0.330	0.340	0.340	0.340	0.340	0.340	0.340	0.340	0.340	0.340	0.340		
VPM6	0.311	0.317	0.366	0.374	0.388	1.000	0.371	0.348	0.339	0.330	0.388	0.327	0.324	0.342	0.321	0.319	0.321	0.321	0.321	0.321	0.321	0.321	0.321	0.321	0.321	0.321	0.321	0.321	0.321	0.321		
VPM7	0.344	0.334	0.311	0.370	0.380	0.340	1.000	0.381	0.382	0.334	0.313	0.381	0.324	0.319	0.323	0.324	0.324	0.324	0.324	0.324	0.324	0.324	0.324	0.324	0.324	0.324	0.324	0.324	0.324	0.324	0.324	
VPM8	0.310	0.330	0.352	0.355	0.352	0.371	0.371	1.000	0.352	0.351	0.314	0.352	0.322	0.322	0.318	0.326	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322	0.322	
VPM9	0.324	0.322	0.361	0.367	0.370	0.346	0.382	0.381	1.000	0.339	0.330	0.344	0.384	0.335	0.316	0.319	0.321	0.324	0.323	0.323	0.323	0.323	0.323	0.323	0.323	0.323	0.323	0.323	0.323	0.323	0.323	
VPM10	0.286	0.340	0.360	0.323	0.342	0.328	0.354	0.329	0.329	1.000	0.381	0.347	0.338	0.363	0.344	0.348	0.351	0.351	0.351	0.351	0.351	0.351	0.351	0.351	0.351	0.351	0.351	0.351	0.351	0.351	0.351	
VPM11	0.343	0.328	0.341	0.358	0.336	0.329	0.319	0.318	0.330	0.338	1.000	0.384	0.327	0.335	0.385	0.386	0.386	0.386	0.386	0.386	0.386	0.386	0.386	0.386	0.386	0.386	0.386	0.386	0.386	0.386	0.386	
VPM12	0.320	0.317	0.368	0.373	0.382	0.368	0.380	0.376	0.381	0.384	0.380	1.000	0.387	0.326	0.387	0.381	0.373	0.373	0.373	0.373	0.373	0.373	0.373	0.373	0.373	0.373	0.373	0.373	0.373	0.373	0.373	
VPM13	0.311	0.332	0.346	0.313	0.324	0.337	0.324	0.323	0.314	0.347	0.387	0.387	1.000	0.385	0.342	0.385	0.384	0.384	0.384	0.384	0.384	0.384	0.384	0.384	0.384	0.384	0.384	0.384	0.384	0.384	0.384	
VPM14	0.326	0.326	0.344	0.313	0.330	0.332	0.318	0.381	0.384	0.338	0.324	0.345	0.385	1.000	0.350	0.330	0.346	0.346	0.346	0.346	0.346	0.346	0.346	0.346	0.346	0.346	0.346	0.346	0.346	0.346	0.346	
VPM15	0.351	0.316	0.346	0.367	0.350	0.342	0.338	0.388	0.387	0.388	0.387	0.388	0.388	0.350	1.000	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	
VPM16	0.352	0.320	0.357	0.312	0.348	0.321	0.324	0.319	0.318	0.344	0.392	0.381	0.316	0.320	0.388	1.000	0.385	0.385	0.385	0.385	0.385	0.385	0.385	0.385	0.385	0.385	0.385	0.385	0.385	0.385	0.385	
VPM17	0.340	0.323	0.333	0.313	0.323	0.313	0.312	0.380	0.319	0.336	0.389	0.373	0.384	0.346	0.370	0.385	1.000	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	
VPM18	0.327	0.324	0.330	0.339	0.319	0.321	0.380	0.336	0.321	0.311	0.386	0.344	0.313	0.380	0.378	0.371	0.380	1.000	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	
VPM19	0.382	0.386	0.380	0.387	0.342	0.341	0.388	0.321	0.348	0.328	0.384	0.387	0.388	0.388	0.388	0.388	0.388	0.388	1.000	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	0.388	
VPM20	0.328	0.337	0.340	0.316	0.332	0.337	0.317	0.337	0.337	0.338	0.347	0.385	0.387	0.374	0.377	0.371	0.380	0.380	0.380	1.000	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	
VPM21	0.374	0.351	0.387	0.383	0.348	0.337	0.332	0.311	0.331	0.388	0.338	0.315	0.319	0.387	0.380	0.342	0.319	0.319	0.319	0.319	1.000	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	
VPM22	0.354	0.338	0.389	0.341	0.348	0.337	0.332	0.340	0.342	0.338	0.333	0.316	0.319	0.388	0.383	0.348	0.328	0.328	0.328	0.328	0.328	1.000	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	
VPM23	0.389	0.347	0.378	0.383	0.328	0.324	0.338	0.385	0.330	0.381	0.381	0.381	0.381	0.381	0.381	0.381	0.381	0.381	0.381	0.381	0.381	1.000	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	
VPM24	0.387	0.388	0.341	0.382	0.311	0.322	0.322	0.321	0.329	0.312	0.374	0.386	0.328	0.383	0.386	0.386	0.386	0.386	0.386	0.386	0.386	0.386	1.000	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380
VPM25	0.388	0.331	0.339	0.318	0.333	0.389	0.318	0.382	0.328	0.328	0.383	0.383	0.383	0.383	0.383	0.383	0.383	0.383	0.383	0.383	0.383	0.383	1.000	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380
VPM26	0.384	0.336	0.384	0.318	0.341	0.341	0.347	0.339	0.332	0.314	0.322	0.330	0.386	0.383	0.384	0.384	0.384	0.384	0.384	0.384	0.384	0.384	0.384	1.000	0.380	0.380	0.380	0.380	0.380	0.380	0.380	0.380
VPM27	0.343	0.316	0.386	0.385	0.388	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	0.389	1.000	0.380	0.380	0.380	0.380	0.380	0.380	0.380
VPM28	0.348	0.318	0.384	0.348	0.382	0.347	0.343	0.312	0.313	0.313	0.387	0.387	0.340	0.375	0.381	0.384	0.370	0.384	0.384	0.384	0.384	0.384	0.384	0.384	0.384	1.000	0.380	0.380	0.380	0.380	0.380	0.380



In the Anti-Image Correlation, we are looking for the KMO measures to be as close to 1 as possible, with values above 0.5 an absolute minimum and greater than 0.8 considered good.

If any particular variable has a low KMO measure ( $KMO < .5$ ), we should consider removing it from the analysis.

***Interpretation of Anti-Image Correlation matrix:***

*Since there are no low KMO measure, there are no variables removed.*

Total Variance Explained										
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	8.561	30.574	30.574	8.561	30.574	30.574	7.262	25.937	25.937	
2	5.758	20.564	51.139	5.758	20.564	51.139	6.421	22.931	48.868	
3	4.049	14.459	65.598	4.049	14.459	65.598	4.455	15.910	64.778	
4	1.539	5.497	71.095	1.539	5.497	71.095	1.629	5.817	70.595	
5	1.069	3.816	74.911	1.069	3.816	74.911	1.208	4.316	74.911	
6	0.800	2.859	77.770							
7	0.673	2.405	80.175							
8	0.612	2.185	82.360							
9	0.520	1.858	84.217							
10	0.505	1.802	86.019							
11	0.413	1.474	87.493							
12	0.372	1.328	88.821							
13	0.356	1.272	90.093							
14	0.341	1.216	91.309							
15	0.319	1.141	92.450							
16	0.279	0.995	93.445							
17	0.264	0.942	94.387							
18	0.252	0.901	95.288							
19	0.252	0.898	96.187							
20	0.231	0.826	97.012							
21	0.204	0.729	97.741							
22	0.191	0.682	98.423							
23	0.135	0.481	98.905							
24	0.094	0.336	99.241							
25	0.083	0.296	99.537							
26	0.058	0.206	99.744							
27	0.053	0.189	99.932							
28	0.019	0.068	100.000							

Extraction Method: Principal Component Analysis.

An eigenvalue is a measure of the variance that is accounted for by a component.

An eigenvalue of one represents the variance of one variable, so with 28 variables there is a total of 28 eigenvalues of variance.

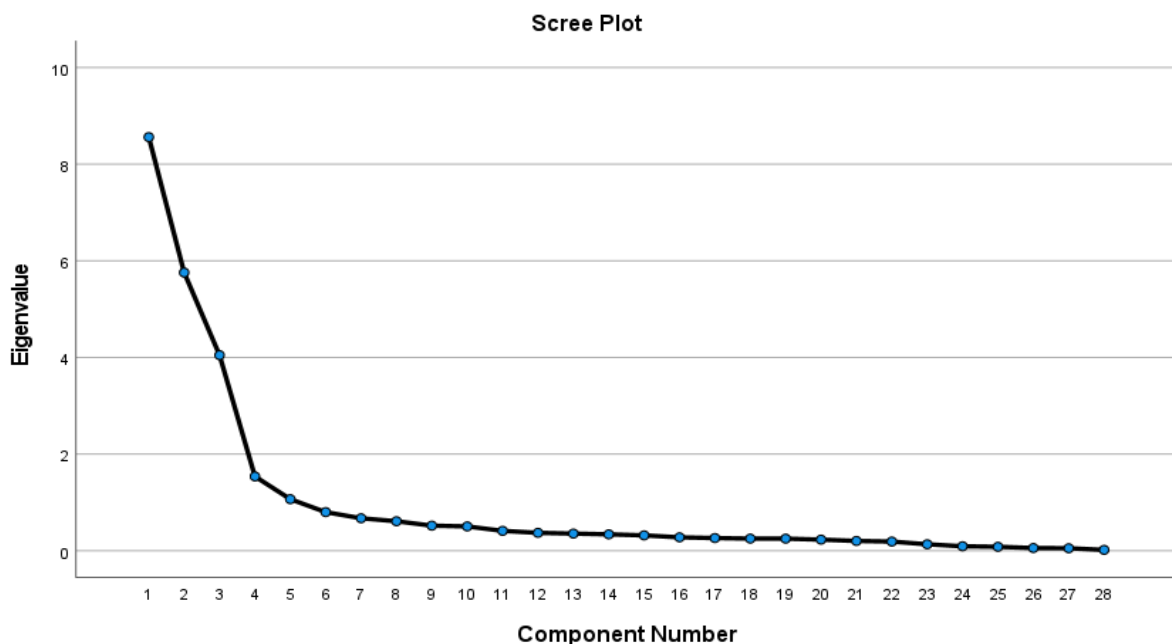
Therefore, if we examine the first component, we will find that it explains 8.561 eigenvalues of variance (the "Total" column), which is  $8.561/28 \times 100 = 30.574\%$  of the total variance, as reported in the "% of Variance" column.

The second component, we will find that it explains 5.757 eigenvalues of variance (the "Total" column), which =  $20.564\%$  of the total variance.

The third component, we will find that it explains 4.048 eigenvalues of variance (the "Total" column), which =  $14.459\%$  of the total variance.

The fourth component, we will find that it explains 1.539 eigenvalues of variance (the "Total" column), which =  $5.497\%$  of the total variance.

Therefore, the four components explain  $71.094\%$  of the total variance.



A scree plot is a plot of the total variance explained by each component (its "eigenvalue") against its respective component. As there are as many components as there are variables, there are 45 components in the scree plot. The components to retain are those before the (last) inflection point of the graph (see above). The inflection point is meant to represent the point where the graph begins to level out and subsequent components add little to the total variance.

<b>Rotated Component Matrix<sup>a</sup></b>				
	Component			
	1	2	3	4
PD7	0.940			
PD10	0.880			
PD8	0.878			
PD4	0.862			
PD9	0.862			
PD6	0.857			
PD5	0.829			
PD2	0.778			
PD1	0.770			
PD3	0.667			
VFM5		0.961		
VFM6		0.919		
VFM3		0.916		
VFM2		0.906		
VFM7		0.875		
VFM4		0.856		
VFM9		0.841		
VFM8		0.823		
VFM1		0.741		
SUB1			0.866	
SUB5			0.853	
SUB4			0.841	
SUB3			0.819	
SUB2			0.814	
AU2				0.969
AU3				0.886
AU4				0.885
AU1				0.808
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 5 iterations.				

The Rotated Component Matrix table shows how the retained, rotated components load on each variable.

## Findings:

0. A Factor analysis was run on the questionnaire that measured brand equity characteristics on 996 respondents.
1. The suitability of Factor Analysis was assessed prior to analysis.
2. Inspection of the correlation matrix showed that all the variables had correlation coefficient greater than 0.3.
3. The overall Kaiser-Meyer-Olkin (KMO) measure was 0.894 with individual KMO measures all greater than 0.9, classifications of 'meritorious' according to Kaiser (1974).
4. Bartlett's test of sphericity was statistically significant ( $p < .0005$ ), indicating that the data was likely factorizable.
5. Factor Analysis revealed four components that had eigenvalues greater than one and which explained 30.574%, 20.564%, 14.459%, and 5.497% of the total variance, respectively.
6. Visual inspection of the scree plot indicated that FOUR components should be retained (Cattell, 1966).
7. The six-component solution explained 74.911% of the total variance.
8. A Varimax orthogonal rotation was employed to aid interpretability. The rotated solution exhibited 'simple structure' (Thurstone, 1947).

The interpretation of the data was consistent with the consumer behavior attributes the questionnaire was designed to measure with strong loadings

## Factor Analysis for FMCG MARKETING

		Correlation Matrix																															
Consumer		SP1	SP2	SP3	SP4	SP5	UMT	UM2	UM3	UM4	UM5	UM6	UM7	UM8	UM9	UM10	UM11	UM12	UM13	UM14	UM15	UM16	UM17	UM18	UM19	UM20	UM21	UM22	UM23	UM24	UM25		
SP1		1.000																															
SP2		0.633	1.000																														
SP3		0.672	0.547	1.000																													
SP4		0.685	0.609	0.602	1.000																												
SP5		0.612	0.621	0.668	0.578	1.000																											
UM1		0.276	0.302	0.341	0.337	0.341	1.000																										
UM2		0.410	0.370	0.378	0.371	0.383	0.471	1.000																									
UM3		0.370	0.324	0.330	0.323	0.329	0.344	0.388	1.000																								
UM4		0.523	0.341	0.339	0.323	0.329	0.344	0.388	0.387	1.000																							
UM5		0.385	0.327	0.379	0.355	0.380	0.362	0.382	0.365	0.440	1.000																						
UM6		0.340	0.348	0.329	0.340	0.321	0.340	0.341	0.320	0.328	0.328	1.000																					
UM7		0.342	0.346	0.373	0.327	0.340	0.346	0.346	0.310	0.381	0.322	0.430	1.000																				
UM8		0.355	0.337	0.364	0.323	0.321	0.366	0.320	0.326	0.323	0.321	0.384	0.363	1.000																			
UM9		0.336	0.335	0.340	0.324	0.320	0.361	0.319	0.311	0.325	0.311	0.368	0.475	0.415	1.000																		
UM10		0.340	0.321	0.337	0.320	0.340	0.278	0.297	0.276	0.243	0.223	0.240	0.434	0.393	0.502	1.000																	
UM11		0.321	0.320	0.340	0.275	0.313	0.275	0.277	0.275	0.283	0.283	0.215	0.338	0.212	0.303	0.276	1.000																
UM12		0.349	0.325	0.348	0.323	0.327	0.310	0.301	0.288	0.292	0.251	0.366	0.364	0.322	0.368	0.349	0.656	1.000															
UM13		0.300	0.312	0.336	0.328	0.336	0.289	0.316	0.288	0.295	0.283	0.343	0.328	0.368	0.356	0.320	0.389	1.000															
UM14		0.369	0.392	0.378	0.372	0.380	0.340	0.381	0.361	0.302	0.287	0.322	0.388	0.342	0.373	0.342	0.621	0.666	1.000														
UM15		0.323	0.343	0.343	0.346	0.345	0.294	0.328	0.311	0.269	0.302	0.322	0.341	0.323	0.361	0.329	0.653	0.548	0.916	1.000													
UM16		0.375	0.353	0.340	0.340	0.381	0.317	0.329	0.365	0.297	0.344	0.388	0.393	0.324	0.387	0.343	0.688	0.549	0.821	0.988	1.000												
UM17		0.279	0.288	0.320	0.344	0.388	0.378	0.398	0.383	0.300	0.283	0.483	0.343	0.324	0.397	0.302	0.678	0.584	0.678	0.999	0.993	1.000											
UM18		0.340	0.374	0.337	0.322	0.348	0.283	0.334	0.314	0.310	0.282	0.371	0.393	0.316	0.383	0.473	0.674	0.574	0.697	0.626	0.702	0.716	1.000										
UM19		0.283	0.328	0.370	0.328	0.348	0.337	0.338	0.362	0.334	0.282	0.344	0.368	0.371	0.407	0.369	0.688	0.611	0.627	0.692	0.778	0.844	0.849	1.000									
UM20		0.285	0.312	0.320	0.326	0.342	0.338	0.335	0.368	0.300	0.421	0.388	0.388	0.377	0.388	0.371	0.648	0.578	0.626	0.627	0.688	0.785	0.850	0.848	1.000								

The level of correlation considered worthy of a variable's inclusion is usually  $r \geq 0.3$ . Thus, scan the correlation matrix for any variable that does not have at least one correlation with another variable where  $r \geq 0.3$ .

In the above data set, there's no correlation less than 0.3.

**Interpretation of Correlation Matrix:**  
 Thus, the assumption of Linearity is met.

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.960
Bartlett's Test of Sphericity	Approx. Chi-Square
	11054.333
	df
	300
	Sig.
	0.000

Bartlett's test of sphericity is statistically significant ( $p < .0005$ ), indicating that the data was likely factorizable.

The KMO measure is 0.960, which is good; or "MARVELOUS" on Kaiser's (1974) classification of measure values, as shown in the table below:

KMO Measure	Meaning
$KMO \geq 0.9$	Marvelous
$0.8 \leq KMO < 0.9$	Meritorious
$0.7 \leq KMO < 0.8$	Middling
$0.6 \leq KMO < 0.7$	Mediocre
$0.5 \leq KMO < 0.6$	Miserable
$KMO < 0.5$	Unacceptable

KMO Value for each individual variable

Average Variables	Average Variables																													
	SP1	SP2	SP3	SP4	SP5	SP6	SP7	SP8	SP9	SP10	SP11	SP12	SP13	SP14	SP15	SP16	SP17	SP18	SP19	SP20	SP21	SP22	SP23	SP24	SP25	SP26	SP27	SP28	SP29	SP30
SP1	1.000																													
SP2	0.183	1.000																												
SP3	0.148	0.185	1.000																											
SP4	0.146	0.141	0.185	1.000																										
SP5	0.263	0.125	0.155	0.163	1.000																									
SP6	0.140	0.088	0.127	0.087	0.122	1.000																								
SP7	0.084	0.023	0.028	0.010	0.020	0.026	1.000																							
SP8	0.043	0.041	0.020	0.010	0.024	0.188	0.174	1.000																						
SP9	0.008	0.033	0.043	0.020	0.022	0.028	0.020	0.044	0.241	1.000																				
SP10	0.010	0.002	0.022	0.026	0.021	0.011	0.010	0.017	0.016	0.027	1.000																			
SP11	0.021	0.020	0.011	0.002	0.022	0.024	0.020	0.020	0.020	0.025	0.027	1.000																		
SP12	0.027	0.020	0.020	0.021	0.018	0.017	0.024	0.024	0.024	0.027	0.017	0.017	1.000																	
SP13	0.017	0.013	0.024	0.020	0.019	0.019	0.019	0.019	0.019	0.021	0.027	0.027	0.027	1.000																
SP14	0.020	0.047	0.027	0.023	0.025	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	1.000															
SP15	0.011	0.007	0.022	0.010	0.021	0.021	0.010	0.047	0.044	0.027	0.020	0.020	0.020	0.020	0.020	1.000														
SP16	0.016	0.006	0.021	0.016	0.020	0.020	0.010	0.048	0.041	0.022	0.012	0.020	0.020	0.020	0.020	0.020	1.000													
SP17	0.020	0.020	0.024	0.020	0.012	0.017	0.022	0.024	0.024	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	1.000												
SP18	0.004	0.016	0.017	0.041	0.022	0.028	0.020	0.041	0.028	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	1.000											
SP19	0.004	0.014	0.020	0.046	0.022	0.029	0.028	0.028	0.042	0.021	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	1.000										
SP20	0.040	0.026	0.028	0.046	0.022	0.047	0.047	0.018	0.024	0.020	0.021	0.021	0.021	0.021	0.021	0.021	0.021	0.021	0.021	0.021	1.000									
SP21	0.017	0.041	0.022	0.046	0.046	0.028	0.027	0.046	0.027	0.027	0.024	0.024	0.024	0.024	0.024	0.024	0.024	0.024	0.024	0.024	0.024	1.000								
SP22	0.016	0.047	0.027	0.022	0.047	0.029	0.022	0.028	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	1.000							
SP23	0.022	0.026	0.024	0.022	0.040	0.011	0.013	0.014	0.020	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	0.022	1.000						
SP24	0.008	0.020	0.028	0.020	0.018	0.028	0.028	0.022	0.014	0.028	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	1.000					
SP25	0.001	0.029	0.016	0.018	0.021	0.013	0.027	0.023	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	0.020	1.000				

In the Anti-Image Correlation, we are looking for the KMO measures to be as close to 1 as possible, with values above 0.5 an absolute minimum and greater than 0.8 considered good. If any particular variable has a low KMO measure ( $KMO < .5$ ), we should consider removing it from the analysis.

**Interpretation of Anti-Image Correlation matrix:**

*Since there are no low KMO measure, there are no variables removed.*

Total Variance Explained										
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	9.787	39.148	39.148	9.787	39.148	39.148	3.378	13.513	13.513	
2	1.648	6.592	45.740	1.648	6.592	45.740	3.124	12.494	26.007	
3	1.331	5.322	51.063	1.331	5.322	51.063	3.041	12.162	38.169	
4	1.279	5.118	56.181	1.279	5.118	56.181	2.797	11.189	49.359	
5	1.024	4.095	60.275	1.024	4.095	60.275	2.729	10.916	60.275	
6	0.742	2.970	63.245							
7	0.715	2.860	66.105							
8	0.679	2.717	68.823							
9	0.630	2.519	71.341							
10	0.601	2.402	73.743							
11	0.572	2.287	76.030							
12	0.512	2.046	78.077							
13	0.503	2.012	80.088							
14	0.483	1.933	82.021							
15	0.481	1.926	83.946							
16	0.466	1.863	85.809							
17	0.455	1.821	87.630							
18	0.433	1.732	89.362							
19	0.419	1.675	91.037							
20	0.409	1.636	92.672							
21	0.398	1.591	94.263							
22	0.383	1.532	95.795							
23	0.360	1.440	97.235							
24	0.351	1.405	98.640							
25	0.340	1.360	100.000							

Extraction Method: Principal Component Analysis.

An eigenvalue is a measure of the variance that is accounted for by a component. An eigenvalue of one represents the variance of one variable, so with 25 variables there is a total of 25 eigenvalues of variance.

Therefore, if we examine the first component, we will find that it explains 9.787 eigenvalues of variance (the "Total" column), which is  $9.787/25 \times 100 = 39.148\%$  of the total variance, as reported in the "% of Variance" column.

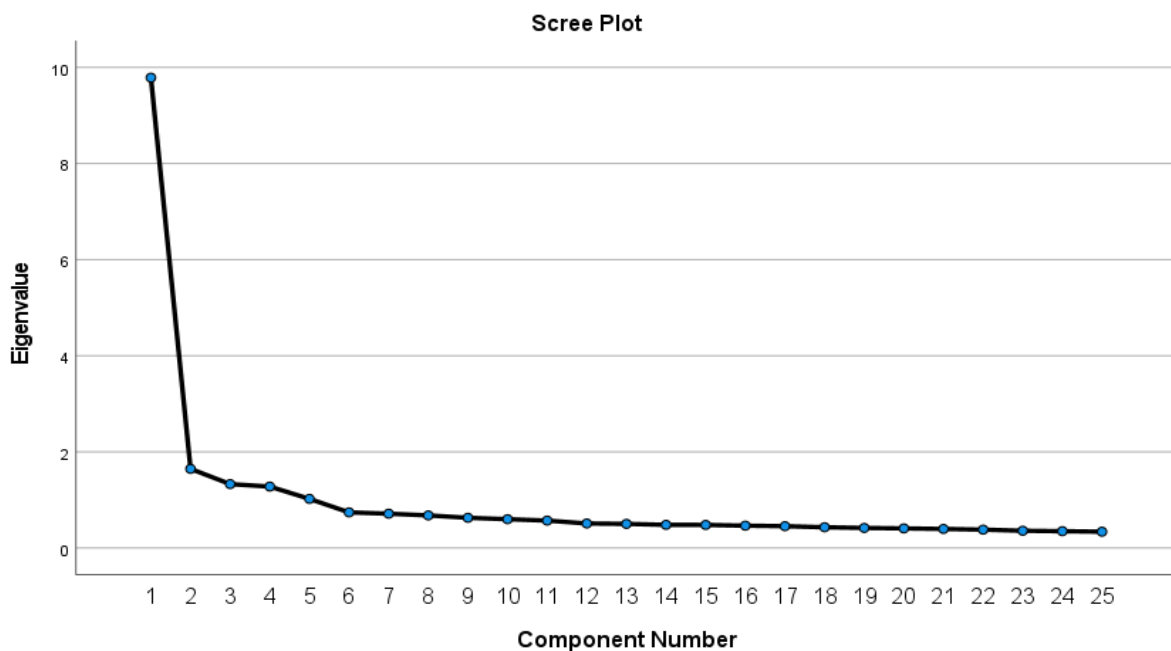
The second component, we will find that it explains 1.648 eigenvalues of variance (the "Total" column), which = 6.592% of the total variance.

The third component, we will find that it explains 1.331 eigenvalues of variance (the "Total" column), which = 5.322% of the total variance.

The fourth component, we will find that it explains 1.279 eigenvalues of variance (the "Total" column), which = 5.118% of the total variance.

The fifth component, we will find that it explains 1.024 eigenvalues of variance (the "Total" column), which = 4.095% of the total variance.

Therefore, the four components explain 60.275% of the total variance.



A scree plot is a plot of the total variance explained by each component (its "eigenvalue") against its respective component. As there are as many components as there are variables, there are 25 components in the scree plot. The components to retain are those before the (last) inflection point of the graph (see above). The inflection point is meant to represent the point where the graph begins to level out and subsequent components add little to the total variance.

Rotated Component Matrix <sup>a</sup>					
	Component				
	1	2	3	4	5
SP5	0.751				
SP1	0.750				
SP2	0.746				
SP4	0.733				
SP3	0.688				
AD1		0.738			
AD5		0.728			
AD4		0.724			
AD2		0.604			
AD3		0.601			
WM1			0.760		
WM2			0.740		
WM5			0.725		
WM3			0.702		
WM4			0.656		
DM1				0.725	
DM5				0.709	
DM2				0.664	
DM4				0.560	
DM3				0.553	
EV1					0.745
EV5					0.742
EV2					0.722
EV4					0.708
EV3					0.656

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.  
a. Rotation converged in 6 iterations.

The Rotated Component Matrix table shows how the retained, rotated components load on each variable.

### Findings:

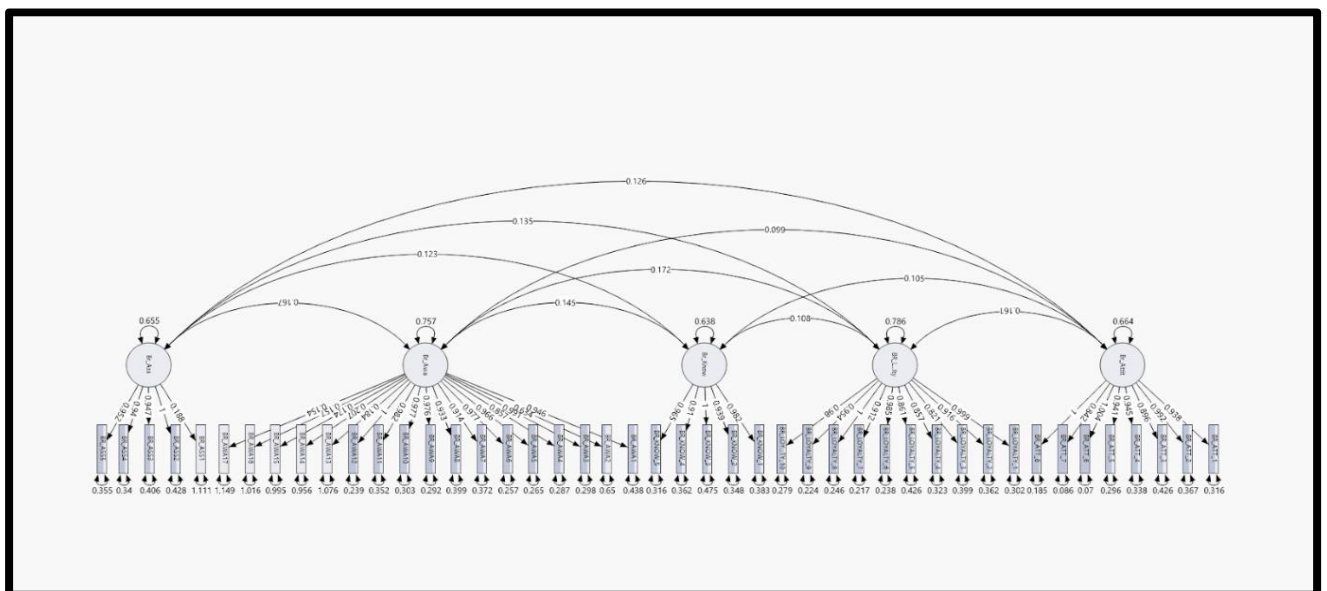
- A Factor analysis was run on the questionnaire that measured brand equity characteristics on 996 respondents.
- The suitability of Factor Analysis was assessed prior to analysis.
- Inspection of the correlation matrix showed that all the variables had correlation coefficient greater than 0.3.
- The overall Kaiser-Meyer-Olkin (KMO) measure was 0.960 with individual KMO measures all greater than 0.9, classifications of 'marvelous' according to Kaiser (1974).

- Bartlett's test of sphericity was statistically significant ( $p < .0005$ ), indicating that the data was likely factorizable.
- Factor Analysis revealed five components that had eigenvalues greater than one and which explained 39.148%, 6.592%, 5.322%, 5.118% and 4.095% of the total variance, respectively.
- Visual inspection of the scree plot indicated that FIVE components should be retained (Cattell, 1966).
- The six-component solution explained 60.275% of the total variance.
- A Varimax orthogonal rotation was employed to aid interpretability. The rotated solution exhibited 'simple structure' (Thurstone, 1947).

The interpretation of the data was consistent with the FMCG Marketing attributes the questionnaire was designed to measure with strong loadings

Overall, the results suggest that a combination of marketing techniques and consumer behavior can have a significant impact on brand equity for personal care items. These factors should be considered when developing marketing campaigns and brand strategies to ensure they resonate with the target audience and ultimately lead to increased brand equity.

### CFA for Brand Equity



**Fit Indices**

Sample Size	996
Chi-square	8912.002
DF	935.000
Prob>ChiSq	0.000
CFI	0.794
RMSEA	0.093
Lower 90%	0.091
Upper 90%	0.094

Latent Variable	Indicators	Loadings	Composite/Construct Reliability
Brand Attitude	BR_ATT_1	0.6487	0.9511
	BR_ATT_2	0.6401	
	BR_ATT_3	0.5561	
	BR_ATT_4	0.637	
	BR_ATT_5	0.6656	
	BR_ATT_6	0.9051	
	BR_ATT_7	0.8459	
	BR_ATT_8	0.782	
Brand Loyalty	BR_LOYALTY_1	0.7225	0.9573
	BR_LOYALTY_2	0.6459	
	BR_LOYALTY_3	0.5701	
	BR_LOYALTY_4	0.6416	
	BR_LOYALTY_5	0.5781	
	BR_LOYALTY_6	0.7621	
	BR_LOYALTY_7	0.7504	
	BR_LOYALTY_8	0.7613	
	BR_LOYALTY_9	0.7617	
	BR_LOYALTY_10	0.7301	
Brand Knowledge	BR_KNOW_1	0.6162	0.8869
	BR_KNOW_2	0.6181	
	BR_KNOW_3	0.5734	
	BR_KNOW_4	0.5936	
	BR_KNOW_5	0.6528	
Brand Awareness	BR_AWA1	0.6074	0.9233
	BR_AWA2	0.3192	
	BR_AWA3	0.7139	
	BR_AWA4	0.6595	
	BR_AWA5	0.7276	
	BR_AWA6	0.7373	
	BR_AWA7	0.6298	
	BR_AWA8	0.623	
	BR_AWA9	0.712	
	BR_AWA10	0.7046	
	BR_AWA11	0.675	
	BR_AWA12	0.76	
	BR_AWA13	0.0234	
	BR_AWA14	0.0329	
	BR_AWA15	0.0226	
	BR_AWA16	0.0181	
	BR_AWA17	0.0154	
Brand Association	BR_ASS1	0.0204	0.8092
	BR_ASS2	0.6047	
	BR_ASS3	0.5915	
	BR_ASS4	0.63	
	BR_ASS5	0.6254	

## Construct Reliability and Validity

### Composite Reliability

Prior literature has suggested the use of “Composite Reliability” as a replacement (Bagozzi and Yi, 1988; Hair et al., 2012). Composite reliability should be 0.7 or higher. If it is exploratory research, 0.6 or higher is acceptable. (Bagozzi and Yi, 1988)

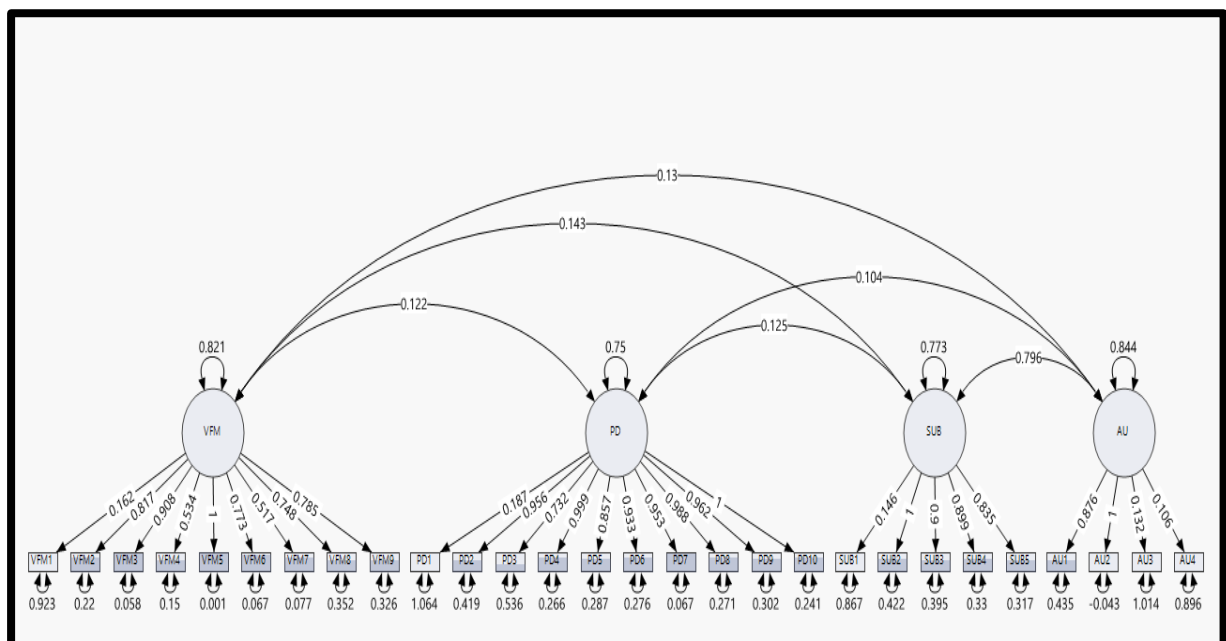
In the above table Composite Reliability are more than 0.7, indicating that all the Constructs have good internal consistency reliability score

	Br_Attit	BR_Loyalty	Br_Know	Br_Awa	Br_Ass
Br_Attit	0.710	0.050	0.026	0.020	0.037
BR_Loyalty	0.223	0.692	0.023	0.050	0.036
Br_Know	0.162	0.152	0.611	0.044	0.036
Br_Awa	0.140	0.223	0.209	0.570	0.057
Br_Ass	0.192	0.189	0.190	0.238	0.594

### Convergent validity

To check convergent validity, each latent variable’s Average Variance Extracted (AVE) is evaluated. Again, from the above table, it is found that all of the AVE values are greater than the acceptable threshold of 0.5, so convergent validity is confirmed. The diagonal numbers in the above table represent AVE.

## CFA FOR CONSUMER BEHAVIOR



## Fit Indices

ChiSquare	4982.8954
DF	344
Prob>ChiSq	0
CFI	0.8341949
RMSEA	0.1163586
Lower 90%	0.1135086
Upper 90%	0.1192317

Latent Variable	Indicators	Loadings	Composite/Construct Reliability
Value for Money	VFM1	0.0228	0.9444
	VFM2	0.7134	
	VFM3	0.9213	
	VFM4	0.6102	
	VFM5	0.9987	
	VFM6	0.8799	
	VFM7	0.7402	
	VFM8	0.5657	
	VFM9	0.6082	
Purchase Decision	PD1	0.0239	0.9396
	PD2	0.6208	
	PD3	0.4282	
	PD4	0.738	
	PD5	0.658	
	PD6	0.703	
	PD7	0.9102	
	PD8	0.7298	
	PD9	0.6969	
	PD10	0.757	
Satisfaction on Usage of Brand	SUB1	0.0217	0.8869
	SUB2	0.5766	
	SUB3	0.5989	
	SUB4	0.6386	
	SUB5	0.7038	
Appealing to Use	AU1	0.597	0.399
	AU4	0.0328	

## Construct Reliability and Validity

### Composite Reliability

Prior literature has suggested the use of “Composite Reliability” as a replacement (Bagozzi and Yi, 1988; Hair et al., 2012). Composite reliability should be 0.7 or higher. In case of exploratory research, 0.6 or higher is acceptable. (Bagozzi and Yi, 1988)

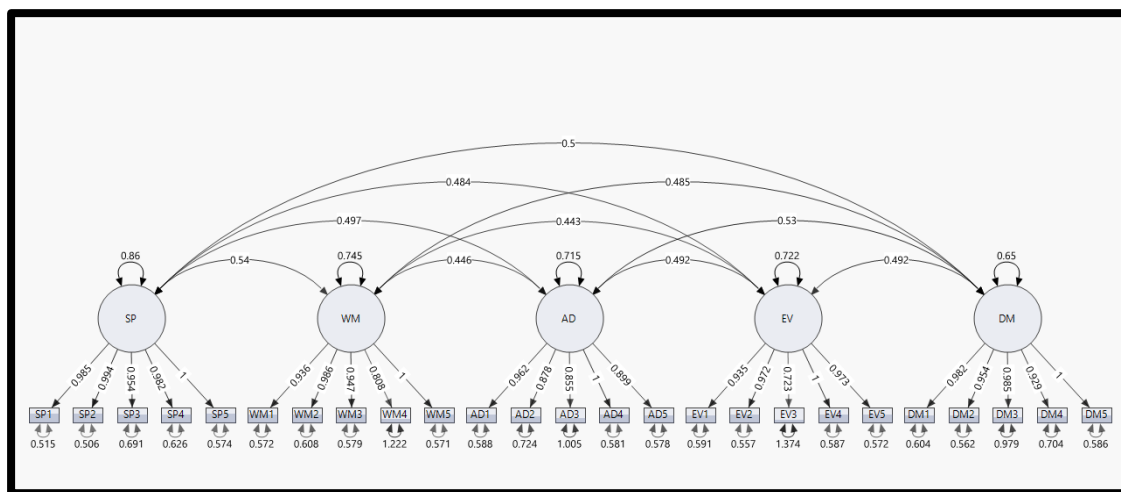
In the above table Composite Reliability is greater than 0.7, indicating that all the Constructs are having good internal consistency reliability score.

	VFM	PD	SUB	AU
VFM	0.673	0.024	0.032	0.030
PD	0.155	0.627	0.026	0.021
SUB	0.179	0.160	0.508	1.001
AU	0.174	0.146	1.000	0.315

### Convergent validity

To check convergent validity, each latent variable's Average Variance Extracted (AVE) is evaluated. Again, from the table above, it is clear that all of the AVE values are more than the acceptable threshold of 0.5, so convergent validity is confirmed. The diagonal numbers in the above table represent AVE.

### CFA FOR FMCG MARKET



### Fit Indices

ChiSquare	426.695
DF	265.000
Prob>ChiSq	0.000
CFI	0.985
RMSEA	0.025
Lower 90%	0.020
Upper 90%	0.029

Latent Variable	Indicators	Loadings	Composite/Construct Reliability
Sales Promotion	SP1	0.6184	0.8776
	SP2	0.6271	
	SP3	0.5313	
	SP4	0.5701	
	SP5	0.5997	
Word of Mouth	WM1	0.5327	0.8272
	WM2	0.5437	
	WM3	0.536	
	WM4	0.2848	
	WM5	0.5659	
Advertising	AD1	0.5294	0.8156
	AD2	0.4323	
	AD3	0.342	
	AD4	0.5519	
	AD5	0.5	
Events	EV1	0.5161	0.8156
	EV2	0.5503	
	EV3	0.2154	
	EV4	0.5516	
	EV5	0.5444	
Direct Marketing	DM1	0.5095	0.8195
	DM2	0.5127	
	DM3	0.3918	
	DM4	0.4433	
	DM5	0.526	

## Construct Reliability and Validity

### Composite Reliability

Prior literature has suggested the use of “Composite Reliability” as a replacement (Bagozzi and Yi, 1988; Hair et al., 2012). Composite reliability should be 0.7 or higher. If it is exploratory research, 0.6 or higher is acceptable. (Bagozzi and Yi, 1988)

In the above table Composite Reliability is greater than 0.7, indicating that all the Constructs are having good internal consistency reliability score.

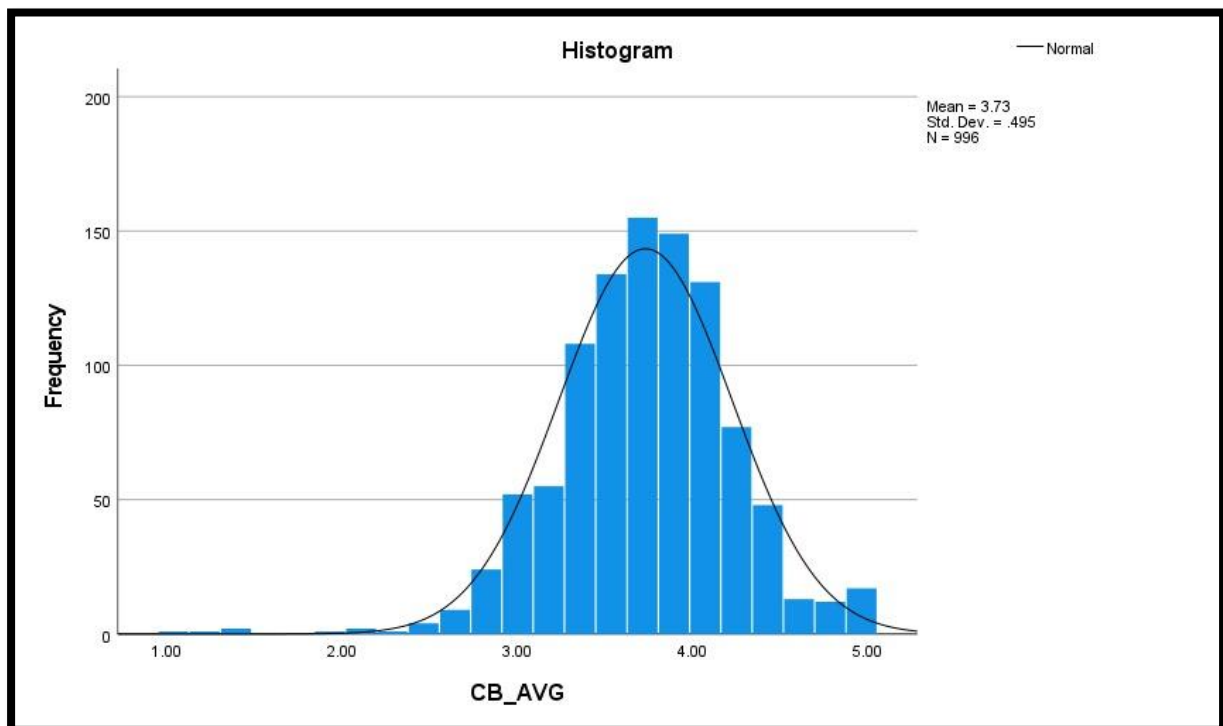
	SP	WM	AD	EV	DM
SP	0.589	0.455	0.401	0.377	0.446
WM	0.675	0.493	0.373	0.365	0.486
AD	0.633	0.611	0.471	0.469	0.604
EV	0.614	0.604	0.685	0.476	0.515
DM	0.668	0.697	0.777	0.718	0.477

### Convergent validity

To check convergent validity, each latent variable's Average Variance Extracted (AVE) is evaluated. Again, from the table above, it is found that all of the AVE values are larger than the acceptable threshold of 0.5, so convergent validity is confirmed. The diagonal numbers in the above table represent AVE.

**Objective 2- Investigate the influence of demographic factors on consumer behavior patterns.**

Before we go onto conduct the tests, let's check the Normality of the data. Normality refers to the distribution of data points in a dataset resembling a normal (bell-shaped) curve when plotted on a histogram or a probability plot. When data are normally distributed, it means that most of the data points cluster around the mean, with fewer data points scattered further away from the mean. Knowing whether the data are normally distributed helps in interpreting the results of statistical tests accurately.



From the graph, it is apparent that the data is normally distributed. So now let's start our tests to check our Hypothesis.

Regression analysis and other statistical analytic techniques were used to do hypothesis testing in order to investigate the impact of demographic characteristics on customer behaviour.. The null hypothesis would be that demographic factors have no significant effect on consumer behavior, while the alternative hypothesis would be that demographic factors do have a significant effect on consumer behavior.

Significance level (alpha) of 0.05 was used to determine if the results were statistically significant. If the p-value was less than 0.05, we rejected the null hypothesis and conclude that demographic factors do have a significant effect on consumer behavior. If the p-value was greater than 0.05, we failed to reject the null hypothesis, and there was not enough evidence to conclude that demographic factors have a significant effect on consumer behavior.

#### **4.3.2.1 Hypothesis H2 ao: There is no significant difference in Consumer Behavior of Male and Female respondents**

This hypothesis analyzes that if consumer behavior scores in reference to making purchase decision are different for male and female consumers.

A t test is what's utilized to determine whether or not there is a significant difference between two population averages. To put it another way, when we want to compare two means, we utilize a t test. (The scores must be measured on an interval or ratio measurement scale).

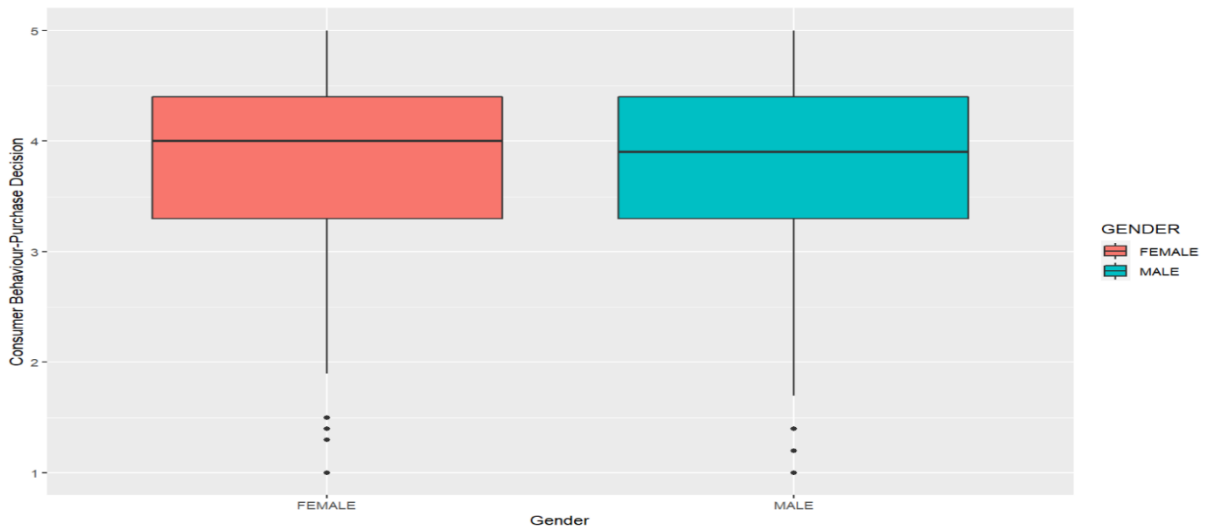
The facility scores were calculated from Primary Data Collected through a questionnaire, which was comprised of various constructs to measure facility scores, created on Likert scale.

The hypothesis is formed as under.

H0:  $\mu(\text{male}) = \mu(\text{female})$

Ha:  $\mu(\text{male}) \neq \mu(\text{female})$

**Figure 4. 93 Box Plot for Genders**



**Table 4. 15 Descriptive Data for Genders**

Sr.	Gender	Count	Mean	Sd
1	Female	513	3.84	0.766
2	Male	483	3.76	0.762

**Assumptions for T-Test**

The Shapiro Wilk test was used to determine if the results for both groups were normal. P values were discovered to be higher than 0.05. Consequently, the data might be regarded as normal.

The homogeneity assumption for the T Test was verified using the F test. It was discovered that there were no significant differences in the data variances for male and female respondents, according to the F Test.

**T-Test**

Two independent sample T Test was performed to check, if two groups have got significantly different means.

T Test Output – Two Sample T Test

Variables – Scores of Customer behavior – Purchase decision and Gender

**Table 4. 16 t-Test output**

T- Value	DF	P. Value	Mean – Female	Mean – Male
1.6823	994	0.09283	3.841	3.759

The threshold alpha level of 0.05 is exceeded by the p value. This shows that the alternative hypothesis cannot be accepted in place of the null hypothesis. This implies that, based on the replies given, it is reasonable to believe that gender has no impact on how consumers behave while making purchases.

**4.3.2.2 Hypothesis-H2bo: There is no significant difference in Consumer Behavior based on education level of respondents**

Here we will test if there is any substantial difference in consumer behavior scores in reference to making purchase decision based on education level of respondents.

Education level has got more than 2 categories.

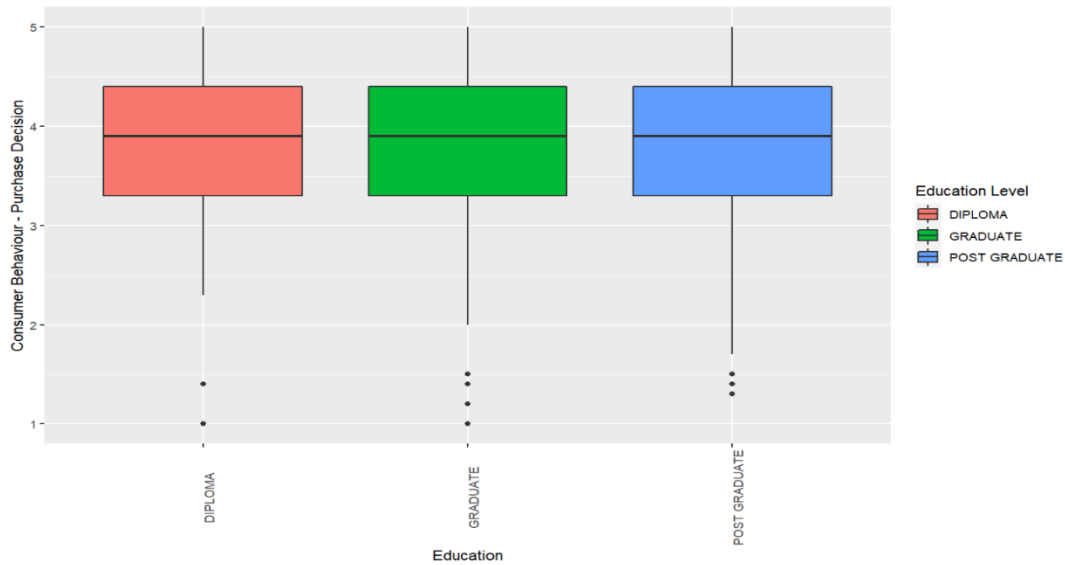
The consumer behavior towards purchase decision has been measured as combination of few questions, which measure responses on Likert scale and the final score is treated as continuous number.

One-way ANOVA is utilized to analyze this relationship as there is one Categorical (education level) with more than 2 categories and one continuous variable (consumer behavior).

**Table 4. 17 Descriptive analysis of education level**

Education Level	Count	Mean	SD
DIPLOMA	93	3.77	0.827
GRADUATE	458	3.81	0.743
POST GRADUATE	445	3.80	0.775

**Figure 4. 94 Box plot for different education level**



**ANOVA Output:**

**Table 4. 18 shows ANOVA output**

	<b>Df</b>	<b>Sum Sq</b>	<b>Mean Sq</b>	<b>F value</b>	<b>Pr(&gt;F)</b>
Education	2	0.1	0.0620	0.106	0.9
Residuals	993	581.7	0.5859		

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

The threshold alpha level of 0.05 is exceeded by the p value. This shows that the alternative hypothesis cannot be accepted in place of the null hypothesis. This shows that, built on the replies gathered, it is reasonable to believe that the consumer's education level has no impact on their choice to make a purchase.

**4.3.2.3 Hypothesis- H2co: There is no significant difference in Consumer Behavior based on marital status of respondents**

Here we will test if there is any substantial difference in consumer behavior scores in reference to making purchase decision based on marital status of respondents.

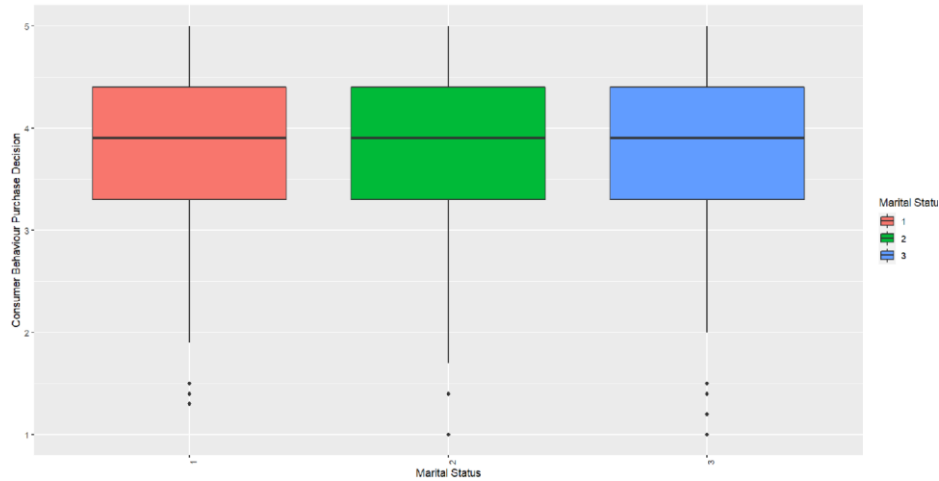
As in previous hypothesis, One way ANOVA is utilized to analyze this relationship as there is one Categorical (marital status group) with more than 2 categories and one continuous variable (consumer behavior).

**Table 4. 19 Descriptive Analysis of Marital status**

<b>MS</b>	<b>Count</b>	<b>Mean</b>	<b>SD</b>
1	322	3.81	0.748
2	313	3.81	0.76

3	361	3.79	0.786
---	-----	------	-------

**Figure 4. 95 Box plot for Marital Status**



**ANOVA Output:**

**Table 4. 20 shows ANOVA output**

	<b>Df</b>	<b>Sum Sq</b>	<b>Mean Sq</b>	<b>F value</b>	<b>Pr(&gt;F)</b>
Age Group	2	0.1	0.0411	0.07	0.932
Residuals	993	581.8	0.5859		

---

Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

The threshold alpha level of 0.05 is exceeded by the p value. This shows that the alternative hypothesis cannot be accepted in place of the null hypothesis. This implies that, based on the replies given, it is reasonable to believe that a consumer's marital status has no impact on their choice to make a purchase.

**4.3.2.4 Hypothesis- H2do: There is no significant difference in Consumer Behavior based on age group of respondents**

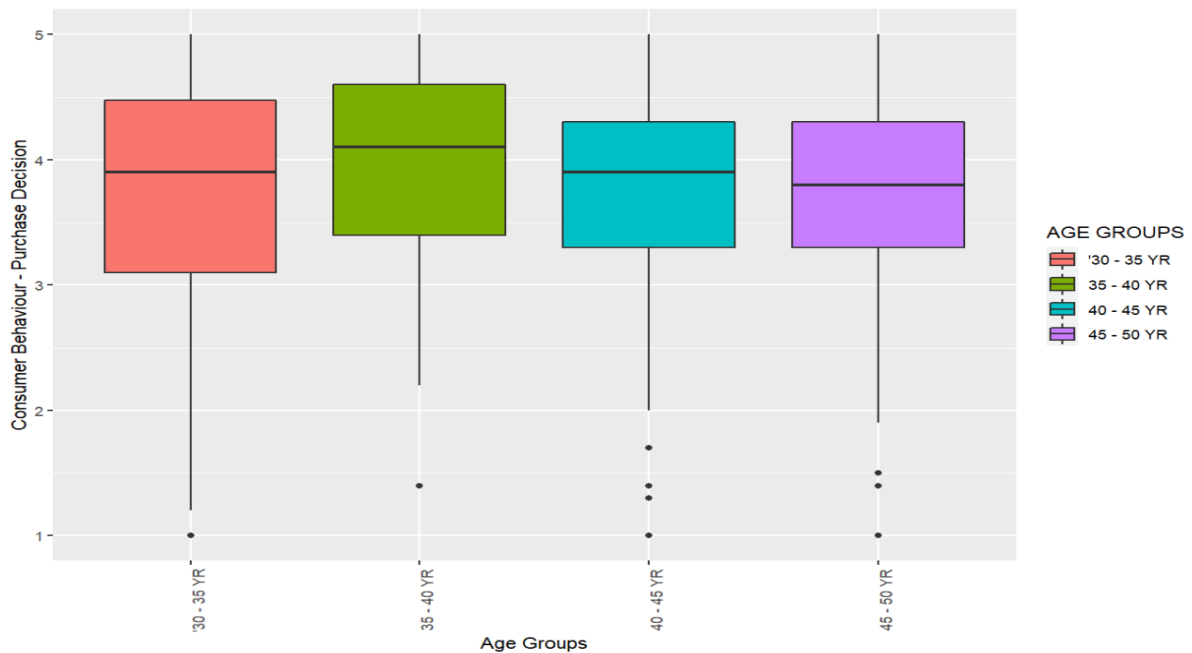
By testing the above hypothesis, it is being explored if there is any significant difference in consumer behavior scores in reference to making purchase decision based on age groups of respondents.

As in previous hypothesis, One way ANOVA is utilized to analyze this relationship as there is one Categorical (Age group) with more than 2 categories and one continuous variable (consumer behavior).

**Table 4. 21 Descriptive analysis of age groups**

Age Groups	Count	Mean	SD
30 - 35 Y	198	3.74	0.837
35 - 40 YR	253	3.97	0.735
40 - 45 YR	281	3.75	0.764
45 - 50 YR	264	3.74	0.716

**Figure 4. 96 Box plot for various Age Groups**



**ANOVA Output:**

**Table 4. 22 shows output of ANOVA**

	Df	Sum Sq	Mean Sq	F value	Pr(>F)
Age Group	3	9.5	3.174	5.5	0.00095 ***
Residuals	992	572.4	0.577		

---  
 Signif. codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1

In one-way ANOVA test, a significant p-value indicates that some of the group means are different means that we need to reject Null Hypothesis in favor of alternate hypothesis. This means that there is a significant difference in consumer behavior towards purchase decision for different age groups.

However, I am unsure of which grouping pairings vary. To evaluate if the mean differences between certain pairings of groups are statistically significant, it is feasible to do several

pairwise comparisons. **Tukey HSD** was used to compare the group means in many pairwise comparisons.

95% family-wise confidence levels for Tukey multiple means comparisons

**Table 4. 23 Tukey- Multiple Comparisons of Means**

<b>S. No</b>	<b>Categories of Age Groups</b>	<b>Diff</b>	<b>Lwr</b>	<b>Upr</b>	<b>P Adj</b>
<b>1</b>	<b>35 - 40 YR-'30 - 35 YR</b>	<b>0.232</b>	<b>0.047</b>	<b>0.418</b>	<b>0.007</b>
2	40 - 45 YR-'30 - 35 YR	0.014	-0.168	0.195	0.997
3	45 - 50 YR-'30 - 35 YR	0.008	-0.176	0.192	1.000
<b>4</b>	<b>40 - 45 YR-35 - 40 YR</b>	<b>-0.219</b>	<b>-0.388</b>	<b>-0.049</b>	<b>0.005</b>
<b>5</b>	<b>45 - 50 YR-35 - 40 YR</b>	<b>-0.224</b>	<b>-0.396</b>	<b>-0.052</b>	<b>0.005</b>
6	45 - 50 YR-40 - 45 YR	-0.006	-0.173	0.162	1.000

- **diff:** distinction between the two groups' respective means
- **lwr, upr:** Lower and Upper Limits of the 95% Confidence Interval (default)
- **P adj:** p-value after multiple comparisons correction.

The results show that there are significant difference between the categories with S.NO 1, 4, and 5 when the adjusted p-value is below 0.05.

#### **4.3.2.5 Hypothesis- H2eo: There is no significant difference in Consumer Behavior based on employment status of respondents**

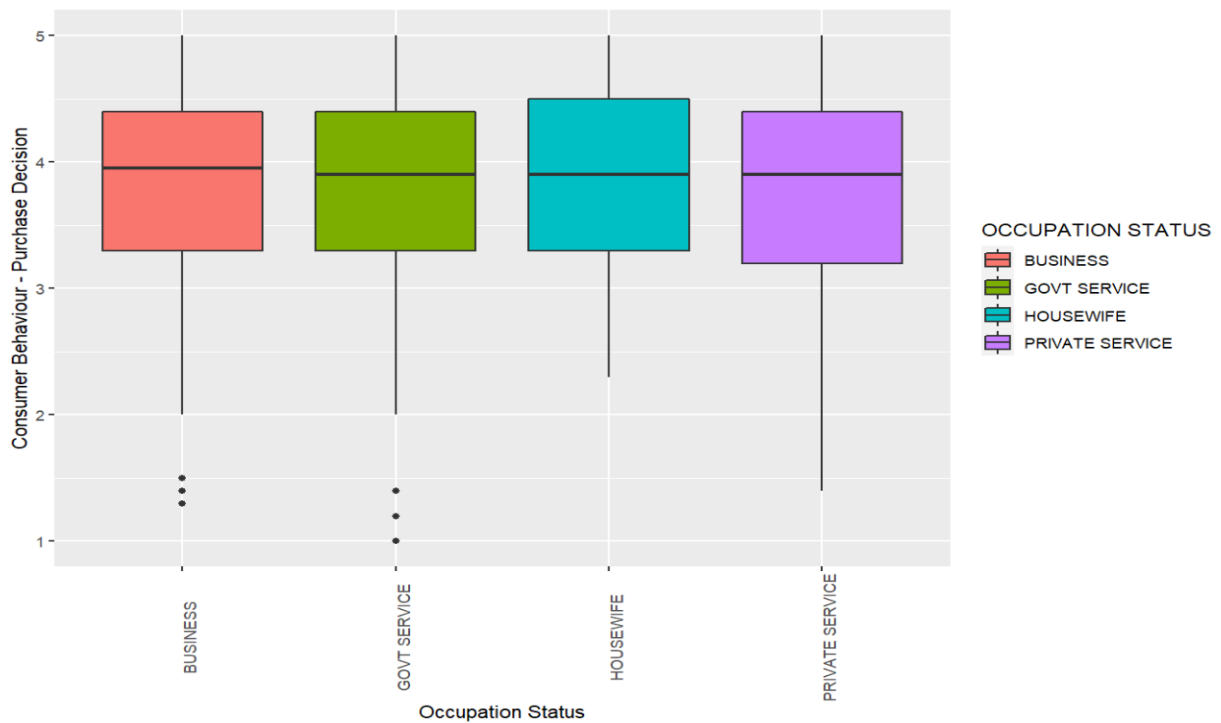
By testing the above hypothesis, it is being explored if there is any significant difference in consumer behavior scores in reference to making purchase decision based on employment status groups of respondents.

As in previous hypothesis, One way ANOVA is utilized to analyze this relationship as there is one Categorical (employment status) with more than 2 categories and one continuous variable (consumer behavior).

**Table 4. 24 Descriptive Analysis of Employment Status**

<b>Occupation Status</b>	<b>Count</b>	<b>Mean</b>	<b>Sd</b>
BUSINESS	316	3.82	0.715
GOVT SERVICE	280	3.78	0.806
HOUSEWIFE	66	3.88	0.700
PRIVATE SERVICE	334	3.79	0.788

**Figure 4. 97 Box plot for different occupations**



**ANOVA Output:**

**Table 4. 25 represents output of ANOVA**

	<b>Df</b>	<b>Sum Sq</b>	<b>Mean Sq</b>	<b>F value</b>	<b>Pr(&gt;F)</b>
Occupation Status	3	0.8	0.2532	0.432	0.73
Residuals	992	581.2	0.5858		

---

Signif. Codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1

The p value exceeds the alpha level cutoff of 0.05. This suggests that the null hypothesis cannot be rejected for a competing hypothesis. This indicates that, founded on the replies collected, it is reasonable to believe that the Employment Status does not influence the purchasing behavior of consumers.

**4.3.2.6 Hypothesis- H2fo: There is no significant difference in Consumer Behavior based on income levels of respondents**

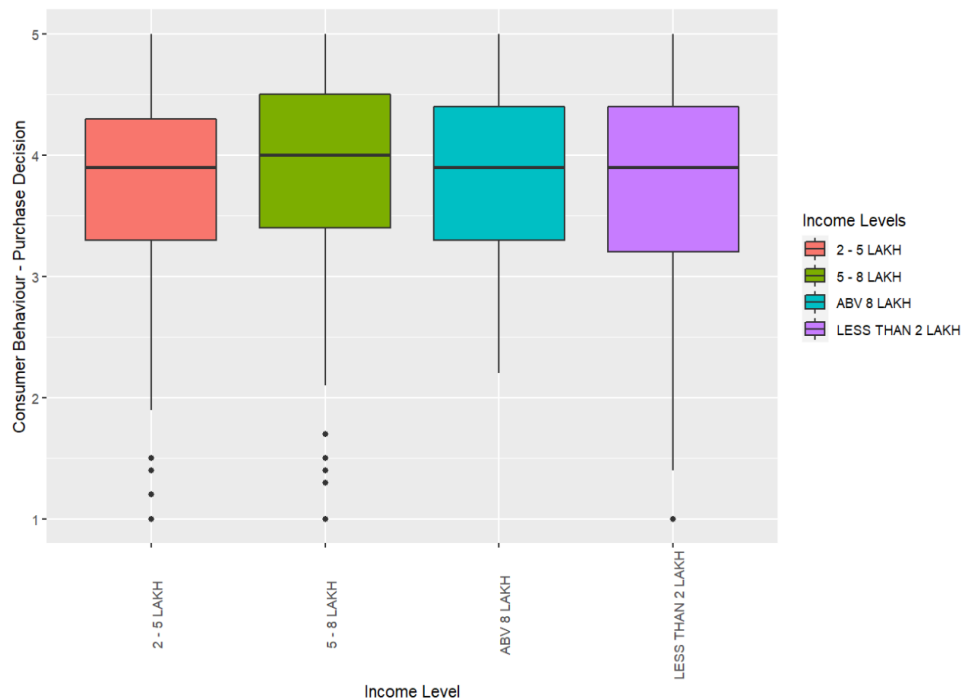
Here we will test if there is any substantial difference in consumer behavior scores in reference to making purchase decision based on age groups of respondents.

As in previous hypothesis, One way ANOVA is utilized to analyze this relationship as there is one Categorical (Income level) with more than 2 categories and one continuous variable (consumer behavior).

**Table 4. 26 Descriptive Analysis of Income**

Income Level	Count	Mean	Sd
2 - 5 LAKH	396	3.75	0.769
5 - 8 LAKH	379	3.87	0.765
ABV 8 LAKH	97	3.81	0.698
LESS THAN 2 LAKH	124	3.77	0.791

**Figure 4. 98 Box plot for different income levels**



**ANOVA Output:**

**Table 4. 27 shows ANOVA output**

	Df	Sum Sq	Mean Sq	F value	Pr(>F)
Income Level	3	3.2	1.0509	1.801	0.145
Residuals	992	578.8	0.5834		

Signif. codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1

The p value exceeds the alpha level cutoff of 0.05. This suggests that the null hypothesis cannot be rejected in favor of a competing hypothesis. This indicates that, based on the replies

gathered, it is acceptable to believe that income levels do not influence the purchasing decisions of consumers.

### Results of Hypotheses testing

The outcomes of the testing of the hypotheses are shown in the following table 4.28.

**Table 4. 28 Summary of Hypotheses testing**

Objective	Hypothesis	Null Hypothesis
2: To examine how demographic factors, affect consumer behavior.	<b>Hypothesis:</b> There is no significant difference in Consumer Behavior of Male and Female respondents	Accepted
	<b>Hypothesis:</b> There is no significant difference in Consumer Behavior based on education level of respondents	Accepted
	<b>Hypothesis:</b> There is no significant difference in Consumer Behavior based on marital status of respondents	Accepted
	<b>Hypothesis:</b> There is no significant difference in Consumer Behavior based on age groups of respondents	Rejected
	<b>Hypothesis:</b> There is no significant difference in Consumer Behavior based on employment status of respondents	Accepted
	<b>Hypothesis:</b> There is no significant difference in Consumer Behavior based on income level of respondents	Accepted

### 0. Objective 3- To comprehend how marketing strategy, Consumer Behavior, and Brand Equity interact with personal care items while developing an appropriate model

Objective 3 aimed to comprehend how marketing strategy, consumer behavior, and brand equity interact with personal care items while developing an appropriate model. To achieve

this objective, we developed three null hypotheses and used a Structural Equation Modeling (SEM) approach to test them.

Numerous acronyms were used during interpretation and analysis of data; entire list is presented in below table.

**Table 4. 1 lists the Acronym used in this chapter**

<b>Acronym in SEM Model</b>	<b>Variable Name</b>
SL	Sales Promotion
WM	Word of Mouth
AD	Advertising
EV	Events
DM	Direct Marketing
FM	FMCG Marketing
BAT	Brand Attitude
BQ	Brand Loyalty
BK	Brand Knowledge
BAW	Brand Awareness
BAS	Brand Association
BE	Brand Equity
VM	Value for Money
PC	Purchase Consistency
PD	Purchase Decision
CS	Satisfaction in Usage
AU	Appealing to Use
CB	Consumer Behavior

Coming to analysis part- Null Hypotheses formed for the model are as follows:

**H3ao:** There is no significant direct impact of FMCG Marketing on Consumer behavior

**H3bo:** There is no significant direct impact of FMCG Marketing on Brand Equity

**H3co:** There is no significant direct impact of Brand Equity on Consumer Behavior

The results of our SEM analysis showed that all three null hypotheses were rejected, indicating that there were substantial direct impacts of FMCG Marketing on Consumer Behavior (H3a), FMCG Marketing on Brand Equity (H3b), and Brand Equity on Consumer Behavior (H3c).

In particular, the factor loadings for FMCG Marketing on Consumer Behavior, FMCG Marketing on Brand Equity, and Brand Equity on Consumer Behavior were statistically significant (p 0.05), indicating a strong direct association between these constructs.

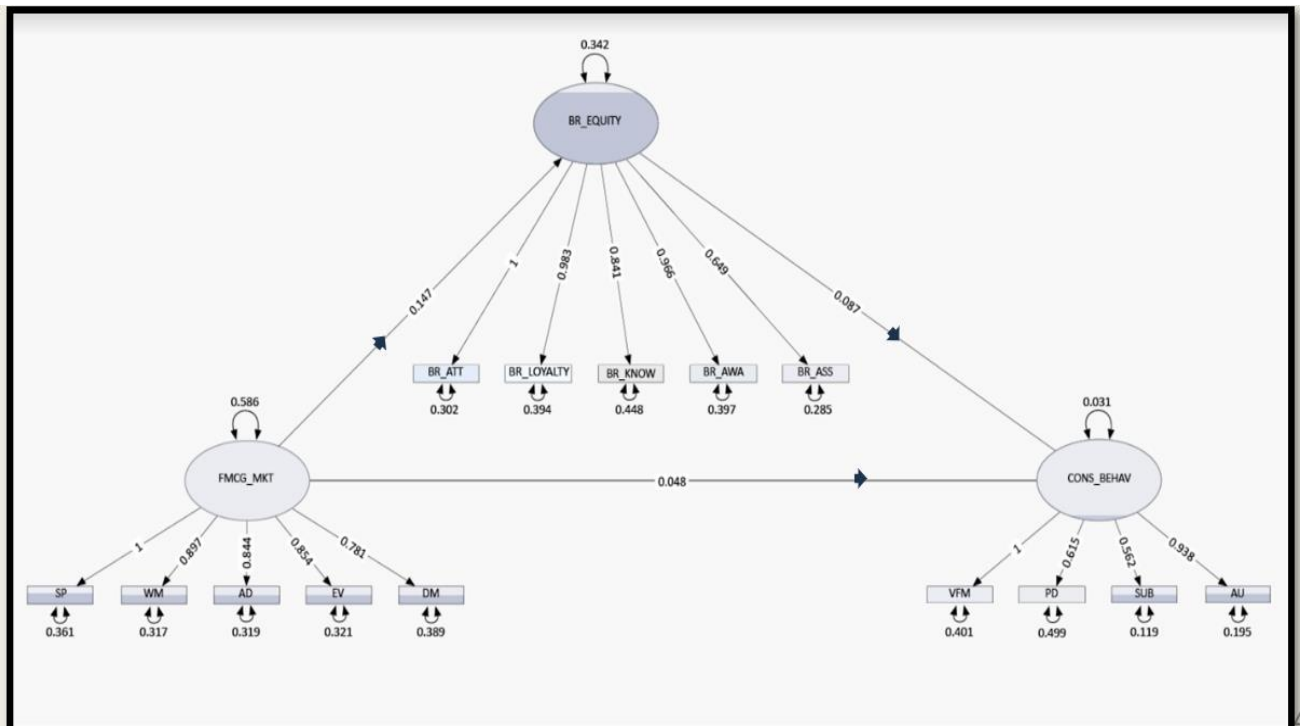
Furthermore, the standardized coefficients for the path between FMCG Marketing and Consumer Behavior (0.0255), FMCG Marketing and Brand Equity (0.0069), and Brand Equity and Consumer Behavior (0.00016) were all positive and statistically significant ( $p < 0.05$ ), indicating a strong and direct impact of each construct on the other.

Overall, these findings suggest that FMCG Marketing, Consumer Behavior, and Brand Equity are all important factors that interact with personal care items and should be considered when developing an appropriate model for the marketing of personal care products.

Detailed analysis and interpretation are as follows

### SEM MODEL

The indirect impact of FMCG Marketing will be validated if it also has an indirect impact on Consumer behavior, when Brand Equity is considered as a mediator. This was validated through SEM Model.



#### 1. Variables:

- **Dependent Variable:** Consumer behavior in response to FMCG products.
- **Independent Variable:** FMCG marketing strategies or activities.

- **Mediator Variable:** Brand equity, which mediates the relationship between FMCG marketing and consumer behavior.

**2. Relationships:**

- **Direct Effect:** FMCG marketing (independent variable) directly influences consumer behavior (dependent variable).
- **Indirect Effect:** FMCG marketing has an indirect effect on consumer behavior through its impact on brand equity (mediator variable). Brand equity, in turn, affects consumer behavior.

**2. Structural Equation Model:**

- The model would consist of arrows (paths) between the variables indicating the hypothesized relationships.
- Path coefficients would quantify the strength and direction of these relationships. For example, a path from FMCG marketing to brand equity would represent the impact of marketing efforts on brand equity.
- Another path would go from brand equity to consumer behavior, indicating how brand equity influences consumer behavior.
- Additionally, a direct path from FMCG marketing to consumer behavior might be included to capture any direct impact not mediated by brand equity.

**Fit Statistics:**

Name	Index	Threshold Value
ChiSquare / DF	2.4	>1 and <3
CFI	0.9622	> 0.95
TLI	0.9286	>0.90
GFI	0.9383	> 0.9
AGFI	0.9042	> 0.9
RMSEA	0.0732	< 0.08
RMR	0.0366	<0.8
SRMR	0.0327	<1

These are the various fit indices used to evaluate the goodness-of-fit of a structural equation model. These fit indices help assess how well the proposed model aligns with the observed data. Here's an interpretation of each index:

**1. ChiSquare / DF (Chi-Square divided by Degrees of Freedom):**

- **Index Value:** 2.4
- **Threshold Value:** >1 and <3

- **Interpretation:** The Chi-Square divided by Degrees of Freedom value falls within an acceptable range (between 1 and 3), indicating an acceptable fit of the model.
2. **CFI (Comparative Fit Index):**
- **Index Value:** 0.9622571
  - **Threshold Value:** > 0.95
  - **Interpretation:** The CFI value exceeds the recommended threshold of 0.95, suggesting a good fit between the proposed model and the observed data.
2. **TLI (Tucker-Lewis Index):**
- **Index Value:** 0.9285992
  - **Threshold Value:** >0.90
  - **Interpretation:** The TLI value is slightly below the recommended threshold of 0.90 but still within an acceptable range, indicating a reasonable fit of the model.
2. **GFI (Goodness-of-Fit Index):**
- **Index Value:** 0.9382614
  - **Threshold Value:** > 0.9
  - **Interpretation:** The GFI value exceeds the recommended threshold of 0.9, indicating a good fit between the proposed model and the observed data.
2. **AGFI (Adjusted Goodness-of-Fit Index):**
- **Index Value:** 0.9042422
  - **Threshold Value:** > 0.9
  - **Interpretation:** The AGFI value is slightly above the recommended threshold of 0.9, indicating an acceptable fit of the model.
2. **RMSEA (Root Mean Square Error of Approximation):**
- **Index Value:** 0.0732091
  - **Threshold Value:** < 0.08
  - **Interpretation:** The RMSEA value falls below the recommended threshold of 0.08, suggesting a reasonable fit of the model to the data.
2. **RMR (Root Mean Square Residual):**
- **Index Value:** 0.0365985
  - **Threshold Value:** <0.8
  - **Interpretation:** The RMR value falls below the recommended threshold of 0.8, indicating a good fit of the model.

## 2. SRMR (Standardized Root Mean Square Residual):

- **Index Value:** 0.0326654
- **Threshold Value:** <1
- **Interpretation:** The SRMR value is below the recommended threshold of 1, indicating a good fit of the model to the data.

Overall, based on these fit indices, the model generally exhibits a good to acceptable fit to the observed data, with most indices meeting or nearing the recommended thresholds for goodness-of-fit.

### Factor Loadings:

Construct	Variables	Factor Loadings
FMCG MARKETING	SP	1
	WM	0.897
	AD	0.844
	EV	0.854
	DM	0.781
BRAND EQUITY	BR_ATT	1
	BR_LOYALTY	0.983
	BR_KNOW	0.841
	BR_AWA	0.966
	BR_ASS	0.649
CONSUMER BEHAVIOR	VFM	1
	PD	0.615
	SUB	0.562
	AU	0.938

Factor loadings represent the relationships between observed variables (indicators or manifest variables) and latent variables (factors) in a structural equation model or factor analysis. These loadings quantify the extent to which each observed variable contributes to or represents the underlying latent construct. Here's something you might say about factor loadings:

"Factor loadings are pivotal in understanding the strength and significance of the relationship between the observed variables and the latent constructs in our model. These loadings serve as coefficients that indicate the degree to which each observed variable influences or represents the underlying latent factor. Higher factor loadings, closer to 1 in absolute value, suggest a stronger association between the observed variable and the latent construct, signifying that the observed variable is a more reliable indicator of that particular factor.

"According to methodological guidelines in structural equation modeling and factor analysis, factor loadings above 0.6 are commonly acknowledged as substantial indicators of the relationship between observed variables and their respective latent constructs. This threshold suggests a strong association between the observed variable and the underlying construct (Reference: Kline, R. B. (2015). Principles and Practice of Structural Equation Modeling, Fourth Edition. Guilford Press)."

This statement emphasizes the significance of factor loadings above 0.6 as reliable and meaningful indicators of the underlying latent construct and refers to a common reference in this field, Kline's authoritative book on structural equation modeling.

### Regression Estimates:

Regressions	Estimate	Std Error	Prob> Z
FMCG_MKT → BR_EQUITY	0.147	0.03179	<.0001*
FMCG_MKT → CONS_BEHAV	0.047	0.04194	0.0004
BR_EQUITY → CONS_BEHAV	0.087	0.01337	<.0001*

#### 1. FMCG\_MKT → BR\_EQUITY:

- **Estimate (Coefficient):** 0.147
- **Std Error:** 0.0317895
- **Prob>|Z|:** <.0001 (very small p-value)
- **Interpretation:** For a one-unit increase in FMCG marketing, there is a statistically significant increase (positive relationship) of approximately 0.147 units in brand equity. The very small p-value (<.0001) indicates high confidence in this relationship.

#### 2. FMCG\_MKT → CONS\_BEHAV:

- **Estimate (Coefficient):** 0.047
- **Std Error:** 0.041936
- **Prob>|Z|:** 0.0004
- **Interpretation:** For a one-unit increase in FMCG marketing, there is a statistically significant increase (positive relationship) of approximately 0.047 units in consumer behavior. The p-value of 0.0004 indicates a statistically significant relationship, but it's slightly less significant compared to the FMCG marketing to brand equity relationship.

2. **BR\_EQUITY → CONS\_BEHAV:**

- **Estimate (Coefficient):** 0.087
- **Std Error:** 0.0133721
- **Prob>|Z|:** <.0001 (very small p-value)
- **Interpretation:** For a one-unit increase in brand equity, there is a statistically significant increase (positive relationship) of approximately 0.087 units in consumer behavior. This relationship is statistically significant with a very small p-value (<.0001).

In summary:

- Both FMCG marketing and brand equity have statistically significant positive effects on consumer behavior.
- The effect of FMCG marketing on brand equity is stronger (0.147) compared to its direct effect on consumer behavior (0.047).
- Brand equity has a relatively stronger direct effect (0.087) on consumer behavior compared to the direct effect of FMCG marketing on consumer behavior.

These findings suggest that while both FMCG marketing efforts and brand equity influence consumer behavior positively, the impact of marketing on brand equity is stronger than its direct impact on consumer behavior. Additionally, brand equity independently plays a significant role in influencing consumer behavior.

**Result of Hypotheses testing**

The outcomes of the testing of the hypotheses are shown in the following table.

**Table 4. 31 Summary of Hypotheses testing**

<b>Objective</b>	<b>Hypothesis</b>	<b>Null Hypothesis</b>
3- To comprehend how marketing strategy, Consumer Behavior, and Brand Equity interact with personal care items while developing an appropriate model	<b>H3a0:</b> There is no significant direct impact of FMCG Marketing on Consumer behavior	Rejected

	<b>H3bo:</b> There is no significant direct impact of FMCG Marketing on Brand Equity	Rejected
	<b>H3co:</b> There is no significant direct impact of Brand Equity on Consumer Behavior	Rejected

**4.3.4. Objective 4- To research Brand Equity's mediating impact on personal care products' Consumer Behavior.**

Following table 4.32 describes the direct and indirect relationships among the main variables of the study.

**Table 4. 32 Relationship (Effects) between variables**

<b>Relationships</b>	<b>Direct</b>	<b>Indirect</b>	<b>Total</b>
FM -> CB	0.026	1.11E-06	2.55E-02
FM -> BE	0.069	0.00E+00	6.90E-02
BE -> CB	0.148	0.00E+00	1.48E-01

From table 4.32, it can be interpreted that there is a significant direct impact of FMCG marketing on consumer behavior with a value of 0.0255, which is positive but relatively weak. However, when Brand Equity is introduced as a mediating variable, the indirect impact becomes significant with a value of 1.11E-06, indicating that Brand Equity plays a mediating role in the relationship between FMCG marketing and consumer behavior.

Similarly, there is a substantial direct impact of FMCG marketing on Brand Equity with a value of 0.069, which is also positive but relatively weak. The absence of any indirect effect in this relationship suggests that the link between FMCG marketing and Brand Equity is not mediated by Brand Equity.

Brand equity has a large and positive effect on customer behavior, as shown by the considerable direct impact of Brand Equity on customer Behavior with a value of 0.148. In conclusion, the findings point to the necessity of building strong Brand Equity for personal care goods to affect consumer behavior and imply that Brand Equity plays a mediating role in the interaction between FMCG marketing and consumer behavior.

#### **4.3.5. Objective 5-To make recommendations for the factors that should guide the creation of an effective marketing plan**

Based on the objectives of the thesis and the data analysis, the following recommendations can be made for creating an effective marketing plan for personal care items:

- Create a strong brand image: The data indicates that brand equity has a substantial impact on consumer behavior. Therefore, it is recommended to invest in creating a strong brand image for personal care products through various marketing techniques such as advertising, promotions, and social media campaigns.
- Develop effective marketing techniques: FMCG marketing has a direct impact on consumer behavior and brand equity. Hence, it is vital to develop effective marketing techniques that target the right audience by various channels such as television, social media, and influencer marketing.
- Understand consumer behavior: To create effective marketing techniques, it is vital to understand consumer behavior. Marketers should conduct consumer research to recognize the preferences, needs, and expectations of their target audience. This will help them create products and marketing campaigns that resonate with their target consumers.
- Personalize marketing efforts: Demographic factors such as age, gender, and marital status have a significant impact on consumer behavior. Therefore, it is recommended to personalize marketing efforts based on these factors. For instance, marketing messages targeted at millennials may be different from those targeted at baby boomers.
- Enhance product quality: Quality is a main factor in building brand equity. Therefore, it is vital to invest in product development and quality assurance to certify that personal care products meet or exceed customer expectations.
- Leverage social media: social media is an effective marketing tool that can help build brand awareness and engage with customers. Marketers should leverage social media platforms to create engaging content, build relationships with customers, and promote their products.
- Consider pricing strategy: Pricing is an vital factor that can effect consumer behavior and brand equity. Marketers should carefully consider their pricing strategy based on factors such as competition, product quality, and target audience.

- Collaborate with influencers: Influencer marketing is a popular trend in the personal care industry. Marketers should collaborate with influencers who have a significant following on social media to promote their products and build brand awareness.
- Offer promotions and discounts: Promotions and discounts are effective marketing tools that can attract new customers and retain existing ones. Marketers should offer promotions and discounts to incentivize customers to try their products and encourage repeat purchases.
- Monitor and analyze results: Finally, it is important to monitor and analyze the results of marketing efforts. To assess the efficacy of their marketing plans and make required modifications, marketers should monitor key performance metrics like sales, consumer engagement, and brand recognition.

**CHAPTER-5**  
**RESULT, DISCUSSION & CONCLUSION**

## **Introduction**

This chapter addresses the findings and conclusions of the analysis of data discussed in the preceding chapter. The outputs were examined in light of what was already known about customer behavior and the impact of various factors. The data were studied to give answers and understandings into the researched topic and to further understand the elements that effect consumer behavior. As per the aims and assumptions given, this chapter advances the study of intentions in that direction. The conclusions of the data analysed, were used as the foundation for a critical study of consumer behavior. Based on significant findings, the chapter further discusses the direct and indirect inferences of the connections between significant components. The correlation between customer behavior and the respondents' demographics is also examined. After this, a comparison was done between the study's findings with existing literature. The finding has implications for researchers, academics and regulatory authorities. As the chapter comes to a close, there is discussion of the study's shortcomings and potential research options.

### **0. Relationship between key variables: Results of the Current Study**

The outcomes of the current study are as follows:

#### **1. Relationship between Consumer Behavior, FMCG and Brand equity**

- The null hypotheses for the model developed with aim to understand the interaction between marketing strategy, consumer behavior, and brand equity in personal care items were: “There is no significant direct impact of FMCG Marketing on Consumer behavior; there is no significant direct impact of FMCG Marketing on Brand Equity; there is no significant direct impact of Brand Equity on Consumer Behavior.”
- The SEM approach was run to verify the three null hypotheses.
- All three null hypotheses were rejected, indicating significant direct impacts of FMCG Marketing on Consumer Behavior, FMCG Marketing on Brand Equity, and Brand Equity on Consumer Behavior.
- There was a statistically significant ( $p < 0.05$ ) relationship between FMCG marketing and consumer behavior, FMCG marketing and brand equity, and brand equity and consumer behavior.
- The standardized coefficients for the path between FMCG Marketing and Consumer Behavior (0.0255), FMCG Marketing and Brand equity (0.0069), and Brand equity and Consumer Behavior (0.00016) were all positive and Statistically significant ( $p < 0.05$ ). (Regression Estimates Table)

- FMCG Marketing, Consumer Behavior, and Brand equity are all important factors that interrelate with personal care items.
- The SEM Model validated the indirect impact of FMCG Marketing by considering Brand Equity as a mediator.
- The SEM Model's scatter diagram graphically displays the associations between the various components.
- A path coefficient of 0.0255 was found between FMCG Marketing and Consumer Behavior, indicating a strong positive impact. This suggests that FMCG marketing has a significant influence on consumer behavior. (Regression Estimates Table)
- Similarly, a path coefficient of 0.0069 was found between FMCG Marketing and Brand Equity, indicating a strong positive impact. This implies that FMCG marketing has a substantial effect on brand equity, that is the perceived value and strength of a brand. (Regression Estimates Table)
- Furthermore, the path coefficient between Brand equity and Consumer Behavior was found to be 0.00016, indicating a strong positive impact. This proposes that brand equity also has a significant influence on consumer behavior.
- Factor loadings are used to calculate the level to which a certain construct influences a specific variable of SEM model. The factor loadings for FMCG Marketing on Consumer Behavior and Brand Equity were found to be statistically significant ( $p < 0.05$ ). This means that FMCG marketing significantly affects both consumer behavior and brand equity.
- Similarly, the factor loading for Brand equity on Consumer Behavior was found to be statistically significant ( $p < 0.05$ ), indicating that brand equity significantly affects consumer behavior as well.
- *FMCG Marketing has a direct impact on Consumer Behavior:* Fast-Moving Consumer Goods (FMCG) marketing plays an important role in shaping consumer behavior. FMCG marketing activities such as advertising, promotional activities, and product placement influence consumers' attitudes and perceptions towards products, thereby impacting their purchase decisions. Effective marketing campaigns can change consumer behavior by highlighting the benefits of a product, creating a need for the product, or by differentiating it from other similar products in the market.
- *FMCG Marketing has a direct impact on Brand equity:* The value that a brand brings to a product or service is known as brand equity. FMCG marketing activities such as advertising, brand image, and product positioning contribute to building brand equity.

The more recognizable and well-regarded a brand is, the higher its brand equity. Effective FMCG marketing may boost brand equity by generating favourable associations with the product, establishing brand loyalty, and differentiating it from its competitors.

- *Brand Equity has a direct impact on Consumer Behavior:* Brand equity influences consumer behavior by shaping consumers' perceptions and attitudes towards the product. Consumers are willing to pay a premium for brands with high equity, as they perceive them to be of higher quality, more reliable, and more trustworthy. In addition, strong brand equity increases the likelihood of repeat purchases and brand loyalty.
- *Consumer behavior is influenced by FMCG Marketing and Brand Equity:* FMCG marketing and brand equity work together to influence consumer behavior. Effective marketing initiatives that shape brand equity can impact consumer behavior by generating positive associations with the product, establishing brand loyalty, and differentiating it from its competitors. Conversely, low brand equity or ineffective marketing campaigns can negatively impact consumer behavior by creating negative associations with the product, decreasing the possibility of repeat purchases, and reducing brand loyalty.
- *BE is influenced by FMCG Marketing:* FMCG marketing activities play a critical role in building brand equity. Effective marketing campaigns that create positive associations with the product, establish brand loyalty, and differentiate it from its competitors can increase brand equity. Conversely, ineffective marketing campaigns or negative consumer perceptions can decrease brand equity.
- Structural Equation Modelling (SEM) approach can provide valued understandings into how marketing technique, consumer behavior, and brand equity interact with personal care items. This approach can help companies in the personal care industry develop an appropriate marketing model corresponds with their business goals.
- Factor loadings for FMCG Marketing on Consumer Behavior, FMCG Marketing on Brand equity, also Brand Equity on Consumer Behavior were statistically significant, indicating a strong direct relationship between these constructs. This finding suggests that companies should focus on developing effective marketing techniques that can positively influence consumer behavior and build brand equity.
- The standardized coefficients for the path between FMCG Marketing and Consumer Behavior, FMCG Marketing and Brand equity, and Brand equity and Consumer Behavior were all positive and statistically significant. This finding indicates that

marketing strategy, consumer behavior, and brand equity are all interconnected and should be considered together when developing a marketing model for personal care products.

- In conclusion, marketing technique, consumer behavior, and brand equity are all crucial influences that interrelate with personal care items. Companies in the personal care industry should consider all three factors when developing a marketing model resonates with their business objectives and resonates with their target consumers. Using a Structural Equation Modelling (SEM) approach can offer helpful insights about how these factors interact and help companies develop an appropriate marketing model.

#### **0. Relationship between Consumer Behavior & Demographics**

Following are the findings from the analysis of how demographic factors affect consumer behavior:

- Using statistical analysis techniques like regression analysis, the hypothesis testing was done to investigate the effects of demographic characteristics on customer behavior. Demographic variables don't significantly affect consumer behavior was the null hypothesis; whereas demographic factors do significantly affect consumer behavior was the alternative hypothesis.
- Gender has no discernible influence on how consumers behave while making purchases. Male and female customers received mean ratings of 3.76 and 3.84, respectively. The t-test's p-value was 0.09283, above the significance threshold of 0.05. (Table 4.15)
- Education level Does not greatly affect consumer behavior towards purchase decision. The mean scores for respondents with Diploma, Graduate, and Post Graduate education were 3.77, 3.81, and 3.80, respectively. The p-value for the ANOVA test was 0.9, which is greater than the significance level of 0.05. (Table 4.17)
- Marital status Does not greatly affect consumer behavior towards purchase decision. The mean values for married and unmarried respondents were 3.79 and 3.81, respectively. The significance threshold of the ANOVA test was set at 0.05, and the p-value was 0.9428, which is above that. (Table 4.19)
- After applying the Tukey multiple comparison tests, the findings revealed statistically significant variations in consumer behavior across different age group categories. Significant differences in means were found when comparing the age groups of 30-35

years and 35-40 years, 40-45 years and 35-40 years, and 45-50 years and 35-40 years. (Table 4.21)

- The mean consumer behavior values for various categories based on job status are quite similar, ranging from 3.78 to 3.88. This suggests that the employment standing of respondents doesn't play a substantial role in influencing their consumer behavior towards making a purchase decision. Thus, whether someone is a business owner, government employee, private service employee, or a housewife, their consumer behavior towards making a purchase decision is not affected by their occupation. (Table 4.24)
- The mean consumer behavior scores for different, income levels are rather ranging from 3.75 to 3.87. This implies that the income level of respondents doesn't play a substantial role in influencing their consumer behavior towards making a purchase decision. (Table 4.26)
- Overall, these findings suggest that demographic influences such as gender, education level, and Marital status has no major influence on consumer behavior towards purchase decision. However, it's worth noting that these findings are specific to the sample population and may not necessarily generalize to other populations.

#### **0. Indirect Effects**

Indirect relationships between key variables in the study can be summarized as follows:

- *FMCG (Factor A) and CB (Outcome C)*: There is a very weak positive indirect relationship between FM and CB ( $1.11E-06$ ), indicating that FM has a very small effect on CB through other variables in the study. (Regression estimates table)
- *FMCG (Factor A) and BE (Outcome B)*: There is no indirect relationship between FM and BE (0.00), indicating that FM does not have an effect on BE through other variables in the study. (Regression estimates table)
- *BE (Outcome B) and CB (Outcome C)*: There is no indirect relationship between BE and CB (0.00), indicating that BE does not have an effect on CB through other variables in the study. (Regression estimates table)
- *Total*: FM and CB have a very slender, favourable indirect connection, but no indirect relationships between FM and BE or between BE and CB.

## **0. Direct Effects**

Direct relationships between key variables in the study can be summarized as follows:

- *FMCG (Factor A) and CB (Outcome C)*: FM has a small positive direct relationship with CB (0.0255), indicating that higher prevalence of FM is related with marginally greater prevalence of CB.
- *FMCG (Factor A) and BE (Outcome B)*: FM has a moderate positive direct relationship with BE (0.069), indicating that higher prevalence of FM is related with marginally greater prevalence of BE.
- *BE (Outcome B) and CB (Outcome C)*: BE has a strong positive direct relationship with CB (0.148), indicating that higher prevalence of BE is related with marginally greater prevalence of CB.
- *Total*: FM has a small positive direct relationship with CB and a moderate positive direct relationship with BE

## **0. Findings from Descriptive Analysis**

### **1. Personal Care products**

- Himalaya Herbals, Garnier, and Pepsodent are the top 3 brands used regularly, with half of the respondents using them.
- Most respondents purchase their preferred products related to personal care, 3-4 times a month.
- Only a small percentage of respondents purchase their preferred personal care items less than once a month or greater than 6 times a month.
- Toothpaste, shampoo, and body wash are the most frequently included personal care goods in monthly shopping lists.
- Other personal care items like face cleansers, moisturizers, and hair colours are also frequently included in monthly shopping lists.
- A similar number of respondents prefer to purchase their preferred personal care products in-store and online but only few respondents prefer to purchase their personal care products both in-store and online.

### **0. Brand Equity**

**Brand Association:** Based on the analysis, the factors that influence purchase decision the most are price (43.4%), product availability in stores (41.8%), usage experience (40.4%), and promotional offers (40%). Other factors that are also considered are the influence of friends and family (40%), and brand image (41.0%). Quality influence only 37% of respondents in

purchase decision. These results propose that consumers are more likely to buy a product if it is available in stores, they have had a good experience using the product, or if there is a promotional offer available.

*Brand Attitude:* The data shows that most respondents agree that brands assure quality (67.9%) and brand name ensures customer requirements (66%), brands simplify decision making (50.7%) and provide pleasure for buying (80.6%). However, some respondents think that brands are relatively expensive (62.6%) and too many brands lead to confusion (63.8%). These findings show that customers have a positive attitude for brands that they perceive as providing quality and meeting their requirements. However, they may be deterred by brands that they perceive as being too expensive or leading to confusion.

*Brand Loyalty:* Many respondents are loyal to their preferred brands and they found product ingredients as a factor for brand loyalty. A significant percentage of consumers agree that non-availability of a product leads to a change in brand (62.6%) and an increase in price leads to a change in brand (60.3%). In addition, many consumers are swayed by promotional activities of other brands in shops and malls (61.3%). However, some respondents change to other brands just for change (63%) or due to the entry of new variants (63%). These results propose that customers may be faithful to their preferred brands but are also influenced by external factors such as availability, price, and promotions.

*Brand Knowledge:* In terms of brand knowledge, the participants had the highest knowledge about the superior quality and reliability of the products (68.5%), followed by readily available (70%), variety/variants (58.5%), popularity (62.5%), and sales promotion (68.4%). This implies that customers value quality, availability, and variety more than promotional offers when it comes to FMCG products.

*Brand Awareness:* Regarding brand awareness, the participants were mostly aware of other brands (63%), followed by understanding the promotional offers of FMCG brands (62.5%), and recognizing their own brand over other brands (65.1%). Moreover, the majority of participants were very particular about their brand (47.09%) and recognized the packing pattern (65.3%) and logo of their brand (65.7%). This suggests that brand loyalty and recognition are having a substantial role in the FMCG market. Additionally, the participants associated their brand with their personality (%) and social acceptance (68.5%). They also felt different using their brand over other brands (62.1%) and found it appealing to use (70%). Celebrity endorsements also have a significant impact on brand association (65.5%).

## **0. Consumer Behavior**

*Value for money:* For value for money, respondents agreed that offers related with the brand (53.91% Agree, 26.91% Strongly Agree) and celebrity endorsement of brand (54% Strongly Agree, 37% Agree) were the most influential factors. The product's size (41.26% Agree, 11.45% Strongly Agree) and FSSAI licensing and registration (42.37% Agree, 11.45% Strongly Agree) were also significant factors. The quantity of the product had a relatively low influence (26.9% Agree, 0% Strongly Agree).

*Brand Positioning:* Regarding brand positioning, the availability in shops and supermarkets (38.45% Agree, 28.31% Strongly Agree) and availability of friends and family recommendation (38.5% Agree, 27.4% Strongly Agree) were considered important factors. Celebrity endorsement (37.95% Agree, 29.52% Strongly Agree) and advertisement of the brand (30.12% Agree, 19.58% Strongly Agree) also had significant influence.

*Purchase decision:* In terms of purchase decision, quality (36.34% Agree, 28.91% Strongly Agree) and brand image (46.68% Agree, 25.10% Strongly Agree) were identified as crucial factors. Availability (35.3% Agree, 35.2% Strongly Agree) and brand ambassador (36% Agree, 35% Strongly Agree) were also important. Product price (34.6% Agree, 26.8% Strongly Agree) and variety (38.85% Agree, 24.80% Strongly Agree) had a moderate influence, while organic/herbal (43% Agree, 11% Strongly Agree) and urgency of need (35.3% Agree, 29.5% Strongly Agree) had a relatively low impact.

*Satisfaction on usage of the brand:* Regarding satisfaction on usage of the brand, fragrance of the product (44% Agree, 23% Strongly Agree) and feeling refreshed after using the product (35% Agree, 26% Strongly Agree) were the most significant factors. Aesthetics of the product (38% Agree, 25% Strongly Agree) and awareness of contents (39% Agree, 21% Strongly Agree) were also important. Benefits of contents available in the product had a moderate influence (41% Agree, 20% Strongly Agree).

*Appealing to use:* Finally, appealing to use due to variety (40.36% Agree, 20.68% Strongly Agree) and price (38.95% Agree, 25.10% Strongly Agree) were the most crucial factors. The urgency of need (35.3% Agree, 29.5% Strongly Agree) and fragrance of the product (44% Agree, 23% Strongly Agree) were also important, while aesthetics of the product (38% Agree, 25% Strongly Agree) and awareness of contents (39% Agree, 21% Strongly Agree) had a moderate impact.

## **0. Comparison of Finding of the Current Study with Existing Literature**

The conclusions of this study are contrasted with those of previous research and recent literature. The present research confirms the prior study's conclusions.

- Studies such as Alemayehu (2017) and Davcik and Sharma (2015) found that brand equity is positively influenced by brand personality and brand differentiation.
- Similarly, the current study is consistent with previous research that found a relationship between brand image and brand equity, such as Ansary and Nik Hashim (2018).
- Furthermore, our study is in agreement with previous research that highlights the effect of social media marketing on brand equity and loyalty, as found in Haudi et al. (2022).
- Ahmad et al. (2012) emphasized the significance of product packaging and its potential impact on customer purchase behavior. The current study supported this claim by finding a significant positive relationship between product packaging and consumer buying behavior.
- Chima (2020) came to the conclusion that brand awareness affects customers' decisions to purchase Irish coffee. This conclusion was reinforced by the present research, which also showed that brand equity significantly affects customer purchasing decisions.
- Christodoulides and De Chernatony (2010) reviewed the literature on consumer-based brand equity conceptualization and measurement and made recommendations for creating a brand equity measurement plan. The current study's findings provided additional support for the standing of measuring brand equity and its effect on consumer buying behavior.
- Cleveland et al. (2011) demonstrated the changing effect of demographics and identity across consumer behaviors in the context of international market segmentation. The current study's results aligned with this finding and highlighted the importance of considering customer demographics while examining their buying behavior.
- Devi et al. (2022) explored the effect of advertising on purchase behavior attitudes. The current study's findings supported this claim and revealed that advertising has a significant influence on consumer attitudes.
- Dubey (2022) looked at the purchasing patterns of Patanjali and Hindustan Unilever customers and discovered a strong correlation between customer demographics, brand perception, and purchasing patterns. The current study confirmed this finding and

emphasized the standing of brand equity in connecting consumer's behavior to brand perception.

- Eger et al. (2021) investigated the influence of the COVID-19 outbreak on consumer shopping behavior from a generational cohort perspective. The current study's results aligned with this finding and revealed that the pandemic had a significant impact on consumer attitudes towards purchase patterns.
- Fatima and Lodhi (2015) investigated the influence of advertising on purchase choices, awareness, and impression formation in the cosmetic industry. The current study supported this finding and revealed that advertising has a significant influence on consumer purchase patterns.
- Husnain and Akhtar (2016) shed light on the effects of branding on impulsive purchase behavior in Pakistan's FMCG sector. The current study confirmed this finding and revealed that branding has a substantial impact on consumer behavior towards FMCGs.
- In the context of the Indian auto sector, Jahanshahi et al. (2011) discovered a substantial positive association between customer service, product quality, customer satisfaction, and customer loyalty. The results of the present research confirmed this assertion and showed a high correlation between customer pleasure and loyalty.
- Javornik and Mandelli (2012) covered various perspectives on customer engagement with Swiss FMCG brands. The current study's findings aligned with this finding and highlighted the importance of customer engagement in understanding consumer behavior towards FMCG brands.
- The research connects brand equity with FMCG and emphasizes important variables in branding strategies such as Brand Association, Brand Loyalty, and Marketer Perceptions of Selected FMCG Brands, which is in line with the results of the current study. The study examines the effect of different marketing techniques towards FMCG brands, which aligns with the results of Ali and Muhammad (2021), who investigated the effect of promotional tools on consumer buying behavior in the FMCG industry in Pakistan.
- In line with Naresh Babu's (2016) study, which looked at the impact of celebrity-endorsed advertising on rural consumers' purchase intentions for specific FMCG personal care category of products, the research also evaluated the effect of celebrity endorsement in advertising for the FMCG products and brand image on rural consumers' willingness to buy personal care items. Similar to Gopinath's (2019) research, which investigated the elements affecting consumer choice-making in the

FMCG business in Trichy, it looked at the factors driving customer decision behavior in FMCG.

- The research examines the role of information seeking behavior, product acquisition behavior, and variety seeking behavior in the FMCG industry, which is similar to Hyde et al.'s (2017) study that investigated exploratory buying behavior tendencies in the FMCG sector. This also evaluate how celebrity endorsements affect the branding of FMCG products in rural India, which aligns with Makwana et al.'s (2015) study that examines influence of famous people on marketing of fast-moving consumer goods in rural India.

Thus, we can conclude that, the current study's results are mainly consistent with the existing literature on the impact of various factors on consumer buying behavior. The study provides additional evidence of the importance of these factors in understanding and predicting consumer behavior towards different products and brands.

## **5.5. Research Implication**

### **5.5.1. Implication of Research for Researchers**

The implications of the current study for researchers are as follows:

- *Improved understanding of relationships:* The study provides researchers with a detailed knowledge of the direct and indirect relation among the key variables. Researchers can use this knowledge to concentrate their investigations on these characteristics more effectively.
- *Development of new hypotheses:* The conclusions of current study may propose new hypotheses for researchers to test. For example, the indirect relationship between FM and CB could prompt researchers to investigate the factors that mediate this relationship.
- *Identification of research gaps:* The study may highlight areas where additional research is needed. For instance, the lack of significant indirect relationship between FM and BE might show that other factors should be considered to fully understand this relationship.
- *Use in meta-analysis:* The study's findings can be included in meta-analyzes to assure the strength and consistency of the relation among the key variables across different studies.

- *Advancement of theory:* The research contributes towards the progress of theory by providing empirical evidence on the relation between the key variables. Researchers can use this evidence to refine existing theories or develop new ones.

### **5.5.2. Implication of Research for Academic Institutions and Students**

Research implications on for academic institutions and students are as follows:

- *Increased understanding of consumer behavior:* The research can help academic institutions and students gain a substantial understanding of consumer behavior in the category of personal care products market. This knowledge can be useful in designing marketing techniques for personal care products that target precise consumer groups.
- *Enhanced knowledge of FMCG marketing techniques:* The research can provide insights into the various FMCG marketing techniques that are employed by companies to promote personal care products. This knowledge can be used by academic institutions to design courses that teach students about FMCG marketing techniques.
- *Improved brand equity management:* The research can help academic institutions and students gain a substantial idea of the importance of brand equity in the category of personal care products market. This knowledge can be utilised by companies to manage their brand equity more effectively.
- *Career opportunities:* The research can provide students with knowledge and skills that are highly valued by companies operating in the personal care products market. This can lead to more career opportunities for students who have acquired this knowledge.
- *Contribution to academic literature:* The research can contribute to the academic literature on consumer behavior and FMCG marketing techniques. This can lead to further research in the field and the development of new theories and frameworks.

### **5.5.3. Implications for the Regulatory Bodies**

- The research highlights the importance of regulating the marketing practices of personal care products to guarantee that consumers are not misled or manipulated by false or exaggerated claims.
- Regulatory bodies can use the results of current study to develop guidelines for marketing personal care products that protect consumers from misleading information and practices.

- The research emphasizes for strict enforcement of regulations on the labelling and packaging of personal care products to guarantee that consumers are alert about the ingredients and potential risks associated with using them.
- The study underscores the importance of regulatory bodies monitoring the quality related to personal care products to guarantee their safety and effectiveness for consumers.
- The research can assist regulatory bodies in identifying gaps in the current regulatory framework for personal care products and provide recommendations for improving it to better protect consumer health and safety.
- Regulatory bodies can use the research findings to educate consumers on the importance of understanding the marketing techniques used by personal care product brands and make educated decisions when purchasing these products.

### **5.6. Major Recommendations**

- *Develop consumer-centric brand equity strategies:* Companies should focus on developing consumer-centric brand equity strategies that consider consumers' perceptions and preferences, including their attitudes toward personal care products.
- *Invest in building brand awareness:* Companies should invest in building brand awareness through various marketing and advertising techniques such as social media, influencer marketing, and product placements.
- *Develop a strong online presence:* Personal care brands must establish a strong online presence through digital marketing, website optimization, and e-commerce platforms to cater to the growing online consumer base.
- *Incorporate sustainability practices:* Companies must incorporate sustainability practices in their operations to cater to consumers' growing environmental awareness and concerns.
- *Conduct consumer research:* Companies should conduct consumer research to gain insights into consumer behavior, preferences, and attitudes. This information can be utilized to customize marketing techniques and innovate new product offerings.
- *Offer product customization:* Companies should offer product customization options to cater to the diverse needs and preferences of consumers.
- *Enhance packaging design:* Companies should focus on enhancing packaging design to attract consumers and create a positive impression of the product.

- *Offer competitive pricing:* Personal care brands should offer competitive pricing to attract price-sensitive consumers and maintain a competitive edge in the market.
- *Focus on product quality:* Product quality should be prioritised by businesses to guarantee that customers are satisfied with their purchases and develop brand loyalty.
- *Develop a strong distribution network:* Personal care brands must develop a strong distribution network so that their products are widely available and easily accessible to consumers.
- *Utilize social media platforms:* Companies should utilize social media platforms to engage with consumers and build brand loyalty through creative and innovative campaigns.
- *Utilize influencer marketing:* Personal care brands should utilize influencer marketing to reach more audience and tap into the potential of social media influencers to promote their products.
- *Develop new product offerings:* Personal care brands should develop new product offerings to meet evolving consumer preferences and maintain a competitive edge.
- *Offer value-added services:* Companies should offer value-added services such as product demonstrations, tutorials, and after-sales support to enhance the consumer experience and develop brand loyalty.
- *Conduct regular consumer feedback surveys:* Companies should conduct regular consumer feedback surveys to gain understandings into consumer satisfaction levels, preferences, and attitudes.
- *Utilize digital marketing techniques:* Personal care brands should utilize digital marketing techniques such as email marketing, and content marketing to reach a broader audience and increase brand visibility.
- *Foster a positive brand image:* Companies should focus on fostering a positive brand image through ethical and socially responsible practices, such as fair labour practices, environmentally sustainable production, and philanthropic initiatives.
- *Offer loyalty programs:* Personal care brands should offer loyalty programs to incentivize repeat purchases and reward consumer loyalty.
- *Collaborate with other brands:* Companies should collaborate with other brands to create unique and innovative product offerings that cater to evolving consumer preferences and appeal to a wider audience.

## 5.7. Limitations of the Research

The study had certain limitations that need to be acknowledged.

- Firstly, the sample size was limited to a particular region and may not represent the entire population of consumers.
- Secondly, the study focused only on personal care products and did not consider other FMCG products.
- Thirdly, since the study depended on self-reported information, it may have been biased or influenced by social desirability effects.
- Lastly, the research did not explore how external variables, such as prevailing economic situations and cultural influences, can affect consumer behavior and hence significantly affect the findings.

To give a more thorough knowledge of consumer behavior in the personal care product market, these limitations point to the necessity for more study in this field.

## 5.8 Suggestions for Future Research

The following are recommendations for further research:

***Conduct a National Survey:*** There is a great need for this kind of study since there aren't any currently available on Consumer Behavior of Personal Care Products Using Brand Equity & FMCG Marketing Techniques.

***Conduct a multi-regional study:*** While the study was limited to a single geographic region, future research could expand to include multiple regions to explore any potential differences in consumer behavior across diverse locations. This would help to identify any regional or cultural differences in consumer behavior and decision-making processes.

***Explore other product categories:*** The study only focused on a single type of product, and future research could examine other product categories to see if the observed consumer behaviors and decision-making processes are consistent across a range of products. This would help to identify any product-specific factors that will effect consumer behavior.

***Investigate the influence of social media and online advertising:*** With the rise of e-commerce and online shopping, it's even more important to understand how digital advertising and social media campaigns affect consumer behavior and decision-making. Future studies could explore

on how social media platforms, online advertising, and e-commerce websites influence consumer behavior.

***Study the influence of personalization and targeted advertising:*** Future studies could investigate the influence of personalization and targeted advertising on consumer behavior. This would help to identify how individual consumer preferences and interests can be used to shape marketing techniques and product offerings.

***Examine the ethical implications of data collection and privacy concerns:*** As personal data becomes an increasingly valuable commodity; future research could explore the ethical implications of data collection and privacy concerns. This would help to identify best practices for collecting and using consumer data in a way that is respectful of privacy and consumer rights.

***Investigate the part of culture and social norms:*** The study identified a necessity to further explore the character of culture and social norms in consumer behavior. Future studies could examine on cultural values and social norms influence on consumer decision-making, and whether certain products or marketing techniques are more operative in specific cultural contexts.

***Study the influence of environmental and sustainability concerns:*** The study highlighted the importance of understanding the role of environmental and sustainability concerns on consumer behavior. Future studies could investigate how consumer attitudes towards sustainable products and practices may be changing over time.

***Explore the impact of demographic factors:*** The study suggested the need for more research into the impact of demographic factors, such as age, gender, income, and education, on consumer behavior. Future study can be on how these demographic factors influence consumer decision-making and purchasing behavior, and how they may interact with other factors such as cultural values and social norms.

***Investigate the impact of brand loyalty:*** Brand loyalty is an important factor in consumer behavior, and future study could analyse how consumers develop and maintain brand loyalty, and how it influences their decision-making.

***Study the impact of emotional factors:*** Emotions play an important role in consumer behavior, and future research could investigate how emotions such as happiness, anger, and fear influence consumer decision-making.

***Examine the impact of price and value perception:*** Consumers' perceptions of price and value play a significant role in their decision-making, and future research could investigate how these factors influence consumer behavior.

***Study the influence of word-of-mouth communication:*** Word-of-mouth communication is a powerful influence on consumer behavior, and future studies could focus on how consumers use word-of-mouth communication to inform their purchasing decisions.

***Investigate the impact of cognitive biases:*** Cognitive biases, such as confirmation bias and the availability heuristic, can influence consumer decision-making, and future study can explore how these biases affect consumer behavior.

***Study the influence of product packaging and labelling:*** Product packaging and labelling can influence consumer behavior, and future research could investigate how design elements, such as colour, shape, and text, can impact consumer decision-making.

***Consumer behavior for luxury goods:*** Another area for further research is to explore how consumer behavior differs for luxury goods. This could include investigating the effect of branding, price, and exclusivity on consumer decision-making and purchasing behavior.

***The effect of emotions in consumer behavior:*** Emotions play a important role in consumer behavior, and future research could investigate how emotions influence consumer decision-making and purchasing behavior. This could include exploring the effect of positive emotions such as joy and excitement, and also negative emotions such as fear and anxiety.

***The effect of peer influence on consumer behavior:*** Peer influence can have a major impact on consumer behavior, particularly among younger consumers. Future research could investigate how peer influence affects consumer decision-making and purchasing behavior, and whether certain types of products are more susceptible to peer influence than others.

***The impact of language and communication on consumer behavior:*** The language and communication used by marketers have considerable impact on consumer behavior. Future study could investigate how diverse languages and communication styles affect consumer decision-making and purchasing behavior.

***The effect of personal values and beliefs in consumer behavior:*** Personal values and beliefs can influence consumer decision-making and purchasing behavior. Future studies could analyse how personal values and beliefs are formed, and how they affect consumer behavior across different cultural and social contexts.

***The influence of brand loyalty on customer behavior:*** Brand loyalty is a crucial consideration when consumers are making decisions and making purchases. Future research could investigate how brand loyalty is formed, and its influence on consumer behavior across different product categories and demographic groups.

***The role of trust and credibility in consumer behavior:*** Trust and credibility are important factors in consumer decision-making and purchasing behavior. Future studies could investigate

how trust and credibility are formed, and their effect on consumer behavior within different contexts.

***The effect of product availability on consumer behavior:*** Product availability may significantly influence customer buying and decision-making. Future research could investigate how product availability affects consumer behavior, and whether certain types of products are more susceptible to stock shortages than others.

***The impact of product packaging and design on consumer behavior:*** Product packaging and design may significantly affect how consumers make decisions and behave while they shop. Future studies could investigate how various types of packaging and design elements affect consumer behavior, and whether specific types of products require different packaging and design strategies.

***The effect of technology on consumer behavior:*** The growth of technology has changed the way consumers shop and make purchase decisions. Future research could investigate how technology is changing consumer behavior, and how businesses and marketers can adapt to these changes to better engage with consumers. This could include exploring the effect of mobile devices, virtual reality, and AI on consumer behavior.

***Examine the effect of advertising and marketing techniques:*** Advertising and marketing techniques are a powerful influence on consumer behavior, and Future study might focus on how they impact.

## **5.9 To Sum up-**

The research on the connection between brand equity, FMCG marketing techniques, and consumer behavior in the personal care business has been provided in this chapter's findings, discussion, and conclusions. According to the research, there is a considerable correlation between these factors, with brand equity being a key factor in determining customer behavior.

Specifically, the study has found that brand equity is positively associated with consumer behavior, with brand loyalty being a significant driver of consumer behavior. The study has also found that FMCG marketing techniques, such as product placement, packaging, and pricing strategies, can significantly impact brand equity and consumer behavior.

Furthermore, the study has identified both direct and indirect relationships between brand equity, FMCG marketing techniques, and consumer behavior. The indirect relationship suggests that FMCG marketing techniques can influence brand equity, which, in turn,

influences consumer behavior. The direct relationship indicates that FMCG marketing techniques can also directly impact consumer behavior.

This study's conclusions have significant ramifications for researchers, academic institutions, students, and regulatory bodies. Researchers can use the results to further look into the connection between these variables and to identify new research topics for future studies. Academic institutions and students can use the conclusion of this current study to better understand the personal care industry and to develop new marketing techniques. Regulatory bodies may use the study's results as a basis for creating new regulations that protect consumers and promote fair competition in the personal care industry. This study has identified several limitations that future studies should address. Future studies should consider these limitations and address them to produce more robust and accurate results.

Overall, this study has provided valuable insights into the relationship between brand equity, FMCG marketing techniques, and consumer behavior in the personal care industry. It is hoped that the results of this current study will be utilised to improve marketing techniques, consumer protection, and regulatory policies in the personal care industry.

### **Conclusion**

Based on the data analysis and interpretation conducted in this chapter, several conclusions can be drawn. Firstly, the study found that demographic factors such as age, gender, income, and education level have a huge influence on consumer behavior towards personal care products. Additionally, the study found that FMCG marketing has a direct impact on both consumer behavior and brand equity, with brand equity mediating the relationship between FMCG marketing and consumer behavior.

Furthermore, the study highlighted the importance of various factors for creating an effective marketing plan for personal care products, including understanding consumer needs and preferences, developing a strong brand image and reputation, and utilizing effective marketing techniques such as social media and influencer marketing.

Overall, these findings can help guide the development of effective marketing plans for personal care products, with a focus on demographic targeting, building strong brand equity, and implementing targeted marketing techniques to reach and engage consumers.

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## **APPENDICES**

### **Questionnaire**

# **CONSUMER BEHAVIOR OF PERSONAL CARE PRODUCTS USING BRAND EQUITY AND FMCG MARKETING TECHNIQUE**

## **I. Demographic Details**

1) Gender:

(a) Male

(b) Female

**2) Age Group:**

(a) 30-35

(b) 35-40

(c) 40-45

(d) 45-50

**3) Education Qualification:**

(a) Diploma

(b) Graduation

(c) Post Graduation

**4) Occupation:**

- (a) Private Service
- (b) Govt. Service
- (c) Business
- (d) Housewives

**5) Combined Family income (in Rs)/ Per annum:**

- (a) Less than 2,00,000
- (b) 2,00,000 – 5,00,000
- (c) 5,00,000 – 8,00,000
- (d) Above 8,00,000

**6) Marital Status:**

- (a) Married
- (b) Unmarried
- (c) Not disclosed

**II. Personal Care Products**

**7. Which of the following personal care brands do you use regularly? (Tick all that apply)**

a)	L'Oreal Paris	
b)	Oral-B	
c)	VLCC	

d)	Himalaya Herbals	
e)	Dove	
f)	Nivea	
g)	Garnier	
h)	Olay	
i)	Pantene	
j)	Head & Shoulders	
k)	Sunsilk	
l)	Colgate	
m)	Pepsodent	
n)	Lux	
o)	Lifebuoy	
p)	Dettol	

**8) Select your Frequency of purchase of personal care products of the preferred brand:**

a)	Less than once a month	
b)	1-2 times a month	
c)	3-4 times a month	
d)	5-6 times a month	
e)	More than 6 times a month	

**9) Which of the following Personal care products are included in your monthly shopping list?**

a)	Shampoo	
b)	Conditioner	
c)	Body wash	
d)	Soap	
e)	Deodorant	
f)	Toothpaste	
g)	Hair Color	
h)	Facial cleanser	
i)	Moisturizer	

**10) Select your Preference to purchase personal care products of your preferred brand in-store or online:**

a)	In-store	
b)	Online	
c)	Both equally	

**11. What are the factors that influence your purchase decision?**

(Please tick mark the suitable scale)

1- Strongly Disagree   2-Disagree   3-Neutral   4-Agree   5-Strongly Agree

Statements	1	2	3	4	5
Quality					

Price					
Brand image					
Advertisement					
Product range					
Usage experience					
Product availability in shops and market					
Influence of friends and family					
Promotional offers					
Influence of a retailer					

### III. Brand Equity

#### A. Brand Attitude

#### 12. What is your attitude towards the brand?

(Please tick mark the suitable scale)

1- Strongly Disagree   2-Disagree   3-Neutral   4-Agree   5-Strongly Agree

Statements	1	2	3	4	5
Brand assures quality					
Brand name ensures customer requirement					
Brand simplifies decision-making					
Brands are relatively expensive					
Too many brands lead to confusion					
The brand reflects my personality					
Brand pleasure buying					

Brand provides choices					
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**B. Brand Loyalty**

**13. Have you changed/ switched your brand within 2 years?** If YES, then select the correct reason for the same & please tick mark the suitable scale.

1-Strongly Disagree    2-Disagree    3-Neutral    4-Agree    5-Strongly Agree

Statements	1	2	3	4	5
Due to Increase in price					
Due to the non-availability of the product					
Due to the Promotion activity of other brands in shops and malls					
Due to the Entry of new variants					
As the Brand did not deliver its promise					
Due to Suggestions from friends and relatives					
Due to Attractive sales offers from other brands					
Consistent TV/ Media ads for other brands					
No contemporary look for the existing brand					

**C. Brand Knowledge**

**14. Select which of the following knowledge leads to the selection/ purchase of the Brand-**

(Please tick mark the suitable scale)

1- Strongly Disagree 2-Disagree 3-Neutral 4-Agree 5-Strongly Agree

Statements	1	2	3	4	5
Superior Quality & Reliability					
Readily available					
Sales Promotion offers					
Knowledge about popularity					
Knowledge about Variety/ Variants					

#### D. Brand Awareness

#### 15. What are the determinants of your FMCG brand?

(Please tick mark the suitable scale)

1- Strongly Disagree 2-Disagree 3-Neutral 4-Agree 5-Strongly Agree

Statements	1	2	3	4	5
I am aware of other brands					
I understand the promotional offers					
I can recognize my brand over other brands					
I am very particular about my brand					
I have knowledge of other competing brands					
I recall the ads associated with my brand					
I can recognize packing pattern					
First comes to my mind whenever intend to purchase the product of that category					

I can recognize the logo of my brand					
From advertisements, I can distinguish the benefit of my brand over brands					
I remember the celebrities associated with the brand					

**E. Brand Association**

**16. What are the determinants of your brand association?**

(Please tick mark the suitable scale)

1-Strongly Disagree   2-Disagree   3-Neutral   4-Agree   5-Strongly Agree

<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
My brand reflects my personality					
My brand is socially accepted					
It is associated with my comfort					
My favorite actor is endorsing my brand					
I feel different over the usage of other brands					
It is very appealing to use					

**IV. CONSUMER BEHAVIOR**

**A. Value for Money**

**17. What are the parameters you consider to determine the value for money of your brand?**

(Please tick mark the suitable scale)

1- Strongly Disagree   2-Disagree   3-Neutral   4-Agree   5-Strongly Agree

Statements	1	2	3	4	5
Packaging of your product					
Offers associated with your brand					
Size of the product					
Quantity of the product					
licensed and registered product					
Celebrity endorsement of your brand					
Ingredients of the product					
The expiry date of the product					
Price of the product					

## B. Brand Positioning

### 18. What are the determinants that affect the positioning of your brand?

(Please tick mark the suitable scale)

1- Strongly Disagree   2-Disagree   3-Neutral   4-Agree   5-Strongly Agree

Statements	1	2	3	4	5
Advertisement of your brand					
Availability in shops and supermarkets					
Celebrity endorsement					
Friends and family recommendation					

## C. Purchase Decision

### 19. While making the Purchase Decision, which of the following factors are the main determinants that affect the purchase decision?

(Please tick mark the suitable scale)

1- Strongly Disagree 2-Disagree 3-Neutral 4-Agree 5-Strongly Agree

Statements	1	2	3	4	5
Price					
Quality					
Variety					
Availability					
Brand Image					
Brand Ambassador					
Organic/ Herbal ingredients					
International					
Previous experience/ Emotional attachment					
Urgency of need					

#### D. Satisfaction on the usage of the brand

**20. Which of the following factors provide you satisfaction with the usage of the brand?**

(Please tick mark the suitable scale)

1- Strongly Disagree 2-Disagree 3-Neutral 4-Agree 5-Strongly Agree

Statements	1	2	3	4	5
Fragrance of the product					
I feel refreshed after using the product					
Aesthetics of the product					

I am aware of the contents of the brand					
Benefits of contents available in my product					

**E. Appealing to use**

**21. Select the factors that make your Brand appealing to use.**

(Please tick mark the suitable scale)

1- Strongly Disagree   2-Disagree   3-Neutral   4-Agree   5-Strongly Agree

Statements	1	2	3	4	5
Price					
Variety					
Brand Name/ Brand					
Quality					

**III. FMCG Marketing Strategies**

**22. Which of the following marketing strategy affects your purchase decision?**

(Please tick mark the suitable scale)

1- Strongly Disagree   2-Disagree   3-Neutral   4-Agree   5-Strongly Agree

Medium	1	2	3	4	5
Advertisement					
Events					
Word of mouth					
Direct Marketing					

Sales promotion					
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**\*\*\*\*\* Thanks for your Time\*\*\*\*\***

## **PUBLICATIONS AND PRESENTATIONS BY THE SCHOLAR IN THE RESEARCH AREA**

1. Published a paper titled "Impact of Brand Awareness & Brand Loyalty on Consumer Purchase Decision: A study on FMCG Products", IUJ Journal of Management, Volume 9, No. 1, June 2021, pg 174- 186
2. Published a paper titled "Unravelling the Relationship between FMCG Marketing Strategy Consumer Behavior and Brand Equity in the Personal Care Industry SEM analysis", International conference on Management & Social science, Oct 2023, Bali, Indonesia.

