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Consumer Perception on Brand Awareness of Household Fabric Care Products

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ABSTRACT:

The study of research revealed how the consumer perceived about the brand awareness for taking decision to purchase the household fabrics in FMCG. For this purpose 250 homemakers taken as a respondents from Trichy District based on the convenience sampling method. In structural Equation Model, AMOS 20 used in this study. Based on the findings, consumer perception acting as a vital role for every FMCG products especially household fabric care products survival with brand image. So the researcher concluded that consumer perception influence to brand awareness of household fabric care products.

KEYWORDS: Consumer perception, Brand Awareness, FMCG

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INTRODUCTION

Brand awareness indicates how customers can remember or recognize a brand. Brand awareness is a key consideration in consumer behaviour, advertising management, branding management, and strategy development. consumers' ability to recognize or remember a brand is essential in purchasing decision-making. In order to build brand awareness, a complete strategy is developed including the logo, symbols, and all images and related messages. Brand awareness is a key indicator of market performance for a competitive brand. Given the importance of brand awareness in consumer purchasing decisions, marketers have developed a number of metrics designed to measure brand awareness and other brand health measures. Brand awareness relates to the functions of brand awareness and other brand health measures. Brand awareness relates to the functions of brand identities in the memory of consumers and can be measured by the extent to which consumers can recognize the brand under different circumstances. Brand awareness is also essential to understanding the consumer buying decision process. Strong branding awareness can be an indicator of brand success. Brand awareness is the degree of familiarity between consumers about product life and availability. They are measured as a percentage of the niche market that has prior knowledge of the brand. Brand awareness includes both brand recognition and branding. Brand recognition is the ability of the customer to identify the brand's prior knowledge when questions are asked about that brand or when that particular brand is shown, while the brand mentions the customer's ability to restore a brand of memory when giving it a product to meet that category or purchase scenario as a signal. In other words, it indicates that consumers must correctly retrieve the brand of memory when giving an idea or that it can recall the brand specific when mentioning the product category. It is generally easier to identify a brand than to remember it from memory. Consumer preferences are defined as individual tastes, as measured by utility, for different goods packages. They allow the consumer to classify these packages of goods according to the levels of utility they provide to the consumer. Note that preferences are independent of income and prices. The ability to purchase goods does not determine the admiration or dislike of the consumer. This is primarily used to mean an option that has the highest expected value among a number of options. Preference and acceptance may, in some circumstances, mean the same, but it is useful to consider discrimination with a preference for preference to refer to options between neutral or more valuable options with acceptance indicating willingness to tolerate the status quo or some less favourable options. Brand awareness is the extent to which a brand is recognized by potential customers and is properly associated with a particular product that is usually expressed as a percentage of the target market; brand awareness is the extent to which a brand is recognized by potential customers and is properly associated with a particular product that is usually expressed as a percentage of the target

market; brand awareness is the primary goal of advertising in the first months or years of product delivery. Brand awareness is the degree of familiarity between consumers about product life and availability. The product you want to buy. Brand awareness is an essential part of brand development that helps the brand to differentiate itself from others in this monopolistic market. A large part of the monthly budget for each household is allocated to FMCG products. The volume of products traded in the economy versus FMCG products is very high, as the number of products used by consumers is relatively high. The competition in the FMCG sector is very high, leading to increased pressure on the margins. The introduction of bags has made the rural population, which is not traditionally used to buy bulk products for branded FMCG products such as Rs.1 – Shampoo, Walnut powders, oil Cleaners and detergent liquids, teeth, etc., in rural stores. This changes the buying pattern from traditional products to branded products.

REVIEW OF LITERATURE

Arslan & Altuna(2010) defined a brand image with a positive and negative attitude toward a brand. The clients brain unexpectedly or when they remember their memories. They have a view that there are three. The aspects of the brand image that make the whole picture of the brand that are; positive, strength and privacy.

Lee, Lee and Wu(2011) Clarified the image of the brand as a reflection of the public personality and its convictions. A specific brand by recalling its unique characteristics that make it no different from others. The brand image is an important aspect towards buying expectations. It drives customers to spend more on the brand having a good brand image. It helps consumers choose whether or not the brand is their best choice. They are forced to make buying expectations several times.

Katona, Zubcsek, & Sarvary,2011) found the design of electronic communications used within social online Media allows to look at how an individual can influence the other. They also found that these patterns are of great benefit to advertisers who are looking for new popular marketing strategies to encourage new users Product deployment.

OBJECTIVES OF THE STUDY

To know the impact of Consumer Perception on Brand Awareness of Household Fabric Care Products.

LIMITATION OF THE STUDY

- The research focused only in Household Fabric Care Products in FMCG. So the result cannot generalized to FMCG.

- The research focused only homemakers in Trichy District. So the result cannot be generalized to all areas.

PERIOD OF THE STUDY

The research period was three months from February to April 2019.

METHODOLOGY

Sample Frame:

The research was conducted in Trichy district. The respondents are homemakers. 250 homemakers were selected using a convenient sampling method due to the large population size.

Data Collection Method:

Primary data were collected using a structured questionnaire. This research was conducted fully in a survey method through questionnaires.

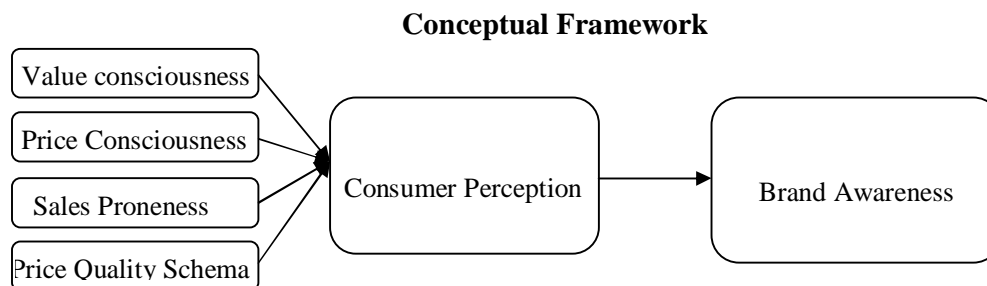
Statistical Tools:

The primary data were received and analyzed. A pilot study was conducted with the questionnaires' review for item analysis. The validity and reliability of the questionnaires were evaluated. The output of the scale was examined using Cronbach's Alpha. AMOS 20 was used in this study.

HYPOTHESIS OF THE STUDY:

NH₁: There is no correlation between consumer perception and brand awareness of Household Fabric Care Products.

NH₂: There is no impact between consumer perception and brand awareness of Household Fabric Care Products.



FINDINGS

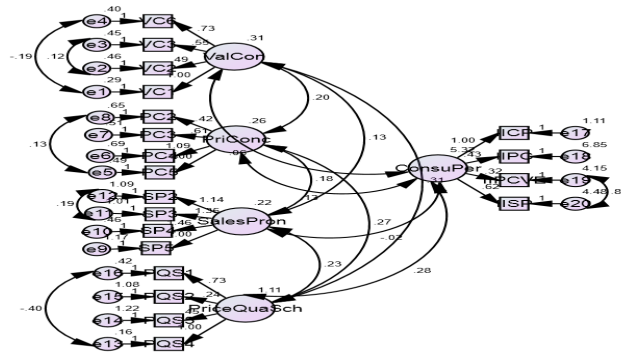


Figure No.1. Measurement model

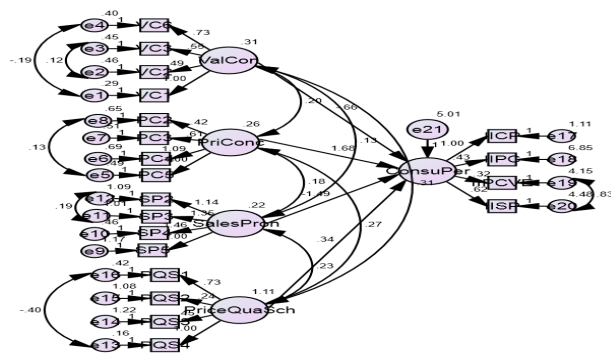


Figure no 2. Path model of consumer perception

Table No. 1. Reported values of model fit for the measurement model

Absolute fit measures							Incremental fit measures		Parsimony fit measures
	χ^2	Df	χ^2/df	GFI	RMSEA	RMR	NFI	CFI	AGFI
Criteria			<5	≥ 0.90	< 0.08	<0.05	≥ 0.90	≥ 0.90	≥ 0.90
Obtained	538.057	210	2.562	0.972	0.063	0.037	0.905	0.920	0.922

Note: χ^2 : Chi-square; Df: degree of freedom; GFI: Goodness of fit index; RMSEA: Root mean square error of approximation; NFI: Normated fit index; CFI: Comparative fit index; AGFI: Adjusted goodness of fit index; RMR: Root Mean Square

Table No. 2 Regression Weights: (Group number 1 - Default model)

Items		Estimate	S.E.	C.R.	P	
ConsuPer	<---	ValCon	-.157	.582	-1.127	.260
ConsuPer	<---	PriConc	.573	1.085	1.549	.121
ConsuPer	<---	SalesPron	-.303	.840	1.780	*
ConsuPer	<---	PriceQuaSch	.756	.153	2.239	**
VC1	<---	ValCon	.715			
VC2	<---	ValCon	.369	.078	6.315	***
VC3	<---	ValCon	.514	.081	6.814	***
VC6	<---	ValCon	.534	.100	7.304	***
PC5	<---	PriConc	.591			
PC4	<---	PriConc	.556	.120	9.054	***
PC3	<---	PriConc	.604	.086	7.164	***
PC2	<---	PriConc	.459	.081	5.215	***
SP5	<---	SalesPron	.597			
SP4	<---	SalesPron	.708	.203	7.161	***
SP3	<---	SalesPron	.531	.203	6.631	***
SP2	<---	SalesPron	.454	.185	6.148	***
PQS4	<---	PriceQuaSch	.934			
PQS3	<---	PriceQuaSch	.691	.074	6.026	***
PQS2	<---	PriceQuaSch	.337	.052	4.596	***
PQS1	<---	PriceQuaSch	.764	.068	10.721	***
CP1	<---	ConsuPer	.909			
CP2	<---	ConsuPer	.453	.081	5.296	***
CP3	<---	ConsuPer	.541	.064	4.994	***
CP4	<---	ConsuPer	.559	.104	5.971	***

*** denotes significant @1%, ** denotes significant @5% * denotes significant @10% level

RESULTS & CONCLUSION

From the analysis, the measurement model value shows the model is fit. The main focus of the research is how the consumer perceived about the brand awareness for taking decision to purchase the household fabrics in FMCG. Consumer perception factors namely value consciousness, sales proneness, price consciousness and price quality schema. Consumers' perception is high impact to brand awareness. Every consumer keep in their mind, when they taking decision to choose the brand, based on price and its quality to the price. For that many MNCs' have the strategy lounging their new product in the form of sales proneness. Based on the findings, consumer perception acting as a vital role for every FMCG products especially household fabric care products survival with brand image. So the researcher concluded that consumer perception influence to brand awareness of household fabric care products.

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