Chapter 6

Conclusions and Suggestions

Introduction

This is a concluding chapter of the present thesis. Researcher carried out a systematic field work survey and collected the required data from the three entities involved in this study. The researcher used two questionnaires and one discussion guide to collect the data. Analysis has been made based on the information collected. From findings conclusions were drawn and based on the findings few recommendations are made. Researcher has taken every care to avoid any kind of duplication, personal bias in making findings or the recommendations.

6.1 Conclusions (Questionnaire A)

1. Area of the study
   • The present study was carried out in the Pune city area which is urban so 100% samples belong to the urban area.

2. Gender of the end users of detergents and their decision making
   • Considering the gender of the respondents who were the actual end users/customers as well as decision makers in making choice of detergent to be used. There is high proportion of respondents who responded in Questionnaire A were females (98%) and 2% of the respondents were males which clearly shows the female dominance over the decision making of detergent purchase in Indian households. Decision making about detergent purchase is hardly made by males in Indian families.
   • In lower income families, the younger women are in charge of doing house hold works and rely on the main earning person in the family. In medium income and higher income family’s older women are in charge of household stuff and they are the decision makers.
3. **Washing methods and habits of Indian customers**

- Majority of Indian customers using both detergent powder and detergent bar for better cleaning of their laundry since many years.
- There is high proportion of Indian customers (51.13%) who are washing their clothes by hand. 10% of the customers use only washing machine for washing their laundry and rest 39% of people use both ways of washing means washing by a combination method i.e. first hand washing then washing machine wash and dry.
- Indian customers believe that the combination method of washing i.e. Hand wash plus Machine wash is more effective and suitable in Indian climate. Many Indian people use this combination method of washing for their laundry. Indian women prefer washing the Cuffs and collars as well as wash stubborn stains on the clothes by hand and after hand wash they put the hand washed clothes in washing machine for better washing and drying further according to the individual need.
- Majority of Indian customers using both detergent powder and detergent bar (74%) for washing their laundry. Around 15% Indian customers use only detergent powders and rest (11%) Indian customers rely on using only detergent bar for their laundry need.
- It was found that 97% of the Indian customers use detergent to wash their clothes daily and remaining 3% of the customers use detergents to wash their laundry twice or thrice a week according to their time availability.
- Customers from Middle income group are using Premium detergents and Mid Price detergents combination for washing their laundry and for them method of washing is also combination method i.e. Use of washing machines and hand wash method. Customers who are using ‘Low Price’ detergents use to wash their clothes either by hand or manual bucket washing machine.

4. **Detergents availability, detergent segments, detergent brands.**

- Indian detergent market is too saturated. Indian detergent markets are loaded with several detergent brands of reputed multinationals, nationals and local
detergent companies. Dense population in India provides large scope for sales of detergents and allied products.

- In premium detergent segment competition exists between Ariel detergent and Surf Excel detergent. Surf Excel & ARIEL are most preferred premium detergent brands among customers and Surf Excel is market leader across premium detergent segment. Ariel and Surf Excel are the strong choices of the customers from elite and upper medium income class.

- P&G’s Tide is very popular detergent powder in mid-priced segment but Hindustan Unilever’s RIN is also preferred by mid-priced segment. Active Wheel detergent powder is leading detergent powder in popular detergents category which is preferred by lower income segment. SASA detergent powder Sargam, Gopi Snow White and few other local detergent powders which are preferred by Pune’s lower income category of customers.

- Surf Excel Quick wash detergent powder & Tide detergent powder are the most consumed and popular detergent powder brands in the Pune city’s detergent markets and RIN, Surf Excel are the top detergent bars in Pune city’s detergent markets.

- Surf Excel liquid and Comfort fabric conditioners are showing their little presence in detergent markets across Pune city. Quality and status conscious customers who are less bothered about the price are mainly the customers of Surf Excel liquid detergent and Comfort fabric conditioner.

- There is much competition amongst the mid-priced and popular detergent segment. Popular detergent market in which Active Wheel detergent is having higher sales. Ghadi detergent, Nirma detergent, Sasa detergent, Foran detergent and many more local detergents have presence in the Pune city’s detergent markets.

- Yoga Guru Shri Ram Dev Baba’s Patanjali products are also available in the detergent category. Patanjali’s detergents have not gained a significant presence and market share in Pune city markets but found slowly expanding the presence in Pune city and many customers want to use swadeshi brands.
It seems that brand Patanjali may be one of the leading brand in next five years. At present their positioning is based on Patanjali offers healthier and safer products in the FMCG category. Tagline/Slogan used by Patanjali at present is “Prakriti ka aashirwaad”

- Nirma Super detergent powder, Henko (Matic) detergent powder, RIN detergent powder are experiencing more competition from Tide detergent powder and Ghadi detergent powder and few local detergent brands. However Active Wheel detergent powder, Nirma detergent powder from popular segment are experiencing more competition from Ghadi detergent powder and local detergent players.

5. Brand loyalty, Quality and Price sensitivity

- There is fairly good level of brand loyalty observed amongst all types of detergent segments. Around 69% loyalty was found amongst the detergent customers and 31% of the customers are brand switchers who are driving the detergent market. This brand switch is for many reasons mainly increase in price, promotional schemes etc.

- Quality conscious customers found much brand loyal. Classes (Elite class) are less brand hoppers than masses (Low income segment).

- Customers notice the detergent brands displayed in the shop’s shelf but are not in favor of buying any other brand than their usual detergent brand just for freebies.

- A premium class of customers or elite customers has higher brand loyalty and found reluctant to make brand switch. Premium class of customers is more quality and status conscious and ready to pay higher price for quality and want to maintain higher lifestyle and purchase high quality branded goods.

- Regarding price sensitivity, it was found that the customers from elite class are more quality and status conscious and found less price conscious.

6. Family types (Size) Pattern of using and Consumption

- In Pune city there are many nuclear families. Nuclear family means only 3 to 4 members in a family. On an average for family of 4 people 1 person is the main earning person who runs all expenditure for monthly household. In few nuclear
families both husband and wife are earning. Maximum persons in a nuclear family are 3 to 4 and large having 8 to 10 or even more family members.

- Customers are more inclined towards mixed usage of the detergents. Mixture of large quantity of the mid-priced detergent with small quantity of premium detergent.
- In Pune city on an average 2 Kg of detergent powder/month is required. Customers from middle income category bothered about both price and quality and sometimes ready to make brand switch in the event of price rise of their preferred detergent.
- Customers from lower income category are highly price sensitive and less quality conscious as affordability of the product is main criterion before them.
- Regarding price sensitivity, it was noticed that, Price of the detergent brand is the most important key drivers in ‘Low Price’ segment as compared to mid-price and premium detergent segments. Brand switching is comparatively more in mid-price and low price detergent segments. Higher income segment is less brand hoppers than low income segment means ‘Classes are less brand hoppers than masses’. Frequent brand switchers are the targeted customers of detergent manufacturing companies.
- Price and quality are important attributes for customers to remain loyal. It is also found that customers remain loyal to their detergent if the brand is offering satisfactory performance despite of price rise. Customers show brand switching attitude if performance (Quality) of the brand is not according to its price.
- During making brand switch ‘Quality’ ‘Price’ ‘Value for money’ are the top factors of consideration of customers.
- Customers also give importance to the detergents gentleness or mildness for the user’s hands along with quality, price and its performance.

7. **Point of Purchase**

- Majority of Indian customers prefer to purchase detergents from local grocery shop General stores or Super markets. In Pune city there are many malls and a new trend of purchasing from malls is increasing.
• Around 28% customers from Pune city make detergent purchase from the malls, big shopping bazaars to get better promotional schemes and rest 68% customers purchase detergent products from nearby Local Grocer / or a General store. Indian customers do not buy detergents online.

• Defense personnel and their families purchase the detergent products from the military canteens or sub areas or military grocery depots.

8. Effect of Promotion

• Sales promotion is used as a technique to retain the present customers and make them happy as well as used to reduce brand switching and encourage the new customers to take a trial.

• Customers said that no promotional schemes are unique and attractive.

• Customers are smart and educated so marketers should remember that inferior quality products cannot be sold with the help of unimaginative sales promotion schemes.

• While selecting any detergent brand it was noticed that women customers are choosy than male customers. Women customers are more curious to know about the various promotional schemes and get attracted more towards the scheme than male customers.

• Sales promotion and free sampling activity is more successful at the retail counter.

• Sales promotion schemes may lead to brand switching and induce the customers to make the trial of the brand but necessarily do not lead to repeat purchase or loyalty.

• Sales promotion is more effective in the case of frequently used items like, detergent, toothpaste, etc. Sales promotion is a short term effect which may not result repeat purchase or brand loyalty of the customers. Customers are smart and it is difficult for companies to push their non-quality goods keeping sales promotion.

• Sales promotion schemes may lead to brand switching and induce the customers to make the trial of the brand but necessarily do not lead to repeat purchase or
loyalty. It was observed that Offer/ Discount pull attention of budget oriented customers.

- It was told by customers that sometimes retailers push some product to the customers due to in shop sales promotion or they get better commission on that product and make the customer to brand switch. Customers said that this effect is temporary.
- Overall consumer promotional schemes are rated fair by the detergent customers. Majority (59%) of the customers told that think that they come across various promotional schemes on regular basis but they do not find them very attractive.
- Point of purchase displays and feature advertisements must be attractive as larger number of women customers visit the display and promotion counters. Companies can make use of window shelves for displays and feature their advertisements.
- During promotion, Sample of a new product can be distributed along with another product of the same company or through the retail counter to make it more effective.
- It is observed from the results of the study that the customers who would purchase larger than their normal quantities of FMCGs and stockpile for future consumption do so in order to reduce shopping cost and convenience and not to accelerate consumption. Hence sales promotions should not be undertaken with the object of increasing consumption quantity and incidence.
- Most of the promotion schemes are sponsored by manufacturers sometimes few merchants knowingly hide freebies or free samples given by companies on original pack so every customer need to ensure that the offers are passed to him as well as fresh stock is given by the retailer.
- Customers need to consider that they avail the real benefits may be in terms of price offs or freebies and they need to check promotion offer price.
- Marketing managers and sales managers must ensure that offers are passed on to the customers by the intermediaries.

9. **Effect of Positioning and advertising**
- Television/ Radio are top media sources through which customers are getting introduced with detergent brands.
‘Right message’ and ‘Content of Advertisement’ are the reasons that make customers to purchase a particular brand. Once trust is build amongst the customers they become loyal to that brand. Around 85% of the customers told that right message and good content in the advertisement helps them to think about that brand.

Companies spend huge amounts initially for branding their products and later they start focusing more on sales due to this visibility of the detergent brand in the customer’s mindset starts losing. This affects the sales and the overall positioning and branding process which goes for a toss.

Brand positioning can be more effective if companies focus on various attributes in the brand and make advertising accordingly.

Other than Television channels, Radio, Newspaper, Magazines, blogs, companies sites and internet advertisements also influence the customers.

70% customers told that they like to watch detergent advertisements but they do not buy the detergent product immediately after watching advertisements. It was found that out of 84% customers who watched the detergent advertisement on television only 29% of the customers from actually brought the particular detergent product.

Overall quality of the detergent products advertisements were rated as excellent by the customers. ‘Content of Advertisement’ makes customer to buy the product. When trust about a brand is build amongst the customers they become loyal. Around 85% of the customers who were agree with the statement.

Television/Radio are top media sources through which customers are getting introduced with detergent brands. Internet/blog advertising is not very popular yet.

Quality is a key attribute to attract the customer towards the brand and Quality is more focused during making advertisement to reach to the target customers by delivering a right message.

It was found that frequently telecast advertisements on various channels of television make good publicity of the brands. Good publicity helps in building strong brand and trust about the brand in the minds of the customers.
Due to repeated telecast of advertisements customers remember/recall the specific brand and make demand about that specific product/brand to the seller. Repeat advertisements prove helpful to companies to remain in customers minds and maintain brand loyalty of the customers.

Effective advertisement through Television/Newspaper or any other media sometimes make brand switching. Low quality and high price is also the reasons of brand switching. Customers think that, Quality and the actual performance of the detergent product tells about the value for money.

10. Brand Switching

- Low quality detergent product and price rise are the reasons behind brand switching. Around 90% of the Indian customers bring their most preferred detergent brand.
- It was noticed that only 10% of the Indian customers bring substitute detergent brand because of any other reason like price, promotion, impact of an advertisement or personal wish of that time.
- Substitute detergent brand is purchased again by the customer due to some attractive promotional offer or a better option than their previous detergent brand.
- Brand switching is also due to an effective TV advertisement or effective News Paper advertisement or an advertisement in any other media.
- Classes (Elite class) are less brand hoppers than masses (Low income segment). Frequent brand switchers are the most targeted customers for detergent marketers.

11. Customer satisfaction and their chances of recommendation

- Majority (88%) of the detergent customers in Pune found satisfied with the detergent product they are using currently.
- Detergent customers in Pune found satisfied about ‘Value for Money’ ‘Availability of pack size’ ‘Availability of the detergent product in the store’ ‘Product range’ ‘Effectiveness of detergent’ ‘Packaging material’ ‘Softer / Gentle on cloths and hands’ of their detergent brand yet they found fairly satisfied about ‘Brand name’ and overall quality of the product they are using.
Customers were asked to give marks out of 10 to the detergent they use. 6% detergent customers gave 10/10 marks, 32% gave 9/10 marks, 33% gave 8/10 marks, 24% gave 7/10 marks, 6% gave 6/10 marks and less customers gave 5/10 marks.

45% of the customers said that the brand of the detergent they are using is best, 36% said that the brand they are using is somewhat better and 19% said that all brands of the same category are the same only brand name is different.

53% of the customers found happy and satisfied about the detergent brand they were using and also told that they will repurchase the same brand. 38% customers said that they probably will make repurchase but 9% customers told that they may or may not repurchase the same detergent again.

It was found that the customers who were happy from the usage told that they will recommend that brand to others and ready to repurchase.

12. Perception of customers based on characteristics parameter of detergent brand

Customers give equal importance to Quality and price, second preference is given to the quantity of detergent and third preference to the safety of the detergents for their hands.

There are more than 80% of the detergents customers who are strongly agree that “Affordability” is the most important parameter while purchasing a detergent product.

Affordability is not a major concern for the detergent customers who are from higher income or elite category.

More than 70% of the detergent customers said that they strongly believe that the reputed detergent brands with a good image should be purchased as the product is reliable.

13. Respondents - Literacy level, Education, Age groups, Occupations

Literacy and understanding level of the respondents to answer the various questions asked to them was fairly good. In higher income family’s women found fairly educated whereas the respondents from lower income group
found less educated women from medium income group found highly educated.

- Out of 99% of the female respondents - 40% women belong to age group 35-44 who belongs to upper middle or elite class group who mainly involved with household stuff while 31% are the women much younger in the ‘Low Price’ segment and belongs to age group 25-34.
- Respondents were from different occupations. Respondents mainly homemakers, tailors, doctors, advocates, artists, beauty parlor professionals, teachers and doing various jobs and few were retired housewives.
- One respondent in the present field work study was a 95 year old lady who willingly and actively participated in giving complete responses to the questions asked to her from Questionnaire A. This respondent found very enthusiastic to participate.

- The entire population was divided into three groups.
- A. Premium or Elite class
- B. Upper Middle and middle class
- C. Lower income class.
- Premium or Elite class is financially rich class whose monthly income is Rs. 1,00,000 and above.
- Upper middle class is a segment whose monthly income is Rs. 50000 and above. Segment who are earning below Rs. 40,000 are considered as middle class.
- Lower income class monthly income bet Rs.5000 to 15000

15. Marital status of the Respondents
- It was noticed that the 92% respondents were married. Around 02 % respondents were single and around 6 % respondents who didn’t disclose their marital status.
6.2 Conclusions  (Questionnaire B)

Respondents - [ Questionnaire B- (Distributors/Wholesalers/Retailers)]

Respondents of Questionnaire B were men and hardly few respondents were women which clearly show the male dominance in handling a business in Indian culture.

- Success of promotional activity largely depends upon the mutual trust and cooperation of the third party agencies with the companies.
- Retailer's told that during sales promotion activity a temporary brand switching takes place which does not contribute much to the revenue generation to the retailer. Retailers expect increase in the store crowd as well as the demand for that product due to sales promotion.
- Sales promotions do not increase the consumption quantities.
- Manufacturers/Marketers of detergents are not strict about the promotional schemes like coupons, contests or sampling. Unless companies get strict such malpractices in the channel of distribution will not stop. Due to the careless attitude of company personnel or their negligence channel intermediaries like retailers make malpractices in offer stocks.
- Wholesalers and retailers loosen the offer stock/freebies or given by the detergent companies/marketers and sometimes few Retailers/Wholesalers remove or erase the freebies information of the original pack and sale it separately and earn profit from free stocks. This malpractice is a serious injustice with the customers who are entitled to get benefits of freebies.
- Manufacturers or marketers should eliminate the misuse of promotional schemes by channel intermediaries. Promotional schemes like Freebies, Coupons, Contests and sweepstakes and free sampling give rise to malpractices by intermediaries.
- Retailers expect that the sales promotion schemes executed by the detergent manufacturing companies should increase store crowd and able to create primary demand for the product.
16. Conclusions about branding activities for FMCG companies.

- Branding is an ongoing and expensive process for the companies.
- Nowadays the traditional media cost is very high.
- Detergent companies spend huge amounts for a particular brand to sustain in the competition and target the right segment of customers.
- For medium size detergent companies, it is very difficult to manage the advertising cost as well as the promotional activities cost due to their inadequate budget.
- Local detergent brands or family businesses detergent companies are unable to compete with the strong multinational company’s detergent brands. Local detergent brand companies fail to update to the latest communication platforms and thus lose their visibility on such a huge platform where giant brands win.
- Few medium or small size detergent companies who are family business type. The elder persons in that family are the decision makers but those persons are not open to accept the new era’s changes.
- For small size detergent companies or local companies it is impossible to spend separately on advertising, promotional activities due to high media costs. Companies spend huge amounts initially for branding their products and later on they focus more on the sales and they start losing visibility in the customer mindset which affects the overall sales volume and the overall positioning and branding goes for a toss.
- The detergent market is too saturated and giant multinational detergent companies’ detergent brands offer good quality and better promotions which creates an influence on Indian customers.

6.3 Conclusions - Discussion Guide

- Sales managers and marketing managers of detergent companies think that they do not get the expected outcome from running the promotional schemes.
- Some local detergent brands (family businesses) are unable to compete with these international brands. These local brands fail to update to the latest
communication platforms and thus lose their visibility on such a huge platform.

- Follower detergent brand companies need to focus more on positioning of their detergent brands. Brand managers should make a use of various digital media/ internet or mobile platform from making various brand promotions across the target segment. Brand managers and experts need to choose the correct media for making an advertisement. Companies must take customer satisfaction and customer loyalty check audits frequently.

- Marketing team need to correlate with the brand team, advertising team and promotion team. Brand team in association with marketing team must take the quick action on the negative feedbacks of the customers regarding their dissatisfaction.

- Marketing team and brand team must keep a vigilant eye on various third party brand audit and field work surveys. Brand team should understand the customers need and relate the customer’s needs for making any innovation in the brand. Brand team need to coordinate with third party brand audit and analysis agency as well as they need to be in touch with research and development team of the company as the efficient team work will lead to brand success.

- Increase presence in market by means of correcting price. The price of loosing brands should be less than the other brands which are in competition. New offers which attracts the customer to buy the products should be given. New advertising strategy need to apply for the loosing bands.

- Re launching of the loosing brands with adding some new features and specifications to them will help. Increase presence in modern trade. Improve the distribution network of the loosing brands. Improve the quality of the loosing brands. Make analysis and surveys of the loosing brands and try to know why the brand share is losing their value.

- There are frequent brand wars and price wars in Indian FMCG’s detergent sector. Survival of leading detergent brands is highly dependent strategic and effective brand positioning and to remain in customer’s mind these
companies are bound to depend on maximum usage of internet advertising, blog, digital media/ mobile platform apart from the print media.

- Brand Experts, Brand managers and Advertising experts need to choose an effective and attractive content for brand communication as survival of any brand is dependent on effective brand positioning. Care need to be taken to avoid aggressive bold statements in advertising which may be defaming the competition brands.

- Customers do not like the advertisements which are aggressive and making some defamatory remarks on other popular competition brand. Customers show their dislike and do not purchase that brand and companies making such bold advertisements experience declination in sales volume due to this.

- Brand team along with marketing team can increase their secret presence in the various local markets to keep a vigilant eye on the customer reviews, customer satisfaction level and customers brand loyalty. Supervision over the third party intermediaries can be helpful in bringing newer products into markets according to demand of the customers.

- Feedback and latest updates from customer satisfaction surveys are helpful in understanding brand loyalty/disloyalty and the reasons of the customers for brand switching. Such feedbacks and latest updates also helpful in bringing newer products into markets according to demand of the customers.

- Loyal customers need to be rewarded for their loyalty by giving them trial samples of some new products of a company or brand extension products of the company. During this study it was found that there are many detergent products available in Pune city’s local markets having lower price range. Customers using these products expect some promotional benefit from the manufacturers but due to their zero promotion for customers and less margins to the seller’s customers make brand switch and even sellers are unhappy and reluctant in selling these detergent products.
• Local detergent companies do not afford to use various media of advertising due to limited budgets available. These companies need to focus more on their brand awareness. These companies can make short time innovative promotional campaign in which customers are benefited by means of some freebies or trial samples and the company get a fair chance to understand the changing needs of the customers across the target segment which will help them to survive in competition.

• Companies can make a use of various digital media/ internet or mobile platform for making various brand promotions across their target segment. Brand managers and experts need to choose the correct media for making an advertisement.

• Communication gap in marketing team, brand team, advertising team, promotion and merchandising team should be avoided.

• National and local detergents companies have scope to increase their presence in market by offering a competent price, quality and better promotion.

• Improvement in quality, addition of some new features in losing brands will be helpful along with keeping the price of losing brands less than the competition brands and applying new advertising strategy for them or even making re launching of the loosing brands can help up to some extent.

• Trade margins, damages and returns policies need to be more flexible for to reduce channel partner conflicts. If third party and channel intermediaries rewarded for their performance it will help to improve distribution efficiency and reduce channel conflicts.

• Incomplete and incorrect information given to the market research or market audit personnel leads to incorrect feedback and analysis of updates to companies.
17. The Brand Experts

- According to brand executives and professional brand experts of the detergent companies branding exercise is unavoidable and continuous process.
- Brand executives feel that diminishing brand loyalty is of prime concern in front of almost all multinational or national or local detergent companies.
- Indian detergent marketers are loaded with multiple options of detergent brands is one of the reasons behind reducing the brand loyalty and brand switching of detergent customers.
- Guidance and leadership of the chairman and heads of the detergent company is helpful in effective positioning and establishment of a brand. Brand executives feel that the growth of any brand, market share, profitability are the main objectives for revenue generation are more focused in branding exercise.
- Many Brand Experts told that, branding exercises need to be more focused on establishing the connection with the potential customers.
- Brand audit personnel told that, increasing purchasing power of the young generation is creating a scope for inventions and such young customers are more important for companies.
- Brand experts told that, they are effectively using various social media and technology during branding exercise.
- Brand Executives, Brand Experts, Marketing Heads are of the opinion that, due to internal branding company employees become more customers focused and more business focused. So internal branding is done in more organized way using effective communications which ultimately results to a desired goal.
- Brand and Advertising Managers told that, while doing branding exercise there is high dependency on digital media, blog and mobile platform.
6.4 Suggestions

1. Branding executives need to focus more on brand image and brand differentiation.

2. Maximum usage of digital media, social media and Public relations (PR) use of mobile platform, You Tube, Twitter, Facebook, Instagram and Pinterest can be made effectively to reach to the maximum number of right and target audience.

3. Local detergents brands need to use innovative promotion techniques to retain their present customers. These local detergent companies can offer some coupons, price off’s during the bazaar days in the city/region.

4. Family owned detergent business need to come out from the autocratic mentality and start adopting new marketing strategies to attract the customers. Family owned detergent companies need to shoulder the marketing activities to the young and educated generation in their family who can come up with new ideas and grow a business.

5. Companies run frequent advertisements about the promotional offers on their detergent brands but simultaneously they need to ensure the availability of sufficient stocks.

6. Thefts and malpractices in distribution of free sample/trial sachets through magazines and newspapers need to be regulated and companies need to ensure that their promotional stocks get delivered to the target customers for whom it is meant.

7. Sales promotion schemes such as Price-Off, freebies need a sufficient backup and support from print and electronic media of advertising.

8. Brand communication need to be careful and companies should avoid aggressive contents in their brand communication or advertisements as such contents may directly defame the competition brand. Sales of the brand making such aggressive marketing may decline.

9. Companies should be more careful in selecting a celebrity for the brand endorsements. Celebrity making the brands advertisement should be representative of that particular segment.
6.5 Scope for further study

1. The present study can be conducted on large number of samples in Pune city or any other city in India in future.

2. Study can be made on the brand switching behavior of the detergent customers.

3. Study can be made on the premium liquid detergents and fabric conditioners.

4. Study can be made to know the impact of the celebrity endorsements on consumers in general and the impact of celebrity endorsement on consumers purchase decision.

5. The in depth study can be made about those brands which were very popular in the past and having long presence in the markets but showing decline or no growth situation. The study should be targeted to find the reasons for the same and solutions over the problem.

6. Study can be made on re launching of any detergent brand and its effects in detergent markets.

7. The separate study can be undertaken for the brand positioning strategies and aggressive style of advertising in FMCG companies.

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