FINDINGS, CONCLUSION & SUGGESTION

On the basis of the results and discussions acquired in the earlier chapter, the following findings, conclusion and suggestions are made:

1. Detergent cakes and powders are classified and marketed under the classification (i) Premium brands and (ii) Popular brands. Popular brands have two classifications, namely, (a) Semi-premium brands and (b) Discounted price brands.

   Rin, Ariel and Henko cakes and powders are premium brands. Surf ultra is a premium brand in detergent powder. Super 501 and Regal cakes, Surf, Sunlight, Ariel Super Soaker, Rin power White and Rin powders are semi-premium brands. Nirma, Total, Wheel and Trilo cakes are discounted price brands. Similarly, Wheel and Nirma detergent powders are discounted price brands.

   Brands are classified by the corporates on the basis of price charged at the point of purchase. In each price category, there are several substitutes. The corporates know the structure of the market in which their brands are competing.

2. The sample includes seven respondents who use only the detergent powder (3.5%) and 19 who use, only the detergent cake (9.5%). 87% use both washing powders and a detergent cakes. In this category, detergent powders
are used to soak the clothes in water and detergent cakes are used to remove the more difficult stains. The consumers of this category are time conscious. They save time by getting the clothes soaked in powder and the also use the cake to wash the clothes, especially to remove the stains. They buy premium detergent powders and using popular detergent cakes or premium cakes and popular powders.

3. Out of the 200 respondents, 193 respondents use detergent cakes and seven respondents use only detergent powders. Among the 193 respondents, 71 respondents use Rin, 54 respondents use Super 501 and 21 respondents use Wheel. The top three brands belong to Hindustan Lever, positioned in premium, semi-premium and discounted price product classes respectively. Seventeen respondents use Ariel, a Procter and Gamble product. The above mentioned four brands are owned by multinationals. Nirma, the national brand is used by 15 respondents. Total, the national brand owned by Mysore Sales International Limited, is used by eight respondents, Trilo, a Procter and Gamble's product and Regal, a Shaw Wallace product the national brand are used by three respondents (in each case) place and Henko, the national brand from Spic fine Chemicals Limited is used by only one respondent. The respondents have not correctly understood the product class positioning strategy of the manufacturing companies.

4. Out of 181 respondents using detergent powders, 54 use Surf, 46 use Ariel, 26 use Wheel and 18 use Surf Ultra. Except Wheel, all the others are premium brands. Out of 4 ranks, the first, third and fourth belong to
Hindustan Lever and the second belongs to Procter and Gamble. Yellow Nirma, a national brand is used by 14 respondents and blue Nirma is used by one respondent. Similarly Rin, from Hindustan Lever is used by 14 respondents. The popular brands, namely, Rin Power White and Ariel Super Soaker are used by 3 respondents each. Henko, the premium brand from SPIC is used just by 2 respondents. Sunlight, the senior brand from Hindustan Lever has failed to evoke any response from the customers. The ranking results of the detergent cakes and powders coincide with the result of the fifth annual survey of brand power in India, which is through a survey conducted by Advertising and Marketing in association with MARG and MODE (Private research organisations) during the year 1996.

5. Among the 200 samples, 17% belong to low income group, 23% belong to lower middle income group, 27.5% belong to middle income group, 15% belong to upper middle income group and 17.5% belong to high income group. This classification of the respondents is based on the basis of a survey conducted by National Council of Applied Economic Research, New Delhi in 1993.

6. Among the sample of 200, 38 who own washing machines were checked for usage and it was found that in 31 cases the machines are operated by the respondents themselves, three by other members of the family, and four by housemaids.
7. Out of the 200 respondents only 24% know the manufacturer or marketer of the brand which they use and 76% do not. Similarly, they are not aware of the parentage and umbrella brands. Corporate identity position and brand endorsement like parentage and umbrella positions are not successful in detergent markets. Customers treat the brand as a product and they do not make any distinction between, say, Hindustan Lever and Procter and Gamble brands. Positioning detergents through corporate identity or their parentage strategy does not work out in detergent market since the awareness of the respondents about the corporate identity or parentage strategy is poor.

8. When the incomes of the households and their brand choices are compared, Rin, Wheel, Super 501, Nirma brands are used by all the income brackets. The low income group does not prefer Ariel and Total. Low and middle income groups do not like to use Trilo, Regal and Henko cakes. Though it is a premium brand Henko cake is not preferred by the middle income group. The upper middle income groups do not opt for Trilo, Regal and Henko. Similarly, high income groups do not use Regal and Henko detergent cakes.

9. While comparing the incomes of the households and their brand choices, it is clear that Surf, Ariel, Rin and Wheel are used by all the income groups. Sunlight, a senior brand from Hindustan Lever, does not have any demand from all the five income categories. Ariel Super Soaker has no demand from the upper middle and high income groups. Surf Ultra is used by all the income groups except upper middle income group. Rin Power White, a discounted
brand, is used only by the low and middle income groups. Nirma has come out recently with two colour powders, viz., Yellow and Blue which was recently, introduced in the market. Blue Nirma is being used only by the high income group. Yellow Nirma is widely used by all income groups except middle income group. Henko, a premium brand which was launched into the market recently has also won the hearts of only the high income group. In case of detergent cakes premium brands are widely preferred whereas semi-premium brands are preferred in the case of detergent powders.

10. Out of the total sample tested for their, habitation 78 were found to have migrated into Trichy among the migrants. Forty one women have been living in Trichy for more than 10 years. Twelve women have been living in Trichy for less than 10 years but more than five years. Fourteen women have been living in Trichy for less than five years but more than two years. Four women have been living in Trichy for less than two years but more than one year. Seven Women have been living in Trichy for less than one year. Women who have moved into Trichy by marriage get accustomed to the brand which is being used in the family they have moved into. The brand used by their parents plays no role in their new houses. Water also plays an important role in their buying decisions as Trichy is gifted with Cauvery water which is soft and good for any soap or powder and migrants who have moved into Trichy need not change their brands because of the quality of water.

11. Among the 200 respondents, 34% are degree holders. 14.5% have completed higher secondary studies; 18% have spent six to 10 years in the
school; 30.5% have not spent more than 5 years in the school and the others (3%) are illiterate.

12. Out of the sample, 74 women are employed and the others are not employed. Out of the 74 respondents, 64 are employed in Central and State Governments and private companies and 10 respondents are self-employed. Among the 64 wage earners, 14 respondents are employees of the Central Government, 26 are employees of the State Government and 24 respondents are working in the private establishments such as, departmental stores, financial enterprises, grocery units, and the like. The others are entrepreneurs involved in various enterprising activities.

13. Among the 200 respondents, 113 people are in the age group of 20 to 29 years and 181 people fall in the age group of 30 to 39 years. 108 persons are in the age group of 40 to 49 years. 72 persons are in the age group of 50 and above and 77 persons are aged 60 years and above. Nearly one-third of the people are in the age group of 30 to 39 years.

14. Out of the 382 children and majors, 30 are infants. Eighty one children are in the age group of 3 to 6 years. Ninety one are in the age group between 7 and 12 years. Teenagers number 83 and the others 97. As for as detergent products are concerned, the buying decision is mostly made by the women for the entire family and usually one brand is selected by them and the same is used by the whole family. Even though the choice of the brands is made by the housewives, children may influence them in their decision making. Therefore,
the marketers make use of children oriented advertisements in positioning their brands.

15. Out of the 200 respondents, 17% are in the age group of 20 to 29 years, 34% are in the age group of 30 to 39 years, which represent the majority of the sample. Twenty seven point five percent are in the age group of 40 to 49 years. Nineteen percent of women respondents have crossed 50 years and just 2.5% are above 60 years.

16. Among the respondents, 62.5% are Hindus, 25.5% are Christians (including priest households) and the remaining 12% are Muslims. Christians and Muslims wear white dress while attending services in the Church and offering Namas in the Mosques respectively. Hindu women do not prefer white sarees as they are generally used by widows. Dhothis are widely used by men of various hues.

17. Among the 200 respondents, 9% belong to the most backward castes, 47.5% belong to the backward castes, 7% are dalits (Schedule castes) and 36.5% belong to the other communities.

18. Among the 200 respondents 150 respondents belong to the classification of decision makers according to the status in the family as married - employed and married - not employed category. Thirty two per cent are married and employed. Sixty eight percent of them are married but not employed.
19. Among the 200 respondents, 50 respondents belong to the classification of single and joint family composition. In the 50 families, 18 are single parent family (36%) and 32 are joint family (64%). In a single parent family when father is alive, the decision maker is the daughter-in-law. Similarly when mother is alive, she is the decision maker. The decision maker of joint family is the senior women (This information was gathered by the researcher from the respondents) The nuclear family comprises of husband, wife and children and joint family consists of husband, wife, children, grand parents and in-laws. Nuclear family is found to be more common. The status of the woman in the family, whether employed, not employed, single parent family and joint family affects considerably in her buying decision. The decision maker in the family is usually the senior women.

20. Among the 200 respondents 50 respondents belong to the classification of single and joint family composition. In the 50 families, 18 are single parent family and 32 are joint family. From the 18 single parent families, 12 respondents are employed and 6 are housewives. Similarly in the joint family, 14 respondents are employed and 18 are housewives.

21. Out of 193 cake users, 167 prefer blue colour, 18 like green, five opt for yellow and three prefer other colours like white and blue combinations. Similarly among the 181 powder users, the majority of the respondents prefer only blue color, followed by green and yellow. This is evident from the survey that shows that 111 prefer blue, 33 prefer green and 18 prefer yellow, while the
remaining 19 prefer white and blue combinations. Blue colour is preferred by the users because of the following reasons as indicated by the respondents:

1) Psychologically they feel that blue color detergents are powerful.
2) Blue does not change the colour of the garment which is washed.
3) Respondents think presume that there is no need to use liquid blues, or whiteners additionally.

22. On an average, 43.5% of the households spend less than Rs. 100/- on cosmetics per month, 23% of the respondents spend between Rs. 101 and 200 per month. Fifteen percent of the respondents spend Rs.201 to 300 per month. Eight percent of the respondents spend Rs.301 to 500 per month on cosmetics and 10.5% of the respondents spend more than Rs. 500 per month. It is clear from the table given above that two thirds of the respondents spend less than Rs.200/- per month on cosmetics.

23. The usage segmentation of the respondents is discussed under the expenditure pattern on detergent cake and powder. The expenditure pattern per month is classified and distributed. Out of 193 cake users, 21 spend less than Rs.25 a month, 38 spend more than Rs.25 but less than Rs.50 per month, 46 spend more than Rs.50 but less than Rs.75 per month, 39 spend more than Rs.75 but less than Rs.100 per month, and 49 spend more than Rs.100 a month. Similarly, out of 181 powder users, 25 spend less than Rs. 25 a month, 37 spend more than Rs.25 but less than Rs.50 per month, 40 spend more than Rs.50 but less than Rs.75 per month, 29 spend more than Rs.75 but less than Rs.100 per month, and 50 spend more than Rs.100 a month.
24. Among the cake users of the sample (193), six respondents buy their requirements once in two months, five buy once in 45 days, 130 buy once in a month, 18 buy once in 15 days, 12 buy once in a week and 22 buy more frequently. Similarly, among the powder users (181), 10 buy once in two months, seven buy once in 45 days, 123 buy once in a month 19 buy once in 15 days, nine buy once in a week and 13 buy more frequently. The majority of both the cake and powder users buy once in a month or more frequently.

25. The majority of the detergent cake and powder users make their purchase during the first ten days of every month. Twenty three respondents who use both detergent cake and powder, make their purchase between 11th and 20th of every month. Sixteen detergent cake users and 18 detergent powder users make their purchases between 21st and 30th of every month. Thirty three respondents of detergent cake users and 20 detergent powder users make their detergent purchases irregularly.

26. Among the 200 respondents, 81 percent wash their clothes manually and 19 percent use washing machines. Out of the 162 manual washers, 103 respondents wash by themselves. In the houses of 27 respondents, clothes are washed by other members of the household and in the homes of 32 respondents, housemaids wash their clothes. Similarly, among the machine users, 31 respondents operate the washing machine themselves. In three cases, machines are operated by the other members of the family and in four households housemaids use the machines.
27. A household which has less than six members is considered to be a light user and a household which comprises more than six members is considered to be a heavy user. In this survey there are hundred and sixty five light users and twenty eight heavy users of detergent cakes. Among the 165 light users, 44 families use 125gm detergent cakes, 98 families use 250gm cakes, 12 families use 400gm and 11 families use 500gm detergent cakes. Among the 28 heavy user families, 15 families use 125gm detergent cakes, 11 families use 250gm detergent cakes and two families use 400gm detergent cakes.

28. Among the 181 powder users, there are 59 light detergent powder users and 122 heavy detergent powder users. Out of the 59 light users, six families use sachets, two families use 100gm packets, four families use 200gm packets, 28 families use half-a-kilogram packets and 19 families use one kilogram packets. There are 122 heavy user families. Out of the 122 heavy users, 61 families use half-a-kilogram packets, 54 families use one kilogram packets, five families use two kilogram packets, and two families use three kilogram packets. Sachet, 100gm and 200gm packets are used by the light users and are not preferred by heavy users. Similarly, detergent powders of half a kilogram, one kilogram, two kilograms and three kilograms are widely used by heavy users. Heavy and light users of both detergent cake and powders are classified according to the size of the household. Households with less than six persons are treated as light users and the households with more than six members are classified as heavy users. Detergent powder in sachet is widely preferred by light users because of the price (e.g., Re.1/- each)
29. Among the 200 respondents, 150 respondents use detergent cakes and 90 respondents use detergent powder for washing ordinary clothes. Ninety eight respondents use detergent cakes and 114 respondents use detergent powders for washing selected cotton clothes. For washing polyester and silk clothes, 73 respondents use detergent cakes and 121 respondents use detergent powders. 84 respondents and 139 respondents use detergent cakes and powders for washing household linens like bedcloth, table cloth and curtains. Then detergent cakes are used for removing stains from the selected areas like collars, and cuffs of the shirts.

30. Out of 193 respondents, 31 feel that the detergent cake brand used by them is excellent. Seventy two feel that the brand used by them is very good and 69 are of the opinion that the products they use is just good. Out of the sample taken for research, 16 percent feel the products they use are excellent. Of this, 9.5 percent are found to be one month users, 9.5 percent are found to be one year users, 26 percent are found to be two year users, 55 percent are found to be users of the same brand for five years or for a longer period. Out of the sample taken for research, 37 percent feel the products they use are very good. Of this, three percent are found to be one month users, four percent are found to be six month users, eight percent are found to be one year users, 17 percent are found to be users for two year and 68 percent are found to be users of the same brand for five years and more. Out of the sample taken for research, 36 percent feel the products they use are good. Of this, one percent of the respondents are found to be one month users, three percent are found to be six month users, ten percent are found to be one year users, 32 percent are
found to be two years users and 54 percent are found to be users for five years and more. Out of the sample taken for research, 11 percent feel the products they use are fair, or not so good or have no clear idea about them. Of this, 14 percent are found to be six month users, 14 percent are found to be one year users, 43 percent are found to be two year users and 29 percent are found to be users for five years and more.

31. Out of 181 respondents 35 felt that the brands they have been using are excellent. 53 felt that the brands that they have been using are very good and 64 were of the opinion that the products they have been using are just good. Out of the sample taken, 19 percent feel the products they use are excellent. Of this, six percent are found to be one month users, 14 percent are found to be six month users, 11 percent are found to be one year users, 20 percent are found to be two year users and 49 percent are found to be users for five years and more. Out of the sample taken for research, 29 percentage feel the products they use are very good. Of this, four percent are found to be one month users, two percent are found to be six month users, 15 percent are found to be one year users, 25 percent are found to be two year users and 54 percent are found to be users for five years and more. Out of the sample taken for research, 36 percent feel the products they use are good. Of this, two percent are found to be one month users, six percent are found to be six month users, 17 percent are found to be one year users, 28 percent are found to be two year users and 47 percent are found to be users for five years and more. Out of the sample taken for research, 16 percent feel the products they use are fair, or not so good or they have no clear idea about them. Of this, three percent
are found to be one month users, seven percent are found to be six month users, 14 percent are found to be one year users, 31 percent are found to be two year users and 45 percent are found to be users for five years and more.

While analysing the sample, it is found that there is a difference in the different percentage categories of detergent cake users and detergent powder users as regards their comment about their opinion as to whether the products are excellent or very good.

32. Quality rating on the performance of the detergent cakes was measured by a seven point scale. Seventy two respondents rated their purchases as “Very good”, 69 respondents rated their choices as “Good” and 31 respondents rated them as “Excellent”. The sample of 193 rated their choices as per the above table. It is inferred that 33% of the people who rated their product to be “Excellent” are users of Rin, which has also scored 36% of the whole sample who rated it in different propositions on performance. When analyzing the brand, Super 501, it is found that 29% of the people rated it as “Excellent”, but has scored 27% on the choice of different propositions of performance.

33. Among the 181 respondents, 35 rank their brand as “Excellent”, 53 rank it “Very good”, 64 “Good”, 17 “Fair”, 10 not so “Good” and 2 respondents are not able to rank their brand. Detergent powder users’ quality-rating of performance is measured on a seven point scale. Out of the sample of 181 detergent powder users, 34% of the people who had rated their product to be excellent are users of SURF. The brand by performance has scored 22%,
which implies that the product has to be improved from the point of the users. While analyzing the brand ARIEL, it is seen that equal weightage is given by the users in rating it as “Excellent” and “Very good”, but 37% of the Ariel users feel the product to be “Good”, which explains that the product is lagging behind in performance. The brand falling third in the category is Wheel which has shown very low ranking in “Excellent” category while performing well in “Very good” and “Good” categories.

Both the detergent cake and powder users view that the products they know and the products they use satisfy their needs. In both the cases, it is found that only the users who have rated the products as “Good” are consistent in their quality-rating.

34. Eighty four point five percent respondents use a whitener and 15.5 percent do not use any whitener. It is mostly used for white dresses like school uniforms, dhoties, vests, sarees and cassocks. Some respondents reported that they use turpentine oil and rose powder along with the whitener for brightness, especially for white clothes.

35. Among the 89 satisfied cake users, 46 prefer a brand as it removes stains, 18 prefer it as it is low - priced, four prefer it for a brand for its name, eight prefer it as it lathers well, 12 do as it washes more clothes, and one on health grounds. Similarly, out of the 79 satisfied powder users, 42 prefer a brand as it removes stains, 12 prefer it as it is low priced, two prefer a brand for its name, five prefer it as it lathers well, 15 do so it washes more clothes, and
three prefer a brand on health grounds. From the information given above, it can be inferred that stain removing in clothes seems to be the predominant attribute for a specific brand choice.

36. If an option is given to buy a new brand, 129 out of 193 cake users would not exercise it. Out of 181 detergent powder users, 92 would like to go for a change. This means that brand loyalty is stronger in the case of detergent cakes than in the case of detergent powders.

37. All the respondents buy dresses during the festival seasons like Deepavali, Pongal, Christmas and Ramzan. Fifty six percent of the respondents buy the dresses for their birthdays. The children and the young persons tend to give more importance to this occasion than their elders. Thirty five percent are in the habit of celebrating the wedding anniversary with new dresses. Four point five percent of the respondents buy their dresses once in two months and six percent of the respondents buy the dresses more frequently. (Due to multiple responses, the data would total more than two hundred respondents).

38. The reaction of 135 cake users and 125 powder users is different. They are willing to search in some other shops when the particular brand is not available in their regular purchasing points. Twenty three cake users and 18 powder users might prefer to buy some other brands in the same shop. This group does not have brand loyalty but have retailer loyalty. Among the 193 detergent cake and 181 powder users, 35 cake users and 38 powder users said
that they would postpone their purchases if the particular brand is not available in their point of purchase.

39. In a situation where a new brand is introduced in the detergent market, 134 cake users and 126 powder users said that they would never try to adopt the new brand. This group of customers are called laggards. They are loyal to the particular brands they have been using. Eleven cake users and 12 powder users say that they will adopt the new products within the first two days. They are called innovators. Four cake users and five powder users might adopt the new product between the third and ninth day of its launch. They are known as early adopters. Forty four cake users and 38 powder users said that they would adopt the new products between the tenth and the sixteenth day of its launch. They are called late adopters. Except the laggards, the other types of customers may be the new brand for the sake of trial. If they are not satisfied with the trial result, within-a-week, 15 days or a month, they automatically revert to their earlier brands.

40. The following are the findings from the brand mapping study of detergent cakes:
Rin scores very high-perceived quality and Wheel scores very low-perceived quality among the respondents. The brand image of Rin and Super 501 is very high, that of Regal is very low. The brand image of Super 501 is equal to that of Rin. Compared to Wheel, Super 501 is perceived to be higher in quality. Henko’s brand image is equal to that of Nirma. Rin, the leading brand from Hindustan Lever is perceived by the people as high in brand image and its
perceived quality is also high. Ariel brand from Procter and Gamble is rated high both from the point of view of the image as well as perceived quality. Nirma, the national brand is perceived high in quality, but its brand image is perceived low in quality. Henko, from Spic Fine Chemicals India Ltd., is perceived as high in quality and its brand image is low. Henko's brand image is low because Spic Fine Chemicals India Ltd., changed the name of its detergent cake from Zymo to Henko which made the people think that this brand was newly introduced one. Spic Fine Chemicals also failed to reach the customers in projecting the newly named product as their old brand through media. Total from Mysore Sales International Limited is perceived as high in quality but its brand image is average. The perceived quality of Super 501 from Hindustan Lever is low and its brand image is high. Wheel also from Hindustan Lever is perceived in quality as low in quality while its brand image is high. Trilo from Procter and Gamble is perceived as low in quality and its brand image is also low. Regal from Shaw Wallace is low in perceived quality and its brand image is also low. When the performance of the brand is good, its price is high (premium). When the performance is average, the price is semi-high (semi-premium). When the performance of the brand is low, its price is also is low (discounted price).

41. Sunlight enjoys very high perception and Henko scores very low perception from health angle. From the value of money angle, Surf scores very high and Sunlight scores very low. Surf powder from Hindustan Lever is perceived high on the basis of health and also high in value-for-money perception, Rin also from Hindustan Lever belonging to the semi-premium
brand category, is perceived high both on the basis of health and in value-for-money perception. Though, Surf and Rin powders belong to Hindustan Lever, both the brands compete against each other. Super Soaker, a discounted price brand from Procter and Gamble, is perceived high on health platform and low on value-for-money angle. Surf Ultra, a premium brand from Hindustan Lever, is perceived high from both the health perception and value-for-money perceptions. Nirma, a national brand, is perceived as high on the basis of health consideration and on value for money perception also. Rin Power White, a discounted price brand from Hindustan Lever Limited, is perceived low on the basis of health and high on value for money perception. People perceived Rin power white as a high priced brand. This may be due to the association of the brand name Rin. Wheel, a discounted price brand from Hindustan Lever is perceived low on both the health perception and on value-for-money perceptions. Ariel, a premium brand from Procter and Gamble, is perceived low on health platform and high on value-for-money perception.

Henko, a premium brand which belongs to Spic Fine Chemicals India Ltd., is perceived low on both the health and value-for-money platforms. People perceive that its price is low. This perception may be due to the following reasons:

a) This brand is rather new.

b) The advertisement might not have been very effective.

Wheel scores over Nirma on the value-for-money platform, but Nirma scores over Wheel on the health platform. Surf Ultra is preferred by more
people than Ariel. Surf Ultra ranks high on the health platform whereas Ariel ranks low.

42. Rin and Ariel form cluster I. This cluster consists of the premium brands from Hindustan Lever and Procter and Gamble. Super 501 and Wheel form cluster II. This cluster consists of the semi-premium brands. Wheel actually belongs to discounted price cluster, but is perceived by the respondents as a semi-premium brand. Both Wheel and Super 501, belong to Hindustan Lever. Wheel was launched against Nirma. Super 501 recently merged with Hindustan Lever from Tata Oil Company (TOMCO). Nirma, Henko and Total form Cluster III. This cluster consists of discounted price brands. These brands are perceived by the people as high in quality but low in their brand image. In cluster III, Henko, a premium brand, is perceived by the people as a discounted price brand. Trilo and Regal form Cluster IV. This cluster also consists of discounted price brands. These brands are perceived by the people as low both in quality and brand image. Trilo belongs to Procter and Gamble and Regal belongs to Shaw Wallace. Though Regal belongs to the semi-premium category, people perceive it as a discounted price brand.

43. Surf Ultra, Rin Power White and Ariel form cluster I. This cluster consists of premium brands. Surf Ultra and Rin Power White belong to Hindustan Lever. Ariel comes from Procter and Gamble. Rin Power White, a discounted price brand, which has been launched against Ariel Super soaker, is perceived by the people as a semi-premium brand. Hence it appears in this cluster. Surf and Rin belong to this cluster. It cluster consists of semi-premium.
brands. Both the brands come from Hindustan Lever. Discounted price brands come under cluster III. Ariel Super Soaker, Nirma and Wheel fall under this cluster. Sunlight, a senior brand from Hindustan Lever and Henko a newly launched brand, do not come under any cluster.

44. Manufacturers position their brands through advertising. To initiate consumer-pull, the advertising medium uses the endorsement method for persuasive communication. Endorsers can be classified into (a) Celebrities (b) experts in the field and (c) satisfied consumers. Catchy slogans/ headlines are also used effectively. Of these, celebrities; particularly the film stars, (keeping in mind the cinema obsession of the Indian population) have attracted 12 respondents. Twenty two respondents feel the unique selling proposition of their brand is an expert endorsement. Forty eight respondents identify one word-news as the unique selling proposition of their brand. e.g., Sara ark (one drop), and Kuttipuyal (small hurricane). Majority of the respondents take the endorsement made by the satisfied consumers. e.g., Ariel’s advertisement. Fifty six respondents feel their brand’s unique selling proposition is price-quality. Eleven respondents opine packing is the unique selling proposition and fifty one respondents emphasize the importance of health.

45. Among the detergent cake and powder users, 148 have been influenced by television campaign. Sixty three respondents have come to know about the brand through their friends, relatives and neighbours. This source is effective as it comes from those who have already experienced the brand. Sixty respondents give importance to salesmen’s recommendations. Thirty three
respondents have come to know about the brand through demonstration. Advertising through radio and filmshow campaign and door to door campaign also plays a vital role in establishing the brand.

46. Sales promotional activities like gifts, discount and extra quantity within the same price, stand as the most important factor which influences the buyer. Secondly, customers give importance to physical characteristics of the brand such as colour, smell, fragrance and lathering ability. Performance of the brand, is the third factor. Advertisement, and appreciation and approval from the retailer and the member’s of the family constitute the fourth factor. Safety is the fifth factor. It includes packaging and environmental safety. Health background is the sixth factor. Price is the least important (seventh) factor.

47. In the case of detergent powder also, sales promotional activities such as free gift, discounted price and extra quantity for the same price constitute the most influencing factor. Physical features of the brand, namely, color, lathering ability and fragrance of the powder come next in merit. Other factors such as name of the brand, its advertisement, packing, retailer and family influences occupy third place. Performance of the brand is the fourth factor. Safety and health combine together to form the fifth factor. Price is the least important (sixth) factor.

48. Hypothesis No. 1 (Price is the most influencing factor which determines a brand choice) when tested on the sample given above by factor analysis
shows that incentives such as free gifts, discounted price and extra quantity for the same price constitute the most important influencing factor and that price is the least important factor which determines brand choice. Therefore, the hypothesis is rejected.

49. Hypothesis No. 2 (All the brands will be equally preferred by the respondents during the long period) is tested with Markov chain analysis on detergent cake and detergent powder individually, which result as follows.

**Detergent cake:**
In the long run 33% will remain with Rin Brand. 08% will remain with Ariel Brand. 22% will remain with Wheel Brand. 27% will remain with Super 501 Brand. 02% will remain with Nirma Brand. 05% will remain with Total Brand.

**Detergent powder:**
In the long run 58% will remain with Surf Brand. 13% will remain with Ariel Brand. 7% will remain with Surf ultra brand. 14% will remain with Rin brand. 6% will remain with Wheel Brand.

The result of the Markov chain analysis on both detergent cake and detergent powder show that the respondents will remain with the brands from Hindustan Lever Limited. The totality of percentage of the individual brands of Hindustan Lever is very high while compared to other competitors in the market. Hence
the Hypothesis No. 2 (All the brands will be equally preferred by the respondents during the long period) is rejected.

Recurrent states: The following brands are recurring states; Rin, Ariel, Wheel, Super 501, Nirma and Total.
Absorbing states: Trilo, Regal and Henko belong to absorbing states.

Recurrent state: The following brands are recurrent states. They are Surf, Ariel, Surf ultra, Rin and Wheel.
Absorbing State: Blue Nirma, Rin power White and Henko belong to Absorbing state.

Transient State: Super Soaker, Yellow Nirma belong to this state.

33.3% who have chosen Super Soaker initially will prefer Blue Nirma when they wish to switch their brand, 26.7% who have chosen Yellow Nirma, will prefer Blue Nirma when they wish to switch their brand and 6.7% who have chosen Yellow Nirma, will prefer Wheel, when they wish to switch their brand

CONCLUSION

Detergent cakes and powders are classified and marketed under the classification namely (i) Premium brands and (ii) Popular brands. Popular brands have two classifications namely (a) Semi-premium brands and (b)
Discounted price brands. Rin, Ariel and Henko cakes and powders are premium brands. Super 501 and Regal cakes, Surf, Sunlight, Ariel Super Soaker, Rin power white and Rin powders are semi-premium brands. Nirma, Total, Wheel and Trilo cakes are discounted price brands. Similarly Wheel Nirma detergent powders are discounted price brands, detergent powders are used to soak the clothes in water and detergent cakes are used to remove the stains. The people save time by getting the clothes soaked in powder and they also use the cake to wash, specially to remove the stains. They buy premium detergent cakes and popular powders or premium detergent powders and popular cakes. Among the 200 respondents, 174 respondents are using both washing powders and cakes. Seven respondents followed by Super 501 and Wheel. These three brands belong to Hindustan Lever, positioned in premium, semi-premium and discounted price product classes. Similarly Surf, from Hindustan Lever detergent powder is widely use by the respondents followed by Ariel, from Procter and Gamble (Results of Marg). Positioning detergents through Corporate identity or their parentage strategy does not find a place in the mind of the Consumer since the awareness of the respondents about the corporate identity or parentage strategy is poor. But this strategy helps the marketer to know the structure of the market in which his brand competes.

Detergent cakes like Rin, Wheel, Super 501 and Nirma, detergent powders like Surf, Ariel, Rin and Wheel are used by the all the income groups.

Consumers are segmented on the basis of (a) behavioural segmentation and (b) benefit segmentation. In the behavioural segmentation, analysis is made on demographic, physical, sociological and psychological aspects. In the
benefit segmentation, respondents are grouped on the basis of their usages, habits and loyalties to their brand.

Water also plays an important role in their buying decisions as Trichirappalli is gifted with Cauvery water that is soft and food for any soap and power and as such the migrants set accustomed without interference into the buying decisions. For those who have moved into Trichirappalli need not change their brands because of the quality water available as such influencing of different brand is very minimum.

While respondents are classified according to the choice of colour on washing products blue colour is widely preferred by the users. A household which has less than six members is considered to be light user and a household which comprises of more than six members is considered to be a heavy user.

When respondents are classified according to the quality rating on performance of the detergent cake and powder by brand, they view that the products they know and the product they use to satisfy their needs. Whiteners are mostly used for white dresses like school uniforms, dhothies, vests, sarees and cassock. People add turpentine oil and rose powder along with the whitener for brightness. Stain removing in clothes seem to be the predominant attribute for a specific brand choice. Brand loyalty is stronger in case of detergent cakes than in the case of detergent powders. These groups are willing to search in some other shops when the particular brand is not available in their regular purchasing point. They are called as “laggards.” Except “laggards” the other type of customers are buying the new brand for trail. If they are not satisfied with the trial result, automatically they revert to their earlier brand.
Catchy slogan /headlines, recommended by experts, experience of the consumer (end user), celebrity, price -- quality, packing and prices -- health are the unique selling propositions of the brand in which people use in detergent markets.

Radio, film, television, salesperson, demonstration, door to door and friends and relatives are the media sources of knowledge of the brand.

The hypothesis, price is the most influencing factor that determines a brand cake/powder choice is tested by factor analysis fails as the rating scale of the respondents is based on free gifts, discount and extra quantity in the same price, in both the case of detergent cake and powder contradicts.

The another hypothesis, all the brands will be equally preferred by the respondents over a long period of time is also rejected. This is done by Marcov Chain analysis result.

Consumers are not aware of parentage and umbrella brands. Corporate identity position and brand endorsement like parentage and umbrella positions are not successful in detergent market.

Segmenting the consumers through behavioural and benefit methods are useful to the marketer for positioning. Consumer segmentation through psychographic method will help the marketer to position their brands - in future. The marketer should conduct a periodical survey about their brands and their positions. This research may give information about the niche in the
minds of the consumers. Among the various brand attributes, perceived quality and brand image contributed considerably towards attracting a large number of customers for positioning detergent cakes. Attributes such as health and value for money message will play a vital role in attracting customers for positioning detergent powders. Therefore, the marketer could use the above mentioned message, namely, perceived quality, brand image, health and value for money as the successful platforms where detergents can be positioned. Children oriented advertisements many motivate brands positioning, sale promotional activities such as free gift, extra quantity, discount price may position the brand if they are changed at a regular intervals of period.

A variety of positioning strategies is available to the detergent marketer. He can position a brand by price - quality, by attributes, by sales promotional strategies, by health. Price by time - by value - for - money. The selection of a positioning strategy for detergent market involves identifying market segments, preparing brand mapping and its brand attributes. A regular market research / survey about brand positioning study may help the manufacture to analyse the influence of perception in the consumer's mind. The result will help the marketer to know the level of coincidence with that of consumer on perception.

Suggestions made in this chapter are discussed under three main headings, namely.

(a) Suggestions based on studies of brand - mapping
(b) Suggestions based on product class, Market segmentation and brand benefit studies and
(c) General Suggestions.
(a) Suggestions made on brand-mapping studies.

The manufacturers of various brands should take necessary steps to ascertain the position of their brands. Brand-mapping of detergent cakes and posters requires the following modifications in their positioning strategies.

The brand image of Regal (Shaw Wallace) is very low. Regal offers one detergent cake free for every three cakes, offered for sale. But this type of sales promotional activity does not reach all the customer segments. So Shaw Wallace should effectively advertise this message through media such as radio, television, magazines, newspapers and so on regularly. Thus Regal’s brand image could be raised.

Hindustan Lever’s Wheel scores a very low - perceived quality among the customers. They feel that the Wheel cake is very hard and lathers less than other brands do, though its physical life is longer than that of others. Due to the above-mentioned features, the Wheel cakes are very much recommended by the respondents for the use of maid servants. Hindustan Lever should take care of this indent and raise the perceived quality of its product.

The brand image of super 501, a semi-premium brand, is equal to that of Rin, a premium brand under the same corporate body (Hindustan Lever). In order to enhance the brand image of Rin sales promotional activities such as the offer of free gifts and discounts, and the offer of something extra to be
included within the sale price of the goods sold and others should be introduced.

The image of Henko, a premium-brand is equal to that of Nirma, which is a discounted-price brand. The Spic Fine India Chemicals Limited should take steps to make the customers perceive its brand as a premium brand. The brand image of Henko must be strengthened through various sales promotional activities like the offer of free gifts and discount, the offer of something extra to be included within the sale-price of the goods sold, salesman influence and so on. The marketing manager should also create a concrete unique selling proposition (USP) on Henko and motivate the customer to perceive his brand as a premium brand.

Sunlight detergent powder, a senior brand from Hindustan Lever, scores very low from the value for money angle. The marketer should take steps to change this perception of the consumers through various sales promotional activities. The performance of the brand should be raised by increasing its efficiency, in washing more clothes in lathering better, and in removing stains. Moreover, it should introduce fragrance packing and change its yellow colour into blue. Its unique selling proposition, namely, colour-guard has not positioned the brand at the expected level.

The image of Ariel, super soaker powder a brand from Procter and Gamble is perceived to be low from the health point of view. The users of Ariel Super Soaker powder complain that it powder produces allergic irritation
to the hands and it also reduces the life of dress materials. The marketer should rectify this type of complaint and try to change the image of the brand among its prospective customers.

Rin Power White, a discounted price brand from Hindustan Lever, which was launched against Procter and Gamble’s Ariel Super Soaker, is perceived by the customers as a premium brand. This may be due to the association of the premium brand name, Rin. The marketer may adopt a different strategy in order to repositioned it the discounted price brand.

(b) Suggestions made on product class market segmentation and brand benefits:

Customers are not aware of parentage and umbrella brands. Corporate identity position and brand endorsement like parentage and umbrella positions are not successful in detergent markets. Substitutes available in the same product class introduced by the corporates are not identified by the customers clearly. The product class helps the marketers find out the structure of the market in which their brands are competing on the basis of price.

Consumers make two possible combinations of Soaps and Powders in a product class and use. They combine either the low cost detergent powder with high cost detergent cake or vice versa; so the manufacturer should concentrate on soaps and powders product class.
The customers generally prefer premium brands as far as detergent cakes are concerned, whereas they prefer semi premium brands for their detergent powder requirements. The detergent cake market has reached its maturity stage while the detergent powder market is still in its infancy.

Now the customers have become time-conscious. They wash clothes easily by soaking them in detergent powder dissolved water, thereby avoiding a lot of body strain. Taking this attitudinal change in the customers, the marketers can position their brands as a leisure time creator. Now-a-days the housewives also prefer to enjoy their leisure hours.

Since the buying decisions are made mostly by women irrespective of whether the family size is small or large the manufacturers should focus their attention on women for the successful positioning of the brands. Now-a-days the nuclear family system has come into vogue. In the nuclear family, children dominate the buying decision. Even though the buying decision is made by the housewives, this decision would also be influenced by the children in the long run. So the marketers could position their brand through children-oriented advertisements.

Indians as a whole have a psychological preference for the colour blue. Since blue colour is well-settled in the minds of the customers, if any marketer wishes to introduce a new brand of soap or powder, he should take into consideration the colour preference of the customers. This will help their brands acquire an aura around them. Christians and Muslims wear white coloured dresses while attending service in the Church and namas in the
Mosques respectively. Hindus also use white or silk dhothis during auspicious occasions. The manufacturer could also take into account this point while positioning a brand.

Most of the cake and powder users not only make bulk purchase but also buy their monthly requirements only during the first ten days of every month. The marketer can utilise this bulk purchase habit of Tiruchirappalli consumers and formulate new sales promotional strategies to position their brands.

The demand for detergent powder is raising faster than the demand for cake due to the usage of washing machines. Among the middle income group, the washing machine will replace human power in the long run. So the marketer can signal out an effective message through the proper positioning of washing machines.

People use detergent cakes and powders for washing ordinary clothes, selected cotton clothes, polyester and silk clothes, bed-clothes, table-linen and curtains. Bearing in mind the different types of clothes involved, the marketers can position their brands exclusively for silk, polyester, bed-clothes and so on. This will match up sales.

The diffusion of innovation makes the marketer know about the pulse and the condition of the market. The information about innovators, early adopters, late adopters and laggards will help the manufacturer design a separate strategy to catch the attention of the consumers.
Segmenting the detergent market on the basis of areas, age, income, education and other factors has become outdated. A detergent market could be better segmented according to the usage of detergents (light users and heavy users). Psychographic segmentation may also yield good results.

c) General suggestions:-

The manufacturers should take necessary steps to get a clear idea as to the relative position of their brand among the competitors. To find a better place in the mind of the consumers, the manufacturers could adopt the following suggestions.

A brand could be positioned successfully only through sales promotional activities such as advertisement, the offer of free gift or extra quantity to be included within the offer-price, or the offer of discount price and such other activities. The marketer should also ascertain the effectiveness of advertisement and other promotional activities. He should confirm whether or not the perception created by the manufacturer has really reached the customer. In other words, the marketer should check and verify whether the perception created by the manufacturer and the perception of the customer coincide. For this purpose he should approach his own research and development department. These research and development departments should conduct periodical surveys about their brands and their positions.
The marketer should also conduct a market/survey or research. He can gather information about the gap or niche or vacuum in the mind of the consumers about the perception of his product through such a survey/research and based on its findings, he can position or reposition the brand.

There are many attributes available for positioning detergent cakes/powders. Among the various attributes, it was found that perceived quality and brand image message contributed considerably towards attracting a large number of customers for positioning detergent cakes. Attributes such as health and value for money message played a great role in attracting customers for positioning detergent powder. Therefore the marketer could use the above-mentioned messages, namely, perceived quality, brand image, health and value for money as successful platforms where detergents can be positioned.

In a vast detergent market, brands which come out with premium quality and reasonable price could survive among the fittest during the long period. A new brand launch requires this careful watching and monitoring of the innovative buyers and early adopters.

Brand mapping suggests that the marketing manager visualise vital information needed to develop a brand positioning strategy. These maps also illustrate the cluster of the brands (low and high) and their attributes (low and high). These pieces of information will help the marketer understand the positioning of his brands. These two dimensions represent the two brand attributes that are considered when selecting a detergent cake/powder. Through
the brand mapping study, the marketing manager can find out easily which two brand attributes are more successful than the other for positioning a brand.

Advertisement affects perception. Through advertisements the marketer can highlight the uniqueness of his brand in being free from health hazards such as skin allergy and water and air pollution. Such information can create brand awareness and improve sales. This will notch up sales and help build up an aura around the brand perceptions can be created the rough functional attributes such as likeableness, roominess, spaciousness and so on.

Now-a-days the varied and much greater benefits accruing from ayurvedic and herbal products than those associated with chemical products, have become the talk of the environmentally-conscious world. The research and development departments of the national and multinational corporations may conduct research in their search for new derivatives from herbals used as components in making environment -friendly detergents. These will help avoid skin allergy, irritation and other such side effects caused by the use of detergents containing chemical components. The marketing manager can also use ‘ayurvedic and herbal labels as positioning strategy and thus catch the imagination of the consumer.

In the olden days, soda ash and soda noodles were used to wash dress materials. Later laundry soaps were used. Now synthetics and chemical products are used to get better results. The consumers are not aware of the components that go into the making of the detergents. The Government should
stipulate that the manufacturer of detergents should disclose the details about the chemical components and their percentage of combinations. This will also help in positioning the brand well among the consumers.

Chemicals have become part and parcel of one's life. One enjoys the usefulness and convenience of such chemically-made detergent brands, but one use not aware of the hidden harmful effects, associated with them. These chemicals find their way into water or the ground via landfills, drains or sewage sludge. The Government should take steps to prevent the use of such chemicals in detergents.

The Government should also take punitive action against false, misleading promises made through advertisements. There are many detergent advertisements which do not follow any moral or business ethics. For example, in order to keep up their promises made through advertisements such as brightness, chemicals are used indiscriminately. This will reduce the life of the clothes, cause allergic irritation to the skin and also pollute the environment.

During the rainy seasons, detergent cakes become soapy and slimy. Similarly detergent powders become damp, moist and sticky.

Itinerants like tourists, medical and sales representatives who use such detergents face a lot of inconvenience. These detergents take much time to dry. To meet the requirements of the prospective consumers mentioned above the detergent manufacturer can introduce liquid detergents and position the brand on par with the existing products.
The primary aim of every business enterprise is to earn profit. This objective is achieved during the survival and growth stage of every marketer. The next objective is to earn prestige. In order to achieve this goal, multinational and national companies should discharge their social responsibility to the state and society. Such marketers could take up, for example, the responsibility of laying and maintaining cement and rubber roads of the State and National highways and those of the municipal corporations, municipalities and panchayats. In turn, the authorities should allow the marketer to advertise his brands anywhere on the road without interrupting the free flow of traffic. The marketers can also plant and maintain trees on the road sides. Thus by discharging such social responsibilities and by proving themselves to be ecology-friendly, the marketers can remain well-settled in the minds of the consumers.

Every seventh consumer in the world middle class market is an Indian. A study by the National Council for Applied Economic Research reveals that the middle-class population in India is expanding. The detergent marketers could target this income group and position their brands, and try to cater to the requirements of this class.

The Indian youth form another segment in which the Indian marketer will have to concentrate for positioning. Indian teenage boys have a bias for dirty, worn-out looking jeans while their female counterparts have replaced their long sarees and blouses with crisp-looking trendy churidars and salwar-
kameez sets. So the Indian detergent marketer can take into account this modern trend and launch a brand exclusively to suit their taste and fashion.

The Indian teenagers are also very strongly influenced by testimonials of their idols like cricketers, local filmstars and celebrities. For positioning the detergents among them, the manufacturer can utilize the endorsement of these celebrities. Moreover, perception can be created on emotional associations such as advertisements, reliability, smartness, modernity and contemporaneity.

The customers feel that among the many existing brands, no single brand can be termed excellent in its performance and that such a brand is yet to evolve. The marketing manager should take this fact into account and try to fill up the gap through price-quality positioning.

Along with brand loyalty, retail loyalty also exists among the customers. The marketer of detergents can capitalise on this retail loyalty along with brand loyalty. The retailers of detergents find it very difficult to display all the brands owing to lack of space in the retail shop. They charge some rent for displaying a new brand. To avoid such problems, the marketer should open manufacturer retail shops in the heart of the areas, of their operations thus he can turn the above mentioned complaints into compliments. With the marketer opening such retail shops, he can also have a close contact with the customers. In turn, the marketer can also easily conduct market survey with the end-users.