CHAPTER VIII
SUMMARY AND CONCLUSION

8.1. LIMITATION OF THE STUDY:

This study only considered the detergent brands. The model should be tested on other type of product also.

- The presumption that all consumers have perfect knowledge on every detergent is not true always.
- Due to time constraint this study has considered 150 consumers as sample, which is few in number compared to the total population using the detergents.
- This study has taken the 5 years discounted premium revenue as brand value. But a brand has perpetual life, which is generally greater than 5 years.
- There is a possibility of penetration of new brand in the market in these 5 years and the transition matrix may change with this penetration but this study did not consider this type of threat.
- According to Hindustan Lever (www.hll.com) Sunlight is not power brand but Rin considered being as power brand. This study did not take this type of effect.

8.2. CONCLUSION

- According to the definition of asset, brand can be classified into an intangible asset.
- Brand helps to earn premium revenue.
- In India first three most valuable brands are from PSU's that signifies that government still control the major businesses in India.
• No countries so far recognised self-generated brand as an asset but purchase-brands have always been considered as asset.

• The disclosure percentage in India for intangible asset is low compared to other countries in the world.

• Advertisement has its direct impact on the consumer’s buying behaviour. The type of advertisement depends upon the product and target consumers.

• There are more than 25 brand valuation models used around the world. Some useful model are – Interbrand model, historical cost model, replacement cost model, market value model, discounted cash flow model, price premium model, brand contribution model, etc.

• The proposed brand valuation model tried to rectify some subjectivity problems of existing brand valuation models. This model is based on the consumer’s perception on each brand. Previous models focused more on a particular brand. This model calculated the brand values of major brands in a particular product segment.

8.3. SUGGESTIONS FOR FURTHER RESEARCH

As mentioned before this study has certain limitations, and there is scope to review, update and extend the method to overcome these limitations.

• Sampling method can be improved to ensure proper representation of the consumers having different demographic characteristics.

• The model can be extended to other product categories.

• A study can be done on brand’s useful life.

As many brands have perpetual life, which is generally greater than 5 years, a proper and in depth study should be done to get the discount factor that will be used to calculate the brand value.