CHAPTER 7

FINDINGS, CONCLUSION AND SUGGESTIONS
7.1 FINDINGS

- **Rational Appeals have a significant impact on Brand Familiarity**

The findings of the study are consistent with previous studies that awareness affects consumer’s brand perception, which ultimately leads to brand choice.\(^1\) The rational appeals in advertisements help build brand familiarity. And this holds true even in case of low involvement goods such as FMCGs. Brand familiarity means that the consumer totally understands the brand. Rational appeals in advertisement provide informative messages such as relevant product details, facts and figures.\(^2\) Messages containing functional benefits enable consumers to recall or recognize the brand under purchase situations.

- **Representational Appeals have a significant impact on Brand Familiarity**

The findings of the study suggest that representational or emotional appeals influence the way consumers relate themselves with FMCG brands. The creation of emotional messages leads to the creation of added-value which, if done successfully, can lead to a sustainable advantage for a brand.\(^3\) When customers encounter emotional advertisements of a particular brand, brand familiarity enables them to relate the circumstances in the ad with themselves. They relate themselves with the personalities in the brand. A highly

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A salient or familiar brand is one that customers always think of at the right place and at the right time, as well as make sufficient purchases.  

- **Rational Appeals have a significant impact on Brand Resonance**

The result of the study suggests that rational appeals play an important role in developing brand resonance for FMCGs. The rational appeals develop loyalty even for low involvement fast moving consumer goods by developing close affinity with the brand. “Advertising represents the voice of the brand and is a means by which the brand can establish a dialogue and build relationships with consumers”. Rational appeals help FMCG brands achieve resonance and affinity with their customers and thus enjoy valuable benefits.

- **Representational Appeals have a significant impact on Brand Resonance**

The findings of the study are in accord with past research that advertisements containing emotional messages affect the consumers’ loyalty towards a brand. It holds true even for FMCGs. Representational appeals create a persuading picture in which the customers relate themselves with the brand and also share their experience with others. ‘Brand loyalty makes consumers purchase a brand routinely and resist switching to another brand’.

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5 *Ibid*

• **Rational Appeals have a significant impact on Perceived Quality**

The results of the study seem to be consistent with the previously held notion that portrayal of objective quality plays an important role in building quality perceptions. It hold true for even fast moving consumer goods. Perceived quality is built over a period of time through information and knowledge gained through experience or advertisement or through some other source. As, perceived brand quality is customer’s objective assessments of brand quality, the communication of functional aspects usually treats the perceived rational benefits such as quality, efficiency, availability, value for money, taste and performance.

• **Representational Appeals have a significant impact on Perceived Quality**

The findings of the study imply that representational appeals in advertisements affect the way consumers perceive a brand to be credible and superior. There were only few studies which aimed to relate the impact of emotional appeals on consumers’ perceived quality. “Emotionality in advertisement influences information processing, attitude formation, and purchase decision”. The results of the study suggest that representational messages affect the consumers’ perceived expertise, trustworthiness and likeability towards a FMCG brands. And ultimately increases the likelihood that the brand is included in the possible set of options.

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• **Non-Branded FMCG products are not considered as a viable option.**

The finding of the study suggests that consumers highly consider branded FMCGs in contrast to non-branded FMCG for quality, performance, reputation and options and thus consider purchasing them in contrast to non-branded FMCG products. Branded FMCGs have a wide market base. They provide wide options and deliver performance. And thus consumers prefer branded products as they are a mark of reputation. Consumers do not have a negative image regarding branded FMCG products. Overall branded FMCGs provide better options to consumers.

• **Advertising helps in projecting product quality and value before consumers.**

The results of the study propose that advertisement is an important element which helps in projecting the right product quality and value before the consumers of FMCGs. Advertisement is an element which tells consumers about brand features. They consider advertisements’ claims of benefits derived from the use of FMCG products.

• **Advertisement helps to differentiate between the competing FMCG brands**

‘Convincing, Thought Provoking, Creative or Memorable Message’ in advertisements helps consumers to differentiate between competing brands of FMCGs. Besides, product related information such as ‘Product Ingredients’ and ‘Price Discount’ also plays an important role in differentiate FMCG products based on advertisement.
• **Television is the most effective media for advertisement**

Television is the most effective media for advertisement for FMCGs. **76%** of the respondents prefer television over other medium. A good number of respondents (**12%**) also believe that Internet is an effective media for FMCGs.

  o **Television is the preferred informational media of advertisement**

As far as information is concerned, more than **82%** of the respondents prefer Television. It was highest for Toothpaste where around **87%** of the respondents prefer television to get information. Around **7%** of the respondents also prefer Internet to get various FMCG’s related information.

  o **Television is the reliable media of advertisement**

As far as reliable media is concerned, more than **65%** of the respondents think Television is the most reliable media. It was highest for Toothpaste where around **70%** of the respondents think television as a reliable source. Also, around **20%** of the respondents rely on Internet and **11%** on Magazine.

  o **Television is the influencing media of advertisement**

As far as influencing media is concerned **79%** of the respondents think Television is the most influencing media. It was highest for Toothpaste and Soap where more than **80%** of the respondents think television influences them to purchase. Internet influences only **9%** of the respondents to purchase FMCG products.
• **Annoying features of advertisements**

Frequency of advertisement is the most annoying aspect, whereas, it is least annoying if prices of products are not shown. As far as problems related to contents are concerned, exaggeration of claims ranks the highest. Frequency and Inappropriate timing of advertisement are closely related. They are the most annoying non content based problems.

• **Preferred Toothpaste Brand**

IBEF, in its report on FMCG sector, states that Colgate accounts for 54.9% of the market share.\(^{10}\) Colgate is by far the most preferred brand irrespective of any age category. More than 60% of the respondents prefer to use Colgate. None of the respondents in the age category of ‘Up to 25’ prefer medicated or herbal or ayurvedic toothpaste brands such as ‘Dant Kranti’, ‘Himalaya’, ‘Vestige’, ‘Oral B’ or ‘Sensodyne’.

• **Preferred Brand of Shampoo**

A large number of the respondents (32.6%) do not prefer to use shampoo. There exist many brands of shampoo in the market. According to IBEF, HUL accounts for 47% of the market share in the shampoo category with its popular brands like Dove, Tresemme, Pears, Sunsilk and Clinic Plus.\(^{11}\) Although, a good number of respondents prefer ‘Dove’ (11.7%), respondents at large are seems to be divided in their opinion.

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\(^{11}\) *Ibid*
• **Preferred Brand of Soap**

  Majority of the respondents prefer to use soap. Only 10.9% of the people do not prefer to use soap. There exist many brands of soap in the market and even the respondents were divided in their opinion and preference towards the different brands of soap. More than 25% of the respondents prefer ‘Dove’.

• **Preferred Brand of Face Cream**

  Majority of the respondents prefer to use face cream (77.4%). There exist many brands of face cream in the market and respondents highly differ in their preference towards the different brands of face cream. More than 28% of the respondents prefer ‘Fair & Lovely’.
7.2 CONCLUSION

“What advertisement does to people is only half question answered; the remainder is how people respond to advertisement”.¹ The important advantage of advertising is that it contributes towards brand-building. They play an important role in building a strong brand. The true measure of the strength of a brand depends on how consumers think, feel, act, etc. with respect to that brand.² Or in other words, it is brand perception which determines the true strength of the brand in the market place. Brand Perception refers to the impression of brands in the minds of the consumers. It is brand perception which enables a consumer to differentiate among dozens of detergents, toothpaste, face cream, soaps, shampoos etc.

Advertisements are effective in generating sufficient attention to cause brand perception…”³ Thus, the research was undertaken with the primary objective of finding the impact of advertisement on brand perception for fast moving consumer goods. Advertisement appeals were classified into – Rational and Representational or emotional appeals. Brand Perception on the other hand, was found having three important dimensions – Brand Familiarity, Perceived Quality and Brand Resonance. As such, a scale was developed to measure the impact of the different appeals of advertisement on the dimensions of brand perception, so that the impact of advertisement on brand


perception for FMCGs can be assessed. The products chosen for the study were personal care products - *toothpaste, soap, shampoo and face cream*. The results of the study suggest that advertisement plays an important role in building favorable consumers’ perception towards branded FMCGs. The results of the study were consistent with past research conducted for high involvement, durable or convenient goods. The study is significant in respect that its findings suggest that advertisement has an impact on consumers’ perception even for the low involvement category fast moving consumer goods. The results of the study proved that advertisement do play a significant role in building favourable consumers’ perception towards FMCGs. Emotion is an essential component for successful execution of advertising message, especially for FMCG products like soap, shampoo or face cream, which are attached to the health and beauty of the people. But a mix of rational and representational appeals exerts tremendous influence on the consumers. The study clearly proves that a mix of rational and representational appeals exert important influence as to how consumers process the brand related information, perceive its quality and relate themselves with the brand.

Brand perception is very important from the point of marketers, and so also advertisements. In fact, advertisement is a communication process which affects brand perception. When advertisement provides exposure on product attributes, which are positively evaluated by the consumer, the overall brand perception is likely to be high. Whereas, exposure on product attributes, which are negatively evaluated by the consumer, will lower the overall brand perception. Thus, depending upon the perception of the consumers, advertisement can have different effects. Brand perception is

\[ \text{Ibid1} \]
important because when the consumer pays attention to the attributes in advertisement, his ability to process the given information improves, or in other words, the consumer becomes evaluative in his perception towards brands and the chances of purchase consideration becomes more favorable.

Thus Knowledge of consumers’ brand perception helps marketers better understand the actual position of their brands in the market. It helps to design effective marketing communication programs and build better brands. They satisfy buyers, helps them choose and re-choose the product. As such, brands act as a signal of quality.

“Branding is about creating differences” and advertisement is used to communicate the difference. By creating differences among brands through advertisement, marketers create value, which can then be translated as financial profits. Thus advertising creates brand values. With the help of advertisements, marketers convince customers and create value in order to capture value in return. Advertisement gives consumers valid reasons to buy brands. It communicates brand difference. Communicating brand difference is about creating brand superiority in the consumers’ mind. Thus creativity is very important for advertising of FMCG products. Creative or Memorable Message’ is an important non-product attribute of advertisement which helps consumers to differentiate between competing brands of FMCGs. But it is effective only if it is linked to the relevant product information.

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6 Ibid
7.3 SUGGESTIONS

One of the most valuable assets that a firm has and developed over time is the brand.\(^1\) Brands are important to the marketers as they indicate signal of quality, source of competitive advantage and financial returns. The true measure of the strength of a brand depends on how consumers think, feel, act, etc. with respect to that brand.\(^2\) Knowledge of consumers’ brand perception helps marketers better understand the actual position of their brands in the market.

Advertisement plays an important role in changing the perception of the people, for FMCGs. Advertisement provides exposure on the various product attribute which are likely to be used for evaluating the advertised brand and processing the information. The impact of the advertising on brand perception therefore depends upon the attribute exposed and subsequently evaluated. Advertisement should contain a mix of both rational and representational appeals. Rational and representational or emotional appeals of advertisement play an important role in changing the perception of the consumers for branded FMCGs. Emotion is an essential component for successful execution of advertising message, \(^3\) especially for FMCG products like soap, shampoo or face cream, which are attached to the health and beauty of the people. But a mix of rational and representational appeals exert important influence as to how consumers process the brand related information, perceive brand quality and relate themselves with the brand.

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An effective ad message should contain a mix of both rational and representational appeals in order to create favourable brand familiarity, perceived quality, and brand resonance which may ultimately lead the consumers towards purchase considerations.

Brand Familiarity depends on both the rational as well as representational appeals. Brand Familiarity is a measure of knowledge and understanding of the customer about the brand.\(^4\) Brand Familiarity represents how often a customer thinks of a brand at the right place and at the right time.\(^5\) While, the rational appeals in advertisements provides informative messages such as relevant product details, facts and figures, \(^6\) “emotionality in advertisement influences information processing, attitude formation, and purchase decision”.\(^7\) As such in order to develop favourable brand familiarity, it is important to have a mix of both the rational as well as representational appeals in the advertisement of branded FMCGs.

Perceived Quality is an important factor to be considered while designing effective advertising programs. Perceived Quality basically refers to consumer’s perceived judgment related to product’s superiority or excellence.\(^8\) It is consumer’s objective assessments of brand quality, the sum total of utilitarian and economic benefits sought from the product which may ultimately satisfy the consumers. But Perceived Quality or Perceived Brand Quality may also imply consumers' subjective judgment of a brand's


\(^5\) Ibid


\(^8\) Ibid2
overall excellence”.

Perceived Quality is a very important factor of brand perception, especially for FMCGs. Although FMCGs are low involvement category of products, but they are related to the health and beauty of the consumers, as such advertisement should contain a mix of both rational and representational appeals. The representational appeals in advertisements help to create intangible brand associations.

For the development of brand resonance advertisement should contain a mix of both rational and representational appeals. Brand Resonance refers to consumers’ degree of association and accord with a brand. It refers to consumers’ intensity of loyalty to a brand and the ways in which he or she relates itself with a brand to share their experience with others. In order to develop accord with the brand, advertisement should attract the consumer both rationally and emotionally. Rational appeals would attract the customers based on facts and reasoning. Emotional or representational appeals, on the other hand are methods of persuasion designed to create emotional response to a message, and would attract by using emotional contents.

Brands have always been considered as a mark of quality, performance and reputation. But due to the presence of large number of FMCG brands in the market, consumers have

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10 Ibid2


lot of options to choose from; as such marketers should see that their brands are readily available in order to avoid brand switching.

Advertisement is an important element which helps in projecting the right quality and value before the consumers. Advertising is very important for FMCGs. As there is intense competition in the market, advertising helps to create some sort product differentiation in the minds of the consumers. But in the race of competing with each other, FMCG brands have resorted to unethical means, such as exaggeration of claims. This has greatly affected their image and as such consumers do not fully trust the ad messages. Consumers do not believe all what is claimed in the advertisements of branded FMCGs. Hence, marketers should work on this aspect as well.

Consumers do differentiate between competing brands of FMCGs based on advertisements. And they do so based on a mix of product and non-product attributes. Consumers do look for information related to Product Ingredients, Product Benefits, Features and Functions, but it is Convincing, Thought provoking, Creative or Memorable message in advertisements, which creates differentiation in the minds of the consumers. As such marketers should work upon designing creative ad messages. Large numbers of people still do not use products like shampoo and face cream. As such marketers should aim to attract them by designing creative messages based on brand superiority in terms of delivering functional benefits together with a mix of emotional attachments. The role of advertisement should be to clarify brand uniqueness in a way that the consumers are able to associate the unique attributes advertised with the brand.
7.4 LIMITATIONS

The study is subject to the following limitations:

• The findings of the study are relevant to the area of FMCG and as such it cannot be generalized to other categories of product. Further, the variables which affect brand perception differ from product to product. As such findings of the study may not be applicable to all product categories in the FMCG sector.

• This study is based on measures on the selected variables. The study may be subject to errors arising due to differences between actual and observed behavioural responses, such as exaggeration or under-reporting.

• The findings of the study are based on behavioural responses. Although care has been taken but the study may suffer from idealized responses. The study also assumes that all the consumers must have acquired similar information.

• The study is not brand specific. Rather it is a study of consumers’ perception towards branded FMCGs.

• Only the personal care segment of the FMCG Industry was taken into consideration for the study. Further, only four products are considered in the study, i.e., toothpaste, soap, shampoo and face cream.

• Brand Feelings, an important dimension for brand perception have not been considered in the final analysis of the data. After the performance Factor Analysis, it was found that there was a problem of cross-loading; hence it had to be given up. The obvious reason was due to low-involvement category of the chosen products.

• The implication of the study is limited to Delhi NCR.
7.5 SCOPE FOR FURTHER RESEARCH

Research can be undertaken in the future to throw light on the following areas:

- The present study was conducted at product level, further study can be undertaken at brand level to study what impact advertisement has on consumer’s perception towards a specific brand.

- Brand perception differ from product to product, as such, in future, research can be carried out on other product segments of the FMCG sector.

- Brand Feelings, which are referred to as customer’s emotional responses and reactions with respect to a brand,\(^1\) did not form part of the final analysis of this study. The reason was due to the low-involving nature of the fast moving consumer goods, particularly the chosen products. Research can be undertaken in future to analyze the effect of advertisement on consumer’s emotional attachment with other product categories.

- Research could be undertaken by including more products of the personal care segment in order to validate the scale. Further, research could also be conducted at other parts of the country to get a better and comparative picture with respect to brand perception for FMCGs.

- Brand perception depends on variety of factors, as such research could be undertaken to study brand perception with respect to other elements of marketing communication.

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REFERENCES


