CHAPTER – VII

SUMMARY, FINDINGS, CONCLUSION AND SUGGESTIONS
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SUMMARY

The quality of marketing is reflected by the extent of customer's satisfaction. The success of marketing is resorted to how a product reaches the customer in terms of quality, price and other product benefits. Hence, marketing undertakes promotion and maintenance of a brand which would be a motivating factor to the customer in identifying the product and its bestowed services.

Many research studies have been exploring thoughts and advocating new philosophy of marketing programmes. One such new philosophy that gained impetus in the recent past is pertaining to brand concepts of the product. Of all the concepts of brand viz., brand awareness, brand knowledge, brand loyalty, brand equity has emerged as the central concept in marketing over the past 20 years. The brand equity of a particular product would be an outcome derived from the customer's response that perpetuates a product to live long in the midst of hectic competition. In contrast to a large number of research studies in other concepts of brand, there is a dearth of research work on brand equity of various types of products specifically relating to personal care products which are invariably used by all groups of consumers or customers.
The present study has overcome such deficiency that prevails upon marketing research in a developing economy like India.

The deliberate and detailed contribution found in the previous chapters of the present study is briefed as under. The first chapter presents a prelude relating to the importance, scope, objectives, limitations and methodology undertaken in this study. The second chapter reviews the survey of literature relating to fundamentals and the sources of brand equity concept. The various concepts of brand equity, as perceived by the present study, are briefed with precision.

Traditionally brand may be viewed as a legalised name of a product. In the ever-changing world, brands are not seen as a source of identification, but as a strategic asset. Brands drive their value from the trust that they evoke among the customers. In this sense attempts were made to emphasize the brand equity, based upon the latest perspective of brand equity concept both in terms of financial and psychological perspective. The latest perspective of brand equity, based upon the perception of customers who have been using a particular product for over a period of time, is called “Customer Based Brand Equity”.

The review of literature of this study has substantiated the sources of brand equity namely awareness, association, performance, knowledge, identity and loyalty on the basis of theoretical and analytical studies found in the survey of literature.
Brand awareness plays an important role in customers decision making process. Further, brand awareness acts as a cue to simulate the customers not only to acquire complete knowledge about the brand but also to restore and establish brand equity.

It is observed that the importance of brand association has been felt by various means through which it creates value to the firm and its customers. It is more helpful in retrieving information, differentiating the brand, generating reason to buy, creating a positive attitude, creating a feeling and in providing basis for extensions to a particular brand over a period of time.

The sum of brand awareness and brand image or association expresses as brand knowledge. Thus, brand knowledge encompasses the customer ability relating to awareness of the product, product features, where the product is available, company that makes the product, how the product is used and for what purpose, and the specific and distinctive features of the product.

Unlike brand image, brand identity should be active and look to the future reflecting the associations that are aspired for the brand. Moreover, brand identity is a strategy that leads to a sustainable advantage by the enduring qualities of the product.
The end result of the perceived quality of a product is to ensure the satisfaction of a customer. Thus, brand performance relates to the ways in which the product or service attempts to meet customers' functional needs. The outcome of brand performance is satisfaction, which is referred to the difference between performance expected from the product and experienced in consuming the product.

Brand loyalty is the symptom of customer’s supportive and positive attitude towards a product with unmindful choice of purchasing the same in the long run. The extension of brand loyalty is to provide benefits to the marketer with the simplification of marketing process of a product. It may be inferred as brand equity as perceived by the customers.

On the basis of the previous research studies variables relating to different sources of brand equity namely, brand awareness, brand association, brand knowledge, brand performance, brand loyalty and disloyalty are identified. The variables that comprehend the fundamentals and the different sources of brand equity are delineated in schedule 2.
# SCHEDULE 2

Selected and Observed variables of fundamentals and sources of brand equity

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Fundamentals / Sources</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Purchase Decision</td>
<td>Quality; Price; Quantity; Purpose Orientation; Reputation of the Manufacturer; Ingredients of the product; Innovation; Service of the product; Source of Medication; Availability.</td>
</tr>
<tr>
<td>II</td>
<td>Post Purchase Behaviour</td>
<td>Favourite; Unique and Distinct; Frequency of use; No switching; Affectionate to use; Commitment to buy; Loving to buy; Lovable feature; Attachment; Delightness; No substitute; Spearheading the brand; Suitability; Realisation of the brand; Satisfaction; Observed performance; Remembrance; Addiction.</td>
</tr>
<tr>
<td>III</td>
<td>Sales Promotion and Marketing Mix</td>
<td>Remembrance; Proximity to purchase; Free offers; Display; Knowledge oriented; Parity between advertisement and experience; Creation of new demand; Innovation; Special care.</td>
</tr>
<tr>
<td>Sl. No.</td>
<td>Fundamentals / Sources</td>
<td>Variables</td>
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</tr>
<tr>
<td>IV</td>
<td>Brand Awareness</td>
<td>Other brands of personal care product; Free gifts and offer; Physical significance; Reputation of the manufacturer; Retrieval of brand; Previous knowledge; Brand fixation; Brand distinguishing; Brand exposure; Appearance of the brand; Brand recognition.</td>
</tr>
<tr>
<td>V</td>
<td>Brand Association</td>
<td>Advertisement; Memory; Consistency; Relevancy; Utility.</td>
</tr>
<tr>
<td>VI</td>
<td>Brand Performance</td>
<td>Serving the purpose; Uniqueness in performance; Reliability; Recognition of distinct performance; Effectiveness in usage; Speedy and greater satisfaction; Manufacturer’s response; Improved status; Extent of satisfaction; Price fluctuation ignored; Price fluctuation and image.</td>
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<tr>
<td>Sl. No.</td>
<td>Fundamentals / Sources</td>
<td>Variables</td>
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<tr>
<td>VII</td>
<td>Brand Loyalty</td>
<td>Product Performance; Attitude of customers; Frequency of purchase; Comparison of brands; Requirements expected; Co-operation of family members; Marketing channels; New schemes and offers; Social status; Personality.</td>
</tr>
<tr>
<td>VIII</td>
<td>Brand Knowledge</td>
<td>Fulfillment of purpose; Identification of ingredients; Expediting the recall of attributes; Urging to use the same brand; Understanding the image; Evocation of attractiveness; A cue to hear; Satisfaction after usage; After effects of using the product; Source of identification.</td>
</tr>
</tbody>
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The review of literature tends to analyse how a demographic variables extend brand equity relating to personal care products. It is dealt in the third chapter. The gender, education, income and occupation have invariably confessed the importance of brand equity with slight variations in assessing the various sources of brand equity.
It is against the background of demographic variables and its role in identifying brand equity concept, the fundamentals of brand equity such as attributes and benefits, purchase decision post purchase behaviour and promotion and marketing mix and their effects in comprehending the sources of brand equity are analysed by using appropriate statistical tools in the fourth chapter. The results are indicating the role of fundamentals in strengthening the sources such as awareness, association, performance, loyalty and knowledge leading to brand equity.

The outcomes of fundamentals of brand equity exploited respective density of each source of brand equity in emphasizing brand knowledge effects of brand equity. The logistic conclusion derived from meticulous and appropriate statistical analysis and authenticated the contributions of respective sources of brand equity in restoring equity on each type of personal care product with respective impact are found in the V Chapter.

Apart from the views of most of the respondents, who urge the effectiveness of the respective sources of brand equity in restoring equity to each type of personal care product, the reasons for disowning the brand equity are also brought to limelight based on statistical inference as observed from very few respondents. It is concluded that, brand shift is an indicator of interpreting the deficiency of brand equity in terms of changing in price and quality over the years.
The fundamentals and variables relating to different sources of brand equity are penetrated to explore the positive effects of brand equity. It is against this background, based on statistical significance, a structural model is formed, which is a milestone of the present study, found in the VI Chapter.

The following are found with summarising the conclusions drawn by analysing demographic variables and the variables relating to sources of brand equity to explore the findings and in turn the suggestions as well as scope for further research.

The statistical techniques like factor analysis, cluster analysis, multiple general linear model, parametric –t-test, correlation analysis and non-parametric Chi-Square test are used in the data analysis and a torrent of results relevant to the study are obtained and presented as under.

**FINDINGS**

1. Education plays an important role in identifying the brand equity among the customers of Personal Care Products. It is found that 49.6% of the respondents are possessing school level education and a minimum of 13% are professionals. In this study, occupation is also considered for the analysis. Private employees (40.8%) are the maximum respondents, and the minimum respondents are students (8.6%).
2. Income of the respondents is also affecting the frequency of purchase of personal care products. It is found that the personal care products becomes indispensable regardless of income because in the present study 46.8% of the respondents are in the income group of less than Rs.5000, which is the maximum. The minimum 4.6% is found in the income group of Rs.15,001-20,000.

3. In this mechanical world the size of the family is shrinking for its smooth run. In the study it is found that 57.2% of the respondents’ family size is 3 to 5, 30.6% of the respondents are without kids and 12.2% of the respondents are from a mega family with 6 and above.

4. The customers are much interested in the personal care products. 92.4% of the respondents are meticulous about personal care products and 7.6% are unenthusiastic in the nature of personal care products. The awareness towards personal care product is also more among the respondents (88.2%) and 11.8% does not have any awareness on personal care products.

5. As far as toothpaste is concerned 48.2% uses Colgate, 33% has affinity with Pepsodent 11.8% relishes the taste of Close up and remaining 6.8% uses other brands of toothpaste. In the case of bathing soap maximum number of respondents 51.2% favours Hamam, followed by 13.8% Cinthol, 13.6% Lifebuoy, 10.4% Mysore Sandal, 6% Lux and the remaining 5% uses some other
brands. In selecting the shampoo 48.4% likes to use Clinic plus, 14.6% use Sunsilk, 20.6% of the respondents have identified the quality of Head & Shoulder, 6% favours Pantene, 5.4% have expressed the liking for Meera and 5% likes some other brands of shampoo. Ponds talcum powder is used by the 53.6% of the respondents followed by 28.6% Gokul Santol, 5% Axe, 4.4% Spinz and the remaining 6.8% uses different brands of talcum powder.

6. Customers of personal care products possess good knowledge over the different attributes of the product. They are meticulous in analysing the insistence of attributes in the product they purchase.

7. It is identified that the purchase decision of personal care products depends upon the two factors namely “Price - Quality” and “Service – Availability”. The customers give first preference to service of the product and its availability. It is also found that these purchase decision factors are determined by the customers of bathing soap, shampoo and talcum powder. But the customers do not consider the “Price – Quality” of toothpaste because these products are easily affordable and the customers accept the existence of good quality in toothpaste.

8. The consumers of personal care products distinguish themselves from gender, age and income, when they determine price and quality in their purchase decision.
Certain occupation emphasizes them to have more awareness on “Service – Availability”.

9. The post purchase behaviour of the customers of personal care products is emanated in the form of brand loyalty, brand attraction and brand image. These are considered very important to maintain brand equity. After noticing the performance of the products the customers are attracted by the same brand. Brand loyalty and attraction are indispensable for the products like toothpaste, bathing soap, talcum powder and shampoo, where brand image is conferred on toothpaste and shampoo. So, the customers of bathing soap and talcum powder are not interested to consider brand image. In the case of demographic characters, education and occupation of the customers distinguish them in identifying brand loyalty.

10. Promotion and marketing mix are of the crucial factors of external influence on the customers of personal care products. They are creating significant impact on all the elements of brand equity. The occupation of the customers is considered as one of the characters useful for them in imbibing the promotion and marketing mix.

11. Brand awareness in this study can be identified as “Reputation -Offer” and “Appearance-Performance”. The customers possess more awareness on “Reputation–Offer” than “Appearance – Performance”. It is also found that the customers are very much aware of the different
brands of toothpaste, bathing soap, shampoo and talcum powder in terms of their “Reputation-Offer and “Appearance-Performance”. Brand awareness is independent of demographic characteristics.

12. In the case of personal care products advertisement, brand recall, consistency, relevancy and utility constitute brand association. This is contributing its part to create brand equity.

13. Brand performance of personal care products can be determined by the factor “Price-Potential” and “Effectiveness”. The customers are meticulous in observing the effectiveness of the product. The customers have confessed that brand association and “Price – Potential” of the personal care products predict brand equity. As far as “Effectiveness” is concerned customers give importance to effectiveness of bathing soap, talcum powder and shampoo and they do not concentrate on toothpaste. Male and Female customers of personal care products differ in their view about brand association. Age and education distinguish the customers to understand the price- potential of the personal care products.

14. The customers are inclined to stick onto the same brand of personal care products for many years. It is found 60.2% have been using the same brand for above 7 years, 16% have been using 5-7 years, 12.2% have shown interest on the brand for 3-5 years and 11.6% are the beginner of the brand using it for 1-3 years.
Specifically in case of brands of respective personal care products viz., toothpaste Colgate and Pepsodent; bathing soap Hamam and Lifebuoy; Talcum powder Ponds and Gokul Santol and shampoo Clinic plus and Head & Shoulder are used for more than 7 years by the respondents.

15. Brand loyalty is built in the minds of the consumers of personal care products due to “customers attitude and personality” and “popularity of the product”. In fact, brand loyalty mainly depends on “customers’ attitude and personality”. It is found that the family size is crucial enough in identifying the brand equity. “Price – Quality”, “Service- Availability” and popularity of the product exhibit the personality and attitude of the customers. Price is not an impediment for a product to assume its popularity.

16. The continuous use of personal care products for many years builds brand loyalty among the customers. Especially, it increases the popularity of the product and creates positive attitude among the customers.

17. The customers of personal care products are classified into two groups based on their opinion about the elements of brand equity. It is ascertained that 91.8% of the respondents have agreed that the element of brand equity promotes its culmination, whereas 8.2% does not have awareness on the element of brand equity. They buy the personal care products whenever it is needed.
18. It is ascertained in this study that there is no association between cluster and interest in the product. Because both the groups of customers feel that the products are essential for their day-to-day life. They do not possess special interest on the product.

19. It is found that there is no association between two different groups of personal care products and awareness of the product. This is because, the two groups possess the same awareness in general but the strong cluster customer venture further into the element of brand equity.

20. There is no association between the two cluster of customers of personal care products and the number of years of using. This shows that continuous usage of personal care products alone would not classify the customer based on brand equity. It is self-motivation and affinity with product that build brand equity.

21. Place of buying absolutely has no association with cluster of customers. They are able to buy their desired personal care product wherever they available.

22. There is an association between brand shift and cluster of personal care products. This implies that brand shift affects and impedes the building block of brand equity.

23. It is found that the customers of personal care products possess the brand knowledge of toothpaste, bathing soap, talcum powder and shampoo equally. Also brand
knowledge culminates in purchase decision making at the beginning and brand equity at the end. Moreover, it is identified that brand knowledge mostly depends upon the income of the customers of personal care products.

**IMPLICATIONS OF THE STUDY**

1. Since the customers belonging to different age, gender and income groups prefer affordable price and good quality, the marketers can produce the product to attract all sections of customers. Special care may be taken to ensure the availability of the product always. Care may also be taken to fix an affordable price and provide good quality.

2. The advertisement of the product and its actual performance should not be deviated in their expression on the minds of the people. Because, post purchase behaviour builds three elements-brand loyalty, attraction and image for brand equity.

3. Promotional activities and marketing strategies for the personal care products must be aimed at catching the customers of all types of occupations. So, different models of personal care products may be introduced to give innovative presentation for customers who have been buying the product for so many years.

4. Innovation and offers must occupy an important place in the marketing strategies and they must be suitable for consumer attitude and personality in the present trend.
The personal care product must also be made suitable for micro to mega families.

5. The maximum number of customers of personal care products meticulously concentrates on elements of brand equity. So, to create brand equity, the manufacturers must concentrate on offers, appearance, performance, brand association, price, quality, physical effectiveness and standards suitable to customers' attitude and the unblemished popularity of the product.

6. The present study is evidently inclined to draw a structural model based upon the relevant statistical analysis relating to personal care products. Further, brand knowledge effects of customer based brand equity as contributed by Kevin Lane Keller is logistically proved and identified in the brand equity pertinent to personal care products.

CONCLUSION

1. The study deals with the concept of customer based brand equity, related to personal care products, defined as the differential effects of brand knowledge, and other related concepts on consumer response to the marketing of the brand. The customer based brand equity is discussed by considering the perception of customers with regard to attributes and benefits, purchase decision, awareness, association, identity, knowledge, performance and loyalty in fetching equity to the product that they use. Undoubtedly, much of the previous
research studies have been used in this effect. This research is conducted with a definite purpose in mind, however, additional insights may be gained from the potentially broader perspective of customer based brand equity.

2. Selected demographic variables are considered as important factors which are signifying the formation of brand equity among the customers.

3. Size of the family and the number of years of using the same brand are affecting the brand equity. As years are increasing the customers’ attitude becomes positive to build brand equity until the product satisfies in terms of all the elements of brand equity.

4. Promotion and marketing mix are tremendous essential factors that influence the various elements of brand equity. They are indispensable to create a profound base in the minds of the customers for brand equity.

5. Price potential, quality and physical effectives of the brand are preliminary as well as indispensable in building brand equity among the customers. Brand shifting becomes frequent if the above elements are not creating positive opinion among the customers.
SUGGESTIONS

1. Attempts should be made by the customers to acquire complete information about all the available brands through various sources before buying a particular brand in order to avoid allergic effects in using such brand.

2. Frequent changes of brands may not endure substantially anti allergic benefits. Hence, frequent change may be averted.

3. Personal care products may be purchased on the basis of medication to protect healthy life.

4. Substandard and subverting practices may be avoided in the production of personal care products either in the name of innovation or product modification to sustain brand equity for that product by the marketer.

5. Medical substances should be proportionately used with uniformity to suit the segments of society as a whole, giving complete information about the product to help the consumer acquire knowledge.

6. The methods of packaging should be more explanatory with regard to composition, how to use and store pattern of the personal care products.

7. Promotional agencies should get the testimonial from the manufacturer relating to quantity, quality, durability and
various benefits of the product before propagating any message relating to personal care products.

**SCOPE FOR FURTHER RESEARCH**

The following are the research areas for exploring the effectiveness of each source of brand equity linked with one another on the basis of relevant activity (advertising, promotion, product, pricing etc).

1. In the everchanging competitive world due to globalisation, privatization and other various economic reforms, cost benefit analysis of brand equity relating to the implications of marketing strategies and tactics may be undertaken for research work.

2. Financial perspective of brand equity concept relating to personal care products and other consumer durables is widely opened for a deliberate and detailed research.

3. The type of present study may be extended to other daily use items not covered under personal care products such as cosmetics and other generic and herbal products.

4. The feasibility of adopting customer based brand equity concepts relating to other consumer durables may also be viewed as a prominent area for research.

5. Further more, emphasising interest in brand equity the present study has examined only the impact on customer's perceptions. Other stake holders may also be
affected and may directly or indirectly affect brand equity. For example, perception of the victims, the media, the trade suppliers, investors and regulatory authorities is likely to be vital in determining the overall impact of a product on brand equity. This phenomenon deserves further research attention in marketing.

6. This preliminary study gives an idea about the customer based brand equity among personal care product by considering most of the behavioral aspects and elements of brand equity. Further research on the following lines will be useful in reinforcing the present findings. A case study of customer based brand equity for a particular brand of personal care product may be conducted.

7. The various elements of brand equity can be taken individually for a separate study and some other correlates of brand equity can also be identified as a consequence of further research.