CHAPTER - V

FINDINGS AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

- Gender wise distribution of the sample reveals that about 59.60% are male while 40.40% are female. In comparison, the male population represents the majority. About 20.8% of the consumers belong to the age group of 25 years and below followed by 41.80% belonging to 25-30 years, 26.80% 30-35 years and 10.6% to those who are more than 35 years. The representation from the 25-30 age group is higher than the other groups. Obviously, India has a large domestic market with more population in the median age 25.

- It is clear that about 15.80% of the consumers have completed their Higher Secondary Education followed by a Graduation 48.60% and a Post Graduation 35.60%. It is observed that about 36.8% of the consumers are in Government services, 25% in Private sector, 20.6% in Business and in other categories 13.4%.

- It is apparent that about 15.60% of the consumers belong to the annual income group of below Rs.3 Lakhs, 53.60% to Rs. 3-4 Lakhs, 20.80% to Rs. 4-5 Lakhs and 10% to more than Rs.5 Lakhs.

- The result indicates that about 92% of the consumers own mobile phones followed by two wheeler owners of 85.6%, house owners of 65.20%, credit card holders of 57% and car owners of 23.20%.

- The results show that about 67.60% of the consumers are from a nuclear family and 32.40% of the consumers are from a joint family. The nuclear family representation is higher than that of the joint family. This reflects the consumer mobility.
• It is observed that about 82% of the consumers are married while 18% of the consumers are unmarried. The married people representation is higher than the unmarried.

• It is observed that about 23.80% of the consumers have no children while 56.40% of the consumers have only one child, 17% consumers have two children and 2.80% have three children.

• The results show that about 35% of the consumers use Lifebuoy, 14.60% Lux and 25% Rexona, 15% Pears and Dove 9.60%. It is found that Lifebuoy is used by the majority of the consumers followed by Rexona, Pears, Lux and Dove.

• There is an association between gender and body care brands presently used. Lifebuoy and Rexona are used by 96% and 84.50% of the male consumers respectively while Lux, Pears and Dove are used by 80.80%, 92% and 97.90% of female consumers respectively. Among male consumers 56.4% use Lifebuoy followed by Rexona (36.60%), Dove (23.30%), Lux (4.70%) and Pears (2%). Among female consumers, 34.20% use Pears followed by Lux (29.20%), Dove (9.90%) and Lifebuoy (3.50%).

• There is an association between age group and body care brands presently used. 56.2% of the consumers use Lux and 42.3% use Lifebuoy in the 25-30 age group. Among the above 35 age group the majority (50.9%) uses Lifebuoy. 39.60% of the consumers of the below 25 age group, 37.50% of 25-30, 12.50% of 30-35 and 10.40% of above 35 use Dove soap.

• There is an association between education and body care brands presently used. 45.7% of the PG consumers, 40.0% of the UG consumers and 14.3% of consumers who completed HSC use Lifebuoy. 28.8% of UG consumers use Lifebuoy, 28.0% Rexona, 17.7% Pears, 14.8% Lux and 10.7% use Dove.
• There is an association between occupation and body care brands presently used. 44.60% of the government employees, 21.70% of the private and 19.40% of the self-employed and 14.30% of other categories use Lifebuoy. Among private employees, 26% of the consumers use Lifebuoy, 16.40% use Lux, 23.30% use Rexona, 15.80% use Pears and 18.50% use Dove. Among business category, 33% of the consumers use Lifebuoy and 7.80%, 39.80%, 12.60%, 6.80% use Lux, Rexona, Pears and Dove respectively.

• There is an association between annual income and the body care brands presently used. 54.3% of the consumers with 3-4 Lakhs annual income, 21.7% with 4-5 Lakhs, 14.3% with below 3 Lakhs and 9.7% of above 5 Lakhs use Lifebuoy. Among 3-4 Lakhs annual income earners, 35.4% use Lifebuoy, 25.7% Rexona, 14.9% Pears, 14.6% Lux and 9.3% Dove. The majority of the consumers for Lifebuoy (54.30%), Lux (54.40%), Rexona (54.50%), Pears (54.30%) and Dove (54.10%) belong to the 3-4 Lakhs category.

• There is an association between the type of the family and the body care brands presently used. 78.3% of the consumers in a nuclear family and 21.7% in a joint family use Lifebuoy and 67.1% of the consumers in a nuclear family and 32.9% in a joint family use Lux. 59.7% of the consumers in a nuclear family and 40.3% in a joint family use Rexona. The majority of the consumers in a joint family (32.1%) use Rexona and the majority (40.5%) in a nuclear family use Lifebuoy.

• There is an association between marital status and the body care brands presently used. 88% of the married consumers use Lifebuoy followed by 86.3%, 82.9%, 72% and 66.7% using Lux, Rexona, Pears and Dove respectively. Among the unmarried consumers 24.4% use Rexona, 23.3% Pears and Lifebuoy, 17.8% Dove and 11.1% Lux.

• There is an association between the number of children and the body care brands presently used. 79.40% of the consumers with one child, 17.70%
without child and 2.90% with 2 children use Lifebuoy. Among the consumers with 2 children, the majority (42.90%) use Rexona followed by Lifebuoy (23.80%), Lux (14.30%), Pears (9.50%) and Dove (9.50%).

- The results indicate that about 85% of the consumers use the body care products daily followed by 8% once a week, 5% fortnightly and 2% monthly. It is found that the majority of the consumers use body care products daily.

- It is observed that about 59.20% of the consumers purchase the body care products monthly followed by 26.80% fortnightly and 14% weekly. It is found that the majority of the consumers purchase body care products monthly.

- It is found that consumers consider size as an important factor followed by shape, colour, flavor, ingredients, advertisement and well-known name while purchasing the body care products.

- It is found that most of the consumers prefer bar soap followed by liquid soap and cream soap.

- It is very clear that the the majority of the consumers associate Lifebuoy with masculinity, Lux with femininity, Rexona with femininity, Pears with hygiene and Dove with beauty.

- It is very clear that the awareness of Lux Soap is high followed by Dove, Pears, Rexona and Lifebuoy among parent brands.

- Among the brand extensions, the awareness of Lux Body Wash is high followed by Pears Body Wash, Dove Face Wash, Dove Body Lotion, Lifebuoy Hand Wash, Lifebuoy Sanitizer, Dove Body Wash, Pears Face Wash, Dove Cream, Rexona Roll-on, Dove Hair Care, Dove Deodorant, Pears Hand Wash and Lux Shampoo.
• There is a significant difference between mean ranks towards awareness of Lifebuoy, Lux, Rexona, Pears, Dove and its brand extensions. Based on mean rank, Lifebuoy soap is most effective in awareness followed by Lifebuoy Hand wash and Lifebuoy sanitiser. Based on mean rank Lux soap is most effective in awareness followed by Lux Body wash and Lux Shampoo. Based on mean rank Pears Soap is most effective in awareness followed by Pears Body wash, Pears Face wash and Pears Hand wash. Based on mean rank Dove soap is most effective in awareness followed by Dove Face wash, Dove Cream, Dove body lotion, Dove Body wash, Dove hair care and Dove Deodorant. Based on mean rank, Lux soap is most effective in awareness followed by Lifebuoy soap (3.02), Pears soap (3.00), Dove soap (2.99) and Rexona soap (2.92).

• Television plays a major role in creating consumer awareness of body care products and its extensions followed by newspapers and internet. The retailers and banners have minor role in awareness of body care products.

• Lifebuoy is more likeable parent brand followed by Lux, Dove, Rexona and Pears. The brand trustworthiness for Lifebuoy is high followed by Lux, Dove, Pears and Rexona. The fit between the product attributes and brand name for Rexona is high followed by Dove, Lifebuoy, Pears and Lux. The quality of Dove is rated high followed by Rexona, Pears, Lux and Lifebuoy. The parent brand positioning in the market is effective for Lux followed by Rexona, Pears, Dove and Lifebuoy. The future intention to purchase is very positive with Dove followed by Lux, Lifebuoy, Pears and Rexona. The value for money rated brand is Dove followed by Pears, Lifebuoy, Lux and Rexona. The brand with more number of the extensions is Dove followed by Lifebuoy, Rexona, Lux and Pears. The Dove extensions fit more with the core values of the parent brand followed by Lux, Lifebuoy, Pears and Rexona. The Lifebuoy extensions fit consumer associations with the parent brand followed by Dove, Pears, Lux and Rexona. The consumers feel that
Lifebuoy extensions is more relevant followed by Rexona, Lux, Pears and Dove.

- Lifebuoy has more value addition over competitors’ brand followed by Lux, Rexona, Pears and Dove. The Lifebuoy extensions add more value to the parent brand followed by Lux, Pears, Rexona and Dove. The overall quality of brand extensions for Pears is perceived to be high by the consumers followed by Lux, Lifebuoy, Rexona and Dove. The advertising support for extensions of Lux is good followed by Dove, Pears, Rexona and Pears. The consumers’ satisfaction towards availability of Lux extensions is more followed by Dove, Rexona, Pears and Lifebuoy. The consumer willingness for trying brand extensions in future is high for Lux followed by Dove, Rexona, Lifebuoy and Pears.

- There is a significant difference between male and female with regard to attitude towards brand extensions of Lifebuoy, Lux, Rexona and overall attitude. Based on mean score, male consumers have better attitude than female consumers.

- There is a significance difference between consumers belong to joint family and nuclear family with regard to attitude towards brand extensions of Lifebuoy, Lux, Rexona, Pears, Dove and overall attitude. Based on mean score, nuclear family consumers have better attitude than joint family consumers.

- There is a significant difference between age group with respect to attitude towards Brand Extensions of Lifebuoy, Lux, Rexona, Pears and overall attitude. Based on Duncan Multiple Range test, the above 35 age group has significantly higher level of attitude than below 25, 25-30 and 30-35 age group with respect to attitude towards brand extensions of Lifebuoy and overall attitude. The consumers in age group 25-30 and 30-35 and above 35 have better attitude towards brand extensions of Rexona than Below 25.
• There is a significant difference between educational qualification with respect to attitude towards Brand Extensions of Lifebuoy, Lux, Rexona, Pears, Dove and overall attitude. Based on Duncan Multiple Range test, upto HSC qualified consumers have significantly lower level of attitude towards Brand Extensions of Lifebuoy, Lux, Rexona, Pears, Dove and overall attitude than UG and PG consumers.

• There is a significant difference between occupation with respect to attitude towards Brand Extensions of Lifebuoy, Lux, Rexona, Pears and overall attitude. Based on Duncan Multiple Range test, consumers in private job has lower level attitude towards Brand Extensions of Lifebuoy, Lux, Rexona, Pears and overall attitude than consumers in government job, business and others.

• There is a significant difference between annual income with respect to attitude towards Brand Extensions of Lifebuoy, Lux, Rexona, Pears, Dove and overall attitude. Based on Duncan Multiple Range test, 3-4 Lakhs, 4-5 and above 5 income group have better attitude towards Brand Extensions of Lifebuoy, Lux, Pears and Dove than below 3 income group. 3-4 Lakhs and 4-5 income group have better attitude than below 3 Lakhs and above 5 towards Brand Extensions of Rexona and overall attitude.

• There is a significant difference between body care brands presently used with respect to attitude towards Brand Extensions of Lifebuoy, Lux, Rexona, Pears, Dove and overall attitude. Based on Duncan Multiple Range test, consumers of Lifebuoy have better attitude towards brand extensions of Lifebuoy than Lux, Rexona, Pears and Dove. Similarly consumers of Lux, Rexona, Pears and Dove have better attitude towards brand extensions of Lux, Rexona, Pears and Dove respectively.

• There is a significant difference between usage level of body care brands with respect to attitude towards Brand Extensions of Lifebuoy, Lux, Rexona, Pears, Dove and overall attitude. Based on Duncan Multiple
Range test, the consumers who use daily have higher level of attitude towards Brand Extensions of Lifebuoy, Lux, Rexona, Pears and Dove than who use once a week, fortnightly and monthly. Consumers differ in overall attitude based on usage level of body care products.

- Based on mean rank, Lux brand extensions is most effective in attitude followed by Dove brand extensions, Lifebuoy brand extensions, Rexona brand extensions and Pears brand extensions.

- The consumers attitude towards brand extensions of company is more positive in terms of value for money brand extensions followed by introduction of the latest product/service features in brand extensions, eco-friendly brand extensions, improving standard of living, meeting the unfulfilled needs of consumers, conveying a broader brand meaning to consumers, modern and up-to-date brand extensions, consumer-friendly brand extensions, socially responsible brand extensions, eco-friendly brand extensions, company investment in R&D, large firm, high marketing competency, well-known brand, value added services, well-known brand, good reputation of company, willingness to recommend to others and giving personalized suggestions to loyal consumers.

- There is a significant difference between age group with respect to attitude towards company. Above 35 age group has better attitude towards company than below 25, 25-30 and 30-35 age group.

- There is a significant difference between educational qualification with respect to attitude towards company. PG consumers have more preference and better attitude towards company than HSC and UG consumers.

- There is a significant difference between annual income with respect to attitude towards company. The consumers with 4-5 Lakhs income are more loyal towards company than below 3 Lakhs, 3-4 and above 5 Lakhs.
• There is a significant difference between body care brands presently used with respect to attitude towards company. Based on Duncan Multiple Range test, Lux consumers have better attitude towards company than Lifebuoy and Rexona consumers.

• There is a significant difference between body care brands presently used with respect to attitude towards company. There is no significant difference in attitude towards company among once in a week and monthly users but they differ with consumers who use daily and fortnightly.

• The consumers agreed that advertisement helps to enhance brand image followed by company image among public, enhancing the sales, increasing emotional attachment of consumers, creditability, product category familiarity, providing market information of brand extension, enhancing the brand awareness and helping to differentiate brands.

• There is a significant difference between age group with respect to attitude towards advertisement. Based on Duncan Multiple Range test, the above 35 age group has significantly higher level of attitude towards advertisement.

• There is a significant difference between educational qualification with respect to attitude towards advertisement. Based on Duncan Multiple Range test, UG and PG consumers have better attitude towards advertisement than HSC consumers.

• There is a significant difference between annual income with respect to attitude towards advertisement. Based on Duncan Multiple Range test, 3-4, 4-5 and above 5 Lakhs income group has significant difference with below 3 Lakhs in attitude towards advertisement.

• There is a significant difference between body care brands presently used with respect to attitude towards advertisement. Based on Duncan
Multiple Range test, Dove consumers have better attitude towards advertisement than Lifebuoy, Rexona and Pears consumers.

- There is a significant difference between age group with respect to preference of Brand Extensions. Based on Duncan Multiple Range test, the above 35 age group has significantly high preference of Brand Extensions than below 25, 25-30 and 30-35 age group.

- There is a significant difference between educational qualification with respect to preference of Brand Extensions. UG, PG and HSC consumers differ in preference of Brand Extensions. PG consumers have more preference and better attitude towards company than HSC and UG consumers.

- There is a significance difference between consumers belong to joint family and nuclear family with regard to preference of Brand Extensions. Based on mean score, nuclear family consumers have better attitude than joint family consumers.

- There is a significant difference between occupation with respect to preference of Brand Extensions. Based on Duncan Multiple Range test, consumers in government job differ in preference of Brand Extensions with consumers in private job, business and others.

- There is a significant difference between annual income with respect to preference of Brand Extensions. All groups differ in preference of Brand Extensions. Above 5 Lakhs income group has more preference for Brand Extensions.

- There is a significant difference between body care brands presently used with respect to preference of Brand Extensions. Based on Duncan Multiple Range test, the consumers differ in preference of Brand Extensions based on usage level.
Correlation analysis showed significant association of all dimensions awareness, attitude towards brand extensions, attitude towards company and attitude towards advertisement on the preference of brand extensions. Therefore regression analysis was carried out to find out impact on the preference of brand extensions. The equation for this model can be written as 

\[ Y = 41.704 + 0.059 X_1 + 0.146X_2 + 0.024 X_3 + 0.201X_4 + 0.171X_5. \]

It is inferred that out of 17 brand extension variables, five variables have been extracted namely “extension relevance” “extension likeability” “parent brand reputation” “extensions features” “brand likeability” and “trustworthy” which contributes for the attitude of brand extensions.

It is found that consumer preference for Lifebuoy Sanitizer is very positive followed by Lux Soap, Lifebuoy Hand Wash, Pears Face wash, Pears Body wash, Dove Face wash, Pears Hand wash, Lifebuoy soap, Dove hair care and Dove soap, Dove body lotion, Pears soap, Dove Cream, Rexona Roll-on, Dove Deodorant, Dove Body wash, Lux body wash, Lux shampoo, Rexona Soap and Rexona Deo-spray.

The major chunk of the consumers (86%) feel that Lifebuoy Deodorant is suitable for future extensions. 56% feel suitable for Lifebuoy shampoo, 61.20% for Lifebuoy sanitary napkins, 53.20% for Lifebuoy floor cleaner, 54% Lifebuoy hair dye, 55.40% for Lifebuoy band-aids, 48.20% Lux cosmetics, 41.60% for Lux fashion accessories, 48.40% for Rexona hair remover, 51.20% for Rexona cotton buds, 70.00% for Rexona facial tissue, 44.20% for Pears cream, 42% for Pears hair conditioners, 56.40% for Pears water purifier, 56% for Pears baby oil, 57.40% for Dove face power, 58% for Dove toys, 47.80% for Dove chocolates, 49.60% for Dove cooking oil and 44.40% for Dove mineral water.

There is an association between brand association and suitability for Lifebuoy shampoo, Lifebuoy sanitary napkins, Lifebuoy floor cleaner for future Brand extensions. It is found that 80.70% of the consumers, who
associate with masculinity, prefer Lifebuoy shampoo and 78.10% of the consumers who associate with masculinity, prefer Lifebuoy sanitary napkins and 78.60% of the consumers who associate with masculinity, prefer Lifebuoy floor cleaner. It is revealed that 73.30% of the consumers, who associate with masculinity, prefer Lifebuoy deodorant and 68.20% of the consumers who associate with masculinity, prefer Lifebuoy band-aids.

There is an association between brand association and suitability for future Brand extensions of Lux cosmetics and Lux fashion accessories. It is found that 40.20% of the consumers, who associate with hygiene, prefer Lux cosmetics and 50.00% prefer Lux fashion accessories.

There is an association between brand association and suitability for future Brand extensions of Rexona facial tissue. It is revealed that 43.80% of the consumers, who associate with hygiene, prefer Rexona cotton buds and 46.90% of the consumers prefer Rexona facial tissue. It is found that 43.80% of the consumers, who associate with hygiene, prefer Rexona cotton buds.

There is an association between brand association and suitability for future Brand extensions of Pears water purifier and Pears baby oil. It is revealed that 54.30% of the consumers, who associate with hygiene, prefer Pears water purifier and 56.40% of the consumers who associate with hygiene, prefer Pears baby oil.

There is an association between brand association and suitability for future Brand extensions of Dove cooking oil. It is revealed that 62.40% of the consumers, who associate with beauty, prefer Dove face power. It is found that 52.00% of the consumers who associate with beauty, prefer Dove cooking oil.
5.2 DISCUSSION OF FINDINGS

- Five brands are chosen to test the objectives. The study analyses consumer evaluation of brand extensions on the basis of the following attributes: awareness, attitude towards brand extensions, attitude towards company, attitude towards advertisement and preference of brand extensions.

- To test the consumers’ awareness on brand extensions, weighed average is administered. The awareness of Lux soap is found to be high followed by Dove, Pears, Rexona and Lifebuoy among parent brands. Among the brand extensions, the awareness of Lux Body Wash is high followed by Pears Body Wash, Dove Face Wash, Dove Body Lotion, Lifebuoy Hand Wash, Lifebuoy Sanitizer, Dove Body Wash, Pears Face Wash, Dove Cream, Rexona Roll-on, Dove Hair Care, Dove Deodorant, Pears Hand Wash and Lux Shampoo.

- The Friedman test was administered to know the difference between mean ranks towards awareness of Lifebuoy, Lux, Rexona, Pears, Dove and its brand extensions. Based on mean rank, Lifebuoy soap is most effective in awareness followed by Lifebuoy Hand wash and Lifebuoy sanitiser. Based on mean rank Lux soap is most effective in awareness followed by Lux Body wash and Lux Shampoo. Based on mean rank Pears Soap is most effective in awareness followed by Pears Body wash, Pears Face wash and Pears Hand wash. Based on mean rank Dove soap is most effective in awareness followed by Dove Face wash, Dove Cream, Dove body lotion, Dove Body wash, Dove hair care and Dove Deodorant. Based on mean rank, Lux soap is most effective in awareness followed by Lifebuoy soap (3.02), Pears soap (3.00), Dove soap (2.99) and Rexona soap (2.92). Television plays a major role in creating consumer awareness of body care products and its extensions followed by newspapers and internet. The retailers and banners have minor role in awareness of body care products.
• The study also showed the influence of consumers’ demographic features such as gender, age group, occupation, annual income, type of family, marital status and number of children on the use and usage of body care brands.

• To study the attitude of consumers towards brand extensions factor analysis, student t test, ANOVA and Friedman test were administered. The factor analysis revealed that brand likability, reputation, trustworthiness, extension features and extension likability are determining the attitude towards brand extensions. It is found that users have better attitude than non-users.

• To analyse the factors determining the success of brand extensions, structural equation modeling was used. The awareness of brand, attitude towards company, attitude towards advertisement influence on attitude towards brand extensions which in turn influence the consumers preference of brand extensions. The correlation and Regression results also support the model.

• It is found that consumer preference for Lifebuoy Sanitizer is very positive followed by Lux Soap, Lifebuoy Hand Wash, Pears Face wash, Pears Body wash, Dove Face wash, Pears Hand wash, Lifebuoy soap, Dove hair care and Dove soap, Dove body lotion, Pears soap, Dove Cream, Rexona Roll-on, Dove Deodorant, Dove Body wash, Lux body wash, Lux shampoo, Rexona Soap and Rexona Deo-spray.

• The study reveals that there is an association between brand association and suitability of brand extensions. It is very clear that the majority of the consumers associate Lifebuoy with masculinity, Lux with femininity, Rexona with femininity, Pears with hygiene and Dove with beauty.

• It is found that there is an association between brand association and suitability for future Brand extensions. The majority consumers feel suitable for Lifebuoy shampoo, Lifebuoy sanitary napkins, Lifebuoy
floor cleaner, Lifebuoy hair dye and Lifebuoy band-aids. 48.20% Lux cosmetics, 41.60% for Lux fashion accessories, 48.40% for Rexona hair remover, 51.20% for Rexona cotton buds, 70.00% for Rexona facial tissue, 44.20% for Pears cream, 42% for Pears hair conditioners, 56.40% for Pears water purifier, 56% for Pears baby oil, 57.40% for Dove face power, 58% for Dove toys, 47.80 % for Dove chocolates, 49.60% for Dove cooking oil and 44.40% for Dove

5.3 RECOMMENDATIONS

- At the time of introducing extensions, managers should focus on creating awareness and positioning campaign that address the attributes and associations.

- The company should be capable of promoting the extended products aggressively as the awareness of the extended product was found low in all categories failing which brand dilution could occur, which could be a setback for the organization. They can go for family advertisements where they show the entire product lines.

- The company can concentrate their efforts in strengthening the attitude of retailers and use more banners to create awareness of brands extensions.

- As the premium brands have more brand extensions (Pears and Dove) because of more brand equity, the company should improve the brand equity of other brands also.

- The reputation of the parent brand is a crucial factor in influencing the likelihood of a successful brand extension. Building a favourable reputation for a parent brand is an important contributor to the success of brand extensions. The company can promote their brands in sponsored events such as sports etc.,

- Understanding the regular users of brands helps to understand the growth opportunity by extending into not too distant product categories.
• Innovative brand extensions to cater to regional or local tastes and the needs of niche consumers is also benefiting in growth of the industry.

• Managers can attract consumers by number of methods such as pricing, packaging, promotion and distribution.

• Since the attitude towards the company is also important, it can be built by engaging in socially responsible activities such as green marketing etc.,

• It is advisable for the managers to extend the brands into the products category that fits with the consumer association which is known only after extensive marketing research.

• Since more innovative consumers evaluate brand extensions more favourably, it is better to target on innovative consumers.

• Since elder consumers are tend to be more brand loyal, the products which suit their needs can be introduced.

5.4 MANAGERIAL IMPLICATIONS

India has 17% of the world's population and half of these people are below the age of 25. With a median age of 25 years, increasing numbers are joining the Indian workforce. India's share in world consumer spending is set to enlarge from 1.9% in 2005 to 3.1% in 2020. (Source: Technopak). Income in the hands of younger consumers with a higher propensity to spend is providing optimism to the economy while opening up new categories in the FMCG space. With rise in per capita income and awareness, the growth potential is huge. When the companies introduce a brand extension, their desire is to have the brand extension evaluated favourably by a new market segment without harming the company’s name of alienating the original consumer franchise of the core brand.

Due to the low consumer involvement in FMCG goods, the perceived risk is often neglected while taking decisions of brand extensions in FMCG products. It is
better to succeed with the extension than fail. Although the extension does not damage the overall image of the brand, its product associations may be seriously weakened. The results of academic research supports that it is extremely important for umbrella branded companies to develop one or two flagship products that are invulnerable to possible extension failure.

Finally it is easier for new extension to gain market share and develop successful advertising campaign in the early stages of product lifecycle in markets with few competitors with limited brand knowledge. Brand extension strategy helps in exploiting the equity of well known brand when entering new markets, capitalising or recognition, goodwill and association of the parent brand.

The main implication of the study is that for having a successful brand extension, the company product manager has to give maximum attention to the extensions being launched in low product involvement categories especially benefit from positive attitude toward advertisement. The displays at the point of purchases and television commercials act as important source of providing information to consumers about an extended brand which the managers must give due consideration while formulating brand extension strategies.

5.5 DIRECTIONS FOR FUTURE RESEARCH

The sample is limited to Chennai city only. The study can be conducted for other product categories also. This study has been done on the basis of selected dimensions only. Though this study is carried out in a specific culture (Indian) no attempt to measure cultural values, beliefs on consumer preferences. The future studies may be taken to measure such variables. The Future research with more detailed background characteristics of consumers i.e type of profession (lawyers, physician, Accounts etc..) can be done.
5.6 CONCLUSION

The success or failure of brand extensions is vastly dependent on how the customers evaluate the brand extensions. The purpose of this study is to understand consumer’s evaluation of brand extensions of body care products of HUL. The consumer’s behaviour of brand extensions of body care products of HUL would be useful to formulate the production strategies and also improving the efficiency. The influence of factors on success of the brand extensions would be helpful to identify the key decision and policy variables for efficient and effective implementation of marketing strategies. The effectiveness of advertisement on success of brand extensions would be vital for proper understanding and creation suitable of advertisement programmes for success of brand extensions. The exact understanding the preference and expendability of brand extensions for future would be necessary for new product development and tap the market potential for new brand extension products and also improve the operational efficiency of business performance.