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http://www.fda.gov
http://www.nicnas.gov.au
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http://www.datamonitor.com
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Detergent brands and customer satisfaction survey – Pune City

Dear Sir/Madam,

You are kindly requested to extend your cooperation in filling this questionnaire which will help me in carrying out my research for Ph.D. Degree. All information given will be kept confidential and will not be used for any other purpose than what it perpetrates.

Thank You

QUESTIONNAIRE A

(Customer/end-use/ Respondent)

1. What do you use to wash your clothes?
   A. Detergent   B. Bar   C. Use detergent powder + detergent bar   D. Other

2. How do you wash your clothes?
   A. Washing Machine   B. Hand   C. Hand + Washing Machine

3a. Which brand of detergent powder do you use currently?
   A ___________ B. ___________ C. ___________

3b. Which brand of detergent bar/cake do you use currently?
   A ___________ B. ___________ C. ___________

3c. Which company’s detergent brand/s do you prefer most? __________

3d. Which brand of detergent powder do you prefer most? __________

3e. Which brand of detergent bar/cake do you prefer most? __________

4. How long have you been using this product?
   A. Less than 6 Months   B. More than Year   C. Have always used this brand
   D. Other (Please specify) __________
5. Have you changed your detergent brand in last six months?

Yes                  No

5a. If yes, Please name the current Brand? ___________

5b. If yes, Please name the previous Brand? ___________

6a. If your preferred brand of detergent powder is Unavailable which substitute brand you opt for

6b. If your preferred brand of detergent bar is not available which substitute brand you opt for?

7. How frequently you switch over to another detergent brand?
Never       Always      Frequently     Can’t say exactly         Sometimes

7a. The reason for a switchover in your detergent brand?

☐ Not applicable.  If applicable, Name of Old (previous) brand ___________

 A. Advertisement       B. Offer / Discounts  C. Quality       D. Value for money
 E. Less consumption   F. Price             G. Recommendation by somebody
 H. Removes stains easily I. Less soaking time J. Gentle on clothes K. Brand L. Other

7b. In the event of price rise of your most preferred detergent brand what will do?

1. I’ll remain on my most preferred brand even if price increase. [Increase my budget]
2. I will switch over to other option  3. Can’t reply at this moment

8a. No of members in your family _____
8b. Earning members in your family ______

9. How much detergent does your family need in a month? __________ KG’s.

10. Where do you usually buy your detergent from?

 A. Local Grocer / General store  B. Whole seller  C. Mall  D. Canteen  E. Other

11. Who usually does the shopping for the detergent?

 A. Myself / Family member  B. Order by phone/Online  C. Maid/Driver  D. Other
12. How often do you use the detergent to wash your clothes?
A. Every day   B. Couple of times a week   C. Once a week   D. Other (Please specify)  

13. What made you choose this particular product? (May choose more than one)
A. Advertisement   B. Offer / Discounts   C. Quality   D. Value for money
E. Consumption   F. Price   G. Recommendation by _______
H. We have always used this   I. Removes stains easily   J. Less soaking time
K. Gentle on clothes   L. Brand   M. Other (Pl. Specify) _______

14. How did you find about your current brand?
6. Internet   7. Recommended by shop owner   7. Other ________

15. Have you seen the advertisement of any detergent in last one month?
A. Yes   B. No   C. May Be

16. If the answer is Yes or May be then have you ever bought a detergent after watching an Advertisement?
A. Yes   B. No

17. If Yes, What was the reason?
A. Frequency of Advt   B. Brand ambassador/celebrity endorsement   C. Content of Advt
D. Trustworthiness   E. Liked the Advt   F. Brand name   G. New product from trusted brand   H. Any other reason (Please specify) _______

18. How is the overall quality of the advertisement of your brand?
A. Excellent   B. Very good   C. Good   D. Fair   E. Poor   F. DK/CS

19. What parameters you observe in advertising?
A. Message   B. Regularity   C. Freak of Advt.   D. Trustworthiness
E. Easy to understand   F. Celebrity endorsement

20. While shopping have you ever noticed the way some detergents are placed in the mall/shop
A. Yes   B. No   C. May Be
21. Does the way the product is displayed in the mall/shop make you buy the detergent?
   A. Yes ☐   B. No ☐   C. May Be ☐

22. Have you bought any other brand of detergent (Other than usual brand?)
   Because of the free gifts/offers/discounts?
   A. Yes  B. No  C. Sometimes I bring

23. Next time did you buy your usual brand or the brand that offer you the free gifts?
   A. Usual brand  B. Substitute brand which offering me something free

24. If you bought the substitute brand again what was the reason?
   A. No  B. It was better than my original brand  C. Free gifts/Offer on the price  D. Other

25. How is the overall quality of consumer promotional schemes of your preferred brand?
   A. Excellent  B. Very good  C. Good  D. Fair  E. Poor  F. DK/CS

26. How would you rate your most preferred brand for various schemes?
   A. Freak of schemes  B. Regularity of schemes  C. Attractiveness
   D. Freebies/gifts/extra volume  E. Period of scheme

27. How often do you substitute or switch the brand for promotional schemes?
   A. Never  B. Every time  C. Couple of times in year  D. Other (Please specify)

28. The reason for brand switch over?
   A. Advertisement  B. Offer/Discounts  C. Quality  D. Value for money
   E. Less consumption  F. Price  G. Brand Name  H. Celebrity endorsement
   I. Removes stains easily  J. Less soaking time  K. Gentle on clothes  L. Other
29. Can you please give your satisfaction level with regards to your current detergent on following items? (Tick accordingly)

<table>
<thead>
<tr>
<th>Options</th>
<th>Very Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Neutral</th>
<th>Somewhat Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Available in the pack size I require</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Available in my store always</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Packaging material</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free gifts /Discounts</td>
<td></td>
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</tr>
<tr>
<td>Product range</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Effectiveness of Detergent</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Softer / Gentle on hands</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Softer / Gentle on Cloths</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Makes my cloths whiter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keep the color of clothes (No runs) / less fading</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Better cleaning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Removes stains effectively</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economical but still effective</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivers what it promises</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall satisfaction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
30. Can you give marks to the overall satisfaction with your current product? (Where 0 means least satisfied and 10 means very satisfied)

<table>
<thead>
<tr>
<th>Situation</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Satisfaction</td>
<td>0 to 10</td>
</tr>
</tbody>
</table>

31. Compared to other products which are available in the market, would you say-
That's your brand of detergent is

A. Much better   B. Somewhat better   C. About the same   D. Somewhat worse
E. Much worse   F. No option available   G. Can’t say

32. Will you use/purchase the detergent again?

A. Definitely will   B. Probably will   C. Might or might not
D. Probably will not   E. Definitely will not

33. How likely are you to recommend your current brand to others?

A. Definitely will recommend   B. Probably will recommend   C. Might or might not sure
D. Probably won’t recommend   E. Definitely will not recommend

34. Demographic Details

A. Name of respondent: ___________
B. Address: ___________
C. Contact No.: ___________
D. Email ID: ___________
E. Gender
   1. Male  2. Female
F. Education
   5. Graduate  6. PG  7. Doctorate
G. Age
   1. 20 – 30  2. 31 – 40  3. 41 – 50  4. 51 – 60  5. Above 60
H. Occupation

<table>
<thead>
<tr>
<th></th>
<th>(1) Businessman / Industrialist</th>
<th>(6) Officers / Executives - Junior</th>
</tr>
</thead>
<tbody>
<tr>
<td>(2)</td>
<td>Self Employed Professional</td>
<td>(7) Officers / Executives - Senior</td>
</tr>
<tr>
<td>(3)</td>
<td>Clerical / Salesmen</td>
<td>(8) Housewife</td>
</tr>
<tr>
<td>(4)</td>
<td>Unemployed</td>
<td>(9) Non-Working / Retired</td>
</tr>
<tr>
<td>(5)</td>
<td>Student</td>
<td>(10) Other (Specify)</td>
</tr>
</tbody>
</table>

I. Income Group : [ Monthly income ]

1. Less than 5000
2. Bet 5,000 To 15,000
3. Less than 25,000
4. Bet 25,000 to 40,000
5. Less than 50,000
6. Above 50,000

J. Citizen
1. Urban
2. Semi Urban
3. Rural

K. Marital status:
1. Married
2. Unmarried
3. Single

*** THANK YOU ***
Detergent brands and Customer Satisfaction Survey – Pune City

Dear Sir/Madam,

You are kindly requested to extend your cooperation in filling this questionnaire which will help me in carrying out my research for Ph.D. Degree. All information given will be kept confidential and will not be used for any other purpose than what it perpetrates.

Thank You

---

Questionnaire B

- Name of Establishment
- What type of establishment?  __________________________
  - □ Distributor  □ Wholesalers  □ Retailer

1. Which brands of detergents do you stock/ sale in your shop?
   A _______ B_______ C_______
   D_______ E_______ F_______

2. Since how long you are a distributor/ Retailer of detergents in Pune?  _________

3. As a customer; which brand of detergent do you use at home?
   A _______ B _______ C_______

4. Which are three top selling detergent brands at your dealership/shop during last year?
   A_______ B_______ C_______
5. In your expert opinion what is the reason for popularity of these detergent brands in India/Pune?

<table>
<thead>
<tr>
<th>Options</th>
<th>Code</th>
<th>Options</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost /Price (value for money)</td>
<td>1</td>
<td>Celebrity endorsement</td>
<td>6</td>
</tr>
<tr>
<td>Consumption</td>
<td>2</td>
<td>Brand name</td>
<td>7</td>
</tr>
<tr>
<td>Promotional offers by company</td>
<td>3</td>
<td>Washing quality</td>
<td>8</td>
</tr>
<tr>
<td>Reputation</td>
<td>4</td>
<td>Overall Quality</td>
<td>9</td>
</tr>
<tr>
<td>Advertisement</td>
<td>5</td>
<td>Other (Specify)</td>
<td>10</td>
</tr>
</tbody>
</table>

6. Out of all the detergent brands in your shop, which brand (Company) gives you:

A. Better Commission / Margins
B. More Credit Period
C. Gifts on achieving targets
D. Incentives
E. Any other (Pl. specify)

7. DO you ever push / recommend a product because of the higher incentives/ offers given by a company to you?

A. □ Never  B. □ Sometimes  C. □ Always
8. What are the important factors customers take into consideration while choosing the particular detergent? (Please give rating of 5 to most important and 1 to least important)

<table>
<thead>
<tr>
<th>Options</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Name</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Affordable price</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Reputation Company</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Discounts / Offers</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Availability</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Packing material</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Various sizes</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Quality</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Makes clothes whiter and swach feeling</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Gentle on hands and protective</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Gentle on clothes and protective</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Assurd return / Value for money</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Other (Specify)</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>
9. Does any Company asks for your opinion regarding any of following aspects?

<table>
<thead>
<tr>
<th>Options</th>
<th>No</th>
<th>Yes Sometimes</th>
<th>Yes Always</th>
<th>Involved in the process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In store Promotion</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Consumer feedback</td>
<td></td>
<td></td>
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<tr>
<td>Consumer Offers /Gifts</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Gifts/ offers for bulk purchase by you</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

10. Can you please mention your satisfaction levels regarding various aspects of company? [Pl. tick the appropriate box]

<table>
<thead>
<tr>
<th>Options</th>
<th>Very Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Neutral</th>
<th>Somewhat Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>In store promotional activity</td>
<td></td>
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<tr>
<td>Product range</td>
<td></td>
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<td></td>
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<tr>
<td>Sales support from Company</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Amount of commission offered</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Performance</td>
<td></td>
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<tr>
<td>In store promotional material</td>
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<td></td>
</tr>
<tr>
<td>Availability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Timely delivery</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>The way complaints are handled by Company</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
11. How many times a customer comes to the shop asking for detergent because of the following?

<table>
<thead>
<tr>
<th>Options</th>
<th>Never</th>
<th>Not very Often</th>
<th>Do not know</th>
<th>Very often</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Celebrity endorsement</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Recommendation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Packaging</td>
<td></td>
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</tr>
</tbody>
</table>

12. In your expert opinion how often do consumers substitute or switch the brand?

A. Never  B. Every time  C. Couple of times in year  D. Other (Please specify)

13. What do you think is the reason for switch?

A. Advertisement  B. Offer/Discounts  C. Quality  D. Value for money  E. Less consumption  F. Price  G. Brand Name  H. Celebrity endorsement  J. Removes stains easily  K. Less soaking time  L. Gentle on clothes. N. Other (Please specify)  ________

14. How likely would you recommend /stock your current brand to others?

A. Definitely  B. Probably  C. Might or might not sure  
D. Probably will not  E. Definitely will not  F. No comment
Demographic Details

15. Name of respondent    ______
16 Address                 ______
17. Contact No             ______
18. Email ID               ______


22. Income group Less than 5 Lac  1  5 – 15 Lac  2  15 – 25 Lac  3  26 – 49 Lac  4  50 Lac – 1 Cr  5  Above 1 Cr  6

23. Monthly turnover       ______
24. Annual turnover        ______

*** THANK YOU ***
# Discussion Guide 1

Name of the company : 
Person interviewed : _______  Designation _______  Location _______

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Current Brand situation (Detergent Brand)</td>
</tr>
<tr>
<td>2</td>
<td>Present Brand Positioning</td>
</tr>
<tr>
<td>3</td>
<td>Need of effective brand positioning</td>
</tr>
<tr>
<td>4</td>
<td>Role of a company in brand positioning</td>
</tr>
<tr>
<td>5</td>
<td>Present Brand Promotion and its need</td>
</tr>
<tr>
<td>6</td>
<td>Detergent Brand Vs Revenue Generation</td>
</tr>
<tr>
<td>7</td>
<td>Brand and its future planning</td>
</tr>
<tr>
<td>8</td>
<td>Target Segment of the brand</td>
</tr>
<tr>
<td>9</td>
<td>Present Market Share</td>
</tr>
<tr>
<td>10</td>
<td>Expectation of Company from brand and brand focus</td>
</tr>
<tr>
<td>11</td>
<td>Customer Satisfaction and its auditing</td>
</tr>
<tr>
<td>12</td>
<td>Brand Loyalty of Customers</td>
</tr>
<tr>
<td>13</td>
<td>Loyalty check surveys</td>
</tr>
<tr>
<td>14</td>
<td>Loyalty programme</td>
</tr>
<tr>
<td>15</td>
<td>Brand endorsements and its necessity</td>
</tr>
<tr>
<td>16</td>
<td>Advertising agencies, market research agencies, third party promotion handlings</td>
</tr>
<tr>
<td>17</td>
<td>Advertising budgets, aggressive style of advertising</td>
</tr>
<tr>
<td>18</td>
<td>Brand switching - A challenge before companies</td>
</tr>
<tr>
<td>19</td>
<td>Brand wars and cost control</td>
</tr>
<tr>
<td>20</td>
<td>Channel partners problems and conflicts resolution</td>
</tr>
<tr>
<td>21</td>
<td>Stock shortages, pilferages, malpractices, under cutting issues</td>
</tr>
<tr>
<td>22</td>
<td>Brand Promotion, revenue generation</td>
</tr>
<tr>
<td>23</td>
<td>Promotion Problems and co-operation from channel partners</td>
</tr>
<tr>
<td>24</td>
<td>Issues of Price rise and its effect on sales volume</td>
</tr>
<tr>
<td>25</td>
<td>Effect of celebrity endorsements</td>
</tr>
<tr>
<td>26</td>
<td>Participation in Corporate Social Responsibility (CSR)</td>
</tr>
</tbody>
</table>
**Discussion Guide 2**

Name of the company

Person interviewed: ________ Designation ________ Location ________

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brand promotional activity changes since 1980 till the date</td>
</tr>
<tr>
<td>2</td>
<td>Changes in Brand Promotion styles and its implementation</td>
</tr>
<tr>
<td>3</td>
<td>Problems Faced</td>
</tr>
<tr>
<td>4</td>
<td>Manpower requirement and their remuneration</td>
</tr>
<tr>
<td>5</td>
<td>Effect of Brand Promotion</td>
</tr>
<tr>
<td>6</td>
<td>Increase in Sales due to Brand Promotion</td>
</tr>
<tr>
<td>7</td>
<td>Involvement of Company personnel</td>
</tr>
<tr>
<td>8</td>
<td>Duration of Promotion, Place of Promotion, Prices incurred</td>
</tr>
<tr>
<td>9</td>
<td>Success or Failure of Promotion Activity</td>
</tr>
</tbody>
</table>
Discussion Guide DG3 (Part A/B/C)

Part A (Advertising/Promotion Agency)

Name of the Advertising Agency/company : 
Person interviewed : ________ Designation ________ Location ________
Representing the department (Co. name & dept) : Co : ________ Dept : ________
Work profile :

---

Part A (For Advertisement agencies only)

1. What is the business in which your company is engaged? ________

2. What is the year of the establishment of your company? ________

3. Is your company is an advertising firm or promotion company since its establishment?

4. Does your company recruit academically qualified as well as an experienced personnel professional for doing the routine jobs?

1. Does your company’s well experienced and highly qualified staff works on high budget or special projects?

2. Pl comment on the need of Advertising / promotion firms to work for various FMCG companies in today’s fast and competitive world of business.

3. The need for an effective advertisement making for companies
4. Being handling many clientele what is your main focus.
5. What is the role of your company in making an effective advertisement for the company?
6. Name the various leading MNC’s / Indian or regional FMCG companies whose advertising or promotional activities has been handled by your company?
7. What changes you have seen in last 5 years in FMCG companies advertising activities?
8. Who decides the content and script of an advertisement?
9. Is there any pilot testing for an advertisement to be released? What are the problems faced by your company in execution of an advertising?
   A. Company  B. An advertisement firm  C. Both
10. Advertising agency suggests the medium for an advertisement or it is decided by company only?  OR  Who choose the medium of an advertisement?
   A. Company  B. An advertisement firm  C. Both
11. Due to tremendous competition in the market many companies are following aggressive advertising strategies; do the advertisement firms have any role in making any suggestions about the content or theme of an advertisement for a company?
12. Do advertising companies make any suggestions on brand endorsement content of an advertisement of a company?
13. What special efforts your company takes for your client’s satisfaction?
14. Being an expert what is the effectiveness of brand endorsements in advertisements?
15. What is the percentage of success of advertisements? Who is the mentor for this?
16. Do you think brand loyalty and maintaining the present customers is of serious concern for your company? If Yes, how you do this?
17. Do your company rewards for brand loyalty of customers?
18. Being a representative of your company do you think brand switchover of customers is a challenge for companies?
19. Do your company carries any loyalty check surveys or loyalty programmes?
20. Do any special efforts taken by the company for customer’s brand switchover attitude?
21. What is your company’s experience in case of price rise and price sensitivity of customers? In the event of price rise how quality is maintained?
22. What are your company’s thoughts on brand endorsements & its necessity?
23. Why your company makes aggressive style of advertising? Who decides about the script or an advertising content?
24. Who decides the theme of an advertisement? Which departments of the company work together for this?
25. In today’s competitive markets and frequent brand wars for the market share how your company operates in the situation and measures of cost control factor for an advertisement / promotion / merchandising?
26. Advertising budgets are huge now a days, what is your company’s policy for this? Any budget problems before the company in execution of any marketing programme?
27. In case of the shortages of disc/offer stocks and the circulations of the merchandising material who is the responsible authority?
28. Do your company participates in Corporate social responsibility (CSR)?

* Thanks *
Part B (For Promotion agencies only)

Name of the Promotion Agency/Company:

Person interviewed: _______  Designation: _______  Location: _______

Representing the department (Co. name & dept): Co: _______  Dept: _______

Work profile:

1. What is the business in which your company is engaged? _______
2. What is the year of the establishment of your company? _______
3. Is your company a promotion agency/company since its establishment?
4. Does your company recruit academically qualified as well as an experienced personnel professional for doing their special as well as routine jobs?
5. Does your company’s well experienced and highly qualified staff works on high budget or special promotion projects?
6. Please comment on the need of Promotion firms to work for various FMCG companies in today’s fast and competitive world of business.
7. The need for an effective brand promotion for companies
8. Problems during promotion of the product/brand.
9. Do promotional projects designed by promotion agency?
10. What is the role of your company in making an effective promotional campaign for the specific brand of the company.

11. What are the changes you have seen in last 5 years in FMCG companies various general or specific brand’s promotional activities?

12. Do your company undertakes any customer satisfaction & its auditing or brand loyalty checks? If yes, how frequently? If not, what is the reason?

13. Do your company carry any customer satisfaction or brand loyalty check surveys or loyalty programmes?

14. Any promotion project made under corporate social responsibility (CSR)?

* Thanks *
Part C (For Merchandising agencies / personnel only)

Name of the Merchandising Agency/ Company : 

Person interviewed : ________ Designation ________ Location ________

Representing the department ( Co. name & dept ) : Co : ________ Dept : ________

Work profile :

1. Who look after the merchandising activities for detergent companies?
2. Do you have any specialized staff for this purpose?
3. What is the role of company personnel in merchandising activities in routine course of work?
4. What is the routine job profile of various merchandisers?
5. Do ladies merchandisers are there in merchandising team?
6. In case of the shortages of disc/offer stocks and the circulations of the merchandising material who is the responsible authority?
7. Merchandising for corporate social responsibility (CSR) project ________
8. What are the general difficulties you come across while working with the merchandising activities of the various detergent companies?
9. What are the difficulties faced by the merchandisers in these activities?
10. For are the minimum job requirements for doing merchandising work?
11. Do the detergent companies offer any specialized training for the merchandisers?

*** Thanks ***