CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION
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Findings from Socio Demographic Profile of Respondents

Resident of Area

The table is about the place of residence shows that highest numbers of the respondents are from urban area with 49.7 percent, the second highest numbers of the respondents are from rural area with 26.4 percent, and remaining 23.9 percent of the respondents are from semi urban.

Age

The table is about the age of the respondents shows that the highest number of respondents are in the age group of above 40 years with 27.9 percent, the second highest number of the respondents are coming under the age group of below 25 years with 27.7 percent, then 25 years to 30 years with 18.4 percent, between 31 years and 35 years with 15.7 percent and between 36 years and 40 years with 10.3 percent.

Gender

The table deals with the gender of the respondent’s which shows that maximum number of respondents is Female with 73.5 percent and 26.5 percent of respondents are Male.
**Educational Qualification**

The table shows the educational qualification of the respondents. The highest numbers of respondent are graduates with 34.2 percent, 23.5 percent are with Technical Education, 23.2 percent of the respondents are Post Graduate, 10.8 percent belongs to other category and 8.2 percent of the respondents are with Professional qualification.

**Marital Status**

The table pictures the marital status of respondent’s which shows that maximum numbers of respondents are married with 63.2 percent and 36.8 percent of respondents are Unmarried.

**Family Type**

The table is about the family type of the respondents shows the maximum number of respondents with 55.3 percent belongs to Joint family and 44.7 percent of respondents belong to Nuclear family type.

**Occupation**

The table is about the occupation of the respondents which clearly shows that 31.4 percent of the respondents are working in Private, 27.7 percent of the respondents belong to Govt. Employed, 20.3 percent of the respondents are Self Employed, 16.5 percent of the respondents are Unemployed and 4.1 percent of the respondents are Retired.
**Monthly Income**

The table is about the monthly income of the respondent’s that shows the maximum numbers of respondent’s have income of below 10000 with 35.2 percent, 19.6 percent of the respondents have an income of Rs. 20001 to 30000, 19.0 percent of the respondents have an income of Rs.10001 to 20000, 18.1 percent of the respondents have an income of Rs. 30001 to 40000 and 8.1 percent of the respondents have an income of above Rs. 40000.

**Buy the FMCG**

The highest number of the respondents purchase from Malls 33.7 percent, the second highest number of the respondents from Pan/Petty is 27.8 percent, In Super Markets with 24.5 percent, and Stables and Groceries with 14.0 percent.

**Using Brands in FMCG in Years**

The highest numbers of the respondents using FMCG from 4 to 6 years is with 49.7 percent, the second highest numbers of the respondents are using FMCG from 2 to 4 years with 18.6 percent, less than 2 years is with 18.1 percent, and above 6 years is with 13.5 percent.

**FINDINGS FROM MEAN**

The overall respective mean score of Brand name is **3.932**.

The overall respective mean score of Product Quality is **3.3925**

The overall respective mean score of Price is **3.874**
The overall respective mean score of Promotion is 3.911.

The overall respective mean score of Distribution is 3.725

The overall respective mean score of Packaging and labeling is 3.990.

The overall respective mean score of Brand Knowledge (Bath Soap) is 3.779.

The overall respective mean score of Brand Knowledge (Tooth paste) is 3.805

The overall respective mean score of Attributes of brand - Bathing Soap is 3.821

The overall respective mean score of Attributes of Brand - Tooth Paste is 3.871

The overall respective mean score of Brand Image is 3.833

The overall respective mean score of Brand Awareness is 3.870

The overall respective mean score of Brand Association is 3.879

FINDINGS FROM PEARSON CHI SQUARE

Resident Area Vs brand loyalty behaviour

Among the 13 dependent factors relating to brand loyalty behaviour dimension, all the factors show a significant association with the Resident Area of the respondents, since their significance value is less than ‘P’ value (0.05%). There is an association between Brand loyalty behaviour and Resident Area.
Gender Vs brand loyalty behaviour

Among the 13 dependent factors relating to brand loyalty behaviour dimension, Attributes of the Brand - Bathing Soap factors alone show a significant association with the gender of the respondents, since their significance value is less than ‘P’ value (0.05%). Hence the null hypothesis is rejected, which means that there is an association between brand loyalty and gender of the respondents.

Age Vs brand loyalty behaviour

Among the 13 dependent factors relating to brand loyalty behaviour dimension, all the factors show a significant association with the age of respondents, since their significance value is less than ‘P’ value (0.05%). Hence the null hypothesis is rejected, which means that there is an association between Brand loyalty and age of the respondents.

Marital status Vs brand loyalty behaviour

Among the 13 dependent factors relating to brand loyalty behaviour dimension, Product Quality factors alone show a significant association with the marital status of the respondents, since their significance value is less than ‘P’ value (0.05%). Hence the null hypothesis is rejected, which means that there is an association between brand loyalty and marital status of the respondents.
Qualification and brand loyalty behaviour

Among the 13 dependent factors relating to brand loyalty behaviour dimension, all the factors show a significant association with the Qualification of the respondents, since their significance value is less than ‘P’ value (0.05%). Hence the null hypothesis is rejected, which means that there is an association between brand loyalty and Qualification of the respondents.

Occupation Vs Brand loyalty behaviour

Among the 13 dependent factors relating to brand loyalty behaviour dimension, all the factors show a significant association with the Designation of the respondents, since their significance value is less than ‘P’ value (0.05%). Hence the null hypothesis is rejected, which means that there is an association between brand loyalty and occupation of the respondents.

Income Vs Brand loyalty behaviour

Among the 13 dependent factors relating to brand loyalty behaviour dimension, all the factors alone show a significant association with the income of the respondents, since their significance value is less than ‘P’ value (0.05%). Hence the null hypothesis is rejected, which means that there is an association between Brand loyalty and income of the respondents.

Family status Vs brand loyalty behaviour

Among the 13 dependent factors relating to brand loyalty behaviour dimension, Price and Brand Awareness alone the factors show significant association with the family status of
the respondents, since their significance value is less than ‘P’ value (0.05%). Hence the null hypothesis is rejected, which means that there is an association between brand loyalty behaviour and family status of the respondents.

**Place of purchase of FMCG Vs brand loyalty behaviour**

Among the 13 dependent factors relating to brand loyalty behaviour dimension, all the factors show a significant association with the Buy the FMCG Product of the respondents, since their significance value is less than ‘P’ value (0.05%). Hence the null hypothesis is rejected, which means that there is an association between Brand Loyalty and Place of purchase.

**Using brand of FMCG in years Vs Brand loyalty**

Among the 13 dependent factors relating to brand loyalty behaviour dimension, all the factors show a significant association with the Using brand of FMCG in years of the respondents, since their significance value is less than ‘P’ value (0.05%). Hence the null hypothesis is rejected, which means that there is an association between Brand Loyalty and using brand of FMCG in the years of respondents.
FINDINGS FROM MULTIPLE REGRESSION TABLE

IMPACT OF BRAND KNOWLEDGE AMONG CONSUMERS IN BATHING SOAP

FINDINGS FROM MODEL SUMMARY

81.5 percent of the variation in brand knowledge – bathing soap (dependent variable) can be explained from the 8 independent variables. The table also shows the adjusted R-square for the model as .814.

FINDINGS FROM COEFFICIENT TABLE

IMPACT OF BRAND KNOWLEDGE AMONG CONSUMERS IN BATHING SOAP

- Awful odor of body is arrested has a beta coefficient (0.166), which is significant (0.000).
- Kills germs and keeps the body fresh and tidy has a beta coefficient (0.185), which is significant (0.000).
- Prevents skin diseases and other insanitary conditions has a beta coefficient (0.163), which is significant (0.000).
- Helps to maintain softness of the skin has a beta coefficient (0.125), which is significant (0.000).
- Helps to remain the skin moisturized has a beta coefficient (0.09), which is significant (0.000).
- Helps to keep my freshness always due to lasting fragrance has a beta coefficient (0.191), which is significant (0.000).
• Soap cake lasts beyond hope has a beta coefficient (0.114), which is significant (0.000). Packaging appeals to me as contemporary has a beta coefficient (0.066), which is significant (0.000).

IMPACT OF BRAND KNOWLEDGE OF CONSUMERS IN TOOTH PASTE

FINDINGS FROM MODEL SUMMARY

80.1 percent of the variation in brand knowledge - tooth paste (dependent variable) can be explained from the 7 independent variables. The table also shows the adjusted R-square for the model as .800.

FINDINGS FROM COEFFICIENT TABLE

IMPACT OF BRAND KNOWLEDGE OF CONSUMERS IN TOOTH PASTE

• **Arrests bad breath and gives cleanness** has a beta coefficient (0.144), which is significant (0.000).

• **Prevents tooth decompose** has a beta coefficient (0.177), which is significant (0.000).

• **Brightens the teeth** has a beta coefficient (0.187), which is significant (0.000).

• **Strengthens gums** has a beta coefficient (0.135), which is significant (0.000).

• **Kills bacteria** has a beta coefficient (0.187), which is significant (0.000).

• **Removes food particles which stick in the teeth** has a beta coefficient (0.093), which is significant (0.000).

• **Gives good experience** has a beta coefficient (0.102), which is significant (0.000).
IMPACT OF BRAND ATTRIBUTES AMONG CONSUMERS IN TOOTH PASTE

FINDINGS FROM MODEL SUMMARY

84.4 percent of the variation in Attributes of Brand - tooth paste (dependent variable) can be explained from the 5 independent variables. The table also shows the adjusted R-square for the model as .843.

FINDINGS FROM COEFFICIENT TABLE

- Side effects are not there owing to new formulae has a beta coefficient (0.225), which is significant (0.000).
- New tastes and flavours draw me more has a beta coefficient (0.235), which is significant (0.000).
- Introduction of calcium enhanced and germy-check is very good for a tooth has a beta coefficient (0.221), which is significant (0.000).
- Introduction of gel type looks current and brightens teeth better have a beta coefficient (0.194), which is significant (0.000).
- Ingredients make my gums stronger has a beta coefficient (0.122), which is significant (0.000).

FINDINGS FROM FACTOR ANALYSIS – DIMENSIONS OF BRAND LOYALTY BEHAVIOUR

The factors of a study on the factors influencing brand loyalty behaviour variable comprises of 22 individual statements. Out of 22 statements, 7 individual statements contribute more towards the study (61.462%).
The statements are:

- Brand denomination is facile to pronounce and the denomination and symbol are captivating and facile to recollect
- Brand tender good quality of products
- An extensive range of products are offered & products are of good quality
- Brand provides good worth for money
- Incremented price of the brand is due to superior quality so I do not mind paying a higher price for it
- Brand offers required discounts at customary intervals
- Brand has adequate outlets

**FINDINGS FROM FACTOR ANALYSIS – DIMENSION OF BRAND IMAGE, ASSOCIATION AND AWARENESS**

The factors of a study which is on the factors influencing the brand image, Association and awareness variable comprises of 29 individual statements. Out of 29 statements, 7 individual statements contribute more towards the study (63.278%).

The statements are:

- Thorough knowledge of the rival brands
- Brands prices are identified to me whenever I buy
- Remember the print ads of my brand
- No defects are ever noticed by me from my brands while purchasing it
- Variants of my brands are noticeable and Packaging and Brand exterior assure good performance
• Brands I use have been constantly delivering its promise for several years and
  Features of the brands are high-quality
• Always in favour of buying the trendy brand
FINDINGS FROM STRUCTURAL EQUATION MODELING

SEM 1

FIGURE 5.1

IMPACT OF BRAND LOYALTY BEHAVIOUR IN FMCG MARKET - BATHING SOAP
Regression weight at 0.001 % level of significance

The observed variables which have a positive influence over the unobserved variables at 0.001 percent with Brand loyalty and **Product Quality** (0.060), Brand loyalty and **Price** (0.051), Brand loyalty and **Promotion** (0.105), Brand loyalty and **Distribution** (0.045), Brand loyalty and **Brand Name** (0.032), Brand loyalty and **Attributes of the Brand – Bathing soap** (0.136), Brand loyalty and **Brand Image** (0.262), and Brand loyalty and **Brand Awareness** (0.176).

Regression weight at 0.05 % level of significance

The observed variables which have a positive influence over the unobserved variables at 0.05 percent with Brand loyalty and **Brand Knowledge - Bathing Soap** (0.026), Brand Loyalty and Brand Association (0.032).

Covariance at 0.001 % level of significance

The covariance estimates between exogenous variables which have a positive relationship at 0.001 % with Packaging and Labeling and Brand Name (0.193), **Product Quality** and Packaging and Labeling (0.15), Price and Packaging and Labeling (0.121), Promotion and Packaging and Labeling (0.233), Distribution and Packaging and Labeling (0.195), Distribution and Brand Name (0.195), **Product Quality** and Distribution (0.152), Price and Distribution (0.118), Promotion and Distribution (0.238), Promotion and Brand Name (0.127), **Product Quality** and Promotion (0.128), Price and Promotion (0.151), Price and Brand Name (0.158), **Product Quality** and Price (0.144), **Product Quality** and Brand Name (0.171), **Brand Knowledge - Bathing Soap** and Brand Association (0.104).

**Brand Knowledge - Bathing Soap** and Brand Awareness (0.057), **Brand Knowledge - Bathing Soap** and Brand image (0.156), **Brand Knowledge - Bathing Soap** and Attributes of
the Brand - Bathing Soap (0.103), Attributes of the Brand - Bathing Soap and Brand Awareness (0.065), Attributes of the Brand - Bathing Soap and Brand image (0.099), Brand image and Brand Awareness (0.061) and Brand Awareness and Brand Association (0.048).
IMPACT OF BRAND LOYALTY BEHAVIOUR IN FMCG MARKET - TOOTH PASTE

SEM 2

FIGURE 5.2
Regression weight at 0.001 % level of significance

The observed variables which have a positive influence over the unobserved variables at 0.001 percent with Brand loyalty and Price (0.057), Brand loyalty and Promotion (0.074), Brand loyalty and Distribution (0.058), Brand loyalty and Brand Name (0.041), Brand loyalty and Attributes of the Brand - Tooth Paste (0.064), Brand loyalty and Brand Image (0.277) and Brand loyalty and Brand Awareness (0.184).

Regression weight at 0.05 % level of significance

The observed variables which have a positive influence over the unobserved variables at 0.05 percent with Brand loyalty and Product Quality (0.043), Brand loyalty and Brand Knowledge - Tooth paste (0.045).

Covariance at 0.001 % level of significance

The covariance estimates between exogenous variables which have a positive relationship at 0.001 % with Packaging and Labeling and Brand Name (0.193), Product Quality and Packaging and Labeling (0.15), Price and Packaging and Labeling (0.121), Promotion and Packaging and Labeling (0.233), Distribution and Packaging and Labeling (0.195), Distribution and Brand Name (0.195), Product Quality and Distribution (0.152), Price and Distribution (0.118), Promotion and Distribution (0.238), Promotion and Brand Name (0.127), Product Quality and Promotion (0.128), Price and Promotion (0.151), Price and Brand Name (0.158), Product Quality and Price (0.144), Product Quality and Brand Name (0.171), Brand Knowledge - Tooth paste and Brand Awareness (0.103), Brand Knowledge - Tooth paste and Brand image (0.143), Brand Knowledge - Tooth paste and Attributes of the Brand - Tooth paste (0.184), Attributes of the Brand - Tooth paste and Brand
Awareness (0.107), Attributes of the Brand - Tooth paste and Brand image (0.147), Brand image and Brand Awareness (0.061) and Brand Awareness and Brand Association (0.048).

**Covariance at 0.05 % level of significance**

The observed variables which have a positive influence over the unobserved variables at 0.05 percent with Brand Knowledge - Tooth paste and Brand Association (0.043).

**SUGGESTIONS**

The Majority of toothpaste and Bathing soap makes the consumers constantly trustworthy to their brands. Building brand loyalty is decisive for FMCG products where consumers profoundly depend on the brand for the product category in a competitive and brand sensitive market. The Researcher has found Product Quality, Price and Promotion, Brand Awareness, Brand Image are building brand Loyalty.

Brand Name, Price, Distribution are the three dimensions which demonstrates the sturdy impact, indicating the indispensable role of developing sense and belief in building brand loyalty. Creating a brand is not that much easy and at the same time, sustaining the brand is very crucial at this competitive edge.

The results also reveal the significance of brand image, Brand quality, and brand attributes for creating a patronage intention among the consumers. The empirical data and statistical tests in the study provided a positive relationship between dimensions of brand loyalty and Socio demographic profile of the respondents.

One more interesting information is given to brand managers about the bath soap. The consumer opinions are focused on health conscious aspects. Consumers are very keen in
Preventing skin diseases, maintaining softness, long lasting fragrances, Odor arresting, Killing germs and even they look for fancy packing. This shows that consumers are more conscious on health and cosmetic related aspects.

Here comes the crucial role of Marketing managers and public relation officials of the FMCG brand. It’s time for you to hear from your competitors and consumers. Consumers are not only cosmetically driven also they want to stay safe when they hold your brand in the hands. Brand managers need a central awareness in this segment to retain the health conscious of consumers. Bath soap is not only to be fancy but also to retain their beauty and skin safely.

Coming to tooth paste, the consumers seems to be very cognizant on traditional tooth paste which contains ingredients like any herbs, calcium friendly, germi check etc. While investigating the brand knowledge, it is found that “Side effects”, “New tastes and flavors” calcium enhancement, germi-check, traditional ingredients like (neem, salt and lemon etc)seems to be dominating while preferring for a tooth paste. FMCG industry is totally a consumer driven industry. Consumer’s wants a traditional cum trendy FMCG products.

One more attention grabbing information was given by the researcher  Respondents agreed they won’t mind the price hike if the product founds to be superior in quality. This shows that, customers are ready to pay more for a good quality of products. If the products worth for the money which customers pay, they are ready to pay more and wont switch to other products.
CONCLUSION

To say simply, Consumers have awareness about everything. They require quality products in an affordable way. Marketers and brand managers need to incorporate traditional ingredients in a fashionable package. If consumers believe, a product is worthy and conscious about the quality then pricing is not a criterion for them to stay loyal. Most importantly marketers need to give utmost importance to “Packing and labelling”. Respondents gave highest mean score in the study. Packing and labelling is the corporate identity of any product. In Overall the product must be fashionable, traditional, superior, health conscious to stay with the customers.
SCOPE FOR FURTHER RESEARCH

The researcher presently concentrated in the dimensions of brand loyalty. In future the research can be concentrated in brand switching behaviour towards eco friendly FMCG products and the research can be concentrated in behavioural, psychographic factors of the consumers. The study can be extended to a large population to explore the suggestions and findings widely.