

## Brand Preference of Consumers for Selected Brands of FMCG Products -A Study of Rajkot City

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ARTICLE INFO	ABSTRACT
Published Online: 23 May 2018	Due to liberalisation and globalisation, markets across the world are going through a transformation like never before. Today consumers are regularly exposed to newer ways of living, an unparalleled variety of products and services due to the effect of media and communication explosion. At the same time, thanks to the continuously rising economic status of the consumers, there has been a sweeping change in the consumers' attitudes and aspirations. Consequently, multifaceted and segment specific newer brands are regularly flooding the markets world over. Fast Moving Consumer Goods (FMCGs) amongst various categories of consumer products, are struggling for shelf-space in the overcrowded marketplace. Markets today are featured by ruthless competition. Every manufacturer wants to annex the major share of the market. This is possible through carving out a brand image in the marketplace. Brands can make or break the businesses. Brand name lends trustworthiness and resilience. This paper studies the Expectations of Consumers from their Favorite brand of Selected FMCG Goods concerning aspects like their level of Satisfaction, Brand Recognition, Praise from friends, Value for money, Social Acceptability and the Factors they consider while selecting their favorite Brand like Brand Name, Brand Popularity, Brand Image, Availability of the Brand, Current trend, etc., and ultimately finds out the Most Preferred Brands of Selected FMCG Products.
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<b>KEYWORDS:</b> FMCG, Brand Preference, Satisfaction, Recognition, Brand Image.	

### I. INTRODUCTION

In the era of liberalisation and globalisation, markets all over the world are going through a metamorphosis. The present day consumers are regularly exposed to newer life-styles, products and services unprecedented due to the impact of media and communication explosion. Simultaneously, thanks to the continuously increasing disposable incomes, there has been a radical shift in the attitude and aspirations of the consumers. Consequently, multifaceted and segment specific newer brands are regularly flooding the markets world over. In most of the categories, consumer goods more particularly Fast Moving Consumer Goods (FMCGs) are jostling for shelf-space in the overcrowded marketplace. Super markets, malls, and various retailing outlets have been catering to the ever increasing needs of the modern day consumers. In short, contemporary consumers are being offered umpteen numbers of choices in each and every product segment which is never seen before.

We are living in an age of brands. Today, there are normally no inanimate or dump products. They have transformed into

brands with a personality of their own. They can be warm or friendly, cold or distant, old fashioned or sophisticated, stylish or shabby, and so on. This aura or ethos is what distinguishes a brand from a commodity.

Today's market is characterized by cut-throat competition. Every manufacturer wants to capture the major share of the market. This is possible through brand image in the market. Brand name helps in creating favorable disposition towards the massive changes now underway affects brands and those who manage them in a variety of different ways. Brands can make or mar the businesses. Brand name lends credibility and durability.

Brands are emerging as a vital competitive weapon in almost all industries and businesses. If companies are to thrive in the future, they need to make use of every competitive weapon at their disposal. Brands are an ever-present part of our lives-form the food we eat to the pen we write with, from the mobile phone to our TV.

#### **Branding creates Preferential Demand:**

Branding necessarily facilitates for the creation of preferential demand for product and service in a class of

products and services. Organisations often try to convince buyers, through their combined branding and promotional efforts that their product is significantly better than those of competitors'. In such a case, the business is in a position to convince the buyers that the product warrants a premium at the marketplace.

Moreover, it is also expected that the customer be loyal to that brand and prefer the same over other similar competing products. Branding, thus reduces in many cases totally eliminates direct price comparisons. Branding also helps to stabilize prices. Prices of branded commodities generally tend to fluctuate less than those of their anonymous counterparts.

Branding lies at the core of success. Brand is a promise that a company makes to consumers, where in it makes some commitments on delivery.

**II. OBJECTIVES OF THE STUDY**

The research objectives are:

1. To identify the Consumers’ Expectations from their preferred brands of selected FMCG Products in Rajkot city.
2. To analyze the factors influencing brand preference for selected FMCGs
3. To find out the Consumers’ Most Preferred Brand of selected FMCG Products.

**III. DATA COLLECTION AND PERIOD OF THE STUDY**

Primary data were collected from 50 respondents of Rajkot city using a structured Questionnaire. Secondary data were used for review of Literature. Keeping in view the problem and scope of the study, Convenience Sampling method of choosing Consumers of branded FMCG products was adopted. The study was conducted during the period of January 2016 to April 2016

**IV. ANALYSIS OF DATA AND TOOLS USED**

The primary data are classified and tabulated based on the objectives and Simple Percentage and Weighted Averages have been used in the study for analysis of data and drawing conclusions

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**3. Brand Preference of Consumers**

**3.1. Brand Preference for Detergents**

**Table III. a.** Rankings of Brand Preference for Detergent Brands

Respondents’ Preference For Detergent Brands											
Sr. No	Brands	1	2	3	4	5	6	7	8	9	Total
[1]	Tide	13	12	8	8	3	2	3	1	0	50
[2]	Rin	3	3	12	8	13	6	1	4	0	50

**1. Expectations of Consumers from Their Preferred Brands.**

**Table I.** Expectations of Consumers from Their Preferred Brands.

Expectation From their Preferred Brands			
Sr. No.	Factor	Freq.	%
[1]	Recognition	2	4
[2]	Satisfaction	37	74
[3]	Value for money	10	20
[4]	Praise from friend	0	0
[5]	Social acceptability	1	2
[6]	Others	0	0
	<b>Total</b>	<b>50</b>	<b>100</b>

(Source:- Primary data from survey)

The table above shows that 74% of the respondents expected satisfaction from their brands, followed by 20% - who expected value for money from their favourite brands.

**2. Factors considered by Consumers for the Selection of a Brand.**

**Table II.** Factors considered by Consumers for the Selection of a Brand.

Factors for Selection of a Brand			
SrNo.	Factor	Frequency	percentage
[1]	Popularity	14	28
[2]	Brand name	14	28
[3]	Brand Image	15	30
[4]	Current trend	4	8
[5]	Availability	2	4
[6]	Others	1	2
	<b>Total</b>	<b>50</b>	<b>100</b>

(Source:- Primary data from survey)

The table II. above shows that Most of the respondents, i.e. 30% selected their brand on the basis of brand image, followed by 28% of them who selected their brand on the base of popularity and brand name each respectively. 8% of the respondents selected their brand on the base of current trend. Only 4% of the respondents selected their brand on the base of availability.

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[3]	Wheel	3	16	8	7	5	6	1	2	2	<b>50</b>
[4]	Vanish	0	0	1	5	7	10	16	9	2	<b>50</b>
[5]	Arial	7	6	10	4	11	8	3	1	0	<b>50</b>
[6]	Nirma	7	3	4	7	2	7	14	5	1	<b>50</b>
[7]	Surf-excel	16	9	6	10	4	4	1	0	0	<b>50</b>
[8]	Ghadi	1	1	0	1	4	4	10	22	7	<b>50</b>
[9]	Hipoline	0	0	1	0	1	3	1	6	38	<b>50</b>
	<b>Total</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	

Source:- Primary data from survey)  
(Table III b. Derived from Table III a.

Sr No.	Brands	Weight									$\epsilon wx$	$\frac{\epsilon wx}{\epsilon w}$	Final rank
		9	8	7	6	5	4	3	2	1			
[1]	Tide	117	96	56	48	15	8	9	2	0	351	7.8	2
[2]	Rin	27	24	84	48	65	24	3	8	0	283	6.289	5
[3]	Wheel	27	128	56	42	25	24	3	4	2	311	6.911	3
[4]	Vanish	0	0	7	30	35	40	48	18	2	180	4	7
[5]	Arial	63	48	70	24	55	32	9	2	0	303	6.733	4
[6]	Nirma	63	24	28	42	10	28	42	10	1	248	5.511	6
[7]	Surf-excel	144	72	42	60	20	16	3	0	0	357	7.933	1
[8]	Ghadi	9	8	0	6	20	16	30	44	7	140	3.111	8
[9]	Hipoline	0	0	7	0	5	12	3	12	38	77	1.711	9

(Source:- Primary data from survey)

The above tables present the classification about the consumers’ brand preferences for selected detergent brands. Nine Detergent brands were considered for the study, namely Tide, Rin, Wheel, Vanish, Arial, Nirma, Surf-Excel, Ghadi, Hipoline. The sample respondents were asked to rank the selected brands in order of importance. The above table shows the ranking preference of selected brands by using weighted average score method. The table reveals that among the brands, first rank goes to Surf-Excel with 7.933 score. The second rank goes to Tide with 7.8 score. The third rank goes to Wheel with 6.91 score. And the fourth, fifth, sixth, seventh, eighth, ninth ranks go to Arial, Rin, Nirma, Vanish, Ghadi, Hipoline with 6.73, 6.28, 5.51, 4.00, 3.11, 1.71 score respectively.

Thus it can be said that majority of preference for detergent brands is Surf-excel while the least preferred brand is Hipoline.

Table IV b. Derived from Table IV a.

Sr No.	Brands	Weight							$\epsilon wx$	$\frac{\epsilon wx}{\epsilon w}$	Final rank
		7	6	5	4	3	2	1			
[1]	Colgate	154	90	25	16	3	4	1	293	10.46	1
[2]	Close-up	56	72	65	24	15	8	2	242	8.643	2
[3]	Pepsodent	42	48	80	32	21	8	1	232	8.286	3
[4]	Babool	14	12	25	24	66	24	1	166	5.929	6
[5]	Anchor	21	30	10	44	18	44	1	168	6	5
[6]	Dabur	42	36	45	56	27	12	0	218	7.786	4
[7]	Others	21	12	0	4	0	0	44	81	2.893	7

3.2. Brand Preference for Toothpastes Brands

Table IV. a. Rankings of Brand Preference for Toothpastes

Respondents’ Preference For Toothpaste Brands									
Sr. No.	Brands	1	2	3	4	5	6	7	Total
[1]	Colgate	22	15	5	4	1	2	1	<b>50</b>
[2]	Close-up	8	12	13	6	5	4	2	<b>50</b>
[3]	Pepsodent	6	8	16	8	7	4	1	<b>50</b>
[4]	Babool	2	2	5	6	22	12	1	<b>50</b>
[5]	Anchor	3	5	2	11	6	22	1	<b>50</b>
[6]	Dabour	6	6	9	14	9	6	0	<b>50</b>
[7]	Others	3	2	0	1	0	0	44	<b>50</b>
	<b>Total</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	

(Source:- Primary data from survey)

The above tables present the classification about the consumers' brand preferences for selected brands of toothpastes. Seven Toothpaste brands were considered for analysis namely, Colgate, Close-up, Pepsodent, Babool, Anchor, Dabur and Others. The sample respondents were asked to rank their favourite brands in order of importance. The above table shows the ranking preference of selected brands by using weighted average score method. The table reveals that among the brands, the first rank goes to Colgate with 10.46 score. Followed by Close-up with 8.643 score on second rank, the third rank goes to Pepsodent with 8.286 score. And the fourth, fifth, sixth, seventh, ranks go to Dabur, Anchor, Babool and others with scores of 7.786, 6, 5.929 and 2.893 resp.

Thus it can be said that Colgate is the most preferred brand of toothpaste amongst the Consumers and Close Up the second Most.

## VI. FINDINGS

### a. As far as Expectations of Consumers from Their Preferred Brands are concerned,

- ⇒ 74% respondents expect **Satisfaction** from their Favourite brand
- ⇒ 20% of them expected **Value for Money** from their Favourite brands.
- ⇒ **Recognition** was sought by only 4% of the respondents
- ⇒ And only 2% expected **Social Acceptability** from their brands.

### b. Regarding Factors influencing brand preference for selected FMCGs

- ⇒ Majority of the respondents, i.e. 30% selected their brand on the basis of **brand image**, followed by
- ⇒ 28% of them who selected their brand on the base of **popularity**
- ⇒ 28% selected their brands on the basis of **brand name**
- ⇒ 8% of the respondents selected their brand on the base of **current trend**.
- ⇒ Only 4% of the respondents selected their brand on the base of **availability**.

### c. Brand Preference of the respondents for detergent brands

- ⇒ Amongst Detergent Brands, **first rank goes to Surf-Excel** with 7.933 score.
- ⇒ The **second** most preferred brand of detergents was **Tide** with 7.8 score.
- ⇒ The **third** most preferred brand was **Wheel** with 6.91 score.
- ⇒ **Hipoline** was the **least preferred brand** with a weighted average score of 1.71.

### d. Brand Preference of the respondents for toothpaste brands

- ⇒ **The Most Preferred Toothpaste Brand is Colgate** with a score of 10.46.
- ⇒ Followed by **Close-up** with 8.643 score **in second place**
- ⇒ **Babool** was the **least preferred Toothpaste brand** with a score of 5.929.

## VII. CONCLUSION

A consumer prefers a particular brand based on what benefits that brand can offer to him/her. Because of such consumer preferences, the brand can charge a higher price and command more loyalty. In this study, it was observed that Consumers mainly expect Satisfaction from the brand they use and the second most important variable they expect from their favourite brand is Value for Money.

In forming the tendency of customers to prefer a particular brand, the marketing variables like, Popularity of a Brand, Brand name and Brand Image play an essential role so, a marketer must understand how the consumer makes his purchase decision about a particular brand. The information provided from this study will assist those companies already existing in or planning to enter the market, to strategize accordingly.

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