

**FMCG Consumers' Awareness Towards Parent And Extended
Brand Attributes****Mrs. S. Swapna,**Research Scholar,
Department of Business Administration (PG),
Dr.SNS Rajalakshmi College of Arts & Science (Autonomous),
Coimbatore-49

Abstract

Fast Moving Consumer Goods (FMCGs) as the name goes, these are products that are low priced and quickly sold in the retail counters. At the same time these products are frequently purchased by the consumers as per the day to day needs and usage of the products by the buyers and their family members. This article attempted to assess the FMCG consumers' awareness towards parent and extended brand attributes. The study also aims to explore the influence of parent brand on the quick acceptance of extended brand by the potential consumers. The study inferred that consumers' awareness towards brand trust and emotional appeal created by parent brands easily supports the manufactures in creating more awareness on the extended brands. The study confirmed that FMCGs consumers' attitude about parent brand significantly influences the selection of extended brands by them. Elaborate data analysis revealed that feel of trust established with the parent brand have mostly influenced the consumers to buy or select buying extended brand. At the same time, it has been inferred that consumers pay less attention to compare the product quality of extended or its price with the parent brand, due to existence of trust with the parent brand, reputation of manufacturer and their long existence in the Indian market.

Key Words: FMCGs, Parent Brand, Extended Brand, Brand Awareness**Introduction**

Fast Moving Consumer Goods (FMCGs) as the name goes, these are products that are low priced and quickly sold in the retail counters. At the same time these products are frequently purchased by the consumers as per the day to day needs and usage of the products by the buyers and their family members. Different categories of FMCGs are brought by consumers at differ timeline and their usage also differ from one category of consumers to others based on their demographic, socio-economic status, nature of affluences and awareness with the product and its ranges.

Fast moving consumer goods (FMCG) sector is an important contributor to the India's GDP (Gross Domestic product) growth. Currently, FMCG industry is the fourth largest sector in the Indian economy and provides employment to around three million people. Over the years, India FMCG sector has been growing at a healthy pace on account of growing disposable income, booming youth population and increasing brand consciousness among consumers. Globally, India is becoming one of the most attractive markets for foreign FMCG players due to easy availability of imported raw materials and cheap labour costs. Branding i.e., naming a product is very important act in marketing. Usually, manufacturers of FMCG items name their product to create an identity to the product among the potential buyers. Brand identification and its acceptance by the consumer segments help marketers in building a market for the product in a specific region. Effective performance of brand creates value for the brand amidst the consumers, it also develops an attitude of consumers about a product, recognise a product quality by its brand name, understand the price value of the products etc.

Concept of the Research Article

In today's world, where the consumer is constantly exposed to more and more brands in almost any kind of environment, the importance of exploring those brands which have managed to reach the consumer's mind and gained a strong position has increased. As per Keller (2003) up to ninety per cent of new products get launched in one year as an extension of a brand. Singh (2012) According to Nielsen group study brand extension is five times cheaper for a manufacturer of FMCGs compared to introducing a new product in a market. Brand extension that is stretching of existing brand line of product either vertically or horizontally support the manufacture to introduce innovative product as per the changing need or life-style pattern of the consumers. Nielson group studies also comment that brand extension prove successful and profitable to the manufacturers in those market, where a parent brand is well recognised (highly aware) and accepted by the consumers. It has also stated that Brand extension also ensure success for the marketers of FMCGs in term of product deliver among the targeted consumer group, provide a change to differentiate between parent brand and its extension and competitive brands cum its extension of product. In addition, the marketers also realise higher category advantage / lead.

Discussion of Literature

Brief discussion on various reviews assessed is presented in this section of the articles.

Verma (2002) had commented branding as very important in present competitive market. As the market share of manufacturer can be assessed through their brand performances in a market. Ramasamy et al., (2005) claim that buying behaviour is largely influenced by their consumers' awareness and attitude towards a product. Leahy (2008) found that brand loyalty towards FMCG brands are influenced by their knowledge about a product and emotional attachment towards the products. Upamannyu and Mathur (2012) study findings revealed that brand trust does not establish relationship with brand extension attitude but other two variables brand image and brand affect were positively significantly associated with extension attitude. Research study of Ganesh and Rosario (2015) acknowledged that longevity of purchase of same brands and nature of trust build with the brands support consumers in extending their brand loyalty towards a brand. Tizazu (2016) inferred that higher brand awareness, close association build between the consumer and a brand and nature of loyalty extended by the consumer towards a brand (i.e., longevity of purchase of brand) act as an instrument that determines the success of extended brand in the target market. Joshi and Yadav (2017) opine that consumers awareness towards parent brands only affect the brand equity value of the parent brand, but it also support in strengthening the brand equity of the parent brand. Research work of Joshi (2019) declared that sustainability of extended brand in a market is purely based on the existing consumers understanding on parent brand similarities (fit), parent brand's reputation among the present buyer segment, risk assessed by the marketers (perceived risk) and also by the influenced by the promotion on various media/medium.

Reviews discussed above provide a prelude on the factors that supports in a success of extended brand in a market place.

Aim of the Research Paper

This article attempted to assess the FMCG consumers' awareness towards parent and extended brand attributes. The study also aims to explore the influence of parent brand on the quick acceptance of extended brand by the potential consumers.

Methodology

FMCGs market in India is classified into three Household & Personal Care (50 per cent), Health Care (31 per cent) and Food Products (19 per cent). The study focused on the household care & personal care and packaged food products FMCG consumers buying behaviour towards extended brands. Health care is neglected as this segment of market is highly regulated and monitored by Ministry of Health Care, Government of India. Before, the questionnaire was supplied to the voluntary respondents they were educated about the brands, its manufacturers and the basic concept of the survey, in order to avoid any misconception developed among the consumers about a brand, its extended products or about the confusion on the brand manufacturers. A list of prominent brands available under the most reputed brands was prepared and distributed among the sample respondents, in order to educate them about the most prominent brands available in the market and to enhance their knowledge about the product manufacturing corporate companies.

Following FMCG manufacturing companies and brands were considered as sample:

- Personal Care segment five prominent companies and their lead brands were selected: HUL (Dove), ITC (Fama Di Wills), Dabur (Vatika), Procter & Gamble (Gillette) and Marico (Parachute).
- Household Care segment three prominent companies and their lead brands were selected: HUL (Surf), Dabur (Odomos) and Procter & Gamble (Tide).
- Packaged Food & Beverages Products: HUL (Kissan), ITC (Sunfeast) and Nestle(Maggi).

This study is focused on retail FMCG consumers living in Coimbatore city. The study applied both probability (cluster based random) and non-probability (convenience) sampling technique. Generally, statistical experts claim that qualitative analysis requires small sample size. Qualitative sample size is usually determined based on the time and resources available with the researcher. The study was conducted among 250 middle-income FMCG retail consumers hailing in Coimbatore city. Data were collected from all five regional zone of Coimbatore city (North, South, East, West and Central), sample 50 respondents were approached in each of the zone for collection of data.

Results and Discussion

A survey was conducted among the heterogeneous population group and the survey results indicated that 54.21 per cent of samples were women consumers and rests where men. Approximately 54.90 per cent of the FMCGs consumers are aged between 26-35 years and 33.79 per cent of the consumers were found to be graduates and 32.97 per cent of the consumers are employed in a public or private organisation. In additions, it has been inferred that 72.55 per cent of the consumers are married. 30.62 per cent of the consumer's family earned between Rs.10001-Rs.15000 and 68.55 per cent of the sample consumers have four to six members in their family. Most of the sample participated in the survey are middle aged, at same time they belong to the middle income category. Number of brand related attributes (characteristics of brands) generally influences consumers' remember of a brand and support them not only in recalling the brand name, but, it also support them to assess the quality, features, price of the product they buy and compare it with other competitive brands available in the market. The study confirmed that 79.45 per cent of the consumers found to be very well aware of the parent brand of the products and 78.48 per cent of the consumers are very well aware of the extended brand.

TABLE: 1
SUMMARY OF ROTATION FACTOR ANALYSIS & CRONBACH'S ALPHA
CONSUMERS LEVEL OF AWARENESS TOWARDS PARENT BRANDS

Factors		Eigen Value	% of Variance	Cronbach's Alpha
Familiarities of Brand (Factor I)	Availability, Brand Appreciation by Others, Trust in a Brand, Brand Familiarities and Success of Extended Brands	6.77	52.09	.933
Brand Promotion Usage Experience Factor (II)	Advertisement, Availability, Brand Image and Product Performance	1.5	11.48	.800
Brand Image and Value (Factor III)	Brand Reputation and Others	0.87	6.72	.708
Brand Association (Factor IV)	Long-Usage and Brand Appreciation by Others	0.77	5.90	.668
Brand Attributes (Factor V)	Price and Quality	0.61	4.73	.658

Source: Computed From Primary Data

This study provided ample evidences that sample consumers awareness towards parent brands attributes greatly influences their level of awareness towards extended brands. Development of familiarities with the parent brands, support consumers for easy acceptance of a new extended brand product introduced in the

market. In a market consumers always attempt to gain awareness about that brand availability in their nearby retail outlets, with support of brand promotion made by the manufacturer or marketers, who also develop consumers knowledge about a brand and the product attributes.

TABLE: 2
SUMMARY OF ROTATION FACTOR ANALYSIS & CRONBACH'S ALPHA
CONSUMERS LEVEL OF AWARENESS TOWARDS EXTENDED BRANDS

Factors		Eigen Value	% of Variance	Cronbach's Alpha
Trust and Reputation of Brand (Factor I)	Trust in a Brand, Brand Familiarities, Success of Extended Brands, Brand Reputation and Others	4.46	34.39	.878
Product Attributes and Promotions (Factor II)	Quality, Advertisement, Availability and Brand Image	2.58	19.81	.794
Brand Association (Factor III)	Product Performance, Long-Usage and Brand Appreciation by Others	1.15	8.85	.731
Brand Image (Factor IV)	Brand Image and Others	0.88	6.75	.703
Price Factor (Factor V)	Price	0.71	5.43	.655

Source: Computed From Primary Data

In case of extended FMCGs brands, consumers try to gather knowledge on extended brands based on the trust build on parent brands, followed by the assess product based on its attributes, product advertisement (promotions), parent brand association, brand image and last but not least the price of the extended new product.

Findings and Conclusion

The study inferred that consumers' awareness towards brand trust and emotional appeal created by parent brands easily supports the manufactures in creating more awareness on the extended brands. The study confirmed that FMCGs consumers' attitude about parent brand significantly influences the selection of extended brands by them. Elaborate data analysis revealed that feel of trust established with the parent brand have mostly influenced the consumers to buy or select buying extended brand. At the same time, it has been inferred consumers pay less attention to compare the product quality of extended or its price with the parent brand, due to existence of trust with the parent brand, reputation of manufacturer and their long existence in the Indian market.

Bibliography

1. Keller, Kevin Lane, (2003), "*Brand Synthesis: The Multidimensionality of Brand Knowledge*", Journal of Consumer Research, Volume. No. 29, Issue. No.4.
2. Namarata Singh (2012), FMCG brand extensions five times more successful than new product launches: study, The Times of India, Business, <https://timesofindia.indiatimes.com/business/india-business/FMCG-brand-extensions-five-times-more-successful-than-new-product-launches-Study/articleshow/17402963.cms>, November.
3. Harsh.V.Verma (2002), Brand Management, Excel Books. First Edition, ISSN: 978-93-5062-174-5, New Delhi, Chapter11.
4. Ramasamy, K., Kalaivanan, G. and Sukumar, S (2005), "*Consumer Behaviour towards Instant Food Products*", Indian Journal of Marketing, Volume. No. 24, Issue. No. 2-3, PP. 55-59.
5. Rose Leahy (2008), "*Brand Loyalty in Fast Moving Consumer Good Markets: The Role of Bonds*", International Journal of Business and Management, Volume.No.3, Issue.No.12, PP: 7-19, December.
6. Sektornischay K. Upamannyu and Garimamathur (2012), "*Effect of Brand Trust, Brand Affect and Brand Image on Customer Brand Loyalty and Consumer Brand Extension Attitude in FMCG Sector*", PRiMa: Practices and Research in Marketing, Volume.No.3, Issue.No.2, PP: 2-13, April.
7. Ganesh .G and Soosai John Rosario .S (2015), Consumers' Perception towards Brand Loyalty Of FMCG Products-An Analysis, Asia Pacific Journal of Research, Volume.No.1, Issue.No.30, ISSN: 2320-5504, E-ISSN-2347-4793, PP:42-54, August.
8. LamesginAyeleTizazu (2016), "*The Relationship between Brand Equity and Customers' Attitude towards Brand Extension for High Involvement Consumer Products*", International Journal of Science and Research (IJSR), Volume.No.7, Issue.No.4, ISSN (Online): 2319-7064, PP: 694-701, April.
9. Richa Joshi and RajanYadav (2017), Evaluating the Feedback Effects of Brand Extension on Parent Brand Equity: A Study on Indian FMCG Industry, Vision, Volume.No.21, Issue.No.3, PP: 305-315, September.
10. Richa Joshi (2019), Customer Perception of Brand Extension and Its Impact on Brand Equity: A Study on Indian FMCG Sector, Ph.D., Thesis Submitted to the Delhi Technological University for the award of the Doctor of Philosophy, Delhi School of Management Delhi Technological University Shahbad, Daulatpur, Delhi, February.