

TITLE

**A STUDY OF BRAND POSITIONING AND
PROMOTION TECHNIQUES OF HOUSEHOLD
DETERGENT BRANDS AFFECTING CUSTOMER
SATISFACTION AND BRAND LOYALTY**

(WITH SPECIAL REFERENCE TO PUNE CITY)

CERTIFICATE

(FORM 'A')

This is to certify that the thesis entitled “A study of brand positioning and promotion techniques of household detergent brands affecting customer satisfaction and brand loyalty” (With special reference to Pune city) is an original research work done by Mrs. Priyanka Narendra Pendse under my supervision for the award of the Degree of Doctor of Philosophy (Ph.D) in Management to awarded o by Tilak Maharashtra Vidyapeeth, (Deemed University) Pune. To the best of my knowledge and belief this thesis embodies the work of candidate herself. The work incorporated in this thesis has duly completed and fulfils the requirement of the ordinance related to Ph.D degree if the TMV. The work done by her is up to the standard in respect of both content and language for being referred to the examiner. The work completed by this researcher has not formed the basis for the award of any Degree or similar title of this or any other University or any other Vidyapeeth (Deemed University) or any other examining body upon her.

Place : PUNE

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(Research Guide)

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Place : PUNE

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2. The undertaken research is entitled as: “A study of brand positioning and promotion techniques of household detergent brands affecting customer satisfaction and brand loyalty” (With special reference to Pune city)

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Mrs. Pendse Priyanka Narendra

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LIST OF ABBREVIATIONS USED

FMCG	FAST MOVING CONSUMER GOODS
HUL	HINDUSTAN UNILEVER LTD
HLL	HINDUSTAN LEVER LTD
P&G	PROCTOR AND GAMBLE INDIA LTD
RHL	RICHARDSON HINDUSTAN LTD
HENKO/HENKEL SPIC	HENKEL SPIC INDIA LTD
JYOTHI	JYOTHI LABORATORIES LTD
NIRMA LTD	NIRMA LTD
PATANJALI	PATANJALT AYURVED LTD, NEW DELHI (INDIA)
LIJAT	SHRI MAHILA GRIHA UDYOG LTD
RSPL	ROHIT SURFACTANTS PVT LTD
MEHTA SOAP	MEHTA SOAP FACTORY LTD,PUNE
LAXMI SOAP	LAXMI SOAP FACTORY LTD,PUNE
GOPI	TRANSWORLD TAPPERS AND DARSHAN DETERGENTS

Chapter 1 Introduction

Introduction

This chapter provides an overview of the thesis and beginning with the introduction to the present research topic. Considering the premise of research it is necessary to know in brief about household detergent, historical background of the detergents, history of detergent in Indian markets, types of detergents and milestones.

Detergents have an important place in every one's life as it is must to wash our laundry. Soaps were the earliest form of detergents. Detergent is a water soluble chemical substance which is a cleansing agent use to remove dirt and stains on clothes. Detergent is a mixture of surfactant having cleansing properties and get combine with dirt and impurities to make them more soluble.

1.1 Title of research

“A study of brand positioning and promotion techniques of household detergent brands affecting customer satisfaction and brand loyalty” (With special reference to Pune city)

1.2 Historical background

What is the beginning of detergent and when detergent industry started is not exactly known. In 600 BC, Historians think that people were making soap since early Mediterranean civilization. In 1790, French chemist Nicolas Leblanc made soap. Later in 1800 Soap making was popular in USA. There was a mount called “Sapo” in Rome of Italy where the people used to make some offerings to the gods. The people found that the residue or remaining of an ash possess some useful properties for cleaning. Later on from the name of that mount the word "soap" came into existence. Cotton, wool, silk, jute or flax were used as a raw material for natural clothing. Manmade fibers were manufactured in late 19th and 20th centuries which was a reason to develop the suitable detergents to wash them. In 1916 German chemist Franz Gunther developed

first surfactant to wash these manmade clothing materials. First time a synthetic detergent was introduced in 1930 in USA. During World War II there was an acute shortage of soap and to counter this situation synthetic detergent were introduced and used in USA, UK and rest of the part of Europe for laundering. Growth of synthetic detergent has started. People were expecting their laundry to get clean in less time and wanted their clothes look new for long period. Considering this expectation of the customers companies took efforts and introduced a detergent powder with enzymes and better stains removal property. Synthetic detergents found not only useful but also an effective substitute to the washing soaps. Due to their best they are accepted by people across the world. Synthetic detergents which we are using today contain fast soil removing properties as they are water soluble with 95% of surfactants.

1.3 History of detergent in Indian markets

The detergent industry in India is more than 100 years old. During the British regime Lever Brothers first time introduced soap in India and there after soaps were imported from England and marketed in India. Mr. Jamshedji Tata a well-known Indian industrialist set up the first local soap manufacturing unit in Cochin, Kerala in 1917. Since then soaps have become an important and integral part of the lives of the Indian people. Worldwide synthetic detergent powders started and became very popular. Growth of these worldwide synthetic detergent powders also started in Indian detergent industry. Continuous innovations are going on in detergents in India to make them more and more effective according to the changing needs of the customers. Today Indian detergent industry is making heavy exports.

1.4 Four important terms in the present study are as following

1. Brand Positioning

Brand positioning is a communication made to develop a brand association in the mindset of customers or consumers aimed at differentiating the brand from competitors and thereby attaining the highest possible extent of competitive superiority. its making impact on customers to make their choice decision. Brand positioning involves in manipulating customer perceptions about a certain good or service.

2. Brand Promotion

Brand promotion is persuasive communication used for informing and reminding the customers about company's brand.

3. Customer Satisfaction

Customer satisfaction is nothing but long term customer retention. Such customers show the repetitive purchase of a certain product/brand. Customer satisfaction also refers to a contentment of customers towards the products and services of a company. Customer satisfaction is a fulfillment of their expectations which finally leads to satisfaction.

4. Brand Loyalty

Brand loyalty is an attachment of a customer with a particular brand. Brand loyalty is an asset and a situation when customers show their willingness even to pay more for a certain brand. It is also a biased behavioral response. Psychological process is involved in this. Brand loyalty is a customer's commitment to repurchase or otherwise continue using the same brand because of their trust in the same brand and showing a positive behaviors such as word of mouth advocacy or mouth publicity of that brand.

1.5 Problem statement

Indian FMCG sectors detergent segment is ever changing, volatile and having tremendous competition. An extreme competition between the detergent marketers/companies for their presence as well as their market shares frequently lead to frequent price wars. Detergent marketers are adopting innovative technology and making product innovations according to the changing washing habits of Indian customers. Detergent companies need to introduce newer products while still keeping the market share. The local brands are also competing with leading larger brands and in some cases can have significant market share. Retaining the present customers is also a great challenge before these detergent marketers in Indian domestic markets. FMCG companies are adopting various positioning strategies and promotion techniques to make their customers happy because customer satisfaction has a direct linkage with brand loyalty.

Considering this entire situation there is an acute need to study how these household detergent brand's marketers operate in highly competitive markets and position their brand/s successfully where in this day and age customer loyalty keeps changing as customers are experiencing and can get swayed by advertising and other promotional activities. It is essential to know whether the positioning is effective. Promotions are effective and marketers satisfy their customers or not. If customers are satisfied do, they become loyal to the brand? Do companies are giving effective message through their brand communication. Amalgamation of many factors will be helpful to companies and consumers. Study made in Pune city will serve as a canvas for other markets too.

1.6 Objectives of the Study

1. To study the brand positioning and promotion techniques used by of various household detergent brands in Pune city.
2. To understand an effect of brand positioning, promotional activities and their linkage with customer satisfaction and brand loyalty
3. To understand an effect of advertising, its frequency, various media through which advertising is made by detergent marketers. To study whether advertising frequency affects the customers to make purchase decision.
4. To know the effect of price rise or price sensitivity. To find the reasons of brand switching and to figure out the new insights in the study and to know customer perceptions, their views opinions related to brand communication and celebrity endorsement.

1.7 Justification of Objectives / Need of the study

There immense and fierce competition amongst the leading detergent marketers in India and their follower detergent marketers across India for their existence and growth which gave rise to brand wars for the market share amongst them. Retaining the present customers, maintaining the market on one side and on other side keeping the customers satisfied and making them brand loyal is a big challenge before these household detergent marketers. Frequent brand switching or diminishing brand loyalty of customers is one of the crucial challenges in front of all of these detergent marketing

companies. To retain their present customers and market share these detergent companies adopt aggressive marketing practices. Study of customer satisfaction and brand loyalty is important as they are linked with each other. Detergent sector needs some more study and attention from the different scholars, marketing and branding professionals as various issues are involved. Lot of research has been made in the field of customer satisfaction, brand loyalty but the literature lacks empirical studies based on positioning and promotional techniques used by detergent companies. To understand brand positioning, promotional activities, customer satisfaction and brand loyalty and their linkage this study has been incorporated. From findings conclusions were drawn and some suggestions are made.

1.8 Relevance of the Study

During the last decade various marketing and branding functions have acquired new dimensions and India is witnessed many developments. Companies are making lot of investments in the process of branding to know more about their customers and latest market trends. Today most of the products being sold in the markets with brand name because of this it is easy for the customers to recall the brand. Efficient and careful branding process helps them in increasing the profitability. Customer satisfaction is the key to success which has a direct linkage with the brand loyalty. This study has gathered useful information required for various brand audits of different detergent companies. This study contains the latest feedbacks of the customer's on quality, price and related issues. The findings of this study revealed that the regional, local detergent companies need efficient marketing where presently they are lacking. This research can be used as reference by the other researchers who want to make the further investigation on the various attributes of brand studies in detergent segment of FMCG industry.

1.9 Scope of the Study

Area selected for the present study is Pune city. Here Pune city refers to the area under the city limits of Pune Municipal Corporation (PMC). The customers who are an actual end users of various detergent powders and detergent bars from Pune city were interviewed personally. This study was made to understand the effect of brand positioning, promotions made by various detergent brands across the Pune city which

helped the researcher in finding the customers mindset, their buying behavior as well as their selection process. Feedbacks of the customers are useful to the detergent marketing as well as manufacturing companies as those suggestions will provide them an insight for making any innovations in their present detergent brands according to customer's specific needs. These innovations are useful to detergent companies to retain their present customers as well as attract new customers in today's tough competition in detergent segment of FMCG industry. If the customers don't get the desired products they will definitely make brand switchover. So companies should take customer satisfaction seriously and study the customer's brand loyalty.

The present study aims at empirical research where the main endeavor was to collect data from three different categories of the respondents according to the requirements. For the present study the responses from the customers who are the end users of the various detergent products, distributors, wholesalers, retailers, promotion agencies, merchandising agencies, advertising agencies, brand team and brand experts who all and together are important in the ongoing branding activity of a company.

1.10 Assumptions of the study

Assumptions are those things which we normally take for granted in a study. All research studies make assumptions which are stated in the body of the dissertation and understood to be true.

1. It is assumed that the sample is a representative of the population under study which is homogeneous and represents the entire stratum of the society.
2. It is assumed that the questionnaires circulated within the sample population are responded without any personal prejudice about any detergent brand.
3. It was assumed that the respondents will answer a survey honestly during their responses to various questions in the questionnaire.
4. It is also assumed that the responses collected from the different entities involved in this study were true and factual.
5. Questionnaires used have validity and is measuring the desired objects. A pilot study is performed to check the questionnaires and may need some editing.
6. Researcher's personal experience in this field was seasoning in the present study.

1.11 Hypotheses

In the light of the various objectives the researcher has formulated the following hypotheses.

H1 The brand positioning and promotion techniques used by household detergent brands are not effective with all customers.

H1a. Brand positioning techniques used by household detergent brands are not effective with all customers.

H1b. Brand promotion techniques used by household detergent brands are not effective with all customers.

H2 Brand positioning and promotion techniques used by household detergent brands fail to develop customer satisfaction and brand loyalty.

H2a Brand positioning and promotion techniques used by household detergent brands fail to develop customer satisfaction.

H2b Brand positioning and promotion techniques used by household detergent brands fail to develop brand loyalty.

H3 The advertisement frequency on television and other media does not affect customers purchase decision.

H4 Customers do not switch to any other detergent brand even if there is price rise of their most preferred detergent brand.

1.12 Limitations

Limitation is something which is out of one's control.

1. The scope of the study is Pune city. Scope and title of the study has territorial limitations.

2. The findings are based on the responses given by the sample respondents. The results of the study can't be generalized and applied to any size of the population.

3. Time constraint is limitations.

Availability of the respondents and time allotment for discussion by them was a constraint as the Respondents were Distributors/Wholesalers/Retailers/Brand/Desk

research/Advertising/ Merchandising/Marketing personnel situated in different locations and were having schedules. Few respondents didn't response despite of several requests and follow ups. After a long perusal if they were ready to talk the problem was the time spared which was too less and sometimes they found reluctant in answering few questions. Company personnel couldn't in position to disclose in depth information as disclosure of such information was not permitted to them due to some strategic reasons. Even few companies' personnel avoided to give interview saying they need their company's Human Resource department approval to do so. On the commitment of not disclosing their names and name of their company they provided only that information which was allowed for them to give through an informal discussion guide.

1.13 Chapter Scheme

This study is organized in six chapters.

Chapter 1 Introduction

Chapter 2 Literature review

Chapter 3 Detergents marketing companies and their brands

Chapter 4 Research Methodology

Chapter 5 Data analysis and interpretation

Chapter 6 Conclusions, Suggestions and further scope to study

Researcher has taken care to avoid personal biases and individual limitations from being reflected through suggestions or summary. Acknowledgements and references used which are like back bone of the present study is mentioned in bibliography. Utmost care has been taken by the researcher to include the names of all the contributors. Despite of all if any lapse is there it is deeply regretted.

Summary

This chapter lays the introduction to the present research topic and next chapter will be about the review of literature which is relevant to the present study.

Chapter 2 Literature Review

Introduction

This chapter focuses on the literature review referred and an overview of the previous research made in this area. The researcher has done a comprehensive review of the literature and has covered a vast canvas in the sense of time frame, i.e. beginning from 1957 till the date i.e. about six decades. This shows that the topics of marketing have fetched a lot of attention of many academicians and practitioners. While selecting the literature and various references the focus was made on the important constructs in the present study, i.e. Brand, Branding and its importance, Brand Positioning, Promotion Techniques, Customer Satisfaction, Brand Loyalty. The literature has been selected with the criterion that minimum two of these constructs shall be focused in the research paper. After selecting the literature, it has been arranged in chronological order (from oldest to latest) and presented below:

2.1 Important Definitions

1. Market

Market is a place where people gather regularly for the sale or purchase of livestock, any provisions or other commodities.

(Kotler, Philip, 2007) Has defined market as a place where sellers and buyers meet and function, goods or services are offered for sale and transfers of ownership of title occur.

(Varma, Dr. M. M., 1999) Describes a market as a center around which various marketing functions keep revolving.

2. Customer

Customer is a party that receives or consumes products (goods or services) and has the ability to choose between different products and suppliers. The true consumer of a product or service.

3. End user

A person who actually uses the goods or services is called End-user.

4. Target Market - It is the group of customers towards which a business has decided to aim their marketing efforts.

5. Marketing is an action or business of promoting and selling the products or services.

Dr. Philip Kotler, (in his book on Marketing Management (2007) wrote about the necessity of marketing and told that marketing activity is of prime importance which contents selling or advertising. The role of marketing is crucial in case of customer satisfaction. Marketing begins with identification of consumer needs and ends with fulfillment of those needs with profit. Dr. Kotler said that marketing deals with identifying and meeting the human and social needs where meeting needs are profitably. Various marketing decisions regarding the product, its pricing, promotional tools to be used and the place where to sale the product are customers centric. Marketing is an art and a science of creating and maintaining customers. Marketing starts with customers and ends with customer. Marketing involves all those functions for providing customer satisfaction with profit.

(Aubrey, Wilson, 2001)Describes the marketing as an evolutionary concept rather than revolutionary. Wilson Aubrey said that Marketing is the process which consists of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services. Marketing activities create exchanges and satisfy individual and organizational objectives.

According to (Neil Richardson, 2011) Marketing is not just about advertising but it is very much related with promotional work. People perceive it as such because the promotional activities like advertising, sales promotion, public relations are most

visible parts of marketing. Customers are always considered at the heart of any marketing decisions.

6. Marketing Management

Philip Kotler, (2007) has explained marketing management as an art & science of choosing target markets and getting, keeping & growing customers through creating, delivering & communicating superior customer value. For successful marketing management developing right marketing strategies with thoughtful strategic planning is must. Companies should have connect with their customers. Building strong brands, delivering value, shaping the market offerings, capturing marketing insights & performance and creating successful long term growth of a brand and business in effective marketing management.

7. Marketing Mix

Product, price, place and promotion are the 4 P's in marketing. Parag Ajgaonkar, (2003) has suggested that for providing customer satisfaction the companies need to focus on their marketing mix,

8. Market Segmentation

Market segmentation is a strategic tool used to define markets and then allocating resources in an appropriate manner. Philip Kotler,(2007) described a market segment as a group of consumers who share a similar set of needs and wants. Segmentation is a process of dividing the total market into groups of similar (homogeneous) Market Segmentation is customer oriented philosophy. Markets are not homogeneous. Market segmentation is which separate marketing policies are adopted for different market segments and it is ensured that customers of various segments get satisfied. Customer's varied on many dimensions and often can be grouped according to one or more characteristics. Customer's characteristics are different as per their segment so company needs to identify which market segments it can serve effectively. In India there are many leading multinational, national, regional and many local detergent companies whose detergent brands catering for our laundry needs of the society since many years and decades and offering a range of detergent brands to the customers across India. In today's fast and modern world, the term branding has become vibrant and often discussed by people. Brand studies and research is going on all over the world

by known national and multinational companies across the world. Many researchers and academics scholars undertake branding as a topic of their research study. While making brand studies the different authors defined brand and branding.

9. Brand (Defenition)

Brand is a product manufactured by a company under a particular name. Brand is an identity or legal ownership of certain company. Brand is an important asset of the company with certain image, promoting value, prestige. It also shows the lifestyle. The word brand came from the old word 'brandr' which means "to burn". It talks about the ownership. Brand means some kind of identity to a product whose ownership is with the manufacturer or marketer. Brand is a very important asset of the company. Organizations develop brands in such a way that their brands attract the customers. These brands have a promoting value, image, prestige and lifestyle. By using particular brand customers develops a positive image about that brand.

(Ogilvy, David, 1985) According to David Ogilvy, brand is an intangible sum of a product's attributes such as the product's name, packaging, and price, its history, its reputation, and the way or a style an advertisement is made.

According to brand expert Matt Haig (2006) brand is everything. Matt Haig stated that the strength of the company's brand is as equal to life or death of the brand.

After combining all definitions about brand it is true to say that," Brand has distinctive perception in the mind of a customer with its value in his mind which help the customer to identify and differentiate a certain brand with other brands available in the markets.

10. Branding

Branding is an activity in which a unique name or unique image about that product is created in customers mind. Advertising campaigns are undertaken to do so. Branding aimed to establish significant and differentiated presence of the product in the market. Branding is made to attract the potential customers as well as to retain the loyal customers.

Al Rise and Jack Trout said in their book "22 Immutable laws of marketing" that "Marketing isn't a battle of products but it is the battle of perceptions". They said that branding helps in winning the battle of perceptions.

Present scenario is Indian markets are loaded with the multiple variety /options of the same category of the products. In these circumstances an attempt has been made by the researcher to study the present topic. Indian customers are very choosy and different. Branding is used by the companies to differentiate their goods from their competitor's products/services/goods. Branding has become an integral part of every business. Companies spend huge amounts in building their brands.

Branding is nothing but a technique of capturing customers psychologically. In today's competitive markets the companies are taking advantage of customers psychology in developing the more and more attractive brands for them. (Ref : Ginden, 1993)

Aster Howard and Martin Goldfarb (2011) said that branding is a purposive attempt of a company to create a relationship between the product / person /brand and its prospective customers.

Due to importance of branding it is essential to know the process of branding. Malcolm McDonald and Leslie de Chernatony, consider the social and psychological roles played by the brands. (Creating Powerful Brands, Elsevier, 2006 Third Edition)

Jagdeep Kapoor stated that "Brands are built into the minds and hearts of consumers and consumers like brands rationally as well as emotionally so brand manager and marketing manager of the company should clearly decide whether the emphasis should be on emotion or promotion" (Brand Switch principles and strategies for brand Success, Jagdeep Kapoor (2nd edition, Jaico Publishing House, 2010)

11. Types of Brand

There are two main types of brand.

1. Manufacturer brands
2. Own label brands.

1. Manufacturer brands

Manufacturer brands are created by the producers who give the brand name of their choice to that product. Manufacturer does the marketing and distribution of the same.

Audio Branding, Corporate Branding, Faith branding. Foreign branding, Individual branding, Ingredient Branding. Nation branding, Personal branding, Rebranding and Sensory branding.

2. Own label brands

In this distributors are not an exclusive retailers. Distributors sell their own label brands along with other manufacturer's brands. Many malls and supermarkets are the examples of this type.

We also see Audio Branding, Corporate Branding, Faith branding, foreign branding, individual branding, and Ingredient Branding. Nation branding, Personal branding, Rebranding and Sensory branding.

12. Importance of a brand

Successful branding develops well connect with customers. Brands make the customer's to remember and identify the specific product. Good brand image leads customer to make repeat purchase which attitude of customers lead to build the customer loyalty. When brand fulfills the expectations of the customers they become brand loyal. When customers' expectations are meet it adds the value and emotion. In this way a brand delivers its promise and due to fulfillment of expectations customers make repurchase or reuse that brand.

In order to create a bond connect that brand should have a distinctive features. Brand must deliver the promise of quality and performance given to the customers. Brands should be effective in creating an emotional connects between its customers. Brand should be specifically placed for the targeted segment.

13. Brand Positioning

Brand positioning is one of the strategies that companies adopt for their products in order to achieve the competitive success in the market. Brand positioning affects customer perceptions. Positioning of a product or a brand must in order to survive in the competitive marketplace.

Al rise & Jack Trout,(1969)stated that "Positioning" is the way by which the marketers create an impression in the customer's mind. Al Ries and Jack Trout further said that,

“Positioning is a mere communications which involves in manipulating customer perceptions about a certain good or services”

Brand positioning is a strategic approach to establishing a sustainable competitive advantage. It refers to “target consumer’s” reason to buy your brand in preference to others. Positioning is an effect on the minds customers. Customer’s perception about a particular company’s product or service in relation to the customer’s perceptions about various competitors who offer products of same category. For effective positioning top management of the company need to contribute. Company need to make positively influence on customer’s perceptions using some strategic actions.

There are many advantages of brand positioning as discussed below:

14. Advantages of Brand Positioning

A strong brand offers many advantages for marketers.

1. Brand Positioning helps in Product recognition.
2. Brand Positioning helps in building brand loyalty.
3. Brand Positioning helps in product positioning as well as helpful in introduction of new products in the markets.
4. Brand Positioning helps in building brand equity.

15. The Role of Brand Positioning in Marketing

Brand positioning is a part of the segmentation and targeting.

According to Anderson and Carpenter (2005), Brand positioning is the foundation of branding as marketing activities and marketing programs largely based upon a brand’s positioning strategy.

Brand positioning is the most critical element of company strategy. It is an act of designing the company’s offering and image which occupies a distinctive place in the mind of the target market. Before winning the minds of the customers companies should understand the mindset of their customers by knowing the needs and problems of their customers. After identifying the needs and problems of the customers company need to make careful positioning around the customer problem because solving the customer’s

problem is helpful to companies in making effective positioning. Effective positioning is related to solving customer's problem.

Effective positioning must talk about what is special in your product and why your product is better than other competitor's products. Brand promise must be clear while positioning.

According to Subroto Sengupta, brand positioning revolve around different aspects of the brand and answers to those would determine the brand's position in prospect's mind." (Brand positioning strategies for competitive advantage (2005) Tata McGraw Hill), second edition)

According to S Ramesh Kumar(2002) "Positioning is creating a niche in the minds of target segment consumers." (Managing Indian Brands, Vikas publishing house Pvt Ltd)

Brad Van Auken (2003) said that "Brand positioning is the way the brand is perceived within a given competitive set in the customers mind. He further states that companies should make the relevant differentiation while brand positioning."

Jaap van der Grinten and Rik Riezebos (2011) stated that "Brand positioning approach of the companies should establish a corporate identity of that brand.

According to Day (1981) Product positioning refers to the customer's perceptions of the place a product or brand occupies in a given market." (p. 286)

Lodish (1986) said that "Brand positioning is the process of trying to improve the perception of the product to a target market segment" (p. 183)

Quelch (1991) said," "Positioning is a management concept of where a product or service should stand in the marketplace relative to competitive products and services." (p. 190)

Dibb and Simkin (1993) told positioning is product's place in the minds of customers" (p. 31)

According to Myers (1996) brand positioning is what happens in a mind of customer. It is important to see how customers view competing products in the markets. (p. 11)

Perreault and McCarthy (1996) stated that “Positioning shows how customers locate proposed and/or present brands in a market.” (p. 110).

Trout and Rivkin (1996) said, “Positioning is simply concentrating on an idea or even a word that defines the company in the minds of consumers.” (p. 54)

Wilson and Gilligan (1997) mentioned that “Brand positioning is the process of designing an image and value so that the customer within the target segment understand what the company or brand stand for in relation to its competitors.” (p. 302)

Antonides and van Raaij (1998) “Positioning linked with the customer’s perception about the brand, its communication and their personal experience of usage.” (p. 563).

Jain (2000) wrote about brand positioning that it is placing a brand in that part of the market where it will receive a favorable perception in comparison with competition products.” (p. 359)

Kevin Keller (2003), stated that, “Positioning is finding the exact place of a brand in the minds of the customers and checking if company is receiving benefit or not. (p. 119).

Dr Philip Kotler (2003) mentioned that, “Positioning is an activity in which the product’s image and the benefits of using are stated. Dr. Kotler also said that it is necessary to see whether the positioning create a distinctive place in customers minds or not. Positioning have last aim to create a customer focused value proposition and tell the customers why they should buy that particular product or service.” (p. 308)

Lilien and Rangaswamy (2003) told that, “Positioning is an application of strategies which aimed to develop a place in the minds of customers and also to develop the perceptions of the customers along with understanding product differences.” (p. 117, 118)

Kepperer (2004) defined “Positioning a brand means showing the distinctive features of the brand and telling the customers how the product is different” (p. 99)

According to Blythe (2005) Positioning is grouping of similar products together (p. 96)

Solomon, Marshall and Stewart (2006) mentioned that, Positioning is a strategic marketing made to influence a specific market segment. (p. 571)

According to Kerin, Hartley, Rudelius (2007) Positioning means occupying a place in the customer's minds on important features or attributes of competition brand's offerings." (p. 202)

Schiffman and Kanuk (2007) wrote about positioning which tells about goods or services and also tells how that good or service is useful in fulfillment of customers' needs." (p. 171)

Changes in the style of brand positioning

Brand style is on the receiver's side. Brand style focuses on research on the way in which certain groups perceive a product, a brand, a politician, a company or a country. The brand style refers to the way in which these groups decode all of the signals emanating from the products, services and communication covered by the brand.

Effective brand positioning and its impact

Companies want their brands to get recognized. Effective brand positioning leads to increase in the market share success which further leads to profitability of the business and helpful in understanding of the customers.

Media's contribution in brand positioning

Media plays an effective role in brand positioning. People are using internet, social networking which has changed the dynamics of the communication between the customers and brands. Brands are now communicating and interacting with consumers. Due to social networks many groups of people with similar thoughts and lifestyles are generated. Interactions between the customers and brands facilitate opinions on brands which is truly useful for marketers to identify the latest trends and decide the product segmentation more effectively.

16. Brand Promotion

When customers are aware about some brand it is more likely that they may purchase that brand. Primary objective behind brand promotion is to give the product recognition and make customers to purchase the brand. Through Brand Promotion product positioning is possible which helps the brand in building brand equity. Once the habit

of purchasing a brand is formed customers will buy that brand again and again. Brand loyalty can be established due to the repeat customers.

Brand promotion is a strategic marketing in which specific brand is focused by the company. Company makes effective communication to increase brand awareness, customer loyalty and sales. Promotion is also aimed to discourage the efforts of competitors to grab market share.

Through Brand Promotion company positions the brand across the target segment. Creating a brand equity and building corporate image, new product acceptance and competitive retaliations can be achieved.

Media's contribution in Brand Promotions:

Media plays an effective role in brand positioning. High affinity is observed amongst the people for usage of internet, social networking which has changed the dynamics of the communication between the customers and brands. Media is helping in brand positioning and promotion.

Various types and techniques of brand promotions:

Companies adopt unique ways to communicate with their target customers (audience). Brand promotions can be done by giving some freebies distributed as a gift to the customers. Promotions made through Email advertising, Mobile advertising or Social media networking. Event- sponsorship, scholarships, household campaign, sponsorship of some social awareness program where brand promotions are made. Leading detergent companies in India have many brand promotion activities like advertising they use different types of media like print media- newspaper and magazine, outdoor media-billboard and live media- TV and radio. Different types of magazines are used for advertisement. For popularity and success of promotional activities companies Sales, Marketing, Accounts and finance, Production, HR and Admin department, store department and audit and survey department's make efforts.

Brand promotion impact on sale

Brand name and brand image have a direct relation with sales. Good brand name help to promote the sales in business.

Trends in brand promotions of leading detergent companies' brands in India

The detergent market in India is divided into premium (Surf, Ariel), mid-price (Rin, Henko, Tide) and popular segments (Active Wheel, Ghadi, Nirma, Mr. White). Premium detergents contribute about 16%, mid-price detergents contribute about 39 % and popular detergents contribute about 45% of the market share which is 61% of the total market. Regional and small non recognized detergent brands have 40% market. Per-capita consumption of detergent in India at 2.75 kg which is the lowest in the world.

Hindustan Lever Ltd (HLL) entered India in 1957 and was the top leader in detergent segment. Surf was the most selling detergent brand of HLL in India. However during 1980's Surf suffered huge losses at the hands of a new and small national firm, Nirma Chemicals, Ahmedabad. Nirma was launched in 1969 and its primary focus was to deliver good, branded detergent products at affordable prices to Indian customers. Nirma products were priced much lower than the market leader brand "Surf" and due to this "Nirma" caught the attention of the middle-class and lower middle class Indian customers and evicted Surf from No. 1 position. To face this situation Hindustan Lever Ltd (HLL) came up with Rin (Blue) detergent powder which was targeted for middle class Indian customers and Active Wheel (green) detergent powder which was targeted for lower income segment of Indian customers. Segmentation helped Hindustan Lever Ltd (HLL) to regain their market share without losing hopes in the market till 2012.

17. Customer Satisfaction

Customer satisfaction is a frequently used term in marketing which is a measure of how products and services supplied by a company meet or surpass the customer expectations.

According to Bearden and Teel (1983) Customer satisfaction comes from the fulfillment of consumer expectations.

Westbrook and Reilly (1983) said that Customer satisfaction is an emotional response of the customers associated with particular products or services purchased.

Westbrook and Oliver(1991) said that “Customer satisfaction is a post choice evaluative judgment concerning a specific purchase selection.

Fornell (1992) said that “Customer satisfaction is an overall post purchase evaluation of the product or service by customers.

Oliver (1992) said that Customer satisfaction is a phenomenon with other consumption emotions. According to Mano and Oliver (1993) Customer satisfaction is an attitude like post consumption evaluative judgment.

According to Halstead, Hartman, and Schmidt (1994) Customer satisfaction is a specific response resulting from the product’s performance.

Anton’s (1996) defined customers satisfaction as a state of mind in which the customer’s needs, wants and expectations throughout the product/service has been met or exceeded resulting future repurchase and loyalty.

According to Robinson and Etherrington (2006:10) customer satisfaction is implicitly or explicitly variation of customer’s expectations.

According to Perreault and Mc Carthy (2010:276), customer satisfaction is the products ability to satisfy the customer’s needs or requirements.

If customers are making frequent brand switch it means that they aren’t loyal. Their brand switch could be because of some better brand deal/choice or better option available to them or their present brand of mayn’t be as per their expectations. Contentment is a fulfillment of customer’s expectations which leads to satisfaction but in brand switch the discontentment of customers towards the products/services is observed. Satisfied customers never talk negative but they repurchase the brand and on other hand non satisfied customers talk negative about the brand which leads other customers to rethink of their preference or making brand switch to some other brand. While making customer satisfaction survey it can be checked by asking them few open ended questions and rating their satisfaction level between 1-5 where 1 is very less satisfaction level of satisfaction and 5 indicates very high satisfaction level.

18. Brand Loyalty

Brand Loyalty is the situation in which customer's repeatedly buys the same brand or a product or service over time rather than buying from other multiple options available in the market within the same product class. According to Prof David Aker brand loyalty is an attachment of a customer with a brand.

John Jacoby (1971) defined that "Brand loyalty is a repeat purchase psychological, emotional attachment of consumers. The repeat purchase is not just a response but the result of consumer's.

According to Kunal Basu and Alan Dick the repeat purchase may not be always a loyalty. (1994 "Customer loyalty: toward an integrated conceptual framework", Journal of the Academy of Marketing Science, Vol. 22, pp. 99-113.)

Henry Assael describes that "Brand loyalty is high involvement of the customer. In making Consumer research the relationship between their attitude and behavior need to study. (1997 Consumer Behavior and Marketing Action, South-Western; 6th Revised edition)

De Ruyter and Wetzels and Bloemer, (1999) made research in which they identified the purchase intentions, mouth publicity, price sensitivity of customers. Brand loyal customers make repeat purchase but other non-loyal customers have complaining behavior.

According Torben Hansen and Moller Jensen, (2006) who made research in brand loyalty, said that it is essential for company's growth as due to brand loyal customers the market share of the company increases. They also stated loyal won't make brand switch.

According to Don Frisch Mann (2008) who made a study on brand loyalty mentioned that brand loyalty is a unwritten contract between customers and brands. Customers expect companies to deliver better quality and want to fulfill the brand promise which they advertise. Customers want companies to give them value and respect.

When a brand has good brand image, quality, best packaging with better availability in the markets and in addition if it is offering better consumer promotions then that brand has better acceptance from the customers. Due to brand acceptance the customers have

complete faith in that brand. Brand loyalty is customer's commitment to repurchase because of their trust. These loyal customers make mouth publicity of that brand as well as companies do take continuous efforts in the process of branding by spending a lot of amounts on advertising to position and creating a strong brand where main intention of the companies is to retain their present customers and get brand loyalty from them as well as attracting new customers.

Building the emotional connect with the customers maintaining strong relationship with the customers by satisfying their needs lead to brand loyalty. If customers are happy then only they will repurchase the same brand and if they remain unsatisfied they will definitely make brand switchover to other options available to them. In short it is said that when the brand is meeting the expectations of customers by giving good performance customers accept it. They make a habit of using their preferred brand and finally they become loyal with the brand.

19. Brand trust

When customer relies performance of certain brand for the purpose it has been made that rely on that brand is called "Brand trust" Brand trust is positively linked with a brand loyalty and customer satisfaction. Yet no empirical studies found related to brand trust.

20. Brand Message

Brand message defines about the brand. Brand message is a written or verbal statement/s which made to inform the customers. Companies make an impressive and effective communication by giving a brand message and they expect the customers to understand the brand values. Brand message is a catchy logo, slogan and tagline.

21. Brand Focus

Different brands have brand name. Brand focuses on its customer.

22. Celebrity endorsement and its importance

Celebrity is a person who has earned name and fame or popularity and recognized in the society and have a good public image. Celebrity enjoys the public recognition and utilizes the same recognition for making brand promotion or an advertisement in which

a marketing communication is made through some media. This celebrity appeals the public to use/buy that commodity through an advertisement. Company uses celebrity's recognition to push/boost/promote their product/brand in the society.

Friedman Hershey and Friedman Linda (1979) said that "Celebrity endorsement is according to a product type. (Ref: Journal of advertising research, 19(5), 63-72) They stated that the categorization of products is based on the risk perceptions consumer's.

Procuring famous celebrities for brand's advertising is a big expenditure for a company as famous celebrities charge very high fees for the brand endorsement. Celebrity endorsement is also having linkage with the financial risk of the company. When celebrity endorser is worth to pay higher fees then only company is ready to spend. Sometimes celebrity uses some other product and endorses some other product of the competition in which some legal issues arises due to unprofessional and unethical practices made by that celebrity which may create confusion in the minds of targeted segment of that brand.

23. Brand perception

Brand perception isn't owned by brand but owned by customers. It is what the customers are thinking and saying about a brand. An actual experience of a customer with a brand may influence a brand perception.

24. Brand Switching

Brand switching is a customer's decision to purchase a different brand than a usual. Brand switching happens due to price promotion, an attractive displays, better availability, innovative product, lowering of a quality in customer's usual brand. Brand switching is found maximum in case of products having lower prices.

25. Brand Equity

Brand Equity is brand's power derived from its goodwill and recognition earned over a time. Brand equity is the commercial value which comes from the customer's perceptions of the brand name. Brand equity is that premium and recognized value which a company obtains from a brand in the market. Companies create *brand equity* for making their brand more memorable, easily recognizable and superior in quality and put more efforts in fulfilling the brand's promise in order to maintain the

brand's reliability. Brand equity has a direct effect on increasing the sales volume and increasing the profitability.

26. Aggressive Marketing

This style of marketing is used by many companies in which marketers focus on creativity and imagination. Advertising is created in unique, appealing manner which will create buzz and become highly viral amongst the customers. A memorable brand experience can be created. Aggressive Marketing is made to retain the present customers and attract new ones.

27. Brand wars for market share and aggressive marketing in India

MNC's (Multinational Corporations) like HUL, P&G, Nirma, Henkel/Jyothy laboratories who give tough competition with each other in FMCG's detergent sector. Frequent price wars and brand positioning wars take place for their presence and market share amongst these detergent companies/marketers. Small detergent players could not hold their price lines due to inflation and it becomes too hard for them to sell their detergents in low rates whereas on other hand the leading multinational players keep on offering cut off prices by lowering prices of their detergents. These leading detergent companies use an aggressive style of marketing and cost effective price so that many customers move to these companies detergent brand/s. branded players. Using these tactics these companies grab the market share which results in tremendous fall in regional detergent brands sales volume which make them to close their business. Strong National detergent player NIRMA also faced a bad effect of 30% price slash by HUL and P&G's price war.

These companies also made unethical marketing practices. Ethics is a branch of philosophy where the morality as well as a modest behavior, good bad, right wrong just virtue concepts are discussed. There are some basic principles of advertising. Advertisement needs to be effective with catchy taglines. Advertising should be made using an honesty modesty social responsibility as well as it should not be defaming to the competition. Despite of all guidelines these leading detergent companies in India adopted an aggressive style of advertising which was defaming. As a result of such wars a tremendous competitive rivalry has been developed amongst these detergent companies/marketers and their marketing warfare and various related activities reached

to the many courts in India for taking legal actions against each other due to multiple disputes against each other. These wars aren't new to the Indian customers. Customers made complaints to Advertising Standard Council of India (ASCI) against this unethical advertising practices and customers also mentioned that they these activities might cause their mistrust on these detergent brands and their respective companies. One company RSPL who's Ghadi detergent is a leading player in a popular detergent category positioned their brand saying " Pehle istemal kare fir vishwas kare" though this company always give importance to mention the values of their detergent brand and never adopts aggressive and unethical style of advertising which is truly appreciating.

28. USP - A unique selling proposition

Unique selling proposition (USP) is a positioning statement of a company which clearly differentiates a brand/product from its competitors. e.g. Cost, quality is discussed.

Here are a few famous examples of USP's :

1. Proctor & Gamble (P&G) " Touching life improving life "
2. HUL " Small actions big difference "
3. ITC " 100 Inspiring years "
4. Cadbury India Ltd " Kuch Meetha Ho Jaye "
5. Apple : " Think Different "
6. Lenovo : " For those who do "
7. McDonald's: "I'm Lovin' It"
8. Domino's Pizza : "30 minutes or it's free" promise!

29. Tagline / Punchline / Slogans

A tagline is a small amount of text/catchphrase or small used to clarify some thought. It is the most noticeable element of a business identity with a slogan made in a special way to identify a particular product of a company. Brand is established and positioned in an effective way in the minds of the customers through using advertisement and a tagline is built from brand's positioning statement. Brand recall is the main objective of giving *tagline*. It should be clearly understandable. Tagline of company is different and tagline of their brand is different.

2.2 Review of Literature (Available)

(Ogilvy, 1985)Ogilvy has written an authentic legendary book on advertising which is used by the professionals in the field of advertising. Ogilvy stated "Advertising is Salesmanship." Ogilvy made his clients rich beyond their dreams. His ideas are really timeless.

(Aaker, 1995) Has written Managing Brand Equity where he said that for strong brand building skills are needed for the existence and growth/prosperity of companies. He said that the brand managers must understand the value of a brand which is a strategic weapon or strategic asset used as a source of competitive advantage. Aaker used brand building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and demonstrated how strong brands have been created and managed. The twin concepts of brand identity and brand position are important in managing the brand. David Aaker explained how to manage the brand assets for which he has given practical management issues on brand equity.

Balasubramanian P.C & Ram N. Ramakrishan, Grand Brand Rajini, (2013) In this book the authors explained the brand management the "Rajinikanth" way. The character "Rajinikanth" who is a superstar from south Indian films who is an idol of the writers of this book. This book speaks all about the starting of any brand, its development, growth and life cycle of that brand. The authors wrote about how a brand Rajini was established by stating the real life journey of Shivajirao Gaikwad (Rajinikanth's original name) to Rajinikanth. This film star build his name & fame and built a brand called Rajini. After the establishment the brand Rajini the brand elements name, logo, tagline, graphics and sound which are the part of brand personality was reflected. The brand "Rajini" provides credibility so that there is a brand connect with the customers (fans) emotionally which motivates them to watch his movies. After a better presence "Rajinikanth" focused on visibility, popularity to position himself across his customers (fans) in India. Here his customers are the people who watch his movies. Rajini always kept himself in news and popularity. This famous south superstar is well known for his character, habits, his vices and his professionalism who always respects his co actors. In this manner the authors of this book presented a brand "Rajinikanth" from his start, development, growth and overall journey in a very entertaining style of writing.

The responsibility, commitments, promise, quality, publicity and innovations of this brand's life is all sides and stages of the any brand's life.

(Knapp, 1999) In this book the author wrote about the secrets of branding success. Author said that brand/marketing managers need to consider that a brand is the most valuable asset of the company and companies should take own efforts for brand success. Knapp stated that brand manage/marketing manager need to make decisions about the brand, it's message and promise to the consumer to build a specific image for the brand.

(Mukerjee,Kaushik)(2013), Building Brands That Win, Tata Mc Graw-Hill.

In this book the author Kaushik Mukerji presented the book "Building Brands That Win" in a fantastic manner by giving proper blend of academic and practical concepts and approaches giving suitable examples. He wrote about the best brand practices for brand building in today's fast competitive and rapidly changing environment. Mukerjee mentioned that due to importance of branding customers are becoming more choosy and more demanding which is a challenge before marketers. Author said that understanding the customers and their buying behavior is must. Customer's price expectations, and an impact of brand must be observed. Due to customer demands competitors keep on offering them new brand promises. Author also said that in today's fast and competitive world companies are more concern about shaping their brand differentiation, brand values and brand personality and position their brands in a proper manner so that they can do relevant and unique positioning of brands which are the assets of the company. Kaushik Mukerji has focused on the feelings of customers, their experiences and their brand engagement which foster brand loyalty amongst them. Reduction in brand loyalty is out of fickle mindedness of customers. The author also wrote about brand extension using the brand personality to earn a better market share and win the heart of the customers. By the brand extension a company targets same customers for their brand extension product.

e.g. Surf Excel detergent bar which is extension of Surf excel detergent powder.

Author also wrote on celebrity endorsements, brands vision and purpose, threats of new entrants, bargaining power of buyers, brand communication, brand failures

building global brands. Mukerji said that brand leadership gives a great opportunity for success.

Author gave many examples of Dove, Pears, Lux, Whirlpool, Mercedes Benz, Fedex, Dettol , Fair & Lovely, Dabur.

(Trout, 2000) Trout in his first and unique book wrote about the positioning approach which is creating a "position" in the customer's mind. He mentioned to position a follower than the leader by avoiding competing with the established brand. Trout said that effective positioning of the brand use leading advertising agency is helpful in gaining the better market share in a short span of time. He emphasized on choosing the best name for the product/brand and asked the companies to analyze the current trends in brand positioning.

(Kapferer, 2004)In the book “The New Strategic Brand Management” written by Noel Kapferer which is used as a reference source for senior strategists, brand experts, positioning professionals and research students. This book provides the strategic brand thinking. Kapferer explained the latest brand management techniques used by companies worldwide. Author has mentioned about the luxury brands, corporate brands or retail brands. Case studies like Audi, Nivea, Toyota and Absolute Vodka are mentioned.

(Mc Ewen William J , 2005)Mc Ewen William J in the book “Married to the brand” through which the author looked into the world of brands through the eyes of customer, the companies’ partner in the reciprocal relationship. Mc Ewen explains the importance of the trust, promise, respect which are credible points of the brand. He urged the necessity of having a good relationship between the brand and the customer as a strong relationship and connects with customers help in trust which ties them with a brand. Author said that the relationship means a marriage which is the trust of customer and his bonding and loyalty with the brand which adds meaningful depth to the bond that connects the customer with the brands. Author said that brands are company’s investment and payback is possible only when customers are satisfied. He also advised the companies to retain their present customers and take efforts to attract new customers. Brands shouldn’t give false

promises to customers and must maintain their trust otherwise broken brand promises may lead to miss the business.

(Sengupta , 2005)The book "Brand Positioning" written by Sengupta helps marketing and advertising professionals to differentiate their product and give it a distinct advantage in an overcrowded global market. Book explains about the developing sound positioning strategy with practical applications. Author also expressed his views regarding the competitive advantage and celebrity endorsements.

(Nuimier , 2005)“The Brand Gap” is the book written by Nuimier on branding. This is the first book to present essentials of brand building. Companies to bridge the gap between brand strategy and customer experience.

(Sartain, 2006) Author Sartain described how to build employer brands and how to deliver the customer brand promises. This book is used as a sample in meeting agendas and presentations of employer brand, improve a current one.

(Kumar, 2007)The author Ramesh Kumar in “Marketing and branding” offers concise and comprehensive coverage on the five major aspects of marketing management in the form of the themes. The first theme deals with product and brand related strategies, the second theme with retailing and distribution decisions, theme third about the pricing issues, fourth theme about the consumer behavior and the fifth theme is about the brand building. These topics are sequenced in such a way that the reader will be able to draw linkage with different marketing mix elements. These links are important in formulating marketing strategies.

(Kumar Ramesh S , 2013)S Ramesh Kumar’s book “Managing Indian brands” gives the conceptual insights and strategic linkage between the real world brands and market concepts. Author focused on new perspectives of brand management, branding, consumer’s behavior changing environment and the boundaries of brand positioning. Author said that brand positioning establishes an identity of the brand and creates an impression in the minds of the customers. Kumar presented examples of ‘Mysore Sandal soap- pure and natural fragrance’ ‘Margo-Herbal Soap’ ‘Lifebuoy – germ cleaning action’ as famous examples of careful positioning.

Author gave an example of Surf Blue, Surf Excel, Surf Excel Matic the variants of HUL under detergent category positioning is different for every variable as the target customer is different. He stated that effective advertisements clearly differentiate the offerings across the different segments where these brands are positioned. Author said that companies should use celebrities to appeal the target segment of customers.

(Lane, 2007) Frank Lane is a branding expert. In his book "Killer Brands" he said that only the strongest brands will capture attention and the killer brands will beat the competition. The loser brands eventually disappear from the marketplace and the market share and profits go to the victor.

Branding expert Frank Lane presents the three simple but essential principles of brand power Focus, Alignment, and Linkage to look at creating and marketing the Killer Brand.

1. Focus is the compelling promise that a product is unique.
2. Alignment is the marketing actions that are consistent with this promise.
3. Linkage is the guarantee of the product design, packaging, and brand name.

(Keller, 2007) Keller has written more than 75 branding briefs which identify successful and unsuccessful brands and explain why they have been so. He also wrote about how to manage a brand equity. The case studies given in this book are the real life stories of Levi's Dockers, Intel Corporation, Nivea, Nike, and Starbucks. In a book on strategic brand management he wrote about tactical planning, building and measuring a brand equity.

(P. Adamson, 2007) In the book "Brand Simple" the author Adamson has thrown light on various aspects of branding to keep it simple. In today's era of mixed media messages few brands are extended to create them more effectively.

(Sexton, 2008) Branding 101 - Trump University, the writer of this book who is well known brand expert Don Sexton who explains about the powerful and effective methods by sharing his lifetime's valuable experience with the readers of this book. Every chapter is written in a depth with giving real life examples. Don Sexton said that though the business is large or small its brand is important as it is the most

valuable asset of that company with ability to attract and hold customers. Brand helps in earning good revenue and profits to a company. Author explains that the brand manager needs to know to build and maintain powerful brands which can appeal to their customers and increase the value of the business.

Author Don Sexton also wrote about the branding tactics. Sexton said that quality of the brand results its reputation. Sexton advised that company should first establish their brand and then start positioning of that brand but much carefully as the brand is an asset of the company. Sexton guides not to associate more than two/three attributes. Important brand attributes should be highlighted in such a way that they target the customer and provide superior level than the competition brands in the market. He advised companies that insisted on making consistent brand communication they should make efforts in building powerful and valuable brand. He further stated that brand positioning is the heart of brand strategy and if brand positioning is unclear that brand can't succeed. For making an effective brand positioning clear understanding of customer's needs is must.

Don Sexton gave examples of Johnson's baby product's advertisement, American Tourister's advertisement. Sexton advised companies not to make multiple positioning which could confuse the customers. Regarding making sales promotion Sexton said that sales promotions provides some incentive to the customers which gives the reason to purchase. Incentives in form of coupons, discounts, premium, and freebies need to be offered which can create an interest in them to buy that product. Sales promotions are an excellent opportunity to understand the customer's opinions, advices as well as complaints. It's an opportunity to see the percentage of customer satisfaction as satisfied customers recommend that brand to other customers. Sexton said that company doesn't need hundred measures to monitor their brand but they need excellent ideas which can strengthen their brand with great perceived value.

(Ghoshal, Sumantra & Piramal, 2001) Sumantra Ghoshal, Gita Piramal, Sandeep Budhiraja, Authors of this book "World class in India" presented case study that HLL managers were very proud of their contribution to India's development. Unsilver's reputation for molding highly trained managers who put their hard

efforts in professional movement of HLL in India is mentioned. HLL managers have absorbed Unilever culture well. India one of the largest fabric wash market in India by continuous innovations dominant positioning, understanding changing needs of their customers, aggressive and catchy advertisement styles. Unilever is known for their brand extensions, price cut-offs to tide over the market as well as they have great distribution network, better packaging than their competitors, first class poisoning and advertisement activities which made HUL one of the successful and giant company in Indian FMCG industry. Authors also mention the efforts taken by P&G, NIRMA to slowdown HUL's growth. P&G brought their enzyme based technology through their premium detergent brand Ariel which was positioned for premium segment of customers. To limit P&G's progress HLL introduced Surf Ultra and HLL's market share had risen from 39 to 42% in India's fabric wash market. HLL introduced Active wheel in popular category segment to give tough fight and challenge to NIRMA. Wheel at low cost and better quality became successful in Indian fabric markets. Surf, RIN, Wheel, Sunlight, Swastik, Det, Ariel, NIRMA brands are discussed. Apart from this low priced detergent products made by small scaled detergent manufactures in different parts of country.

(Williams, 2010) In the book "Positioning for Professionals" William has tried to shape up the professional approach towards branding in particular and marketing. The goal of business strategy is not just to be better, but different than competitors. For doing this the author of the book has suggested to build a differentiating value proposition by clearly and carefully defining brand boundaries, its competencies, customers, and culture. This book shows how a well-defined value proposition can help professional firms to create their own success instead of copying the success of others. This book is written for leaders, managers, and other senior executives of service companies.

(McDonald, 2010) In the book "Creating Powerful Brands" Author McDonald has written about long thinking critically and strategically about branding. More than 50 real examples of brands and their influential marketing campaigns are given. This book gives the latest thinking and best practices in branding and tells about branding theories implemented in practice with real marketing campaigns. The

book makes an evaluation of the literature on branding along with case studies, clear and well considered diagrams and examples.

(Haig Matt, 2011) A book “Brand Success” written by Matt Haig in which the author wrote about innovation brands, pioneer brands, distraction brands, streamlined brands, muscle brands, distinction brands, status brands, people brand, responsibility brand, board brands, emotion brands, design brands, consistent brands, advertiser brand, distribution brands, speed brands, evolution brands. Branding is most important aspect of business. Matt Haig said that being good in business is the most fascinating kind of art. In this book Matt Haig has written some laws that can be applied to all brands. He said that brand is an identity and the process of branding is the process of creating and managing the identity. He further wrote that the secret of brand success lies in its innovation, style of making, actual performance, competition and key influences. Author said that an intensive research in branding process helps in innovation which becomes added value of that brand. E.g. High prices have helped Mercedes Benz become a truly prestigious brand. People who drive Mercedes Benz car like to feel superior to others. “Nescafe” brand also fall in popular as well as prestige group of brands. Matt Haig said that continues research and innovation has confirmed, reconfirmed the brand leadership status. He presented Colgate (Brand Leadership - Colgate) as an example from tooth care segment for this.

(Haig Matt, 2011) A book “Brand Failure” a book written by Matt Haig in a truly entertaining style in which Matt Haig wrote that brand failures keep happening and that failure is due to their own destiny. The paradox of success makes failures more likely because it gives brands bigger egos. Matt Haig urged on the need of developing and protecting the brands/products from failure. He commented on seven deadly sins of branding. Brand amnesia, brand ego, brand megalomania, brand deception, brand fatigue, brand paranoia, brand irrelevance. Matt Haig presented some classic brand failures like Coca Cola, New Coke, Ford Edsel, Sony Betamax, Kellogg’s cereal mix, Unilever’s Persil. Author of this book wrote that they shouldn’t fuel their competitor’s publicity. Company must test their products in all conditions to check brand acceptance. He further added that some brands fail because of the culture failures. A successful brand in one market may be a failed

brand in other culture market. He said that the specific culture of brand is to be understood. Author wrote on brand extensions as well as reminds that only stylish packaging isn't enough to win customers but brand should have a strong point of difference which should be accepted by customers. In this book more than 100 major brand blunders are given as examples. Author being brand professional told about the brand mistakes made by successful blue chip companies. He said that companies live or die on the strength of their brand so brand failure can be fatal which cause the potential danger to the healthy life of the brand.

(Hanlon, 2011) In the book "Primal Branding" Patrick Hanlon said that primal branding has broken down the elements that help people feel better about a brand." It is not just about logos and taglines but about the many crucial components which must be present to creating a brand that connects with the customers. Hanlon elaborated in deep. He wrote about what made the brands successful. He gave insight into the things we must do to make our own brands successful. He said that there need to be an emotional connection into the branding process. He further said that the art and luck are also important.

(Pearson, 2011) In the book "The Old Rules of Marketing Are Dead" by Pearson and Timothy there are carefully calibrated action steps that can make each of its observations, principles and rules come to life in your company. "The Old Rules of Marketing Are Dead" is a book which provides insight in global marketing and management consulting. Author of this book explains how brands must be true to their essence and be reinvented to remain relevant.

(W., 1957) In the article "The Brand Image and The Consumer" by Tyler an interesting concept of brand image is given. Brand image is very important for a consumer. There is a link between Consumer purchase decision and brand image. According to Tyler the brand image has a significant role in making a purchase decision of the customer. Tyler said that there are three kinds of images in advertising. The subjective image refers to an emotional feeling about the brand experience. The second is the objective image in which the advertisement tries to make the customer to purchase the product without having any trial or experience

of the same. The third is the literal image OR the actual / visual image of the brand as a picture.

(Kuehn A., 1962) In the article “Consumer Brand Choice as a learning process” by Kuehn. It was investigated that the brand choice process of the individual family level using a variety of tests such as the personal liking and preference. The purchase sequences of a majority of consumer are consistent with the no prior assumptions. Consumer brand choice was observed during the research study by Kuehn.

(Buskirk, 1970) In the article written by Buskirk, Richard H. and Rothe James T. “Consumerism an interpretation” the importance of consumerism is told. Consumers purchase behavior to the type of product purchased need to be observed. Frequency of the product purchase needs to study. Consumer is the best judge to check the effectiveness of the product and decide if the products are matching to the expectations or not. Consumer shows rational behavior during frequent buying products and shows different behavior when buying lifetime product.

(ANDERSON, 1973) In the article “Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance” by Anderson the effects of disconfirmed expectations on perceived product performance and consumer satisfaction is mentioned. Author of this article Anderson further stated that there is a great a gap between high consumer expectations and actual product performance of the product which causes less favorability of the consumer about the product. Unrealistic consumer expectations result in their dissatisfaction. Consumer expectations affect satisfaction so the marketer must understand the customer expectation and the factors which can influence customer satisfaction.

(Andreasen . A. R. , 1979) In the article “Consumer dissatisfaction as a measure of market performance” by Andreasen. The writer wrote on a customer satisfaction/dissatisfaction measures and consumer problems on broad range of product and service categories. It is understood that there are no consistent relationships between socio economic characteristics and complaint behavior when product category and problem type are included in the analysis.

(Gilbert A Churchill Jr, 1979) In an article on “A paradigm for developing better measures of marketing constructs” by Gilbert Churchill who made investigation into the determinants of customer satisfaction. Marketers certainly need to pay more attention to measure customer satisfaction. The process suggested in this article with respect to the generation of a core body of knowledge is substantial.

(Surprenant, 1982) In the article “An investigation into the determinants of customer satisfaction” wrote by Surprenant who investigated the effect of satisfaction, expectation and perceived performance. The results suggest that the effects are different for the two different products. It was stated that there is a direct link between the performance of the product and the satisfaction customer receives from the usage.

(Lynn W. Phillips, 1983) In an article “Product Quality, Cost Position and Business Performance by Lynn W. Phillips, Dae R. Chang & Robert D. Buzzell, effects of product quality on direct costs are discussed. Quality of the products have relatively higher prices and they occupy higher position in the market. Importance of product quality in which very few researches were made and marketing management ignore the topic and only a handful of empirical studies exist.

(Richins, Marsha A., 1984) An article “Negative word of mouth by unsatisfied customers” which was a pilot study made by Richins Marsha. The important implications for consumer behavior were studied in this. Many marketing scholars have emphasized the importance of customer satisfaction. It is important to carefully examine the detail consumer’s responses to dissatisfaction for that need to take their in depth interview. The study was made to check the consumer responses about their dissatisfaction. Their dissatisfaction reason of the dissatisfaction and perceptions of their complaint were observed and noted in the responses of dissatisfaction. If consumer complaints are encouraged then the retailer has the chance to remedy. The researcher observed that despite of a brand loyalty the frequent brand switching in response to dissatisfaction occurs. It was also noticed that brand switching is response to dissatisfaction only.

(Fornell C. and Wernerfelt B., 1987) In the article “A National Customer Satisfaction Barometer: A Swedish Experience” by Fornell C. and Wernerfelt B. The researchers said that the customer satisfaction drives firm’s profitability. Satisfied customers become more loyal. When customer expectations are met then only it leads to Customer satisfaction.

(Zeithaml, 1988) In the exploratory research made by Zeithaml, Valarie A. “Consumer Perceptions of Price, Quality, and Value” The researchers have made their research on price, perceived quality, and perceived value on the basis of past research evidence. Researchers told an importance of the consumer’s perceptions and their expectations need to design a strategy.

(Kasper H. , 1988) In “Problem Perceptions Dissatisfaction and Brand Loyalty” Kasper wrote about a inter linkage between customer satisfaction and brand loyalty. He stated that there repeat purchasing behavior is not always a brand loyalty. True brand loyalty depends on the brand choice and satisfaction received from the usage. Researcher concluded that there is a positive relationship between satisfaction and brand loyalty.

(Gupta, 1988) “Impact of sales promotion on when, what, how much to buy” In this the researcher stated that due to sales promotion there is 2% of temporary sales increase. Differences were found across the segments regarding the choice and purchase quantity decisions as well as the overall sales response to price. The researcher stated that during the promotion period there is sales increase due to brand switching, purchase time acceleration, and stockpiling.

(Miital, B. & Lee, M., 1989) In the article on “A causal model of consumer involvement” the authors differentiated about the product involvement and brand decision involvement. Author wrote about six consumer behaviors which the involvement of consumers in specific brand.

Those six consumer behaviors are as following:

1. Extensiveness of decision making.
2. Interest in advertising.
3. Social observations.

4. Shopping enjoyment.
5. Brand commitment.
6. Product usage.

(Krishnamurthi, L. and Rajan, S. , 1991) “Empirical analysis of the brand loyalty and consumer elasticity” in which the author mentioned that consumer behavior is based on two distinct decisions, namely a brand choice decision and a purchase quantity decision. Author further stated that there is a relationship between consumer brand preference or loyalty and price elasticity in purchase behavior. The brand loyal consumers will be less price sensitive in comparison with non-loyal consumers. It can be concluded as the brand loyal consumers are less price sensitive than non-loyal. Managerial implications of the differing elasticity’s are discussed.

(Bolton, 1991)“A multi stage model of customer’s assessment of service quality and value by Bolton, Ruth N, James H. Drew. In this article it was found that the customer’s assessment of overall service quality is also directly affected by his perceptions of performance levels. Bolton has developed a model of how customers endowed with prior experiences and expectations, assess service performance levels, overall service quality, and service value.

(Dodds, William B.; Monroe, Kent B.; Grewal, Dhruv, 1991) “Effects of price, brand and store information on buyers' product evaluations” In this research the effects of price, brand and store information on buyers or consumer perceptions of product quality and value as well as their willingness to buy is discussed. Gist of this research mention that price has a positive effect on perceived quality but price may not have a positive effect on perceived value and willingness to buy. Favorable brand and store information positively influenced perceptions of quality and value, and subjects the consumers’ willingness to buy the product/brand.

(Claes Fornell, 1993) “Differentiation as a basis for explaining customer satisfaction across industries” in the present article it was found that there are differences in customer satisfaction levels. Higher perceived performance leads to higher customer satisfaction. Research findings also suggest that the comparisons of customer satisfaction which is different across the different industries.

(Zahorik, 1993) “Customer satisfaction, customer retention and market share” by Zahorik, Roland T. Rust and Anthony J. T. In the present article the mathematical framework for assessing the value of customer satisfaction is presented. This framework is useful for managers to determine which customer satisfaction elements have the greatest impacts and how much money should be spent to improve particular customer satisfaction elements.

(Dick & Basu , 1994) “Customer loyalty towards an integrated conceptual framework” by Dick & Basu. In the present article the customer loyalty has been viewed as the strength of the relationship between an individual’s relative attitude and repeat patronage. The relationship is seen as mediated by social norms and situational factors. Relative attitudes are identified which have contribution to loyalty along with motivational, perceptual, and behavioral consequences.

(Ehrenberg A.S.C et al., 1994)“After effects of price related consumer perceptions” in which the researcher Andrew Ehrenberg who made the lifelong notable contribution in the field of social research and marketing science said that the loyalty programs affect the repeat purchase of the consumers. He further said that an advertising is needed to create consumer awareness about the price and promotion. Advertising results in immediate sales increase.

(Eugene W. Anderson, 1994) “Customer satisfaction, market share and profitability - findings from Sweden” in this article Eugene W. Anderson investigated that there is a link between customer satisfaction and economic returns. The findings of this article support a positive impact of quality on customer satisfaction.

(Jones, Thomas O. and Sasser, Earl, Jr., 1995)

“Why Satisfied Customers Defect?” in this article the researchers explain how customer satisfaction and loyalty are very important. They further said that there is a big difference in the loyalty of merely satisfied customers and totally satisfied customers. The researchers have elaborated their opinion using an example of a Xerox Corporation. Merely satisfied customers were six times less likely to buy again from totally satisfied customers. Superior customer experiences and repeat purchases of buyers is more

important and proves most profitable for the E- business success than for more traditional businesses.

(Keaveney S.M. , 1995) “Consumer switching behavior in service industry” In an exploratory Study the availability of a number of options for consumers and varied tariff rates of each player were discussed. The objectives of the study are to find the factors that influence the consumers in switching the service provider and to delve into finding out the likeliness of switching the service provider. It was noted that due to multiple options consumers do switch between different service providers. The results from the study reveal that better call rates plays the most important role in switching the service provider followed by the better network coverage, value added service and customer care while advertisement plays the least important role from the customer’s point of view. There is a relation between switching to other service provider and the factors which affect switching.(Customer service, Service problem, Usage cost, etc.)

(Fournier, S. , 1998) “Consumer & their brands” In this research the validity of the relationship proposition in the consumer brand including the legitimacy of the brand and active relationship of consumer brand bonds in discussed. This provides a framework and better understanding of the types of relationships consumers form with the brands. The concept of brand relationship quality, and relationship with brand’s strength can be evaluated.

(Geok Theng Lau, Sook Han Lee, 1999) “Consumer’s trust in a brand and the link to brand loyalty” in this article the trust in a brand is important which is a key factor in the development of brand loyalty. The findings of this study reveal that brand characteristics are more important as they directly make impact on a consumer’s trust in a brand. The results of this study also show that trust in a brand which has a positive relation with a brand loyalty.

(Lin C Wu and Wang. Z.F , 2000) “A study of marketing structure, brand loyalty, brand switching behavior of the household appliances” this article presents the results of the effects of consumer sales promotions on many (427) loyal and non-loyal consumers in two fast moving consumer goods, washing powders and shampoos.

In this study the consumers were classified into two categories by their degree of loyalty towards the brand:

1.Brand loyal consumers and 2. Non loyal consumers or (frequent) brand switchers.

It was found that consumer sales promotions have more influence on the brand switchers as compared to the loyal consumers. Among the various forms of consumer sales promotions, free gifts have more influence on the brand switching behavior of consumers. It was found that economic status was not a defining factor effecting consumer's brand loyalty.

(Ehrenberg A.S.C., 2000) “Repetitive advertisement and the consumer” in this article the objective of the study was to provide an overview of the Korean coffee shop market and observe the redemption behavior of coffee shop patrons. The study was made to verify the causal relationships among the expiration date, coupon value, brand loyalty and the intention to redeem the coupons and review the implications for practitioners.

The results of this study suggest that Korean consumers showed strong intentions to redeem coupons when the expiration date of their coupon is near. Brand loyalty did not have a direct and significant effect on redemption intention. The findings provided an information about the consumer’s revisit rate. If coffee shops offer coupons with shorter expiration period for consumers then they recognize the benefits of coupons more valuable. It was also found that the consumers used coupons when they visited at the same brand coffee shop and will frequently revisit the same brand coffee shop.

(J. JOSEPH CRONIN, 2000) Has analyzed the effects of quality, satisfaction and value on consumer’s behavioral intentions. Effects on the consumer’s behavioral intentions were noted. A notable findings about the service quality, service value, and satisfaction which are directly related to behavioral intentions considered collectively. The results further suggest that the indirect effects of the service quality and value makes an impact on behavioral intentions.

(Lisa McQuilken, 2000) “Consumer expectations and satisfaction levels: An Evaluation of Tourism in Otway Region” in this article the researcher examined consumer expectation, perception, and satisfaction levels related to tourism. Survey of tourists was made. It was noted that customers who are highly satisfied are more likely to return than those who are only slightly less satisfied.

(Michael D. Johnsona, 2000)“The evolution and future of national customer satisfaction index models” in this article the extensive study of national and international customer satisfaction and their and loyalty was made. It was found that customer satisfaction has a relatively large impact on customer loyalty.

(Ton van der Wiele, 2001) “Empirical evidence of the relation between customer satisfaction and business performance” in this article the empirical data of relationship of the customer satisfaction and business performance was collected and an analyzed. The researchers stated that the customer satisfaction, their changing behavior and customers perceptions need to be noted by the companies to understand the customer satisfaction.

(Michael K. Brady and J. Joseph Cronin Jr. , 2001)“Some new thoughts on conceptualizing perceived service quality - A Hierarchical Approach” in this article the authors suggested that knowing the customer’s perceptions help companies to improve their service quality.

(Thiele, S., & Bennett, R., 2001) “A brand for all seasons” this research is a discussion on brand loyalty approaches in which the researchers tried to understand loyalty measurement techniques for various market types. Distinguishing between market types is important as the variable markets indicate different loyalty. In FMCG (Fast Moving Consumable Goods) markets there is comparatively frequent switching behavior of customers was observed.

(Bennett, R., & Bove, L., 2001) “Identifying the key issues for measuring Loyalty” in this article the authors said that knowing customer’s loyalty is important as knowing their reactions help in making marketing efforts. Researchers said that knowing both attitudinal and behavioral loyalty help to measure an appreciation of the loyalty.

(Etienne Terblanche , 2002)“Building brand loyalty within the selected segments of the South African FMCG market” in this article the researcher found that relying on being a leader in price and quality is not enough to ensure that a consumer would continue purchasing an organization’s brand. The researcher stated that a brand experience is more important for consumer to become loyal as consumer should have a strong positive brand usage experience. So it is essential that organizations within the FMCG

market proactively develop and implement strategies aimed at creating and maintaining loyalty towards their brands.

(Hong-bumm Kim; Woo Gon Kim; Jeong A An, 2003) “The effect of consumer based brand equity on firm’s financial performance” in this article the researchers examined the brand equity and its effect on the financial performance of the firm. The brand loyalty, perceived quality, and brand image are most important to establish the brand equity.

(Jane Lu Hsu , Wei Heien Chang , 2003) “The role of advertisement in brand switching” in this article it was studied that how brand and advertising cognition affects brand switching behavior of the customers. Results of this research indicated that motivations for brand switching and purchasing intentions were directly influenced by brand associations and were indirectly affected by attention to advertising. Brand switching happened due to the influences of brand and its advertising. Word of mouth or positive mouth publicity was also the prominent factor to draw customers from other brands.

(Matthew Shum , 2004) “Does advertisement overcome brand loyalty?” In the article the study was made in the markets where consumer preferences are characterized by brand loyalty. Advertising had a great impact on consumers as it was dominant on consumers. Brand loyalty and encouraged them to switch to other brands. The tendencies of brand loyalty toward repeat purchase was observed. If advertising is attractive and an effective it helps in reducing the switching costs in this market. Promotional activities like giving price discounts to the consumers helped in stimulating the demand for a brand.

(Homburg C. et al., 2005) “Do satisfied consumers really pay more?” in the present article the study examines the relationship between customer satisfaction and the customer’s willingness to pay. The researchers found that higher customer satisfaction leads to greater customer loyalty which in turn can result in higher profits. Matthew Shum said that the prices of the brand/s play a key role in determining profitability of any company. Only highly satisfied customers are willing to pay more in case of price rise but the dissatisfied customers are definitely not willing to pay more and they are even likely to switchover from the usage of the brand. Moderate levels of satisfaction

do not increase a customer's willingness to pay substantially. Price is a key determinant in the profitability equation for any company.

It was concluded that the satisfied customers who are receiving the high level of satisfaction from their preferred product/brand are willing to pay higher price or premium price even if company increase the brand's price because of any reason.

(Robert East, Philip Gendall, Kathy Hammond & Wendy Lomax, 2005) "Consumer Loyalty- Singular Additive or Interactive?" in this article it was found that the consumer's brand loyalty, a recommendation made by a customer, repeat purchase predicts customer's loyalty.

(Klaming, 2006) "The changing role of brands in the age of empowered consumers" the present article is about the effects of internet on the functions of brands. The Internet helps in giving vast amount of information to its users which is provided to consumers in convenient ways regarding the brand attributes and its prices. Internet technology helps in increase of the information transparency and provides ample opportunities to companies to strengthen consumer's bonds with their brands through internet marketing/advertising.

(Jensen, M., and Hansen, T., 2006) "An empirical examination of brand loyalty" in this article a model to measure brand loyalty is given. The three fast moving consumer goods bread, coffee and toothpaste were referred. Model remains valid when applied to these three FMCG products and measured brand loyalty of them successfully. The results of the research showed that the model to measure brand loyalty was successful in the case of all three the products. Managers will find the model valuable because they can apply the model to determine which specific influences are the most important for their products or services and can identify where their brand loyalty fails. This is an exploratory study on brand loyalty in the FMCG market which sets a scientific base for the academic researchers who wants to make a further research on the concepts of brand loyalty and brand management.

(Neetu Andotra & Ms.Pooja,, 2007) "Customer value based management framework - An analysis of value, satisfaction, loyalty and switching behavior" In this research the researchers examined the customer responses reflecting their satisfaction, loyalty and

brand switching behavior in Kathua district of J&K State in India. Switching behavior was influenced by complaint handling and previous experience followed by brand recognition.

(Md. Enayet Hossain, 2007)“An evaluation of brands image, product attributes and perceived quality of a selected consumer non-durable product” this research was made in consumer brand evaluation. Consumer’s thoughts about the brand image, brand attitude and perceived quality of a soft drink which were considered. Ten brand attributes were considered for this study. The findings of this research support brand evaluation and its results might be useful to academicians, manufacturers, and other applied researchers.

(George Christodoulides & Leslie de Chernatony, 2009) “Consumer based brand equity conceptualization & measurement” in this article the researchers brought together the scattered literature on consumer based brand equity’s conceptualization and measurement. The researchers stated that there is need of setting up a brand equity measurement system. Researchers said that committed and loyal customers are more valuable from the point of view of the company.

(Consuegra, Dravid Martin et al., 2009) “The effects of relational benefits on retail satisfaction” this research paper is on the impact of relational benefits of customer satisfaction in retail banking. It states the relational benefits achieved through a stable and long term relationship with a given bank and customer satisfaction with retail banking. These results show that confidence benefits have a direct, positive effect on the satisfaction of customers with their bank. It had also focused on the relationship between relational benefits and satisfaction and other factors that may have an influence on consumer satisfaction have not been considered. The findings suggest that banks can create customer satisfaction through relational strategies that focus on building customer confidence. Therefore bank employees should be committed to establishing and maintaining confidence benefits for customers.

(Sandra Martisiute, 2010) In the present article “Product or Brand? The researchers stated that brand is a key factor which generates the customer satisfaction as brand satisfaction and brand impact on the customer’s loyalty is very important. The

researchers tried to establish a theoretical link between brand satisfaction and consumer loyalty.

(Robert Cascio, 2010) “Assessing the maximum level of customer satisfaction in grocery stores: A comparison between Spain and USA”. This study was performed in two countries from different continents. In this study the researcher mentioned the main factors which are important and had greater influence on the level of customer satisfaction. It was also observed that the differences not only between factor composition but also in the influence of customer satisfaction depending upon the focal country. Two different samples of customers that had completed purchases in grocery stores of Spain (Europe) and the United States (America) were taken. It was noticed that the customer satisfaction depends on the nationality of the customer. This study is useful to those grocery retailers that intend to operate in different continents.

(G. Vani, 2010) “Toothpaste Brands – A Study of consumer behavior in Bangalore city” in making this research the researcher focused on understanding of demographic, social, cultural, price, quality, product attributes etc.. For buying a toothpaste. It was noticed that the market share of any product is highly determined by the purchasing behavior of the consumers. Consumer awareness of toothpaste was found less in Bangalore city. Rising per capita income of the consumers and their increasing awareness can create more demand of oral care products. During this research it was also noted that there are comparatively less dentists in India.

(Mazibuko, 2010) “Brand loyalty of cereal products” In this study a case of cereal products was studied in which the researcher wrote on the factors which influence the consumers constantly use a particular or specific brand. It was noted that the consumer considers a particular cereal product in which a brand loyalty influence was observed. The researcher concluded that the brand loyalty in the cereal market was similar to that the brand loyalty in bread, coffee and toothpaste segment of FMCG. The researchers also tried to find the success in the branding method and important factors for success of the product. They found that the present market for cereal products is very competitive. They also found that the customer prefer purchasing known cereal products/brands instead of new and unknown brands.

(Komal Gyani Karani , 2010) “Resistance to brand switching” In this journal article the researcher has examined the senior aged consumer’s brand loyalty and their resistance to brand switching. The unique cognitive psychology of elderly consumers was discussed and studied during this study. A better understanding of behavior of elder customers can guide the companies how to retain their existing consumers or convert customers of rival brands to their own brands. This study stated that elderly consumers are not only more likely customers to repurchase but also actively resist switching brands once they have established to their favorite brand.

(Fransisca Andreani, 2012)“Impact of brand image, customer loyalty with customer satisfaction as a mediator in McDonald’s. In the present case study of the brand “McDonald” is used. The brand image of “McDonald” and the customer loyalty with customer satisfaction are discussed in the study. This researcher said that there is a relationship between the brand association and customer loyalty. Brand association directly linked with the customer satisfaction. Customer satisfaction and customer loyalty are strongly linked with each other. Researcher stated that customer who doesn’t have any favorability of brand may not lead to customer loyalty. Uniqueness of brand linked to customer loyalty. The uniqueness of the brand its favorability comes from customer satisfaction.

(Hussein, 2012) “Customer’s satisfaction and brand awareness – Case - Bulsho Co-operative in Finland”. The researcher has indicated that the management needs to step up its publicity to increase the brand awareness and strengthen the brand identity and image in today’s competitive world. The researcher took an example of Bulsho cooperative and suggested that Bulsho cooperative should increase its publicity through an advertisement campaign to strengthen its brand awareness, image and identity amongst customers using all available means of communication, Need to develop a good flow of information and the communication to and from customers help in improvement of service quality services.

(Teg Alam & Mohammad Rishad Faridi, 2012) In an empirical study of perception, expectation and satisfaction level of consumer expectations the researchers suggested that the paint brands should focus on improving their credibility in the eyes of customers by exceeding customer expectation in quality service as well as providing

them a technical support. Paint industries should create and maintain a data bank of their past and existing consumers and communicate with them regularly to keep a long term relationship for building brand loyalty with them. Companies must understand the expectations of their consumers and update the changing needs from time to time. Improving customer service is very important. In the present research the researcher made many useful suggestions to the paint companies.

(Waqar ul Haq and Bakhtiar Muhammad , 2012)“Customer Satisfaction - A Comparison of public and private banks of Pakistan”. In this study there is comparison in public and private sector banks of Pakistan by evaluating their customer satisfaction. This research makes a useful contribution as there are very few studies conducted in Pakistan in the areas like price, technology, reliability, customer service, location and infrastructure. This research is based on the data collected through a questionnaire which was distributed amongst many respondents on different locations. This research shows that customer satisfaction varies from person to person and evaluation of customer satisfaction is must in banking sector.

(Mcfarlane, Donovan A., 2013) “Strategic considerations in brand analysis” In the journal article in which the process and purpose of branding and building brand equity in the global competitive marketplace was discussed. The brand’s description, distribution outlets, locations, pricing and consumer perceptions plays an important role in brand analysis. It is essential to think how consumers feel, think, and act with respect to a brand. The researcher mentioned Proctor & Gamble’s (P&G’s) marketing program in terms of product, pricing, and channel strategies and suggested the companies to increase their personalization as personalization has become an important aspect of consumer brand marketing strategies and marketers are seeking new ways of reaching to their customer. Researcher stated that there is much increase in the urban population and income levels of Indian consumers are also increasing. Indian consumers are choosier and demanding. They prefer cash discount compare to freebies as a sales promotion scheme. Indian females expect an immediate promotional benefit. The researcher stated that there is no difference in the attitude of Indian male and female towards the promotions. The researcher found that the married consumers in India are more prone towards promotional schemes compare to unmarried consumers.

2.3 Thesis referred in the present study.

1. Consumer behavior towards the new packaging of FMCG products by Mitul Deliya

In this the researcher has discussed an importance of packaging and design. Consumer's behavior towards the packaging of FMCG products was studied and understanding the mindset of the consumers regarding the packaging was done. The researcher has implemented a focus group methodology to understand the consumer behavior. Packaging of the product and its relation with consumers purchase decision was noted. Consumers think that packaging plays an important role in brand identification. Attractive packaging, attractive packing shapes makes a positive impact on consumers to purchase and take a trial of that product. Companies think that great packaging has better influence on consumers than advertising and understand the role of attractive packaging in retaining their present consumers and attract new consumers.

2. A Study regarding Consumer brand loyalty by R ESHUN2012

In this research an idea of brand loyalty in the mind of the consumer about the product was studied. This research was made amongst the consumers from Alba country in Romania to study the type of loyalty and the differences from market to market. The factors like satisfaction, quality, value, customer's commitment which influences the customers brand loyalty were considered. Cultural impact and demographic aspects are also analyzed to study the impact on loyalty. Consumer looks for the required qualities in the brand and if those qualities are received then only consumer makes a future purchase of the same product/brand. Loyal customers are ready to pay a higher price for their preferred brand and they also recommend that brand to others. Increase in brand loyalty of customers is important for brand growth. The researcher took an example of Harley Davidson brand of General Motors who spend huge amount in creating a loyalty for their brands. Performance of the brand/product, brands emotional connect with customers, customer's usage experience has direct relation with their brand loyalty.

3. Consumer Switching behavior - A study of Shampoo brands made by Anju Thapa, Ph.D. Research Scholar, The Business School, University of Jammu

During this academic and empirical research the brand relationships, switching behavior of highly used products in young consumers and their buying patterns were observed. The brand relationships amongst young consumers in the age range of 13 to 25 years were noticed. The researcher stated that the consumers who are the end users should be satisfied. If consumers remain unsatisfied they will make brand switch. Companies need to understand the mindset of their consumers and should think why they make brand switch?

This study examined the factors that influence the consumers to buy a particular brand of product or reasons of their brand switch. Consumer's mindset regarding price, products availability and packaging of the product were also noted in buying behavior of the customers. Consumer's give importance to packaging, promotion scheme such as freebies, extra quantity, discount, price off, advertisement and the availability of the brand they prefer while making their purchase decision as well as customers considers all these factors even during making brand switch. The results indicated that the young customers have relationships with brand/s. Young customers have love and passion of a brand than whereas the young adults found more price consciousness than the teenagers.

4. Evaluating the effect of consumer sales promotions on brand loyal and brand switching Segments.

The study was made to explore the effect of consumer sales promotions on loyal and non-loyal consumers in two FMCG's washing powders and shampoos. Sales promotions with a aim to speed up sales which requires large marketing expenditure. The marketers make sales promotions to attract the competitor's market share and its effects on consumers were noted during this study. Consumer's loyalty towards the brand was noted and non-loyal consumer's brand switching habit was noted. It was noticed that consumer sales promotions which contains freebies have more influence on the brand switchers than the brand loyal consumers whereas the economic status of the consumer has no relation with their brand loyalty.

5. Religion and brand switching behavior of Muslim consumers - Munazza Saeed and Ilhaamie Binti Abdul Ghani Azmi. Academy of Islamic Studies University of Malaya, Kuala Lumpur, Malaysia.

This research study was carried out in Pakistan in which the brand switching mind set of Muslim consumers was studied. The researcher conducted this research in four different universities of Pakistan. Brand switching is the process and choosing to switch from the routine usual brand to different but of the similar type was studied. Brand switching, Brand fascination behavior of customers was observed. The findings of this research revealed that there is significant relationship between religion, Islamic branding and Islamic marketing mix and brand switching behavior. This study was aimed to find the effect of religion on brand switching behavior of the consumers. It was noticed that Muslim's are more attached to the Islamic brands as they do have strong faith. It was suggested by the researcher that the companies in Pakistan need to differentiate themselves in their promotional messages by highlighting the customer's religious preferences to stop their brand switching behavior.

6. Brand Loyalty in smart phone, Master Thesis, Mulugeta Z Forsido , Uppsala University August 2012 in this researcher has examined the factors which determine brand loyalty in Smartphone. Quantitative approach was used to quantify the relationship between dependant and independent variables. Researcher made a concluding remark that "Smartphone" is not just an ordinary phone. It provides most services previously done by computers. It is now part and parcel of consumers' daily life. It is not a matter of fashion rather, it is necessary. Consumers' developed an especial connection with the brand. Consumers' developed special connection with the brand.

7. A critical study of brand strategies adopted by Indian automobile companies for competitive advantage by Medha Tadpatrikar Jan 2015

Every car company have brand strategies to compete in the prevailing market scenario. An attempt is made to critically study the brand strategies adopted by Indian automobile companies for competitive advantage. The present study deals with brand strategies adopted by various passenger car companies.

In general, large number of customers do not buy products rather they buy the brands and hence the concept of branding is most important for survival of company.

Branding exercise is a continuous process. There seems to be lack of company vision in today's branding exercises. Considering the potential purchasing power in younger generation, the branding exercise should have focus to understand the needs / aspirations of the youths. Customer loyalty towards particular brand is diminishing due to availability of wider choice of car brands/ models. The revenue generation takes front seat in today's branding exercise.

8. Effects of sales promotions on consumer preferences and brand equity perception. Researcher - Harsh b Vaishnani, Aug 2011, Saurashtra University

Researcher told about the strong presence of multinational companies in India who have their established distribution network and there is an intense competition between the organized and unorganized segments and low operational cost. Availability of key raw materials, cheaper labour costs and presence across the entire value chain gives India a competitive advantage. Researcher said that there is significant difference between consumer preference of cash discount and free gift as sales promotion schemes. Married consumers are more interested in getting promotions. Sales promotion scheme on international brand, awareness spread out by word of mouth, Scheme is value added type with immediate benefit is preferred by the customers.

2.4 Literature Gaps

Despite the importance of the brand positioning very few empirical researches made in which the role of effective brand positioning, positioning strategies of FMCG brands across India or across the world. Less research was carried in promotion techniques of various brands. Whereas are many studies made in the field of customer satisfaction and brand loyalty.

Summary

After going through the comprehensive literature as mentioned above the researcher has convinced that there are mainly the four main constructs brand positioning, promotion techniques, customer satisfaction and brand loyalty which were identified by the researcher for the purpose of the present study. Many researchers made a lot of researches in the field of customer satisfaction and its dependent parameters as well as in brand loyalty. It was found that brand positioning, promotion techniques are closely associated with each other and also the customer satisfaction and brand loyalty. All these four constructs go hand in hand are important.

It was also noticed that many researches made in the past taking one or two constructs from above four constructs but no research work was found where all the four constructs used together. Hence the wholesomeness of this study may be treated as a special aspect. The researcher has referred a vast literature to write this chapter which will help to analyze the various concepts in marketing as well as in branding process.

The various references reviewed in this chapter are relevant to the subject of the present research study. The researcher has made an exhaustive bibliography which is annexed at the end of this thesis and utmost care is taken to include and acknowledge all the contributors. Despite of this there might be some lapse which is deeply regretted.

CHAPTER 3

DETERGENT MARKETERS AND THEIR DETERGENT BRANDS

Introduction

Detergents and their history were discussed earlier in Chapter 1 Introduction. In this chapter detergent marketing company's profiles and information about their detergent brands which are referred in the present study are mentioned. Eleven detergent marketing companies as well as few very small size household detergent manufacturing as well as marketing units altogether more than fifty detergent brands were taken into consideration for this study.

Detergent industry in India is more than 100 years old. Synthetic detergent powders started becoming more popular worldwide and growth of detergents started in Indian detergent industry. Today India is making huge earnings from detergent exports. At present in India there are more than 65 detergent industries in the organized sector and more than 6000 units in small scale, cottage or unorganized sectors who are engaged in the production of soaps and detergents.

There is a strong presence of few multinational companies, nationals and local detergent companies in India. Indian detergent markets are fully loaded with various detergent brands in the form of detergent powder, detergent bar and liquid detergents. Fabric softeners and fabric conditioners are just few product extensions in this segment. Detergent markets are mainly in city/urban areas. Detergent marketers have their own distribution network to cater the needs of the Indian customers across the country. At present Indian customers are not feeling the need of fabric conditioners in their daily laundry habits but few customers from higher income group who use premium detergents are using fabric conditioners. But it is for sure that due to increase in per capita income level mainly urban people prefer costly detergents.

3.1 Washing Habits of Indian People

Detergents have important place in everyone's daily life. Majority of Indian customers use both detergent powder and detergent bar for their laundry needs. 97% of the Indian customers are using various detergent powders, detergent bars or detergent liquid to wash their clothes daily and remaining 3% of the customers use detergents to wash their laundry twice or thrice a week according to their time availability. Indian customers believe that the combination method of washing i.e. Hand wash plus Machine wash is more effective and suitable method of washing in Indian climate. Today 68% people wash their laundry using hands and 32% people wash their routine laundry using washing machines. Detergent bars also have a good contribution. Highest growth is seen in detergent powders made for machine wash.

Indian women prefer washing the cuffs and collars of the clothes where there is a deposition of stubborn stains which needs some careful attention and hand wash. Hand washed clothes put into washing machine for better washing and drying. Customers from higher middle income segment are using a combination of Premium detergents and Mid-Price detergents for washing their laundry and for them method of washing is also combination method i.e. Use of washing machines and hand wash method. Customers who are using 'Low Price' detergents use hand wash or manual bucket washing machine to wash their clothes.

Detergent products are available in premium, mid-priced and low priced varieties according to the needs of the Indian customers. Elite class from the society is using the premium quality detergent powders/bars/liquids for their daily laundry needs. During the present study it has been also observed that Elite class (users of premium detergents) has started using fabric conditioners for their laundry needs. Many Indian customers don't find the necessity to using the fabric conditioner. No much growth observed in mid-priced detergents. It was also noticed that mass market segment uses both medium priced and low price detergents.

3.2 The detergent market is divided into two broad categories:

- 1 Synthetic detergent powders, bars, concentrated detergent liquids.
- 2 Oil base laundry soaps

Categories in detergent market

A Hand Wash → Powder Detergents, Detergent Bars

B Machine Wash → Powder Detergents, Detergent Bars Liquid Detergents

3.3 Detergent Market Growth

Due to urbanization the demand for better quality of the household detergents is rising in the Indian detergent markets. There is an immense competition for market share amongst the leading detergent companies and other detergent companies in India. Leading detergent marketers have their own distribution channels and high penetration in the India's both rural and urban markets. The growth in Indian FMCG's detergent's sector is 3.8 %. More growth is observed in the detergent powders meant for washing machines.

The present study was carried in Pune city. The Pune city is located in Maharashtra state of India having area 249 Sq Kms and population more than 45 Lacs.

Pune city is governed by Pune Municipal Corporation (PMC).

3.4 Detergent Market Segments

1. Premium detergents or Compact detergents → Target customers - Elite class of the society.
2. Economy or Mid-priced detergents → Target customer - Middle class of the society.
3. Popular detergents → Target customer - Lower income group in the society.

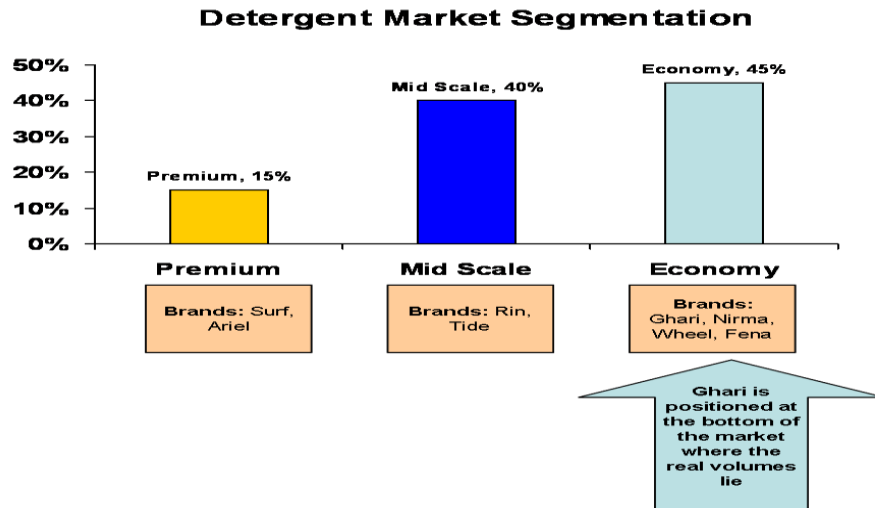


Fig 3.1 Detergent Market Segmentation

During this study the various detergent brands of multinational, national and local detergent marketing companies were studied. They are as following:

Sr. No	Name of the company	Short name	Type	Detergent brands studied
1	Hindustan Unilever Ltd (Parent co - Unilever UK)	HUL	Multinational	12
2	Proctor & Gamble India Ltd (Parent Co - P&G USA)	P & G	Multinational	3
3	Henkel Spic India Ltd/ Jyothi Laboratories Ltd	HENKEL/JYOTHI	Multinational	11
4	Nirma Ltd	NIRMA	National	06
5	Rohit Surfactants Pvt Ltd	RSPL	National	02
6	Patanjali Aurved Ltd	Patanjali	National	05
7	Shri Mahila Griha Udyog Ltd	Lijjat	National	02
8	Mehta Soap Factory Ltd Pune	Mehta Soap	Local	05
9	Laxmi Soap Factory Ltd Pune	Laxmi	Local	05
10	Darshan chemicals Ltd	Darshan	Local	05
11	Other unbranded local detergent units		Local	05

Table 3.1 Detergent marketers and their brands referred

3.5 Company Profiles and their Detergent Brands

1. Hindustan Unilever Ltd (HUL) (Ref: www.hul.co.in)

Hindustan Unilever Limited (HUL) is India's largest fast moving consumer goods (FMCG) company based in Mumbai, Maharashtra (India). Parent company is Unilever which operates in India with a name Hindustan Unilever Limited (HUL). It is basically owned by Anglo-Dutch Company Unilever who is having 67% ownership and control in Hindustan Unilever Limited (HUL). Unilever is a merged company of British soap company “Lever Brothers” and Dutch margarine manufacturing company “Unie” since 1930. Unilever provides domestic household goods like food and beverages, bakery products, personal care, cosmetics, detergents, hair care products and expanded its businesses and reputation in more 195 countries across the world. Hindustan Unilever Limited (HUL) is a company with a heritage of over 80 years in India and touches the lives of two out of three Indians. Hindustan Unilever Limited is having more brands in many categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers. HUL’s brands have become a part of the everyday life of millions of Indian customers. HUL claims that it produces the products/brands of quality and safety which are accepted by huge number of Indian customers in their day to day life. HUL’s brands have been most trusted in India since decades.

Detergent Brands of HUL considered in the present study are as following:

Sr. No.	Brand Name	Category
1	Surf Excel detergent powder	Premium
2	Surf Excel detergent bar	Premium
3	Surf Excel Liquid (Brand extension)	Premium
4	Comfort Fabric Conditioner (Brand extension)	Premium
5	RIN detergent powder	Mid - priced
6	RIN detergent bar	Mid - priced
7	RIN Matic detergent powder	Mid - priced
8	RIN Bleach	Mid - priced
9	RIN Perfect shine	Mid - priced
10	Sunlight detergent cake	Mid - priced
11	Active Wheel detergent powder	Popular (Low priced)
12	Active Wheel detergent bar	Popular (Low priced)

Table 3.2 Hindustan Unilever’s brands referred in present study

1. Surf Excel detergent powder (HUL’s Premium detergent brand)

During 1950’s people used to wash their laundry using laundry bars with which they were not happy and they were expecting something better than a detergent bar. Unilever invented and launched a detergent ‘Surf’ which later became very popular across the world.

“Surf” was the first detergent powder brand in India which was advertised on Indian television. According to the changing washing needs of the Indian customers Surf was constantly upgraded and today’s Surf Excel is the latest version of original Surf. It is hugely popular and advertised premium detergent brand targeted for the premium segment of customers across India. Children and their mothers are targeted by Surf Excel brand. Marketers of Surf Excel detergent also claim that Surf Excel is best for the toughest stains.

Positioning of Surf and Surf Excel

Initially Surf was positioned as “Superlative whiteness” and targeted for upper middle class and elite class of the Indian society. Surf was advertised by stating its

premium quality and worthiness of buying through an effective advertising of “Lalitaji” saying ”Surf ki kharidari mein hi samajdari hai”. Later on SURF made impressive advertisements like “Daag dhoondte rah jaoge” “Do bucket pani hai rojana bachana”. SURF was carefully positioned considering the changing washing needs of Indian customers. After careful positioning of Surf in the minds of Indian customers HUL started building a confidence in Indian customers mind by saying, “Surf Excel hai na”! Company started highlighting quality and stain removal property by giving assurance to the customers that Surf Excel detergent brand is capable of removing any kind of dirt and stains from their clothes. After building the confidence about Surf Excel detergent brand in the minds of Indian customers the marketers of Surf Excel made a very bold statement “Dirt is Good” “Daag acche hai” through which HUL skillfully positioned Surf Excel keeping in the mind children and their mothers across India. Bold statements like “Agar Daag lagne se kuch accha hota hai to daag acche hai” Like this company made strategic positioning of their premium detergent brand and today Surf Excel is on top of the minds and became very successful across India.

2. Surf Excel detergent bar (HUL’s Premium detergent bar brand)

Surf Excel detergent bar is known for its premium quality and premium price across India. In 2006 RIN Supreme detergent bar was migrated from RIN family to Surf excel and renamed as Surf Excel Bar.

Positioning of Surf Excel Bar

Surf Excel detergent bar is targeted for upper middle class and elite families across India and positioned saying “Cleaning benefits with just 1 product”. Competitors of Surf Excel are P&G’s ARIEL, P&G’s Tide detergent powder and bar, Henkel’s Henko Matic.

3. Surf Excel Liquid (HUL’s premium liquid detergent brand -Brand extension)

Surf excel liquid a premium quality and premium priced brand was introduced for effective stain removing and to work on the stubborn marks such as ink,grease, pickle stains, mud or tea stains as it penetrates in tough stains to remove the tough stains easily.

Positioning of Surf Excel Liquid

Surf Excel Liquid is positioned saying “Two times better than ordinary washing powder”

4. Comfort Fabric Conditioner (HUL brand) (Brand extension)

Comfort fabric conditioner is the world’s largest fabric conditioner was started in 1969 in UK which is in a liquid form with a pleasant fragrance used while doing machine wash of the laundry. Comfort fabric conditioner is targeted for the urban and elite class of the society who are more quality and status conscious.

Brand Positioning of Comfort Fabric Conditioner

Comfort fabric conditioner brand is positioned by saying, “Gentle care for your family”. Marketers also say “Long lasting freshness and exceptional softness” “Comfort makes a good clothes day”

Present competitors of this brand in India are - 1. Bambi 2. Ezee (Godrej) 3 Vanish

5. RIN detergent powder (HUL’s mid-priced detergent brand)

RIN detergent brand was launched in India in form of detergent bar in 1969 with the iconic lightning mnemonic and was targeted for the middle class Indian society who are very cautious about quality and price.

Brand Positioning, advertising and promotion of RIN

RIN was positioned as the detergent brand for superlative whiteness which can offer superior whiteness and give the confidence to the users. RIN detergent bar faced a tough competition from comparatively low priced Nirma detergent powder and Nirma detergent bar which were available in just 50- 60% price of RIN detergent bar. Marketers of RIN HUL positioned RIN through bold communication 'Just a little of RIN' 'Zara SaRIN ' with increasing the frequency of RIN advertisements through various media across the country (India). Confident advertising was made using tagline ‘Bijli giri!’ (Lightning strikes). Effective positioning of this brand created a positive impact on the Indian customers. In 2006 RIN detergent bar

migrated to Surf Excel family and became Surf Excel bar. RIN is sold in high volumes in the developing markets in Africa, Asia and Latin America.

6. RIN detergent bar (HUL brand)

RIN detergent bar was introduced in 1969 known for its superior performance. RIN detergent bar was positioned saying ‘No mud’ ‘No mitti powder” bar and more focus was given on telling its superior washing performance. Higher middle class and elite class in the Indian society are the target customers of this brand. In 2006 it renamed as Surf Excel detergent bar.

7. RIN Matic (HUL brand)

Rin Matic detergent powder was introduced in 2008 for those customers who were unsatisfied with ordinary detergent powders and for those who wanted detergent powder in medium price suitable for machine washing.

8. RIN Bleach (HUL brand)

RIN Bleach was introduced in 2007 by Hindustan Unilever Ltd (HUL) as an extension of RIN brand. RIN bleach is meant for “whiteness” No special efforts made to position this brand and no special emphasis on its display in shops across the country by HUL.

9. RIN Perfect Shine (HUL brand)

In 2012 HUL launched RIN Perfect Shine, an advanced liquid fabric blue to deliver sparkling white clothes. RIN Perfect Shine brand targeted the children and people who love to wear the shining white clothes. HUL claims that its sun fresh formula makes it easy to mix with water and spreads uniform brightness across the clothes. Robin blue, Ujala and other local blue liquid brands of same category are the competitors of RIN Perfect Shine. No special promotional efforts for this brand are taken by HUL.

10. Sunlight detergent cake (HUL's Yellow detergent bar brand)

Sunlight is a heritage brand of Unilever which was first launched as a washing cake by Lever brothers in 1888 during the British regime in India. Unilever has a special love and emotions attached with this brand it being their oldest brand and first brand in the Indian market.

Sunlight is a mid-priced yellow detergent bar which is targeted for the middle class society across India. HUL claims that this brand has good cleaning properties and users of this brand are company's loyal old customers since many decades. When HUL's detergent powders Surf, RIN, Active Wheel started becoming very popular then company started taking more efforts on pushing those popular detergent powder brands in the markets and due to this Sunlight the old heritage brand has lost its popularity and sale across Indian detergent markets. No growth has been observed in Sunlight brand despite of this Sunlight brand is continue as Unilever's emotions are linked with Sunlight being their first and heritage detergent brand. Sunlight is used to fill the gap between Wheel and RIN.

Worldwide Sunlight is present in different forms in different countries like Australia, Latin America, Belgium and the Netherlands and other part of Europe, Canada, USA. HUL claims that Sunlight offers color guard technology which prevents colour loss, fading from the clothes helps to keep the clothes sparkling and colors of the clothes remain in best condition even after many washes. Sunlight detergent powder and bar has earned a very good status who is the market leader in the states of West Bengal and Kerala which are coastal areas where the climate is hot and humid. Sunlight Detergent Powder is present in the two states of Kerala & West Bengal where it while Sunlight Laundry soap in present all across coastal India.

Brand Positioning, advertising and promotion of SUNLIGHT

Sunlight is positioned under tagline "Spread the Brightness". HUL marketers of this brand are trying to promise their customers telling that this brand will give them brightness and color protection. Sunlight is No. 1 brand in the states of West Bengal and Kerala the coastal regions in India. HUL isn't doing any promotional activities for this brand.

11. Active Wheel detergent powder (HUL's popular/mass market detergent brand)

Active Wheel was launched by HUL in 1987-88 which is one of the widely sold detergent powders in the Indian market and largest selling detergent brand in South Asia. HUL claims that this brand offers deep clean and fragrant freshness at an affordable price as well it offers good cleaning and maintains the original state and the color of the clothes. Main objective of this brand is to cater the needs of masses or lower income segment in the Indian society and to give tough competition to Nirma and Ghadi detergent powder brands which are very known and popular national detergent brands.

Promotional activities and advertising for Active Wheel

Active Wheel detergent brand targeted for mass market category. HUL spends huge amount on this brand by making frequent advertisements through various print and digital media's and using celebrity endorsement strategy for this brand by famous Indian film actor Salman Khan since many years. Besides these efforts HUL many times offers some promotional discounts or some freebies in order to satisfy their customers using Active Wheel.

12. Active Wheel detergent bar (HUL's detergent bar brand)

Active Wheel is India's top low priced detergent bar/cake from the house of Hindustan Unilever Ltd (HUL). Active Wheel detergent bar is the most widely used detergent bar in both urban and rural India and the target customers for this brand are people from lower income segment in Indian society. This brands competitors are Nirma and Ghadi detergent powder and bars from popular detergents category. HUL No special brand promotion for this but company offers some discount in price or quantity.

2. Proctor & Gamble India Ltd (P&G) (Ref : www.pg.com)

Proctor and Gamble India Ltd (P&G) was established in India in 1964. **Procter and Gamble Ltd USA** operates with a name Procter and Gamble India Ltd have various

reputed brands. Earlier Proctor and Gamble India Ltd (P&G) was known as Richardson Hinduatan Ltd (RHL). Company serves to more than 70 Lacs of customers across India. A sustainable growth in India was happened due to P & G India Ltd. **Procter and Gamble**'s slogan is "Touching lives and improving life". Proctor and Gamble India Ltd (P&G) contributes in various corporate social responsibility (CSR) projects like "Shiksha" under which this company makes efforts to educate the unprivileged children. "Cry" is another CSR project undertaken by P&G across India.

1. ARIEL detergent powder (P&G's brand)

P&G launched a premium category detergent ARIEL in 1991 in India. ARIEL is one of the most expensive and best quality detergent brands from the premium detergents category in India. It was introduced by P&G in India keeping in the mind the elite class of the society. It is known for its superior performance as it produces clean and stains free clothing. Customers of ARIEL are more quality conscious and less price sensitive.

Tagline of ARIEL is "Chamak Rakhe in Naye Jaisi " (Clothes keep Shining like new)

ARIEL is the strong competitor of premium detergent powder Surf Excel of HUL. This detergent brand is known for continuous innovations. Many Indian customers wanted a pleasant fragrance in their detergent powder so keeping in mind this demand of Indian customers Proctor and Gamble India Ltd has launched ARIEL with fragrance in two varieties with superior stain removal capacity as well as a pleasant fragrance. ARIEL is the 1st detergent brand who introduced fragrances in detergents powders in the Indian detergent market. This detergent powder brought the compact detergent technology and enzyme technology for the safe and superior stain removing powder in India.

Positioning of ARIEL detergent of Procter & Gamble

Elite class as well as the upper middle class of the society is the target segment for ARIEL. ARIEL was positioned as "Chamak Rakhe Naye Jaisi". "Sirf yaadein taaza rakhe daag nahi". Company (P&G) gave a simple and short message to the target segment through this very effective advertising. Company is using professional models instead of celebrities for ARIEL.

During the present research study, it was found that users of ARIEL detergents are firm on the usage of this brand their laundry and they are expecting the best quality and

ready to pay higher prices for the best quality. They found more quality conscious and less price conscious. During the field work survey it was found that customers of ARIEL hardly switch over to any other premium detergent brand though competition detergent brand offers any attractive offer. ARIEL Matic detergent powder has been tied up with LG brand of washing machine and it was found that many LG washing machine users are using ARIEL Matic only.

ARIEL's Present competition brands

1. HUL's Surf Excel 2. Henkel's Henko Matic 3. Nirma (Nirma Super)

2. TIDE detergent powder (P&G's mid-priced detergent brand)

Tide is globally reputed brand of washing powder launched in 1880's. In year 2000, Proctor and Gamble launched TIDE detergent powder in India and today TIDE has captured a good market share in Indian detergent markets. TIDE detergent brand is one of the trusted detergent brand for cleaning whites. Tagline of TIDE is "White ho toh Tide ho"

Tide detergent powder targeted for the middle class Indian families. Marketers of TIDE claim that TIDE detergent products offer outstanding whiteness and superior performance without any bleaching or distortion of fabric or damage to the quality, colour of the garment. During the field work survey it was told by users of this brand that, "Tide detergent products are safe and keep the hands of the user soft". Company takes efforts to offer superior products to their customers so that customers get satisfied and become loyal. Proctor and Gamble India Ltd undertook a project under corporate social responsibility (CSR) in which company makes an initiative to improve the lives of the unprivileged children by giving them an access to education and good health.

From the customers feedback during this study it was clearly noticed that the TIDE detergent brand is very much accepted and used by middle class and upper middle class customers in the Indian society. Customers told that they like TIDE advertisements which are made without using any celebrities. Customer's think that advertisements made by this brand are more effective as the endorsee is from the target segment of this brand. Customers using this brand clearly stated that they are satisfied and loyal with the brand.

3. TIDE detergent bar

Proctor and Gamble India Ltd launched Tide detergent bar with whiteons for outstanding whiteness and excellent cleaning effect. No special efforts are taken for this brand.

3. Henkel Spic India Ltd. (Ref :<http://www.jyothylaboratories.com/about-us.php>)

Henko a premium, reputed detergent brand of Henkel Spic India Ltd. Marketers of Henko detergent claims that it gives satisfactory cleaning results on clothes especially in machine wash. Henko is one of the good detergent products offered at a moderate price. In India this brand is marketed by Jyothi Laboratories Ltd.

1. Henko Matic detergent powder

The parent company of Henkel is an international giant in the global consumer goods sector started its operation in India 1997. Henkel Spic India Ltd was previously called 'The Calcutta Chemical Company Limited' which is headquartered in Chennai. Company manufactures and sells a variety of cleansers, detergent products, few hair care and cosmetic products. Henkel launched a fabric care brand known as "Henko"

Henkel's competitors like Hindustan Lever (Unilever), Procter & Gamble (P&G) and Nirma and Rohit Surfactant Pvt Ltd, Kanpur (RSPL).

Henkel sold Henkel India Ltd to Jyothy Laboratories Ltd, Chennai, India in March 2011 due to lacked size in order and unable to effectively compete with its main competitors HUL & P&G. Jyothy Laboratories Ltd, is looking after Henko and other brands. Henko brands are reasonably priced, well packaged and distributed across India. Marketers of HENKO are trying to reach to untapped markets across India. Company is more concerned about making innovation according to the changing demands of Indian customers.

Brand positioning of Henko detergent

HENKO matic detergent brand is positioned and targeted for the elite and upper middle class of the Indian society. Henko is positioned saying a tagline 'Safayika Nazariya badlo' where company said much about changing the perception on cleaning. Famous

Hindi film actor Madhuri Dixit Nene and Irfan Khan are the brand ambassador of Henko.

2. Henkomatic / Lintelligent It was introduced to clean and remove stains which are having nano fiber lock technology. This detergent powder is for top and front load washing machines as well as for bucket wash users.

3. Mr. White Detergent Powder

After multiple washes white clothes starts becoming yellowish or grey. Mr. White detergent powder mainly meant to wash white clothes. Mr. White detergent powder having whiteness boosters which can give long lasting whiteness and brightness to white clothes and available in convenient pack sizes.

4. Henko Stain champion detergent powder

Henko Stain Champion is the detergent powder targeted for the customers who are using washing machine to clean their laundry. Henko Stain Champion detergent powder was introduced to remove the tough stains from children's clothes. Henko Stain Champion has Oxygen Power formula which dissolves tough stains like mud, ink, oil and chocolate instantly without harming the colour and fabric of the clothes. Company claims that Henko Stain Champion detergent has 'Oxygen Power' is effective for removal of tough, dry stains like dried up oil and stubborn dirt on cuffs and collars.

5. Henko Stain Champion detergent cake

Henko Stain Champion cake gives cleaning benefits of blue and bleach in one along with an effective washing and available in convenient pack sizes.

6. New Super Check washing powder

New Super Chek washing powder available in fresh fragrances of orange and lemon for best cleaning of clothes by leaving them smelling fresh.

7. New Super Check detergent cake

New Super Chek detergent cake available in fresh fragrances of orange and lemon for best cleaning of clothes by leaving them smelling fresh.

8. More Light Orange detergent powder

More light orange detergent powder is having orange fragrance which helps in cleaning of the clothes and keep them bright. This detergent powder comes with regular and Jasmine fragrance.

9. More Light Blue detergent cake

More light blue cake with makes clothes bright and comes in convenient sizes.

10. More Light Liquid Blue

More Light Liquid Blue adds colours and vigour to white clothes available in sachet/ bottle/cans.

11.Ujala Super shine

Ujala Super shine is old brand from the house of Jyothy laboratories which adds whiteness and shine to the clothes. It is the liquid fabric whitener. Company claims that only four drops of Ujala Supreme brightens the fibers and gives the clothes the superior whiteness and gives dazzling white results. Competitor to this brand is Robin Blue and RIN perfect shine.

Positioning and promotion activities

Promotional offers for all detergent brands of Henko/Jyothi Laboratories are negligible. No consumer promotions found for Henko Matic. Though Hindi film actors Irfan Khan and Madhuri Dixit makes brand endorsement no much effect of brand endorsement is observed in sales.

4. Nirma Ltd, Ahmedabad, India (Ref: <http://www.nirma.co.in/detergents.html>)

Nirma Ltd is a well reputed leading Indian national company from Ahmedabad, Gujrath, in India. Nirma Ltd is engaged in the business of bathing soaps, detergents, salt, scouring products and having great exports. Nirma Ltd was founded by a highly educated industrialist Dr. Karsanbhai K. Patel in 1969.

Nirma detergent powder was first introduced in 1969. During that time available detergent powders were exorbitantly priced. Nirma launched revolutionary detergent products in Indian detergent markets at very affordable price with good cleaning ability in several types according to Indian customers need. Nirma launched detergent powders suitable for hand washing and washing machines. Nirma became extremely popular detergent brand amongst lower income segment in India. Nirma's detergent products are made keeping in mind middle class and low income groups across India. According to records of 2005- 2006 Nirma Ltd had a significant 39% market share in the Indian detergent segment. Nirma Ltd

always made determined efforts to provide high quality products to its customers at competent prices.

NIRMA's tagline is "Better Products, Better Value, Better Living". 'Sabki Pasand Nirma.

Following brands of Nirma were considered during this study.

1. Nirma washing powder

Nirma washing powder was introduced in the Indian markets in 1969 when one of the costly and premium quality detergent brand "Surf" was available in the Indian markets. Nirma Ltd introduced a washing powder in Indian detergents markets at almost one third price to that of the competition brand which resulted into instant trial by the Indian customers. Nirma's washing powder was environment friendly, phosphate free so accepted by huge number of Indian customers and they became loyal to Nirma brand which became "Most widely distributed detergent powder brand in India" Reputed market research firm 'ORG-MARG' ranked Nirma detergent powder was having highest penetration in washing powder category in 1998.

2. Nirma detergent cake

Nirma detergent powder market received lot of success and acceptance across India due to its low price and better laundry results. After the success of Nirma detergent powder, Nirma Ltd has introduced "Nirma detergent cake" in 1987 which was available in affordable price, sizes and better quality which was again accepted by huge Indian customers. Nirma detergent powder and cake became most widely distributed due to good formulation and less melting property in water.

3. Super Nirma washing powder

After the glorious success of Nirma detergent powder in 1996 Nirma Ltd launched a blue coloured and better quality Nirma Super detergent powder with little higher price. The targeted customers for the premium segment across India. It was made available in 35 to 40% less than its competition brand. This brand was introduced to give value for money to its customers across India. This brand developed good market share in the premium detergents segment across India and proved its better performance.

4. Super Nirma detergent cake

In 1992 Nirma Ltd, introduced Super Nirma Detergent Cake in customers preferred pack sizes. This brand was largely accepted by many customers across India as many loyal customers of competition brand made brand switch to this detergent cake.

5. Nirma popular detergent powder

Nirma Ltd launched a detergent powder at very affordable price for those customers who belong to low income group and can't afford to use washing powder daily to wash their clothes. The objective was to convert those non users of detergents into users. Nirma popular detergent powder was triggered in the market and accepted by its target segment who became loyal with this brand. This brand was also available in convenient sizes.

6. Nirma popular detergent cake

Nirma Popular Detergent Cake made available in many sizes and targeted to customers of very low income segment who hardly use detergent cake to wash their laundry. Nirma Limited markets their products through their owned subsidiary company Nirma Consumer Care Limited which was started in 1985. NCCL resells the detergent products in the market under the brand "NIRMA". The distribution strength of Nirma is good but less efficient compare to its competitors. It is one of the lowest cost FMCG distribution channels of the country.

Nirma Ltd is distributing its detergent products to lacs of customers across India. Nirma Ltd do not offer any promotional schemes for its customers as Nirma products are available in very affordable prices. Company offers better promotional benefits and incentives to the wholesalers and retailers who make a large purchase of Nirma's detergent products can pass this trade benefit to customers by selling them Nirma detergent products in competent rates.

At present Nirma detergent brand is showing decline in their sale as many lower priced detergent products available in the market. Nirma Ltd has strong competition from giants HUL, P&G and RSPL and few more across the country.

During the present research work many customers/respondents who were the actual users of the Nirma detergents told that they want to use this national detergent brand but as this brand contains more percentage of caustic soda which is harmful for the

colour and fabric of their clothes as well as high percentage of caustic soda in the powder isn't safe on hands of the user. This is the reason told by many customers who switched over to other detergent powder brand. Nirma Ltd has comparatively weak distribution network in many states and even in important metro cities across India compare to its competitors. Some issues by distributors/Wholesalers and retailers regarding the complaint handling system of the company. Shortages, damages and few payment settlement issues are few problems told by intermediaries. There is some untapped market in various states and important cities across India. Nirma needs to increase their customer base in urban and rural areas. Nirma is also facing an aggressive price competition from its competitors HUL, RSPL and other local low priced detergent brands across India.

Nirma's present competition brands in Pune city

1. HUL's Active Wheel 2. SASA detergent powder 3. Mehta Soap Factory's detergents. 4. Laxmi Soap detergents 5. Darshan chemicals detergents. 6. Local unbranded loose detergents.

5. Rohit Surfactants Pvt. Ltd Kanpur, (RSPL), (2 brands referred)

(Ref: www.gharidetergent.com)

Ghadi is a detergent brand of Kanpur based company Rohit Surfactants Private Limited (RSPL) began in 1987. Rohit Surfactants Pvt. Ltd (RSPL Limited is in the business of FMCG, Dairy products, footwear, wind energy, real estate. It is targeted as a detergent in low price segment. Ghadi detergent claims that it can remove the toughest stains. Ghadi is known for its affordability and made a remarkable growth and positioned at the 8th place on national level. "Ghadi" detergent has surpassed several multinational brands as this brand is growing fast on national level but very silent and today this brand is 2nd largest detergent brand in India with 19% market share in popular detergent category across India. At present this company earned a distinct value and identity across India and became popular, trusted brand amongst the various detergent brands across India. "Ghadi" detergent has made a strong base in the minds of the customers by using a tagline "Pehle istmal karein phir vishwaas karein" Today Ghadi is one of the well reputed and trusted brand amongst the various known washing detergent powder brands in India.

During this study following brands of RSPL were considered.

1. Ghadi detergent powder

Ghadi detergent is a low priced detergent targeted for people having low income across Indian society. This brand is a main competitor of Hindustan Unilever Ltd's Active Wheel and Nirma detergent and other local competition brands. Marketer of Ghadi detergent powder claims that this detergent powder is available in most competent price with good quality compare to other detergent products in the same segment.

2. Ghadi detergent cake

This brand is available in affordable price. It was noticed during this research study that detergent brand "Ghadi" is trying to establish in Pune district and Pune city detergent markets but at present "Ghadi" detergent is having a weak distribution network compare to its competitors and much available market to them remain untapped because of their distribution problems. Untapped market is an opportunity for them. Company can utilize their national brand image to position themselves in the minds of people and simultaneously should increase their customer base in Pune's urban as well Pune district areas. A frequent use of an aggressive price strategy of HUL's Active Wheel brand is of major concern for establishment of "Ghadi" brand in Pune city and Pune district.

Present Competitors of Ghadi in Pune detergent markets are as following:

HUL's Active Wheel detergent powder and bar, Nirma detergent powder and bar, SASA detergent powder and bar and few other local detergent brands of Mehta Soap Factory, Laxmi Soap factory Pune and GOPI detergent brand, Aurangabad.

Promotional activities "Ghadi" detergent

"Ghadi" brand is having low advertising and no promotional activities for their customers in Pune city to defeat its competition brands. Marketers of Ghadi detergent brand offers good schemes and offer better margins for Distributors/Wholesalers/Retailers at present as in Pune city and Pune district company wants to establish their proper distribution network. At present this brand is moving slow in Pune city.

Detergent Market in India (11,000 Crores)

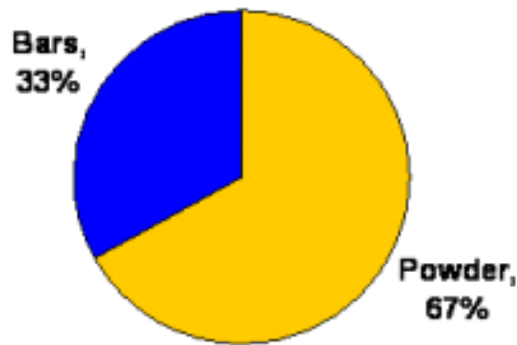
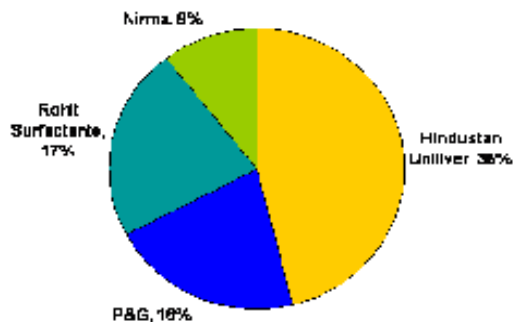


Fig 3.2 Detergent Market in India

Market Share of Major Brands



3.3 Market Share of Major Detergent Brands in India

6 Patanjali Ayurved Ltd – (<https://www.patanjaliayurved.net>)

Patanjali Ayurved Limited is an Indian FMCG company established in 2006 whose registered office is located at Delhi in India. Company is having its manufacturing units in the industrial area of Haridwar. Patanjali manufactures mineral and herbal products.

Acharya Balkrishna, a renowned medicinal plant expert and skilled in Ayurveda is a major stakeholder in the company. Patanjali Ayurved Ltd. Company markets many nutritional products, Books and Media, Health Care and much more. Patanjali also manufactures and markets the best quality Detergents in Popular, Premium and Superior quality which not only take care of your clothes but your hands too. One personality who played a key role in the establishment of the brand and who can be rightly called the driving force behind the brand is Yogrishi Swami Baba Ramdev.

India is expected to become the third largest consumer market in the world by the year 2025. This growth can be attributed to the rise in income level, increase in purchasing power. At present India's FMFG sector has been dominated by players like HUL, ITC, Dabur, Britannia, Nestle, P&G and Patanjali's Baba Ramdev, entered this opportunistic market with his threefold strategy based on the pillars of Yog, Ayurveda and Nationalism. Patanjali has a unique strategy of promoting their products in the market. Company didn't follow the practice of blindly barraging the consumers with the advertisements highlighting the ways in which their product was better than the others. Patanjali smartly makes consumers aware of it and tried to inculcate a need within the consumer which is not being met.

Patanjali's tagline "Prakriti ka aashirwaad" highlights the pure and natural aspect of its products. In detergent segment Patanjali's competitors are HUL, P&G, Nirma, Ghadi.. Patanjali products are priced ten to thirty percent lower than those of its competitors, Patanjali is expected to reach a revenue of 10,000 crore in the year 2017 which could make Patanjali, the fifth largest FMCG Company in the country in coming few years. Patanjali's immense growth causing worry for its competitors and clearly endangering their market share. Patanjali's popular detergent powder, Patanjali's detergent powder and detergent cake are considered during this study. In all in Detergent category Patanjali's following brands started their sales and attracting their customer's attention. Patanjali Popular Detergent powder with herbs, Patanjali Ujjwal Detergent Cake, Patanjali Superior Detergent Powder with Herbs, Patanjali Premium Detergent Powder, Patanjali Somya Liquid detergent. Only this brands presence were noted in the present study but details of sales not referred.

7. Shri Mahila Griha Udyog Ltd (Ref: www.lijjat.com) (2 brands referred)

Shri Mahila Griha Udyog Ltd, is registered under the Khadi & Village Industries Commission (KVIC Act) in 1956. The main objectives of the KVIC is to include skill improvement, providing employment in rural areas, transfer of technology,

rural industrialization as well as to promote the self-reliance amongst the people in order to build a strong rural community base. Shri Mahila Griha Udyog is well known for 'Lijjat Papad' and their 'Lijjat Papad' division symbolizes the strength of a women. Only women can become the members of this division. These members are the owners and are fondly referred as 'sisters' with due respect for women in this company. A close check is kept on the distributors to make sure that the products reach to every small areas across Pune city. Many small retailers and wholesalers stocks the products of this company.

During the present study following brands were referred.

1. SASA detergent powder
- 2 .SASA detergent cake

Promotion activities

Shri Mahila Griha Udyog Ltd try to offer the better promotion to their customers and gives more importance to word of mouth publicity rather than expensive modes of promotion like advertisements. Company spends only 0.5 % of expenses on advertising. Company claims that they offers fair commissions to their distributors and motivates them to sell more. For better sales company offers additional 1% commission to their distributors. Shri Mahila Griha Udyog has not any specific promotional activities for their customers. Local detergent brands in Pune city and other local low priced detergents are the competitors of this company's detergent brands.

8. Mehta Soap Factory (5 brands referred)

Mehta sop factory was established by Mr. Manilal S Mehta in 1962 in Pune. The first brand of Mehta sop factory was "Shakuntala" in the form of yellow colour soap flakes which was popularly demanded as "Sabanchura" by the customers of that time. It was made available in the very affordable rate Rs.2/Kg. "Master" a yellow detergent cake was launched by Mehta sop factory. There were 27 factories that time and today Mehta sop factory is having 4 factories. Mehta sop factory has another popular brand Snow White detergent powder, Snow White multipurpose liquid, Super Snow White detergent powder, MICO, MESFA is a blue liquid detergent is for washing machine. For MESFA liquid detergent the main

competition from Godrej's Ezee. Mehta soap factory has their own distribution system in Pune through one big cargo van carrier of 6 tons capacity and have stockiest out of Pune for the distribution of their detergent products mainly in Satara, Aurangabad, Kolhapur, Gadhinglaj, Ahmednagar. This company offers 10 to 12% margins for retailers and some on the spot discounts against large purchase. They don't keep their products in malls and super markets. Company gives some free sachets their stockiest or some free gifts. Advertising is done through pamphlets or leaflets as company can't afford print media or television channel's media for advertising. According to the developments few changes are made in the products.

9. Laxmi Soap Factory, Pune (5 brands referred) (Ref: m.foaran.com)

Laxmi Soap Factory was established in the year 1958 by Ranglani family who had a soap factory in Karachi. Laxmi Soap Factory was set up in Pune as in 1959. To establish in the competitive market company introduced a detergent brand called "Foaran" in 1973. Foaran was known for its good quality. Laxmi Soap Factory conquered a segment of the market in Maharashtra, Gujarat, Karnataka and made exports in many Arabian and African countries. Company has many stockiest in and around Pune city and district and policy to aim smaller profit larger the turnover. Company's sales staff supervises sales promotion campaign. Laxmi Soap Factory manufactures Laundry detergent, detergent cake, detergent powder, dishwashing bar, toilet soap, laundry soaps, hand wash, liquid detergent and Mesmerize liquid soap and multipurpose liquid. Company faces stiff competition from all types of big and small manufactures. Laxmi Soap Factory's aim to produce better products of better and competent quality. Laxmi Soap Factory's Foaran Supreme detergent powder, Foaran Laundry soap with floral perfume, Laundry detergent powder, Super Blanche Detergent powder, Glow washing powder and concentrated detergent with a brand name "Look" is accepted by many customers in Pune's detergent market.

Many customers who are using the various detergent products of Laxmi soap factory's found satisfied with the product and found those products have good in quality compare to their prices. Other local detergent brands in the Pune city's detergent market are the competition brands of this company's detergent products.

10. Darshan Detergents Pvt Ltd, Aurangabad Maharashtra (5 brands referred)

Darshan detergents Pvt Ltd founded in the year 1971 at Aurangabad (Maharashtra, India) is a detergent manufacturer, supplier as well as an exporter of the detergent cakes, detergent powder, bath soap, liquid soap and laundry Soap and also the manufacturing plants & machinery for these products by the name of Transworld Tappers. Darshan detergents Pvt Ltd is working under the leadership of Mr.Ranjeet Thorat who makes efforts to offer detergent products as per the international quality standards. Darshan's detergent products are good in demand mainly in mass market segment. Company takes efforts in keeping their detergent products pure and environment friendly. Packaging of detergent is made in quality paper which is bio degradable and detergent product is effective even in the hard water. Detergent brands are targeted for lower income segment across India. Darshan exports of their detergent products to the various households, hotels, areas in the markets of the Indian subcontinent, East Asia, Middle East and South East Asia. Darshan Detergents Pvt. Ltd is having a very huge manufacturing unit equipped with the latest technologies and updated machines as well as the company has good distribution network across the Pune district and Pune city market. Company tries to offer better margins to wholesalers and retailers. Darshan Chemicals Ltd offers their detergent powder and detergent bar under the brand name "GOPI" "Malai" "SONA". Brand Sona is manufactured for power washing. SONA detergent brands tagline, " Dumwali Dhulai key liye SONA Powerwash" It was found during the field work survey that customers using "GOPI" detergent brand are from lower income segment. Affordability is the major concern for them. Darshan detergents claims that they provide better packaging of their detergent products and company is cautious about the handling customer satisfaction and their complaint resolution issue. Company markets Laundry Soap, Liquid Soap, SONA power wash detergent cake, Malai Detergent Powder and Malai detergent bar which are used by lower income segment across Pune city.

11. Other local brands (5 brands referred)

Few more detergent brands like, SANGAM detergent products, Fena detergents and many unbranded and loose detergent powder and detergent cakes found in the Pune city's detergent markets. Customers for these products are mostly from lower

income group who can't afford to pay much amount for their monthly laundry. Many customers due to high poverty can't afford to wash clothes daily.

Brand positioning and promotional activities of local detergent brands

Customers of local detergent brands like Snow White detergent brand of Mehta Soap Factory Pune, SASA detergent brand of Shri Mahila Griha Udyog Ltd Pune, GOPI detergent brand of Darshan Detergents Pvt. Ltd, Aurangabad, FORAN detergent brand of Laxmi Soap Factory, Pune and Fena brand who claims to offer good cleaning properties. During the present field work study, it was noticed that local detergent companies have negligible promotional activities for their customers as they can't afford expenditure on advertisements due to their limited sales. These local detergent companies claim that their detergent products are already available in much less prices so they offer promotional discount to their customers on bulk purchase only. No special promotional activities or advertisements or merchandising activities were observed for any of these local detergent brand companies across Pune city.

3.6 Brand Wars

At present there is a stringent competition for the market shares between two multinational giants Hindustan Unilever Ltd (HUL) and Proctor & Gamble India Ltd (P&G). Few national detergent companies like Nirma Ltd, Rohit Surfactants Ltd and few other local detergent companies are the competing with each other. All detergent companies have a common objective to remain in the market and want to make their customers happy and satisfied so that they will remain loyal with their detergent brands. For achieving this objective companies come up with various promotional schemes like price off's, free-bies, offering some extra product from same or relevant category whichever is more appealing. But researcher thinks that these companies should mainly focus on "Brand differentiation" than just competing in frequent price wars. Researcher also thinks that local detergent marketing companies require to position the detergent brands carefully in comparison with competition brands in the markets. These companies have hard competition from Hindustan Unilever Ltd, Proctor & Gamble India Ltd, Nirma

Ltd, Rohit Surfactants Ltd who spend huge amounts of their annual budgets on branding activities and retain ahead in the race of retaining market share and profitability along with remarkable presence. Brand wars and price wars amongst these top and reputed detergent marketers reached to the court of law in India.

3.7 Summary

The scope of the present study was Pune city's detergent markets. It was noticed that the leading detergent marketers like Hindustan Unilever Ltd (HUL), Proctor & Gamble Ltd (P&G) are mainly dominating the Indian FMCG's detergent segment across India and have a perfect hold over the FMCG's detergent markets and have power to change the monetary calculations and there is a clear cut dominance of Proctor & Gamble India Ltd's detergent brands and Hindustan Unilever Ltd's detergent brands across Pune city. Known Indian detergent companies like Nirma Ltd, Rohit Surfactants Pvt Ltd and few other detergent companies have national presence. A well-known national detergent brand "Ghadi" from the house of Rohit Surfactants Pvt Ltd is making efforts to increase their sales volumes across Pune city and Pune district. Ghadi brand isn't yet successful in achieving their objective due to less efficient distribution network in Pune. Nirma Ltd is the old and popular detergent player across India but facing the problems regarding distribution channel, quality, damages and claims settlement issues. In Pune city, apart from known leading detergent brands Detergent brands from Shri Mahila Griha Udyog Ltd, Mehta Soap Factory Pune, Laxmi Soap factory Pune, Darshan Chemicals Ltd Aurangabad and few other local detergents whose loose unbranded detergents are also preferred by many customers. These companies have very limited funds for their marketing, advertising, promotional campaigns activities and have a limited power of undertaking any or any advertising activity. These companies do not have more market shares yet they have their existence in the Pune city's detergent markets and they are striving on their limited regular base of loyal customers. There fierce competition amongst the leading and follower detergent companies across India for their existence, retaining the present customers and maintaining the market share.

Unrecognized non branded detergent powders and detergent bars who have too less percentage of market share in Pune city's detergent markets. There is one more entry of a national brand called "Patanjali" brand and receiving fair acceptance from Indian customers due to good quality and affordability. Patanjali is also having better distribution network at present. Only short review and mention of Patanjali brand is done during this study and brand "Patanjali" isn't covered in detail being a new entrant and not referred as competition brand in this study.

Chapter 4 Research Methodology

Introduction

Research is defined and interpreted by many scholars in different ways. Research is a researcher's journey from known or factual things to unknown with some new finding along with making some original contribution to the existing stock of knowledge through objective and systematic method to find solution over a problem. According to Clifford Woody, research is either defining or redefining a problem. Redman and Mory (1923) defined the research as a "Systemized effort to gain new knowledge". In other words Redman and Mory characterized the exploration as a "Systemized push to increase new information". According to Richard W. Mensing and Bernard Ostle, "Research is considered to be an inquiry into the nature of the reasons for and the consequences of any particular set of circumstance, whether these circumstances are experimentally controlled or recorded just as they occur."

Research is also an important academic activity and as such the term should be used in the technical sense. C. R. Kothari also states that "the research inculcates scientific and inductive thinking and promotes the development of logical habits of thinking and organization. Companies define and re-defining their problems, formulate the hypothesis, collect the required data and organize it for evaluation. It helps them in decision making.

Present chapter Research Methodology explains the research design and methodology adopted for the purpose of the present study.

- 4.1 Topic of the study
- 4.2 Scope of the Study
- 4.3 Detergent segments
- 4.4 Population of the study (Different entities involved in the study)
- 4.5 Research Methodology
- 4.6 Research problem
- 4.7 Pilot study

- 4.8 Methods of Data collection
- 4.9 Tools used for field work study and analysis
- 4.10 Designing of a Questionnaire's and Discussion Guide
- 4.11 Sampling Design
- 4.12 Sample Size
- 4.13 Sample Selection
- 4.14 Statistical Analysis
- 4.15 Limitations
- 4.16 Gender Distribution of the Sample
- 4.17 Age Group Distribution of the Sample
- 4.18 Profession / occupation of the respondents
- 4.19 Objectives of the study
- 4.20 Hypothesis of the study

4.1 Topic of the present study

The research undertaken is titled “A study of brand positioning and promotion techniques of household detergent brands affecting customer satisfaction and brand loyalty” (With special reference to Pune city)

4.2 Scope of the Study

The geographical scope of the study is limited to Pune city only. Here Pune city means an area under the city limits on Pune Municipal Corporation (PMC).

4.3 Detergent segments

There are mainly three detergent segments as follows:

1. Premium detergents.
2. Mid-priced detergents
3. Low priced or popular detergents

4.4 Population of the study (Different entities involved in the study)

Considering the theme of the research it was very much sure that several entities are involved in the present study.

The researcher was of the opinion that all these entities have equal importance in the decision making process according with their duties and responsibilities. Hence the researcher has decided to focus on all these entities and made three groups for this,

1. Customers who are the actual end users of the detergent brand.
2. Distributor / Wholesaler / Retailer
3. Third party promotion agencies/advertising agencies/brand and desk research agencies/sales and marketing personnel of detergent marketing agencies

This research was mainly intended to collect the relevant as well as the first hand information from the customers who are the actual users or end users of various detergent brands. Knowing customers awareness, views and opinions about the detergent brand they use is of prime importance. It was also very necessary to interact with the distributors, wholesalers as well as the retailers who sell detergent brands across Pune as they are the important channel partners.

It was important to know and interview these entities who are involved in various branding activities as the every entity has a specific role to perform. It was also noticed that the brand managers and brand experts have perfect knowledge of the customer's likings and their views as well as they have latest updates of channel partners, marketing team advertising and brand auditing analysis team.

Researcher has fairly understood the importance of all abovementioned entities in their respective decision making process. Execution process of various designed activities of promotions merchandising are done by marketing and advertising team in co-ordination with brand team of particular brand of the detergent of that company.

4.5 Research Methodology

The researcher used both qualitative and quantitative research approaches for the present research purpose. After having stated the research problem research methodology for the proposed research was adopted. The researcher designed two questionnaires and one discussion guide for the field work study.

4.6 Research problem

Indian FMCG sectors detergent segment is ever changing, volatile and having tremendous competition. An extreme competition between the detergent marketers/companies for their presence as well as their market shares frequently lead to frequent price wars. Detergent marketers are adopting innovative technology and making product innovations according to the changing washing habits of Indian customers. Detergent companies need to introduce newer products while still keeping the market share. The local brands are also competing with leading larger brands and in some cases can have significant market share. Retaining the present customers is also a great challenge before these detergent marketers in Indian domestic markets. FMCG companies are adopting various positioning strategies and promotion techniques to make their customers happy because customer satisfaction has a direct linkage with brand loyalty.

Considering this entire situation there is an acute need to study how these household detergent brand's marketers operate in highly competitive markets and position their brand/s successfully where in this day and age customer loyalty keeps changing as customers are experiencing and can get swayed by advertising and other promotional activities. It is essential to know whether the positioning is effective. Promotions are effective and marketers satisfy their customers or not. If customers are satisfied do they become loyal to the brand? Do companies are giving effective message through their brand communication. Amalgamation of many factors will be helpful to companies and consumers. Study made in Pune city will serve as a canvas for other markets too.

4.7 Pilot Study

Prior to starting main field work a pilot study was made on approximate 15% of the total samples. The few questions were reframed after the pilot study.

4.8 Methods of Data Collection

Data Collection was made through two main sources, viz, primary data and secondary data.

Primary Data

Here the primary data means an essential information gathered from the respondents from Pune city. For gathering this information, the two types of Questionnaires were designed. Questionnaire A was designed to obtain the response from customers of detergents. Questionnaire B was designed to obtain the response from the retailers, wholesalers and distributors.

Secondary Data

The desk research of published magazines, articles, internet, research papers has been extensively used to gather the secondary data. Information relevant for the purpose of this study available with.

4.9 Tools used for the field work study

Two questionnaire's A and B along with discussion guide.

4.10 Designing of a Questionnaire's and Discussion Guide

Considering different entities involved in the research study the researcher has designed two separate questionnaires for two entities and one discussion guide for informal communication with the third entity. Questionnaire A was designed for customers who are the actual users of the product/detergent brand. Questionnaire A covered the various aspects of customer's style of washing their laundry, the brand type they select, any reasons for the choice of the selection of the particular any substitute detergent brand used, Brand switch over reasons, decision making. The respondents were also asked about the advertisements of the detergent brands as well as celebrity endorsements in this category. Promotion related few questions were also asked to them. In order to study their satisfaction level contentment and loyalty few questions asked further. Finally, their suggestions and overall opinion was noted. It was found that few customers were reluctant in disclosing their monthly family income.

Second Questionnaire B was designed for Distributor's / Wholesaler's / Retailer's.

Instead of third questionnaire a DG (Discussion Guide - Informal discussion synopsis) was prepared for the brand personnel, marketing, sales managers with few questions for them pertaining to specific brand its positioning promotion activities brand growth auditing as well as the problems in their branding process. Main focus of this discussion was to ask them about the present scenario of particular detergent brand, its various promotional activities and what new they can offer for customers to keep them happy. It was also necessary to take their opinions and review on detergent brand's advertisements, celebrity endorsements and what made them to purchase the particular brand was also taken. Their decision making style was also observed. It was observed that detergent's brand name, quality and positioning effect in their minds recommendations as well as effective advertisements also play an important role in customer's purchasing decisions. Reasons for brand switchover, promotional expectations, and their satisfaction and loyalty levels were studied. It was very important to know overall views of the customers. The researcher has attached all these three tools used in the annexure of the thesis. The researcher conducted a survey with the help of the two questionnaires and one discussion guide. The large data was collected from the responses of all field work tools.

Thus, Total sample size of the present study for A + B + C resp. is $800 + 87 + 23 = 910$

4.11 Sampling Design

Guidelines of research scholar Chisnall are referred.

There are two basic methods of sampling.

1. Probability Sampling
2. Non probability sampling

Pune is the fastest developing metropolitan city in Maharashtra state in India. The researcher is being based in Pune naturally selected Pune city area for the present research work. During this study the researcher used stratified convenient sampling method. The researcher divided Pune city into five parts i.e. Pune city was divided

into five strata's. Out of five strata's convenient samples were chosen from each strata. Pune East, Pune North, Pune West, Pune South and Pune central.

4.12 Sample Size

Total respondents for Questionnaire A (Customers) were 925. Responses collected from 925 respondents. This collected data was further screened and only clear and complete responses of 800 respondents were considered. So a sample size of 800 for Questionnaire A was considered to be adequate. Stratified convenient sampling method was used. The respondents were selected on a random basis.

Total respondents for Questionnaire B were 102. Data collected was further screened and only clear and complete responses of 87 respondents were considered. Sample size of for Questionnaire B was 87 which was adequate.

A total responses for Discussion Guide were 27 which were further screened and only clear and complete responses of 23 were considered. Sample size of Discussion Guide (DG) was 23 which was adequate. Total sample size was $A + B + C = 800 + 87 + 23 = 910$

4.13 Sample Selection

For this study the researcher used stratified convenient sampling method. The researcher has approached various distributors of detergents, wholesalers as well as retailers across the city limits of Pune Municipal Corporation as per the area selected for this study. The head offices of the leading detergent companies whose brands are in this study are located in Mumbai and in different places so researcher couldn't meet each and every person personally in their respective office. Brand audit, promotion and advertising and research personnel have their offices in Pune so these people were available in Pune. Few Mumbai based company personnel who keep coming to these Pune company offices frequently or they having their residence in Pune so the researcher took prior appointments of these personnel and tried to have formal and informal talk with them. Few who couldn't meet personally the interactions with them were made through phone, mobile.

The researcher took around 925 interviews of customer's on which Questionnaire A was administered. Due to some incomplete answers daisy answers few

incomplete forms were rejected during data cleaning and finally complete clear answered 800 forms were selected for data analysis. The interviews of the customer's were carried during the reported period.

Questionnaire B was administered on distributors / wholesalers / retailers. For this total 102 people from this category were visited and after data cleaning only 87 clear forms were taken for analysis.

The researcher could establish a contact with around 27 could meet few brand executive or their assistant personally as well as few persons from advertising firms and research analysis persons. The discussion guide which was administered on 27 people and 23 clear complete responses were considered. The brand experts were quite hesitating in giving any document giving the reason of company strategies doesn't permit to do so and they were also reluctant for giving audio or video interview. The researcher faced problems in meeting them still the researcher made informal discussions with them regarding this research study.

4.14 Statistical analysis

The information was collected through two separate questionnaires A and B. The collected data was edited and cleaned and coded further. Coded data was classified and tabulated for analysis purpose. The researcher has used a software's like Excel and SAS (System Aided Software) for this purpose. The information collected through the discussion guide was also analyzed. Responses in the questionnaire have been compiled and analyzed by using the software like Excel, SAS (System Aided Software) calculation of percentages of responses and weighted mean score for each question is arrived. The relevant tables and figures, pie charts were made using Excel and the total data was put to interpret further. Questions pertaining to each hypothesis were grouped together and weighted mean scores were studied for the relevant questions under each hypothesis. Chi Square tests were also applied to groups of questions under each hypothesis.

4.15 Limitations

- Field work survey is often expensive and time consuming but a necessary part in the research process.
- The lack of time to carry out a survey on a large scale.
- The lack of funding to carry out a survey.
- The non-response from the few respondents due to their inability in understanding or few respondents who lost their interest in answering for any reason which finally lead the researcher to omit such responses in data cleaning as those incomplete responses were of no use for further analysis.
- As discussed earlier this study consists of the involvement of the three entities. One who is the user of the detergent or a customer second is stockiest or a seller and third is a producer of that commodity. It was very important to interview all three entities to understand the study. For interview of customers the limitation was a stipulated time constraint to complete the interviews another was the huge population and adopting a right method of sampling. Time as well as financial constraints of the researcher for this study itself was one limitation.
- Meeting Distributor's Wholesaler's Retailer's in particular time was one of the constraints. Meeting brand personnel or advertising merchandising marketing people who are situated in different locations was time consuming. Research was carried for the residents of Pune city only was a constraint but researcher will overcome this limitation by making broadening of this study in near future. The time given by brand personnel for meeting and making discussions with them pertaining to this study was very less due to their very busy schedule. This was a challenge as they didn't response despite of several requests and lot of follow up was made. After a long perusal if they were ready to talk the problem was the time allotment for discussion which was too less as well as they were reluctant in answering few questions. Despite of all difficulties the researcher took efforts in contacting and actual meeting of various leading companies brand, marketing, sales, merchandising, advertisement, promotion personnel.
- Company personnel couldn't in position to disclose in depth information as disclosure of such information was not permitted to them due to some strategic

reasons. Even few companies' personnel avoided to give interview saying they need their company's Human Resource department's approval to do so. On the commitment of not disclosing their names and name of their company they provided only that information which was allowed for them to give through an informal discussion guide.

4.16 Gender Distribution of the Sample

The gender distribution in the total sample size of 900 is 882 females and 018 males which is 98 % and 2 % respectively. The responses from both females and males have also been analyzed.

4.17 Age Group Distribution of the Sample

The respondents who referred as samples fall in different age range i.e from as 20 to 70 years. The researcher also found respondent who is a very old lady of age around 95 years who actively participated in the present research's field work survey for data collection. She was very enthusiastic respondent who asked the researcher many questions and replied each and every question in the Questionnaire A with great patience and interest. This respondent was really memorable and found evergreen and 95 years young.

4.18 Profession / occupation of the respondents

The respondents are from the four categories as follows:

1. Young ladies who are homemakers.
2. Employed ladies.
3. Self-Employed ladies.
4. Retired ladies.
5. Working males
6. Retired males

4.19 Objectives

The following objectives were made for the present study.

- 1) To study the brand positioning about detergent brands in Pune city
- 2) To study the promotion techniques used for major detergent brands in Pune city
- 3) To understand the customer satisfaction and brand loyalty of detergent brands in Pune city
- 4) To find the level of customer satisfaction about the leading detergent brands in Pune city

4.20 Hypothesis

The following hypotheses were made for the present study.

1. The Brand positioning and promotion techniques used by major detergent brand companies are not at all effective with all the customers.
2. The Brand Positioning and Brand Promotion techniques used by major detergent brand companies fails to develop or build brand loyalty.
3. The Brand Positioning and Brand Promotion techniques used by major detergent brand companies fails to provide customer satisfaction.
4. The Brand Positioning and Brand Promotion techniques used by major detergent brand companies fails to increase the market share and profitability for the business.

Chapter 5 Data analysis and interpretation

5.1 Introduction

This chapter contains data analysis and interpretation of all collected data through an execution of two questionnaires. After data collection it need to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing research plan. This is essential for a scientific study and for ensuring that we have relevant data for making contemplated comparisons and analysis. Thus, it is the process of analysis, relationships or differences supporting or conflicting with hypothesis is subject to statistical tests of significance to determine with what validity data can be said to indicate any conclusions.

The researcher has analyzed the data which were asked in questionnaires prepared. This Chapter presents each question and the responses to that from the sample. Each table is followed by a figure and interpretation of the response. Chapter contains data analysis and interpretation of all collected data through an execution of two questionnaires. Validation of hypotheses is made using weighted mean scores. Validation of hypotheses is done using Chi Square Test.

5.2 Interpretation of Data

The researcher has collected data from primary sources. The data collected from three different entities.

1. Customers or end users of various detergent products across Pune city.
2. Distributors/Wholesalers/Retailers
3. Brand experts/Sales/Marketing personnel of detergent marketing companies, Promotion/Merchandising/Advertising/Desk Research personnel.

The researcher has analyzed the data collected through an execution questionnaires prepared. This Chapter presents each question and the responses to that from the sample. Each table is followed by a figure and interpretation of the response.

Validation of hypotheses is made using weighted mean scores. Validation of hypotheses is done using Chi Square Test. For data analysis the use of ratios, percentages, means, variances and standard deviations used. The Statistical, mathematical and computational tools and techniques including; chi-square test, tabulation analysis, MS-Excel and SAS 9.1 (SAS - Statistical analysis software) software packages were used. Tabular and graphical analysis coupled with appropriate statistical, mathematical, and computational analysis for each important question that was asked in the interview was used to arrive at meaningful interpretations and conclusions.

The present research study was made in Pune city. Two different questionnaires were executed for two different entities. The research student has tried to obtain maximum accuracy from the respondents through the questionnaire. A discussion guide was used for third entity. The detailed interpretations for all have been mentioned.

5.3 Interpretation for Questionnaire A [For customer/end users]

1. What do you use to wash your clothes?

A. Detergent B. Bar C. Use Detergent Powder + detergent bar D. Other

Q1: What do you use to wash your clothes?		
Detergent Type used	Respondents	Percent (%)
Detergent	125	15.63
Bar	86	10.75
Use Detergent powder and detergent bar	589	73.62
Total	800	100.00

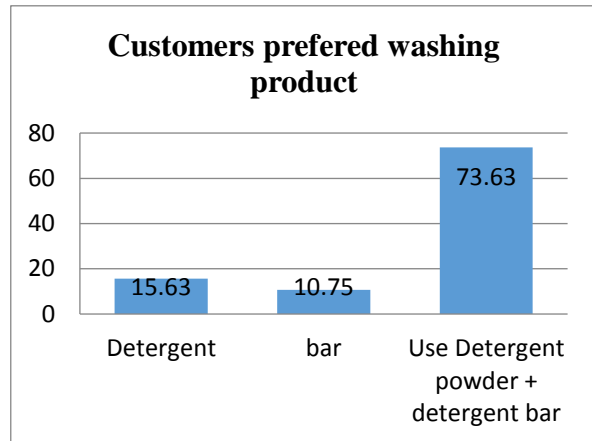


Table 5.3.1 Preferred washing product **Fig 5.3.1 Preferred washing product**

Interpretation (Q1 What do you use to wash your clothes?)

Majority 74% (73.63) of customers are using detergent powder + detergent bar for their washing purpose. Around 16% (15.63) of customers rely on washing their clothes with detergent only and around 11% (10.75) of the customers are using the detergent bar for their laundry.

2. How do you wash your clothes?

A. Washing Machine B. Hand C. Other _____

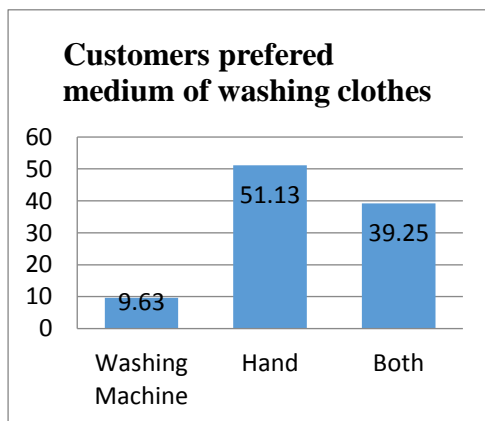


Fig 5.3.2 Medium of washing

Q2: How do you wash your clothes?		
Method of washing	Respondents	Percent (%)
Washing Machine	077	09.63
Hand washing	409	51.13
Washing m/c + Hand wash	314	39.25
Total	800	100

Table 5.3.2 Medium of washing

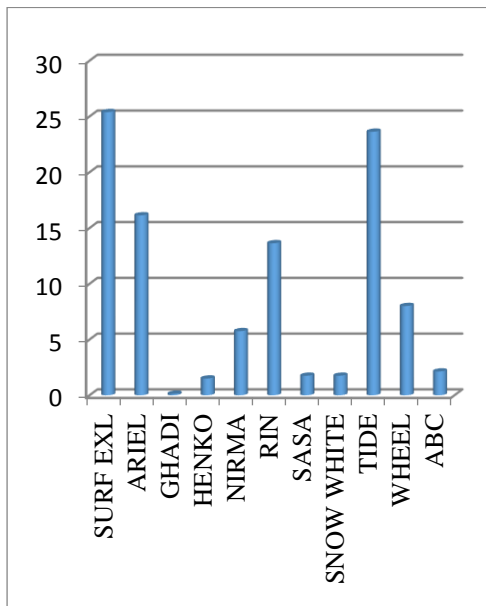
Interpretation: (Q2 : How do you wash your clothes?)

There is high proportion of customers washing their clothes by hand (51.13%).

Around 09.63 % people use only washing machine for their laundry whereas 39% of peoples are using both ways of washing. ie. by using hand and also by using washing machine.

3. Which brand of detergent are you using currently? _____

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



Detergent Brands	Respondents	Percent (%)
SURF EXL	204	25.39
ARIEL	129	16.13
GHADI	1	0.13
HENKO	13	1.5
NIRMA	46	5.75
RIN	109	13.63
SASA	14	1.75
SNOW WHITE	14	1.75
TIDE	189	23.63
EEL	64	8
ABC	17	2.13
Total	800	100

Fig 5.3.3 Current brand of det pow Table 5.3.3 Current brand of det pow

Interpretation (Q3a: Which brand of detergent powder are you are using currently?)

Surf Excel & Tide are the most consumed detergent products in the market.

Upcoming analysis will reveal what are the different attributes / Key drivers are running the business for these brands.

3b. Which brand of detergent bar/cake do you use currently?

A. _____ B. _____ C. _____

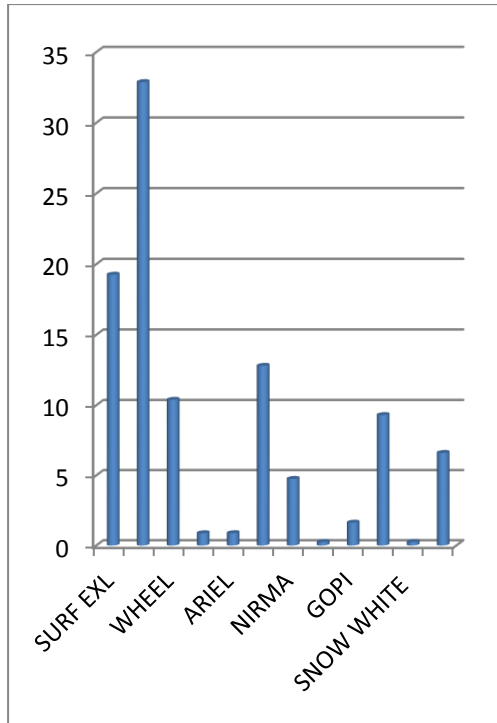


Fig 5.3.4 Current brand of det bar

Q3b. Which brand of detergent bar/cake do you use currently ?			
Sr. No.	Detergent Brands	Respondents	Percent (%)
1	SURF EXL	155	19.25
2	RIN	263	32.88
3	WHEEL	83	10.39
4	SUNLIGHT	7	0.875
5	ARIEL	7	0.88
6	TIDE	102	12.8
7	NIRMA	38	4.75
8	FORAN	2	0.25
9	GOPI	13	1.63
10	SASA	74	9.3
11	SNOW WHITE	2	0.25
12	Other Local detergents (Branded or unbranded)	54	6.6
	Total	800	100

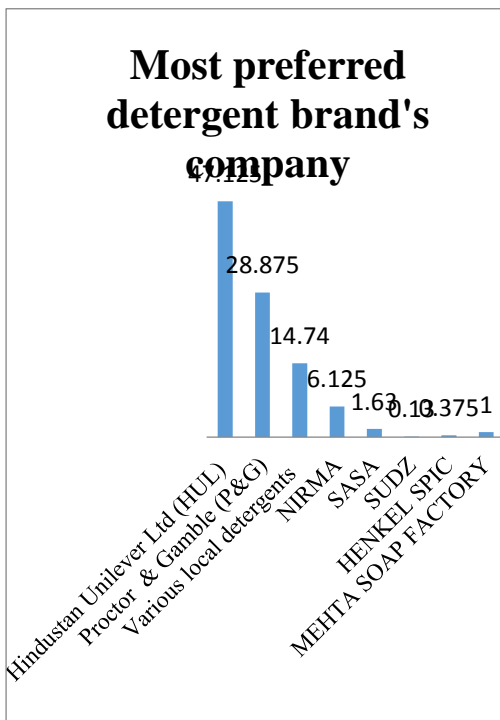
Table 5.3.4 Current brand of det bar

Interpretation (Q3b: Which brand of detergent bar/cake do you use currently?)

RIN, Surf Excel and TIDE are the top detergent bar/cake used by consumers and have occupied almost 65% of detergent Market in Pune city.

Various low priced detergent bar brands are also present in the markets.

3c. Which company's detergent brand/s do you prefer most? _____



Q3c: Which company's detergent brand/s do you prefer most?

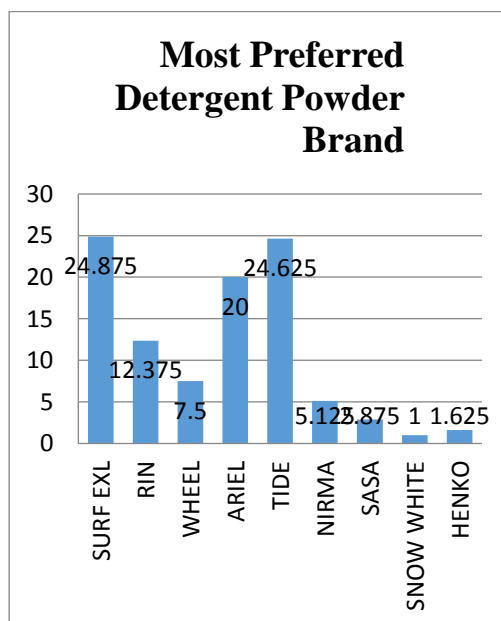
Sr. No.	Detergent Brands	Respondents	Percent (%)
1	Hindustan Unilever Ltd (HUL)	377	47.125
2	Proctor & Gamble (P&G)	231	28.875
3	Various local detergents	118	14.74
4	NIRMA	49	6.125
5	SASA	13	1.63
6	SUDZ	1	0.13
7	HENKEL SPIC	3	0.375
8	MEHTA SOAP FACTORY	8	1
	TOTAL	800	100

Fig 5.3.5 Detergent marketer preferred Table 5.3.5 Detergent marketer preferred

Interpretation (Q3c: Which company's detergent brand/s do you prefer most?)

HUL is the top Manufacturer in Detergent market occupying 47% share.

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



Q3d. Which brand of detergent powder do you prefer most?

Sr No.	Detergent Brands	Respondents	Percent (%)
1	SURF EXL	199	24.875
2	RIN	99	12.375
3	WHEEL	60	7.5
4	ARIEL	160	20.00
5	TIDE	197	24.625
6	NIRMA	41	5.125
7	SASA	23	2.875
8	SNOW WHITE	8	1
9	HENKO	13	1.625
	Total	800	100

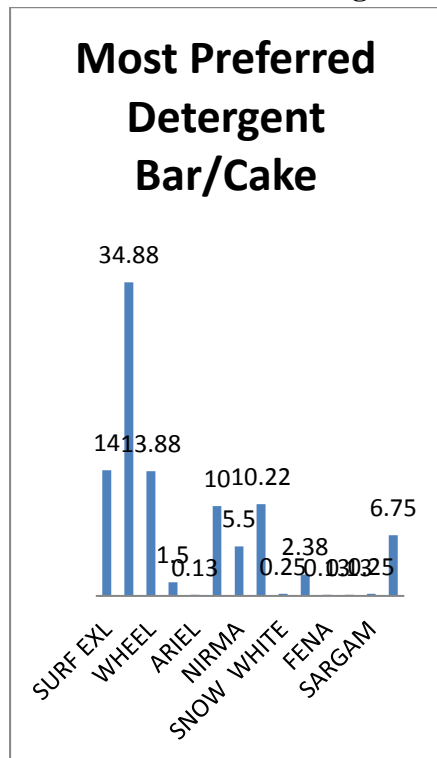
Fig 5.3.6 Most preferred detergent

Table 5.3.6 powder brand

Interpretation (Q3d. Which brand of detergent powder do you prefer most?)

Most preferred detergent brands are Surf Excel Tide & ARIEL

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



Q.3e	Detergent Brands	Respondents	Percent (%)
1	SURF EXL	112	14
2	RIN	279	34.88
3	WHEEL	111	13.88
4	SUNLIGHT	12	1.5
5	ARIEL	1	0.13
6	TIDE	80	10
7	NIRMA	44	5.5
8	SASA	82	10.22
9	SNOW WHITE	2	0.25
10	GOPI	19	2.38
11	FENA	1	0.13
12	FORAN	1	0.13
13	SARGAM	2	0.25
14	Other local branded and unbranded detergents	54	6.75
	Total	800	100

← Fig 5.3.7 Most preferred detergent bar/cake Table 5.3.7 →

Interpretation (Q3e. Which brand of detergent bar/cake do you prefer most?)

RIN, Surf Excel & Active Wheel are most preferred detergent Bar/Cake among customers

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) _____

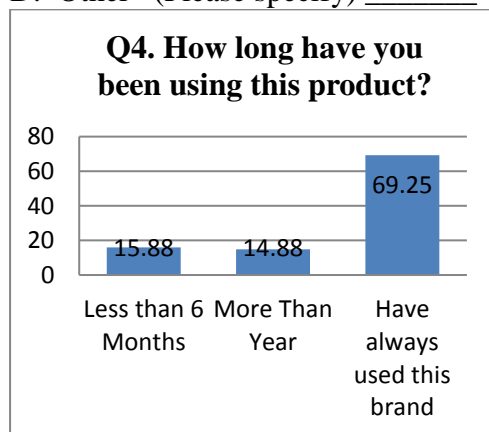


Fig 5.3.8 Duration of usage

Duration of Use	Respondents	Percent (%)
Less than 6 Months	127	15.88
More Than Year	119	14.88
Have always used this brand	554	69.25
Total	800	100

Table 5.3.8 Duration of usage

Interpretation (Q4. How long have you been using this product?)

69.25 % are the brand loyalists who are showing loyalty towards their current detergent brand. Remaining 31% (15.88 & 14.88) customers have either changed their regular product 1 year before or in recent 6 months. So these approx. 31% customers are driving the detergent market.

5. Have you changed your detergent brand in last six months? Yes No

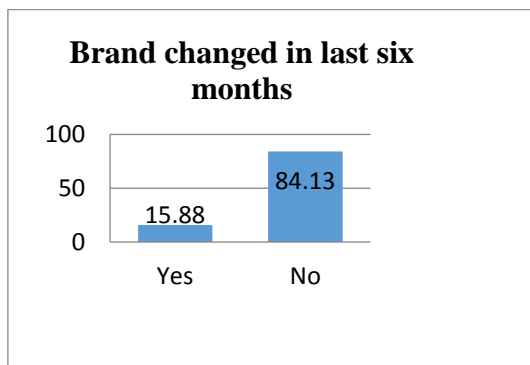


Fig 5.3.9 Brand change

Response	Respondents	Percent (%)
Yes	127	15.88
No	673	84.13
Total	800	100

Table 5.3.9 Brand change

Interpretation (Q5 Have you changed your detergent brand in last six months?)

15.88 % of customers/people are showing brand switching and as an effect to the brand policies played in market. Whereas, 84.13 % of the customers are using their detergent brand for more than a year which is indicating loyalty towards regular usage brand.

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

Present Det Brand	Respondents	Percent (%)
Not Applicable	424	53
TIDE	149	18.625
RIN	96	12
WHEEL	73	9.125
NIRMA	34	4.25
SASA	24	3
Total	800	100

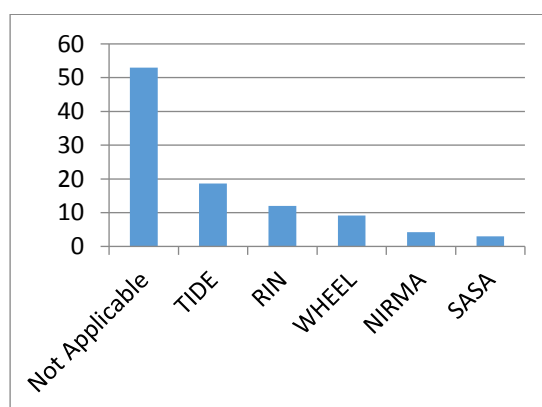


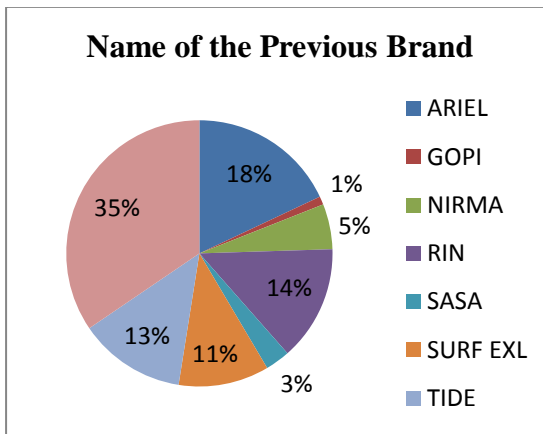
Fig.5.3.10 Current brand after change

Table 5.3.10 Current brand after change

Interpretation (Q5a. If yes, Please name the current Brand?)

Customers told about their present/current name of the detergent brand.

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



Q5b. If yes, Please name the previous brand.		
Previous Det Brand	Respondents	Percent (%)
Not changed	448	69.14
GOPI	2	1
RIN	28	14
SASA	6	3
SURF EXL	22	11
TIDE	26	13
WHEEL	69	34.5
Total	800	100

Fig 5.3.11 Previous brand before change Table 5.3.11 Prev br before change

Interpretation : (5b. If yes, Please name the previous Brand?)

Active Wheel & Ariel are the top Brands losing their customers to Tide & Surf Excel.

Tide & Surf Excel are top competitors in the Market with currant scenario. Most preferred Brands are the top choices by customers in case there is shortage of regular product.

6a. Which brand you opt for if your preferred brand of detergent powder is unavailable?

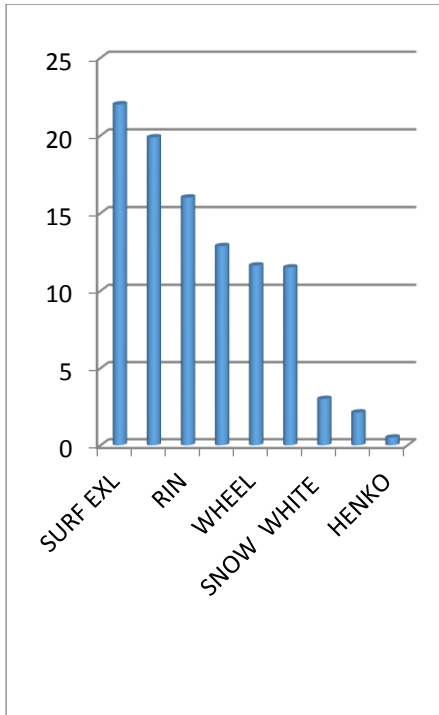
Interpretation

Customers told the name/s of substitute brand/s.

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

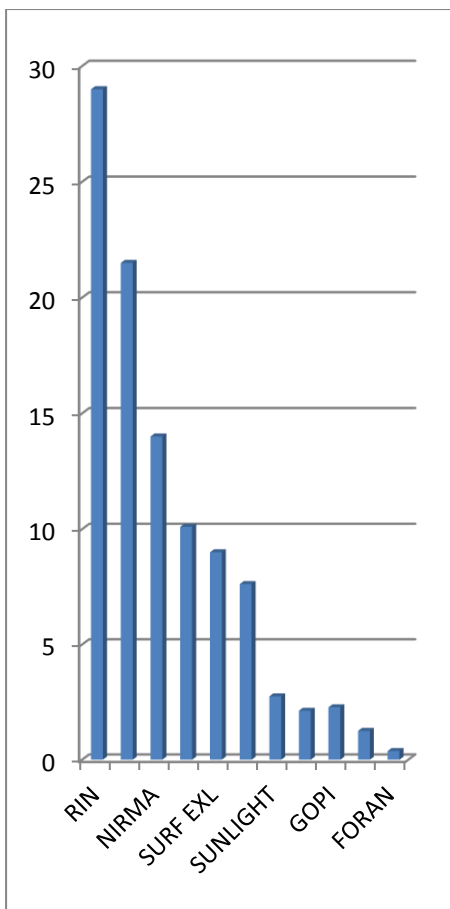
Interpretation

Customers told the name/s of substitute brand/s.



Q6a. If your preferred brand of detergent powder is unavailable which substitute brand you opt for ?			
Sr No.	Substitute Detergent Powder Brand	Respondents	Percent (%)
1	SURF EXL	176	22
2	ARIEL	159	19.875
3	RIN	128	16
4	NIRMA	103	12.875
5	WHEEL	93	11.625
6	TIDE	92	11.5
7	SNOW WHITE	24	3
	Local detergent powder	17	2.125
8	HENKO	4	0.5
9	SASA	4	0.5
10	Total	800	100

Fig.5.3.12 Option brand (Powder) Table 5.3.12 Option brand (Powder)



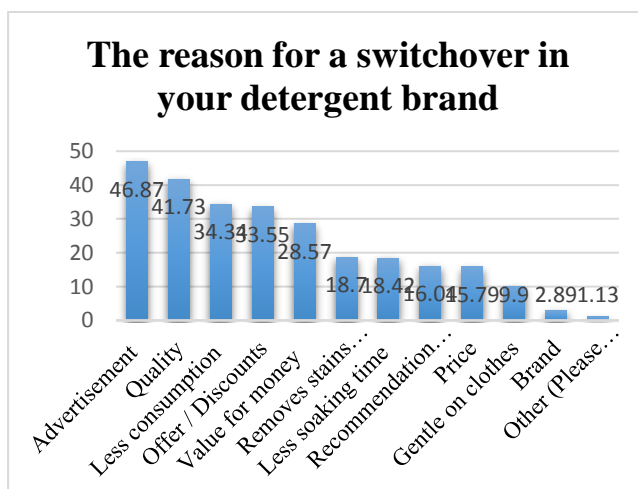
Q6b. If your preferred brand of detergent bar/cake is not available which substitute brand you opt for?			
Sr No	Substitute Det Bar Brand	Respondents	Percent (%)
1	RIN	229	29
2	TIDE	172	21.5
3	NIRMA	112	14
4	Never use any substitute brand	81	10.1
5	SURF EXL	73	9
6	WHEEL	61	7.625
7	SUNLIGHT	22	2.75
	Local detergent brand	17	2.125
8	GOPI	19	2.275
9	SASA	10	1.25
10	FORAN	3	0.375
11	LAXMI	1	0.125
12	TOTAL	800	100

Fig.5.3.13 Option brand

Table 5.3.13 Option brand

Sr No.	Reasons For Brand Switchover	Total Respondents	YES	Percent (%)	NO	Percent (%)
1	No Switchover	800	407	51	391	49
2	Switch due to Advertisement	800	374	46.87	424	53.13
3	Switch due to Offer/Discount	800	263	33.55	521	66.45
4	Switch due to Quality	800	465	58.27	333	41.73
5	Switch due to value for money	800	570	71.43	228	28.57
6	Switch over due to less consumption/Quantity required	800	524	65.66	274	34.34
7	Price	800	672	84.21	126	15.79
8	Recommendation	800	128	16.04	670	83.96
9	Removes stains easily/Effective	800	648	81.03	149	18.7
10	Less Soaking Time reqd	800	651	81.58	147	18.42
11	Gentle on clothes and hands	800	719	90.1	79	9.09
12	Brand Name	800	763	95.73	23	2.89
13	Other reasons (That's time choice, personal wish, Let's try new etc...)	800	9	1.13	779	97.5

Table 5.3.15 Reasons of brand switching



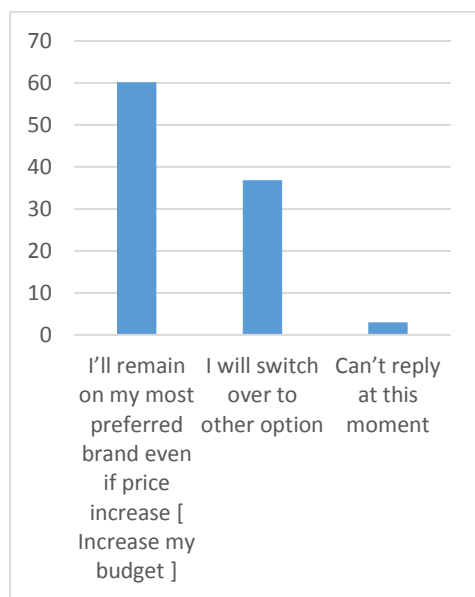
Reasons of Brand Switching
1. Advertisement
2. Quality
3. Less consumption
4. Offer / Discounts
5. Value for money
6. Good stain removal

Fig 5.3.15 Reasons of brand switching Table 5.3.15a Reason for brand switch

Interpretation

Customers switched to the current brand due to advertisement played on television/newspaper or other media. Advertisements help to sell product in market and get established. Quality of brand is second top attribute which pulls the consumers from brand to brand. ‘Less consumption/ value for money are secondary attributes of customers interest while switching brand.

Q7b: In event of price rise of your most preferred detergent what will you do?



Q7b:In the event of price rise of your most preferred detergent brand what will do?		
Situation	Respondents	Percent
I'll remain on my most preferred brand even if price increase [Increase my budget]	481	60.2
I will switch over to other option	294	36.8
Can't reply at this moment	24	3
Total	800	100

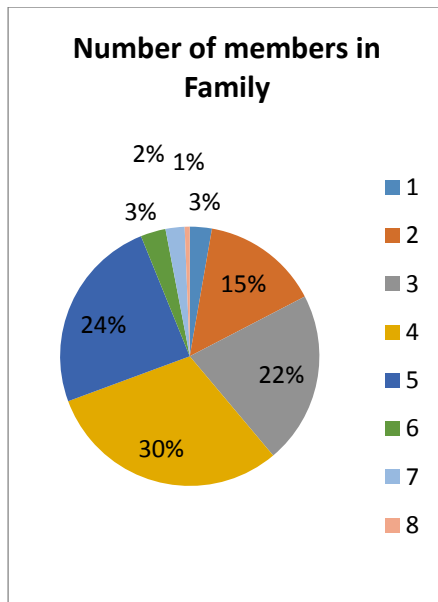
Fig 5.3.16 Decision in event of price rise Table 5.3.16 Decision in event of price rise

Interpretation :

In the event of price rise of most preferred detergent brand, 60% Customers are willing to stick to their preferred brand while 37% are ready to switch over other brands.

8. Number of members in your family _____

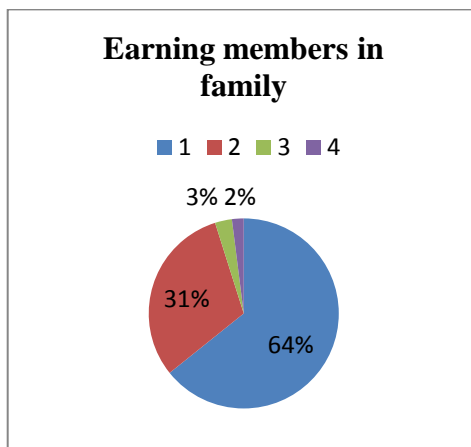
Q8a. Number of members in your family		
No of family members	Respondents	Percent
1	22	2.75
2	117	14.63



3	172	21.5
4	244	30.5
5	196	24.5
6	25	3.13
7	19	2.38
8	5	0.63

Fig 5.3.17 No of members in family Table 5.3.17 No of members in family

8a. Number of earning members in your family _____



Q8b. Earning members in your family		
Earning members in family	Respondents	Percent
1	514	64.25
2	247	30.88
3	23	2.88
4	16	2

Fig 5.3.18 Earning members in family Table 5.3.18 Earning members in family

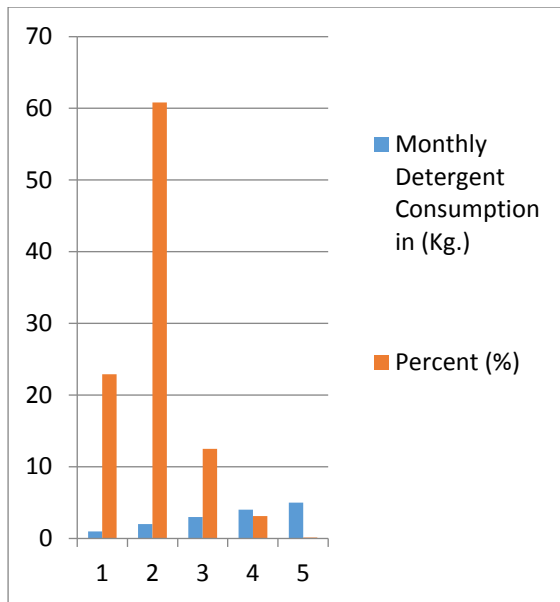
Interpretation (8a. Number of earning members in your family)

Earning members in family differs from one member to many members. It is different in every family.

Nuclear families (3-4 people in the family). Large family (7-8 people in the family).

In many families of 3-4 persons there is only one chief earner who looks after all expenditure for that family. One of the key findings from the study is that for a family of 4 persons 2 Kg of detergent is required per month to wash their clothes.

9. How much detergent does your family need in a month? _____ KG's.



Q9. How much detergent does your family need in a month? KG's.		
Monthly Detergent Consumption in (Kg.)	Respondents	Percent (%)
1	183	22.9
2	486	60.83
3	100	12.52
4	25	3.13
5	1	0.13
7	4	0.5

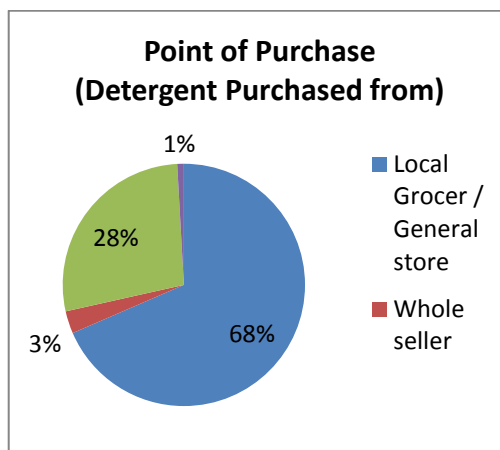
Fig 5.3.19 Detergent reqd per month Table 5.3.19 Detergent reqd per month

Interpretation

Majority of 61% of customers are using 2Kg detergent per month for washing clothes. For 23% consumers 1 KG/ moth is sufficient quantity for washing clothes.

10. Where do you usually buy your detergent from?

- A. Local Grocer / General store B. Whole seller C. Mall
D. Canteen E. Other (Please specify) _____



Place of Purchase	Respondents	Percent (%)
Local Grocer General store	548	68.5
Whole seller	24	3
Mall	221	27.63
Canteen	7	0.88
Total	800	100

Fig 5.3.20 Point of purchase

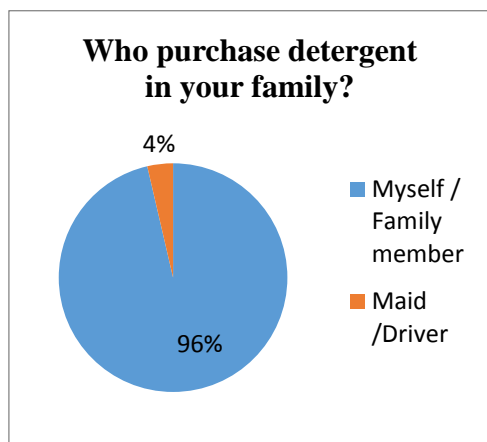
Table 5.3.20 Point of purchase

Interpretation (Q10. Where do you usually buy your detergent from?)

68% of the customers purchase detergent products from Local Grocer / General store and other nearly 28% purchase from Mall and shopping centers.

11. Who usually does the shopping for the detergent?

- A. Myself / Family member B. Order by phone / online C. Maid /Driver
 D. Other (Please specify) _____



Purchaser	Respondents	Percent (%)
Myself or any lady family member	770	96.37
Maid or Driver	29	03.63
Total	800	100

Fig 5.3.21 ← Who purchase detergent in your family? → Table 5.3.21

Interpretation (Q11. Who usually does the shopping for the detergent?)

Majority of the customers are housewives who make shopping on their own or with family.

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) --



Frequency of Washing	Respondents	Percent (%)
Every day	771	97.35
Twice or thrice a week	21	2.65
Total	800	100

Fig 5.3.22 Frequency of usage

Table 5.3.22 Frequency of usage

Interpretation (12. How often do you use the detergent to wash your clothes?)

97% Customers uses detergent to wash their clothes every day.

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) _____

Q13_1: What made you choose this particular product?				
Reasons of choice	No of respondents	Yes	Percent (%)	No
Advertisement	800	763	96.34	37
Offer or Discounts	800	61	7.7	739
Quality	800	790	89.75	10
Value for money	800	616	77.78	184
Consumption / Quantity reqd	800	540	68.18	260
Recommendation	800	618	78.3	182
Legacy	800	364	45.96	436
Good stain removing ability	800	418	52.78	382
Less Soaking Time	800	404	52.84	396
Gentle on clothes	800	409	52.09	390
Brand Name	800	409	51.64	363
Other Reason	800	27	3.41	773

Table 5.3.23 Reason of particular choice of detergent

Top 5 Reasons to choose particular product by consumer

1 Quality 2 Advertisement 3 Offer/Discounts 4 Recommendation 5 Value for money

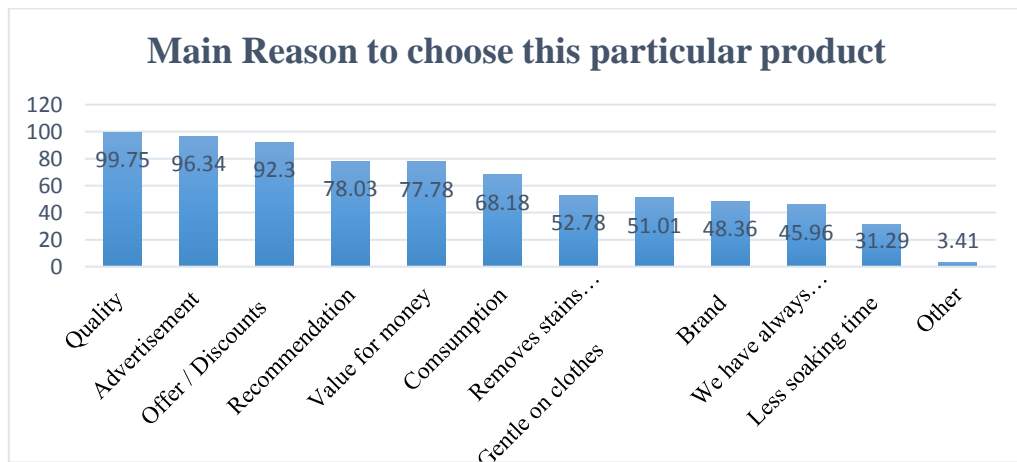


Fig 5.3.23 Reason to choice a particular detergent

Interpretation

Quality, advertisement and promotion are top attributes considered by consumers. While purchasing detergent product quality is a key attribute which attract customer towards brand. Advertisement is management strategy to reach customers to deliver the message. Offer/Discount pull attention of budget oriented customers.

14. How did you find about your current brand?

1. Television
2. Radio
3. Hoarding
4. Newspaper
5. Special offer at shop
6. Internet
7. Recommended by shop owner
7. Other _____

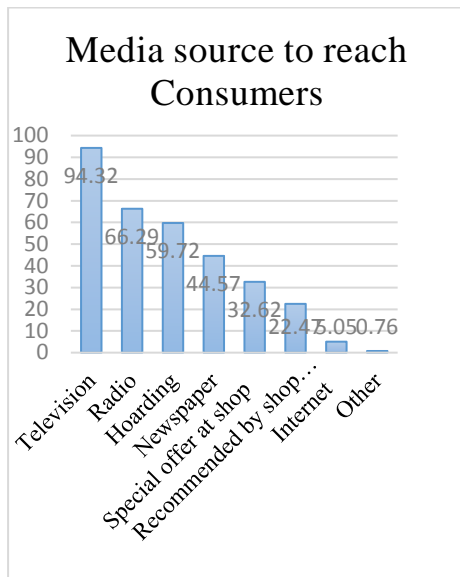


Fig 5.3.24 Media source

Sr. No.	Medium	Yes	Percent (%)	No	Percent (%)
1	Television T.V	747	94.32	45	5.68
2	Radio	525	66.29	251	31.69
3	Hoarding	319	40.28	473	59.72
4	Newspaper	439	55.43	353	44.57
5	Special Offer at Shop	533	67.38	258	32.62
6	Internet	41	5.05	752	94.95
7	Recommended by Shop owner	178	22.47	622	77.53
8	Other reason	6	0.26	786	99.84

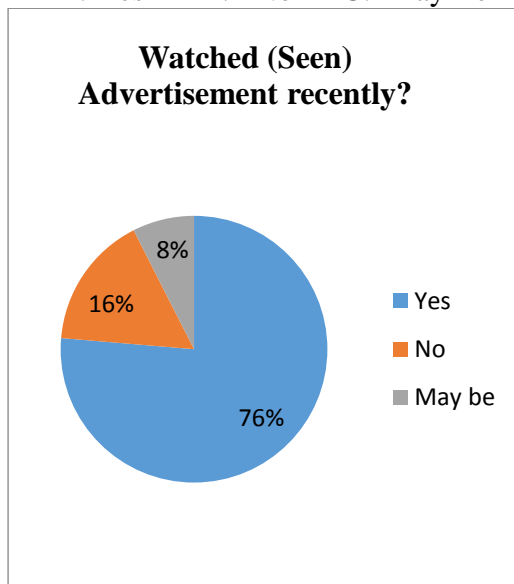
Table 5.3.24 Media source

Interpretation

Television or Radio are the top media to introduce detergent brands to target segment.

15. Have you seen the advertisement of any detergent in last one month?

- A. Yes B. No C. May Be



Q15. Have you seen the advertisement of any detergent in last one month?		
Advt watched	Respondents	Percent (%)
Not watched Advt	3	0.38
Yes watched Advt	603	76.33
Not remember	125	15.82
May be watched	59	7.47
Total	800	100

← Fig 5.3.25 → Watched advertisement recently Yes/No ← Table 5.3.25 →

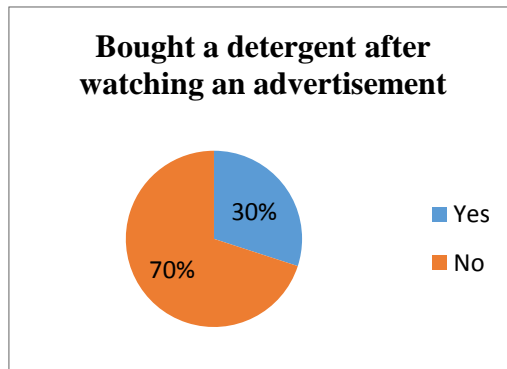
Interpretation

(Q15. Have you seen the advertisement of any detergent in last one month?)

84% of customers have watched the detergent advertisement on television recently and among them 29% consumers actually bought particular detergent product.

16. If the answer is Yes or May be then have you ever bought a detergent after watching an advertisement?

- A. Yes B. No



Q16.If the answer is Yes or May be then have you ever bought a detergent after watching an Advertisement?		
Bought detergent after watching Advertisement	Respon dents	Percent (%)
Never	40	5.06
Yes	225	28.48
No	525	66.46
Total	800	100

Fig 5.3.26 → Bought detergent after watching Advertisement Yes/No ← Table 5.3.26 →

Interpretation (Q16.If the answer is Yes or May be then have you ever bought a detergent after watching an Advertisement?)

Customers like an advertisements they watch those but they don't buy immediately after watching an advertisements. 70% customers do not buy after watching advertisements, they buy as per their need. 30 % customers buy the advertised brand after watching an advertisement as they want to take trial of the same. Such customers show quick response to advertisement made.

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) _____

Q No	Have you ever bought a detergent after watching an Advertisement?)						
Sr. No	Reason	Respondents	Yes	Percent (%)	No	Percent (%)	Total Percent (%)
1	Frequency of the advertisement	800	529	65.7	271	34.3	100
2	Celebrity endorsement	800	786	99.49	14		100
3	Content of advertisement	800	498	63.04	292	36.96	100
4	Trustworthiness	800	552	68.61	248	31.39	100
5	Liked the advertisement	800	573	71.36	227	28.64	100
6	Brand name of the detergent	800	564	71.39	226	28.61	100
7	New product from trusted brand	800	788	99.75	12		100
8	Other	800	0	0	0	0	0

Table 5.3.27 Bought detergent after watching advertisement

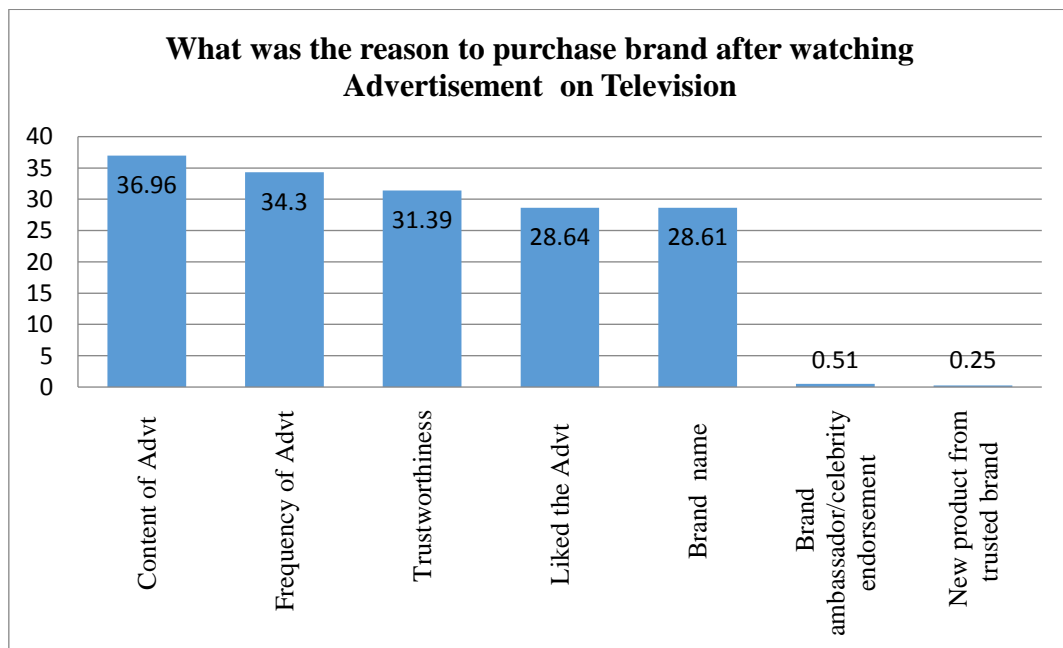


Fig 5.3.27 Reason of purchase after watching advertisement

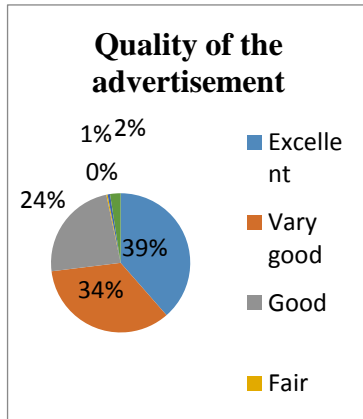
Interpretation (Q.17 Reason that makes customers purchase?)

The top reason that makes customers purchase particular brand is ‘Content of Adv.’ so it may be emotional or need based attribute that drives the brand through content of advertisement. Frequently telecast of advertisements are impactful since it keep brand in front of consumers all the time and make sure that they will notice it while

shopping/demand to supplier. Good publicity and repeated advertisements help in building strong trustworthiness and loyalty.

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



Sr.No	Quality rating	Respondents	Percent (%)	Total Respondents
1	Unselected	92	11.65	800
2	Excellent	279	34.05	800
3	Very good	241	30.51	800
4	Good	165	20.89	800
5	Fair	2	0.25	800
6	Poor	4	0.51	800
7	DK/CS	17	2.14	800
	Total	800	100.00	800

Fig 5.3.28 Quality of Advertisement Table 5.3.28 Quality of Advertisement

Interpretation (Q18.How is the overall quality of the advt of your brand?)

Overall Quality of the advertisement was rated excellent as by the customers.

19. What parameters you observe in Advertising?

- A. Message B. Regularity C. Frequency of Advertising D. Trustworthiness
 E. Easy to understand F. Celebrity endorsement

Sr. No.	Parameters of advertising	Total Respondents	Yes	Percent (%)	No	Percent (%)	Total Percent (%)
1	Message	800	732	91.39	68	8.61	100
2	Regularity	800	669	83.42	131	16.85	100
3	Frequency of Advertising	800	545	67.72	255	32.28	100
4	Trustworthiness	800	727	90.76	73	9.24	100
5	Easy to understand	800	725	90.51	75	9.49	100
6	Celebrity endorsement	800	124	14.43	676	85.57	100

Table 5.3.29 Parameters observed in advertising

Top parameters in Advertisement attracting customers

- 1 Message 2 Trustworthiness 3 Easy to understand 4 Regularity
- 5 Frequency of Advertisement 6 Celebrity endorsement

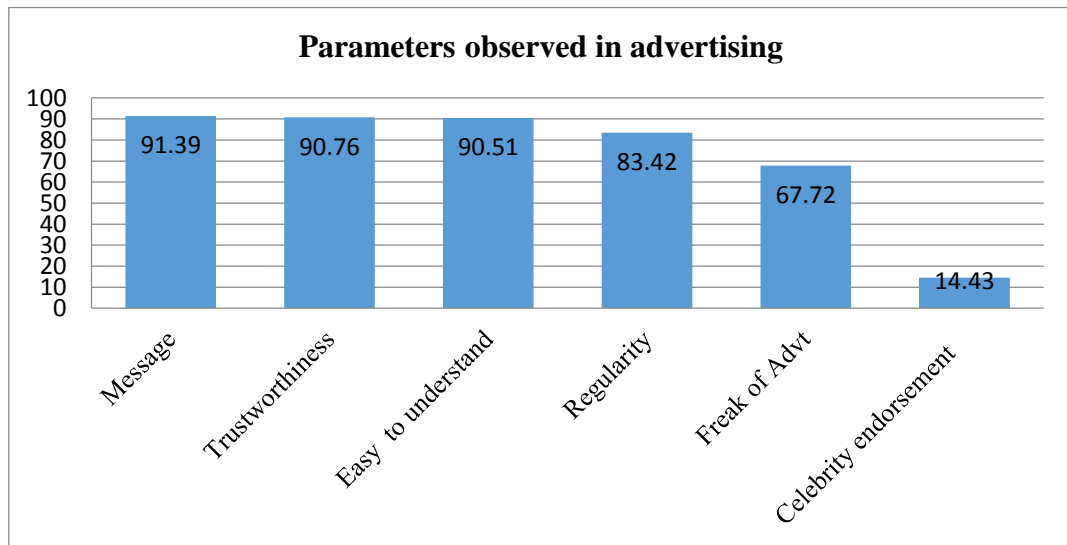


Fig 5.3.29 Parameters observed in advertising

Interpretation (Q.19 What parameters you observe in advertising ?)

Customers are smart enough and they do understand what they are watching through an advertisement. It is important for adv. to deliver the message that conveys customers trust and make them consider particular brand in their shopping cart while purchasing in shop. Trustworthiness, once build it help to keep customers as far as loyalist and retain brand hoppers.

20. While shopping have you ever noticed the way some detergents are placed in The mall/shop?

- A. Yes B. No C. May Be

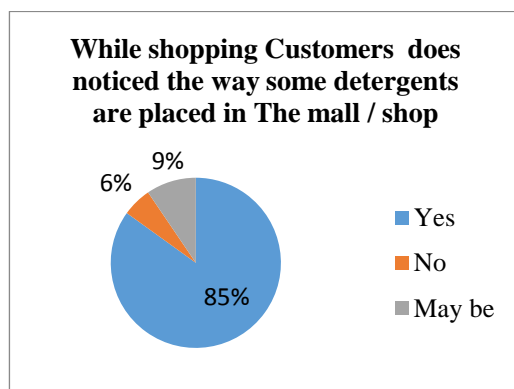


Fig 5.3.30 Placement of detergents

Q20.While shopping have you ever noticed the way some detergents are placed in the mall / shop?			
Sr. No.	Observation	Respondents	Percent (%)
1	Don't Know	18	0.51
2	Yes	680	84.94
3	No	26	5.06
4	May be	76	9.49
Total		800	100

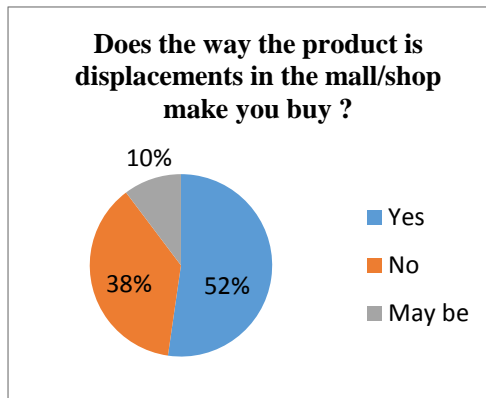
Table 5.3.30 Placement of detergents

Interpretation (Q20.While shopping have you ever noticed the way some detergents are placed in the mall / shop?)

Around 85 % of the customers who were agree with the statement.

21. Does the way the product displacements in the mall/shop make you buy?

A. Yes B. No C. May Be



Q21. Does the way the product displacements in the mall/shop make you buy?			
Sr.No.	Situation	Respondents	Percent (%)
1	Yes	423	52.28
2	No	295	37.43
3	May be	82	10.28
	Total	800	100

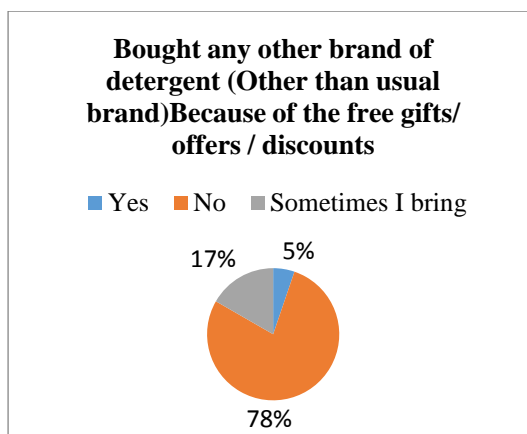
Fig 5.3.31 Placement make you buy? Table 5.3.31 Placement make you buy?

Interpretation (Q21.Does the way the product is displayed in the mall/shop make you buy the detergent?)

Customers does notice the brand placed in the shelf and more than 50% purchase it.

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



Q22.Have you bought any other brand of detergent (Other than usual brand) Because of the free gifts/ offers / discounts?			
Sr. No.	Situation	Respondents	Percent (%)
1	NA	2	0.25
2	Yes	41	5.21
3	No	615	78.14
4	Sometimes I bring	142	16.40
	Total	800	100

← Fig 5.3.32 Bought other brand due to offer Table 5.3.32 →

Interpretation (Q22.Have you bought any other brand of detergent (Other than usual brand)Because of the free gifts/ offers / discounts?)

Customers are not in favor of purchasing any other brand offering special gift or scheme, than their usual brand.

23. Next time did you buy usual brand or the brand offer you the free gifts?

A. Usual brand B. Substitute brand which offering me something free



Q23.Next time did you buy your usual brand or the brand that offer you the free gifts ?		
Situation	Respondents	Percent (%)
No	13	0.38
Usual brand	713	90.48
Substitute brand which offering me something	74	8.88
Total	800	100

← Fig 5.3.33 Next purchase due to offer? Table 5.3.33 →

Interpretation (Q23.Next time do you buy usual brand or brand offering free gifts?)

Around 90 % of the customers bring the same brand or their usual brand of the detergent. It was also noticed that 10 % customers bring some substitute brand because of any reason.

24. If you bought the substitute brand again what was the reason?

A. It was better than my original brand B. They still had free gifts /offers/price off
 C. Other (Please specify) _____

Q.24	If you bought the substitute brand again what was the reason?	Total Respondents	Yes	Percent (%)	No	Percent (%)
Sr. No.	Reasons to bought substitute brands					
1	It was better than my original brand	800	538	67.25	262	32.75
2	Free gifts /Offers	800	51	6.35	749	93.62
3	No specific reason but choice of that time	800	90	11.25	710	88.75

Table 5.3.34 Reason of purchasing substitute brand

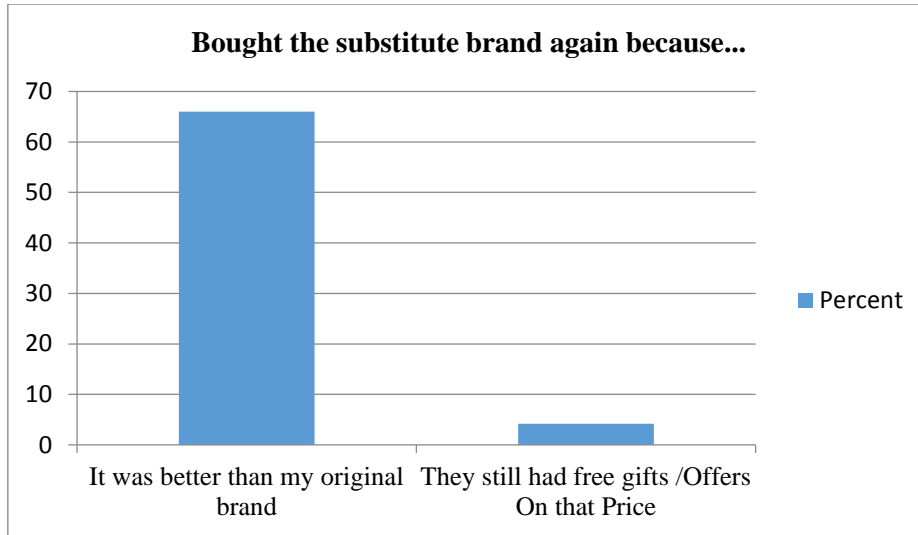


Fig 5.3.34 Reason of purchasing substitute brand

Interpretation

The only reason why the customers purchase a substitute brand again because it's better than previous brand according to them.

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

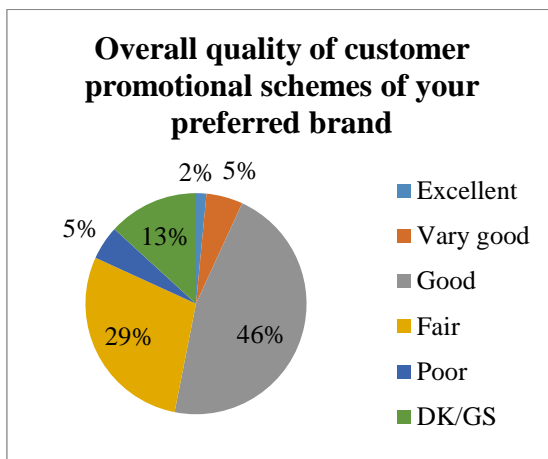


Fig 5.3.35 Quality of Promotion

Q25.How is the overall quality of consumer promotional schemes of your preferred brand?			
Sr. No.	Customer	Respondents	Percent (%)
1	Unselected	68	8.26
2	Excellent	13	1.52
3	Very good	43	5.33
4	Good	369	46.25
5	Fair	229	28.72
6	Poor	39	4.96
7	DK/GS	39	4.96
	Total	800	100

Table 5.3.35 Quality of Promotion

Interpretation (Q25.How is the overall quality of consumer or customers promotional schemes of your preferred brand?)

Overall consumer promotional scheme of preferred detergent brand is fairly good.

26. How would you rate your most preferred brand for various schemes?

- A. Frequency of schemes B. Regularity of schemes C. Attractiveness
 D. Freebies/ gifts/extra volume E. Period of scheme

26. How would you rate your most preferred brand for various schemes?						
Sr. No	Schemes	Total Respondents	Yes	Percent (%)	No	Percent (%)
1	Frequency of schemes	800	458	56.88	342	42.75
2	Regularity of schemes	800	474	57.25	343	42.75
3	Attractiveness	800	433	54.12	367	45.87
4	Freebies/ gifts/extra volume	800	437	54.62	363	45.37
5	Period of scheme	800	424	53	376	47

Table 5.3.36 Schemes of most pref brand

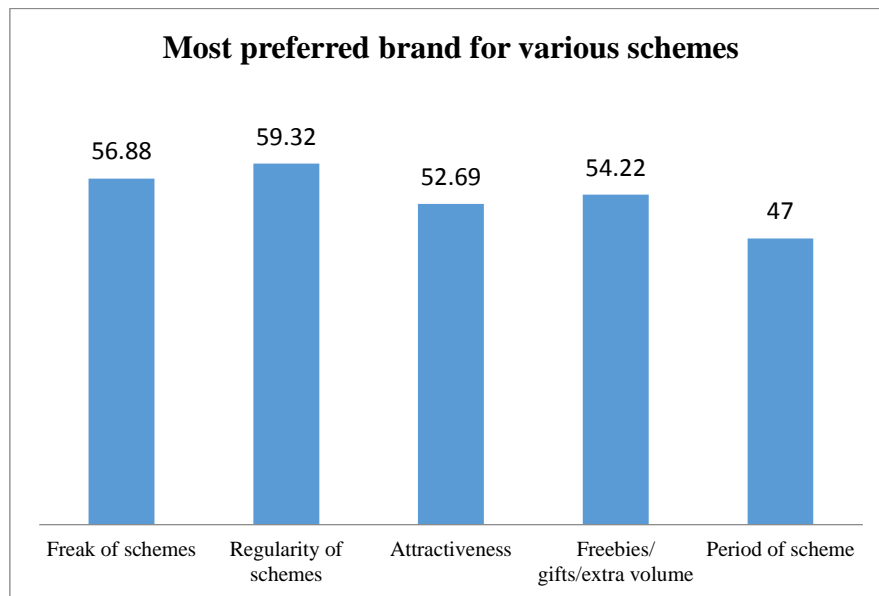


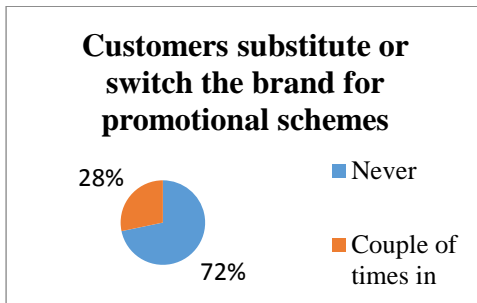
Fig 5.3.36 Schemes of most preferred detergent brand

Interpretation

Customer’s opinion on the various promotional schemes conducted by their household detergent brand marketers in the Market. Majority of 59% consumers think that they come across various schemes on regular basis. 52% customers find out the scheme attractive and 57% customers are freak of schemes.

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 (Pl. specify) _____



Sr. No.	Q27.How often do you substitute or switch the brand for promotional schemes?		
	Brand Switching	Respondents	Percent (%)
1	Never	574	71.75
2	Couple of times in	226	28.25
	Total	800	100

← Fig 5.3.37 Brand switch for promotion Table 5.3.37 →

Interpretation

28% of the customers are purchasing substitute brand for promotional schemes

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

Q. 28. Reason for brand switch							
Sr. No	Reason given by the respondent	Yes	Percent (%)	No	Percent (%)	Total Respondents	Total percent (%)
1	Advertisement	487	60.875	313	39.17	800	100
2	Offer / Discounts	380	47.5	420	52.5	800	100
3	Quality	459	57.375	341	42.625	800	100
4	Value for money	458	57.25	342	42.75	800	100
5	Less consumption	524	65.5	276	34.5	800	100
6	Price	459	57.375	341	42.625	800	100
7	Brand Name	407	50.875	393	49.125	800	100
8	Celebrity endorsement	197	24.625	603	75.375	800	100
9	Removes stains easily	418	52.25	382	47.75	800	100
10	Less soaking time	421	56.625	379	47.375	800	100
11	Gentle on clothes and soft to hands	435	54	368	46	800	100
12	Other reason , Choice of that time to try new	792	99	8	1	800	100

Table 5.3.38 Reason for brand switching

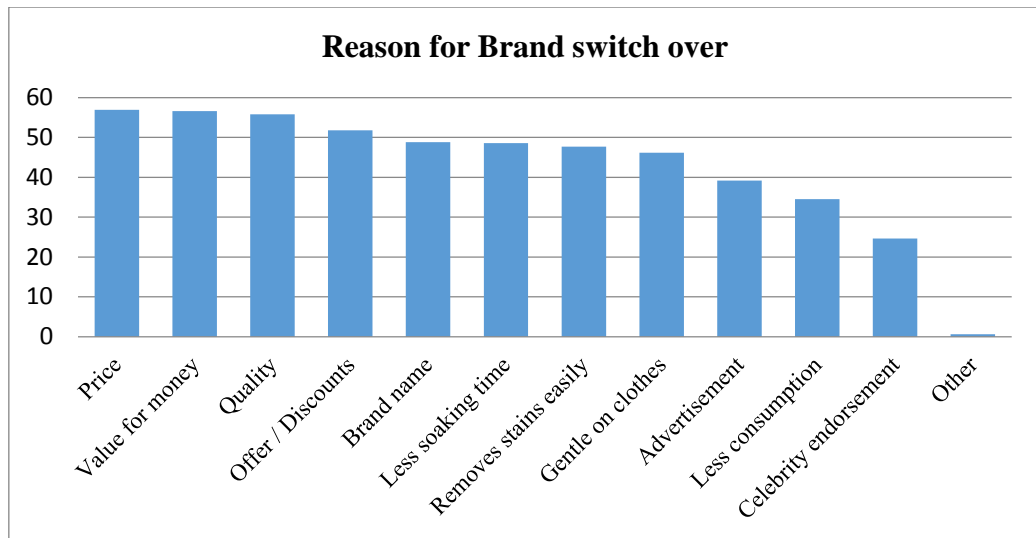


Fig 5.3.38 Reason for brand switching

Interpretation

(Q.28The reason for brand switch over?)

Around 28% consumers purchase substitute brand for promotional schemes. Price, Value for money and Quality are important factors in brand switching brand through promotional schemes.

29. Can you please give your satisfaction level with regards to your current detergent on following items? (Tick accordingly)

Q.29. Can you Please give your satisfaction level with regards to your current detergent on following items?													
Sr. No .	Parameter of Satisfaction	Very dissatisfied	Percent (%)	Some what dissatisfied	Percent (%)	Neutral	Percent (%)	Some what satisfied	Percent (%)	Very satisfied	Percent (%)	Total Respondents	Tot Per (%)
1	Value for money	5	0.625	13	1.625	218	27.25	338	42.255	226	28.25	800	100
2	Available in the pack size I require	22	2.75	11	1.37	232	29	360	45	175	21.88	800	100
3	Available in my store always	22	2.75	10	1.25	240	30	319	39.875	209	26.125	800	100
4	Packaging material	14	1.75	12	1.5	238	29.75	349	43.625	187	23.375	800	100
5	Free gifts /Discounts	53	6.625	98	12.25	334	41.75	223	27.88	92	11.5	800	100
6	Product range	5	0.63	35	4.38	204	25.5	391	48.88	165	20.63	800	100
7	Effectiveness of Detergent	4	0.5	26	3.25	140	17.5	406	50.75	224	28	800	100

8	Softer / Gentle on hands	3	0.375	8	1	166	20.75	416	52	207	25.875	800	100
9	Softer / Gentle on Cloths	0	0	14	1.75	194	24.25	379	47.38	213	26.63	800	100
10	Makes my cloths whiter	1	0.13	7	0.88	190	23.75	366	45.75	236	29.5	800	100
11	Keep the color of clothes nice/ less fading	0	0	43	5.38	153	19.13	392	49	212	26.5	800	100
12	Better cleaning	2	0.25	31	3.88	184	23	378	47.25	205	25.63	800	100
13	Removes stains effectively	70	8.75	59	7.37	154	19.25	369	46.13	148	18.5	800	100
14	Economical but still effective	0	0	30	3.75	225	28.13	421	52.63	124	15.5	800	100
15	Brand name	134	16.75	83	10.38	179	22.37	300	37.5	104	13	800	100
16	Delivers what it promises	5	0.625	37	4.63	183	22.875	461	57.63	114	14.25	800	100
17	Overall satisfaction	10	1	83	10.37	124	15.5	418	52.25	165	20.63	800	100

Table 5.3.39 Satisfaction level (SL) from current detergent usage

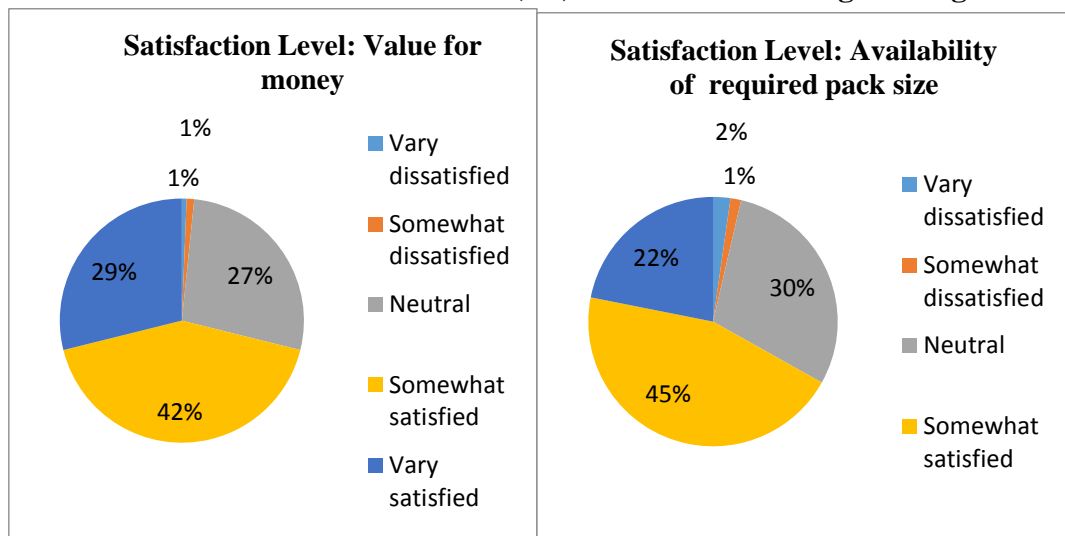


Fig 5.3.39 SL – Value for money

Fig 5.3.40 SL – Reqd pack size available

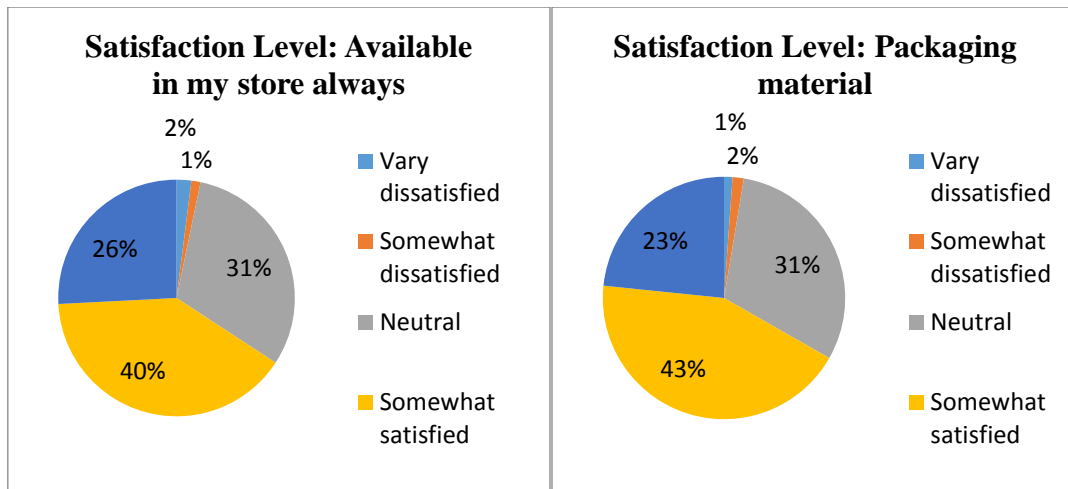


Fig 5.3.41 SL - Available when needed

Fig 5.3.42 SL – Packaging material

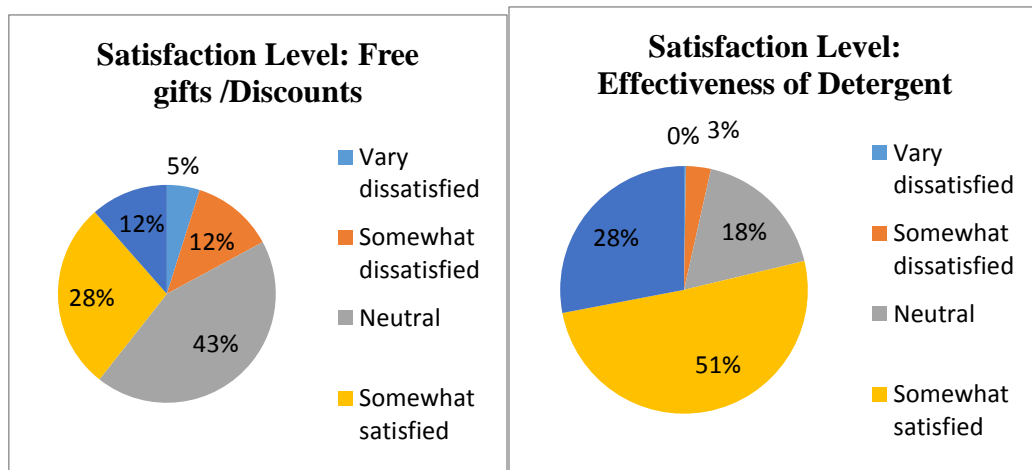


Fig 5.3.43 SL – Free gifts/discounts

Fig 5.3.44 SL – Effectiveness

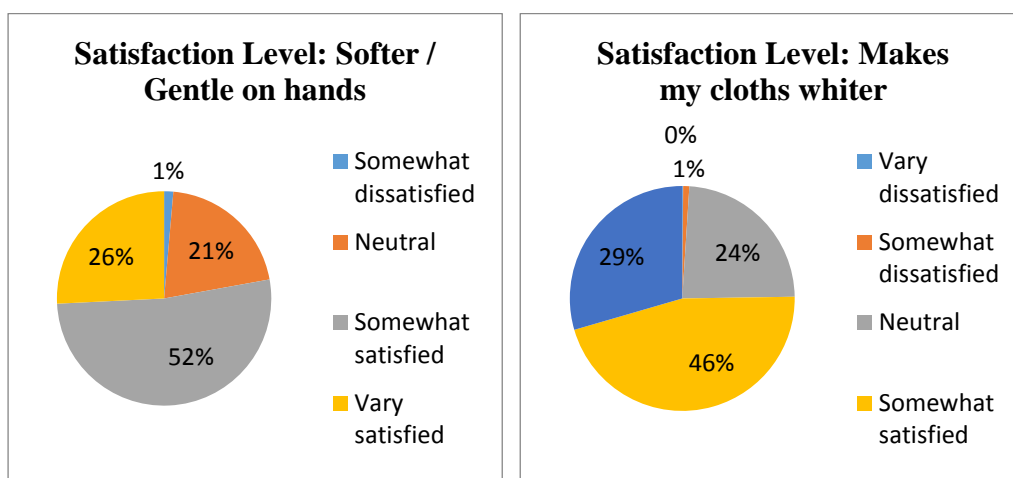


Fig 5.3.45 SL – Gentleness for hands

Fig 5.3.46 SL – Makes clothes whiter

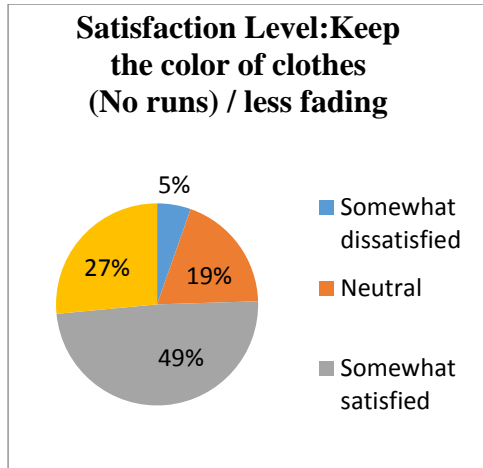


Fig 5.3.47 SL – No colour fading

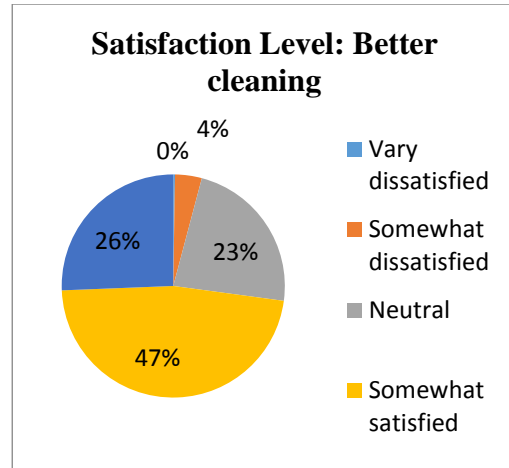


Fig 5.3.48 SL – Better cleaning

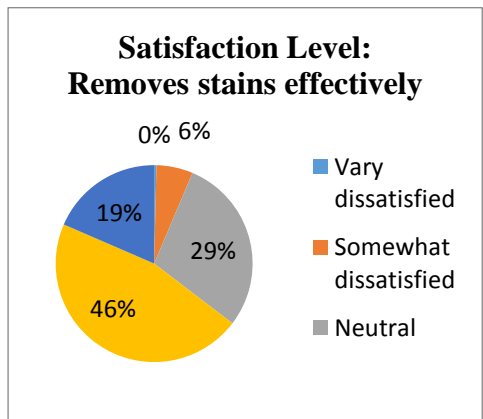


Fig 5.3.49 SL – Stain removal

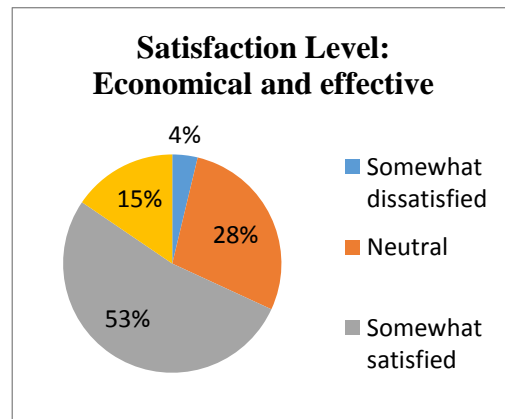


Fig 5.3.50 SL – Economical and effective

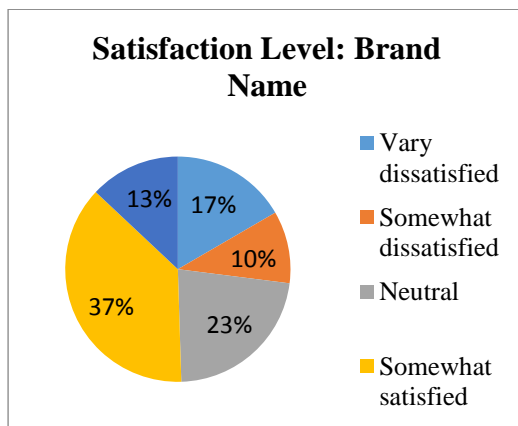


Fig 5.3.51 SL – Brand Name

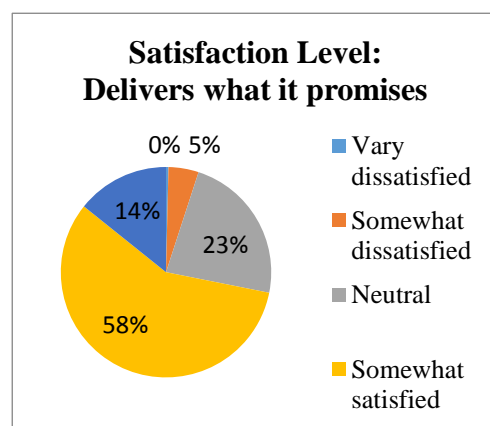


Fig 5.3.52 SL – Brand promise

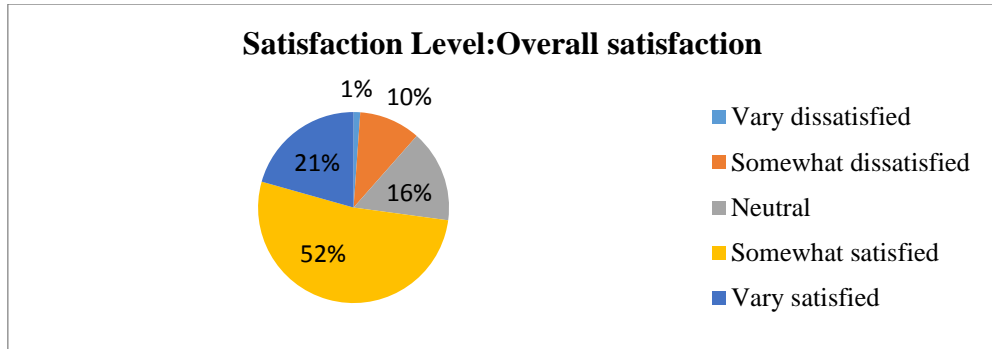


Fig 5.3.53 Overall satisfaction level

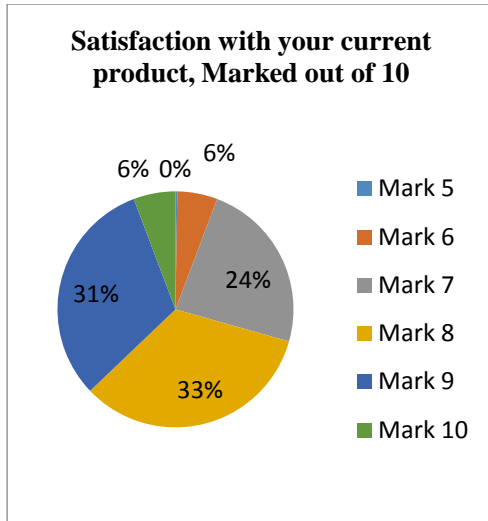
Interpretation

1. 42% of customers who were very satisfied about 'Value for Money' & 45 % customers are very satisfied 'Available Pack size' of detergent brands. Dissatisfaction level about both parameters is less.
2. Customers are satisfied with 'Availability in Store' & 'Packaging Material' of detergent brands.
3. Customers are dissatisfied with 'Free gifts /Discounts' offered by the product while & 'Product range' is at satisfactory level.
4. Customers are satisfied with 'Effectiveness of Detergent' & 'Softer / Gentle on hands'.
5. Customers are satisfied with 'Softer / Gentle on Cloths' & 'Makes my cloths whiter'.
6. Customers are satisfied with 'Keep the color of clothes (No runs) / less fading' & 'Better cleaning'.
7. Customers are satisfied with 'Removes stains effectively' & 'Economical but still effective'.
8. Customers are satisfied with 'Brand Name' & 'Delivers what it promises'.
9. Overall the customers are satisfied with the product they are using and so they have rated then with satisfactory level.

29. Can you give marks to the overall satisfaction with your current product?

(Where 0 means least satisfied and 10 means very satisfied)

Q30.Can you give marks to the overall satisfaction with your current product?			
Sr. No.	Marks given for Satisfaction (Out of 10)	Respondents	Percent (%)
1	5	2	0.25
2	6	44	5.5
3	7	189	23.62
4	8	268	33.5



5	9	251	31.38
6	10	46	5.75
Total		800	100

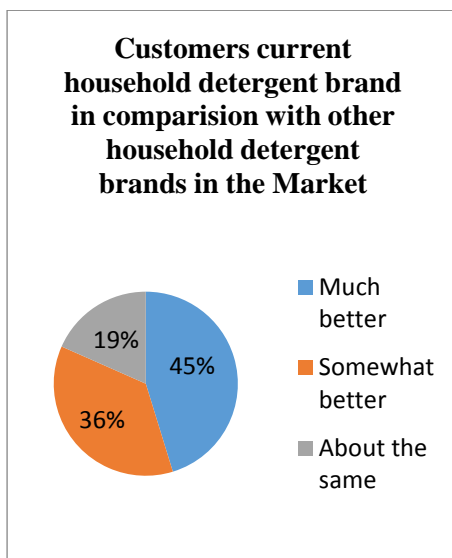
Fig 5.3.54 Satisfaction Level marks Table 5.3.40 Satisfaction Level marks

Interpretation (Q. 30 Overall satisfaction marks to the current product? 0-10)

Majority of the customers (88%) are satisfied with the detergent product they are using currently. 6% customers gave 10 marks to their detergent, 32% gave 9 marks, 33% gave 8 marks, 24% gave 7 marks, 6% gave 6 marks and less customers gave 5 marks.

31. Compared to other products available in the market, would you say that your brand of detergent is _____

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



Q31. Compared to other products that are available in the market, would you say that your brand of detergent is -----				
Q.31	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
Much better	362	45.25	362	45.25
Somewhat better	291	36.38	653	81.63
About the same	147	18.38	800	100

Fig 5.3.55 Current brand compare Table 5.3.41 Current brand compare

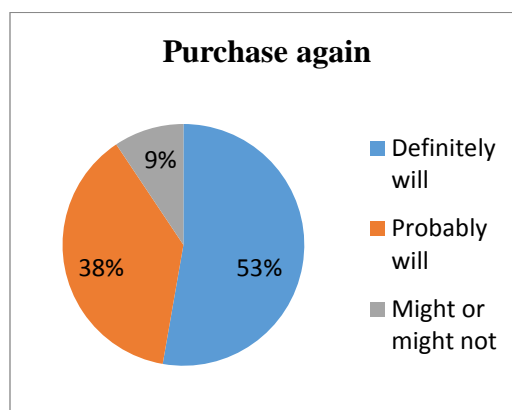
Interpretation (Q31)

45 % of the customers said that the brand of the detergent they are using is best, 36% said that the brand they are using is somewhat better and 19% said it is about the same.

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

Q32. Will you use/purchase the detergent again?		
Q32	Freq	Percent
Definitely will	422	52.75
Probably will	303	37.88
Might or might not	75	9.37
Total	800	100



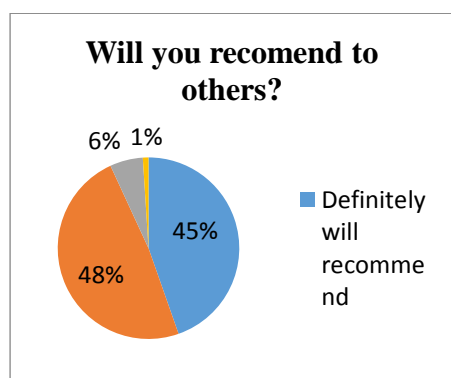
← Table 5.3.42 → Possibility of use again or re purchase ← Fig 5.3.56 →

Interpretation (Q32. Will you use/purchase the detergent again?)

53% of the customers found happy and or satisfied about the detergent brand they were using and they said they will repurchase the same brand. 38 % customers said they will probably repurchase and 9% of customers said they may not repurchase.

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

- A . Definitely recommend B. Probably recommend C. Might/might not sure
 D. Probably won't recommend E. Definitely will not recommend



Q33. How likely are you to recommend your current brand to others?			
Sr. No	Recommendation	Respondents	Percent (%)
1	Definitely will recommend	357	44.62
2	Probably will recommend	388	48.5
3	Might or might not sure	47	5.88
4	Probably won't recommend	8	1
	Total	800	100

← Fig 5.3.57 → ← Tab 5.3.43 →

Will you recommend?

Interpretation (33. How likely you to recommend your current brand others?)

Happy and satisfied customers from the detergent usage will recommend that brand to others and ready to re purchase.

34. Demographic Details

- A. Name of respondent: _____ B. Address _____
 C. Contact No _____ D. Email ID: _____ E. Gender 1. Male 2. Female
 F. Education : 1. S.S.C. 2. HSC 3. Pursuing Degree
 4. Pursuing PG 5. Degree completed 6. PG completed 7. Diploma

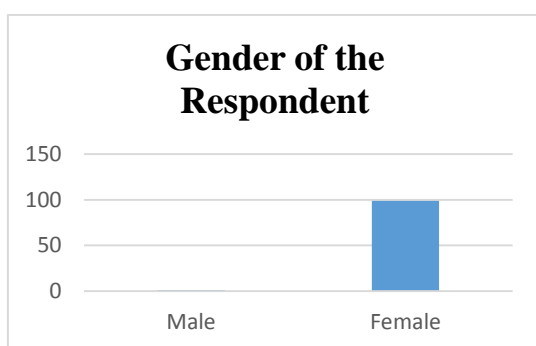


Fig 5.3.58 Gender of respondent

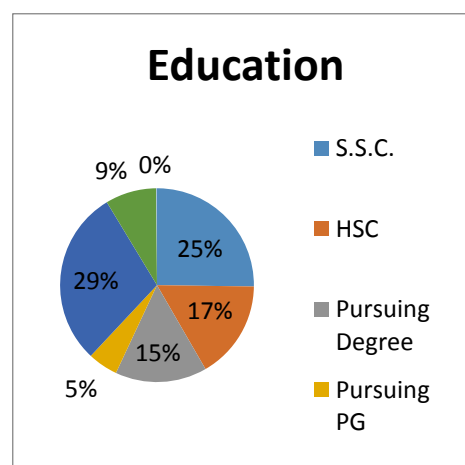
Q34_5: Gender of the Respondents			
Sr. No.	Gender	Respondent	Percent (%)
1	Male	8	1
2	Female	792	99
Total		800	100

Table 5.3.44 Gender of respondent

Interpretation

Considering the gender of the respondents who participated in the field work survey were the end users/decision makers in purchasing particular detergent for their household purpose. 99 % were females and 1% was males. Female dominance in detergent purchase decisions.

Q34_6: Education of the Respondents			
Sr. No.	Education	Respondents	Percent (%)
1	S.S.C.	201	25.22
2	HSC	131	16.44
3	Diploma holder	4	0.13
4	Undergraduate	122	15.31
5	Graduate	234	29.36
6	Non Post Graduate	40	5.02
7	Post Graduate	68	8.53
Total		800	100.01

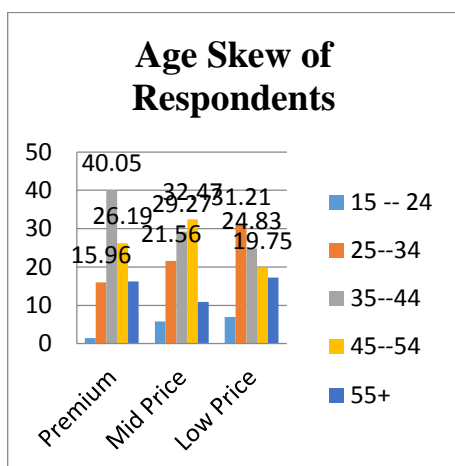


← Table 5.3.45 Education of respondent Fig 5.3.59 →

Interpretation (Q34. Demographic Details)

Overall literacy rate is fairly good among the female respondent. Looking at the premium group women are highly educated and completed Degree. While women from low price segment are at least 10th pass. The literacy skew can be easily observed in the segments.

G. Age skew : 1. 20 – 24 2. 25 – 34 3. 35 – 44 4. 45 – 55 5. Above 55



Q.34_G Various Age Groups of the Respondents			
Sr.No.	Age Group	Respondents	Percent (%)
1	20 to 35	237	29.74
2	36 to 55	454	56.95
3	Above 56 to 70	105	12.81
4	Above 70 to 95	4	0.52
	Total	800	100

← Fig 5.3.60 Age Skew of respondent →

← Table 5.3.46 Age Skew →

Interpretation (Age skew of the respondents)

98% respondents were females. Women from the age group 35-44 from premium income group mainly involved with household work. Younger women in the lower income segment are house wife and rely on the main earning person in the family.

H. Occupation/Profession of Respondents

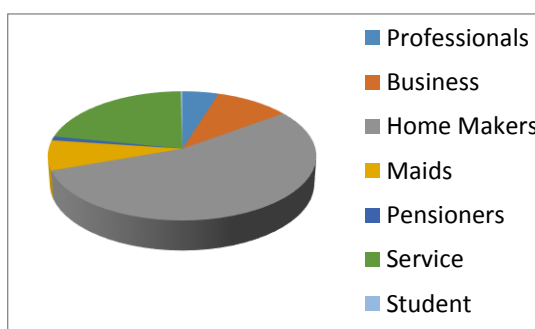


Fig 5.3.61 Occupation of the respondent

Occupation	No of Respondents	Percent
Professionals	39	4.91
Business	81	10.13
Home Makers	437	54.63
Maids	60	7.5
Pensioners	8	1
Service	173	21.63
Student	2	0.2
Total	800	100

Table 5.3.47 Occupation

Interpretation

Different occupations of the respondents were observed. Respondents mainly Homemakers, Tailors, Doctors, Advocates, Artists, Beauty parlor professionals, Teachers, Pensioners and doing various jobs. Few were retired housewives. One 95 year old lady was who actively participated in giving complete responses to the Questionnaire A.

I. Income Group : [Monthly income]

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

Q34_9:Income group			
Sr. No.	Income Group	Respondents	Percent (%)
1	Less than 5000	1	0.13
2	Bet 5,000 To 15,000	40	5
3	Less than 25,000	229	28.63
4	Bet 25,000 to 40,000	158	19.75
5	Less than 50,000	206	25.75
	Above 50,000	166	20.75
	Total	800	100.01

Table 5.3.48 Income group

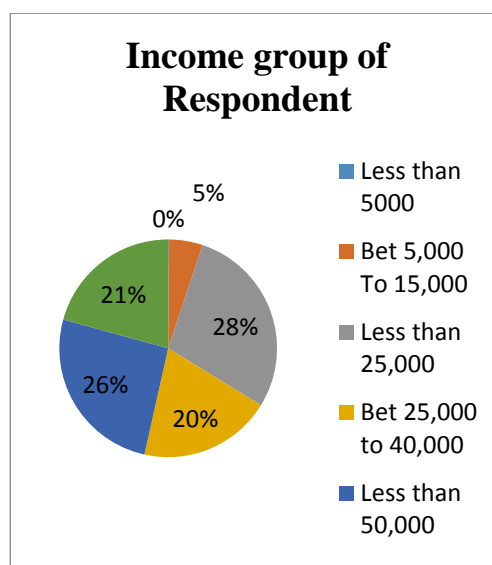


Fig 5.3.62 Income group

Interpretation (Income groups of the respondents)

Premium group is financially rich class and have 60% customers HH income fall under group Rs. 50000 and above. 66% consumers from 'Low Price' Segment are earning below Rs.40,000

J. Citizen : Urban

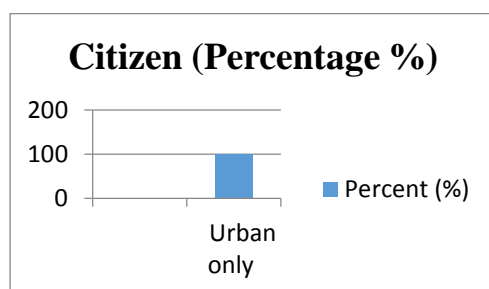


Fig 5.3.63 Citizen

Q34_10:Citizen		
Status	Respondents	Percent (%)
Urban only	800	100
Total	800	100

Table 5.3.49 Citizen

Interpretation

The present research was carried out in the Pune city area which is urban so all 100% samples belong to the urban area i.e Pune city.

K. Marital Status:

Q34_11: Marital status		
Status	Respondents	Percent (%)
Married	737	92.13
Unmarried	17	2.13
Don't want to disclose	46	5.74
Total	800	100

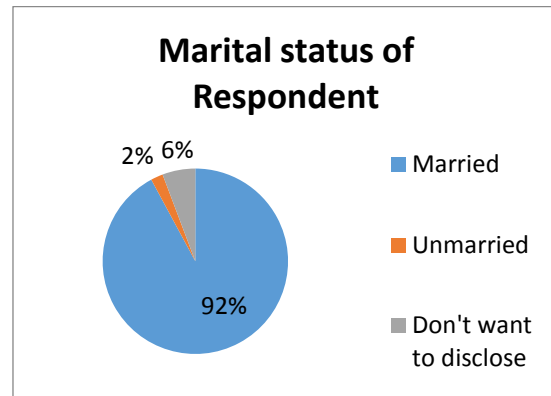


Fig 5.3.64 Marital status

Table 5.3.50 Marital status

Interpretation

92% respondents were married, 02 % were single and 6 % didn't disclose their marital status.

Summary

Considering the premise of the present study it is necessary to study customers being end users. Study of their views, perceptions and mindset is necessary for the marketers. Reasons behind brand switching can be known. Brand loyalty amongst the customers using premium detergents were around 70%. Brand switching is observed from the customers using mid-priced and low priced detergents for getting better promotional offers.

Questionnaire B

[For Distributors/Wholesalers/ Retailers]

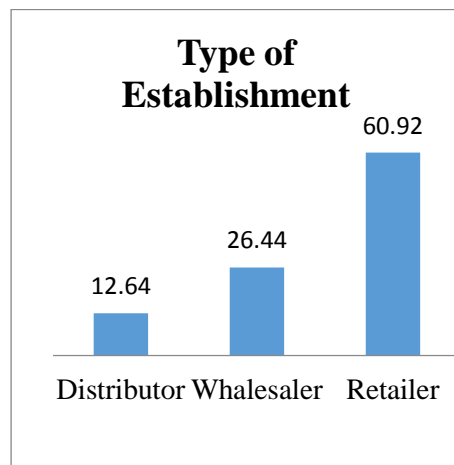
5.4 Analysis and interpretation of Questionnaire B

Questionnaire B was framed and used to collect the data from distributors/Wholesalers/retailers Total sample size of Questionnaire B was 87. Out of total sample size of 87, 13% samples were distributors of various detergent brands. 61% samples were the retailers and 26% samples were the wholesalers who actively and willingly participated in the present research study's responses.

Total no of respondents (sample size) of distributors/retailers/wholesalers were 87.

- **What type of establishment?**

Distributor Wholesaler Retailer



Type of Establishment	Respondent	Percent (%)
DISTRIBUTOR	11	12.64
RETAILER	53	60.92
WHOLESALE	23	26.44
Total	87	100

Table 5.4.1 Type of establishment

Fig 5.4.1 Type of establishment

Interpretation

Total sample size of distributors/retailers/wholesalers was 87. 13% were Distributors of various detergent brands. Around 61% were retailers and 27% were the wholesalers who actively and willingly participated in the present research study's responses.

1. Which brands of detergents do you stock/ sale in your shop?

A _____ B _____ C _____ D _____ E _____ F _____

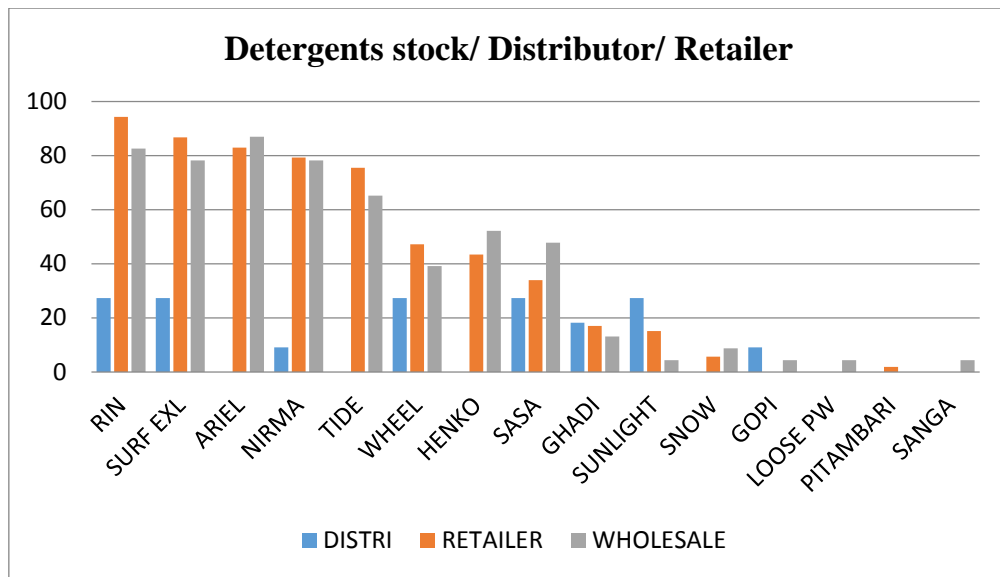


Fig 5.4.2 Detergent stock at Distributor/Wholesaler/Retailer

Interpretation

1. Distributors stock the detergents of the company whose agency they opted for. Retailers/wholesalers keep a stock of various detergent companies whose brands were referred in this study.
2. It was also found that 86% of Wholesaler stock “Ariel” of P&G and 83% of Retailer stock “Ariel” of P&G. RIN, Surf Excel, Active Wheel, Sunlight, Ariel, Tide, Nirma, Henko, Sasa, Ghadi, Gopi, Sargam, FORAN , Snow White and various branded and unbranded loose detergent powders and detergent bars and detergent liquids. Detergent brand “Ghadi’ of Rohit Surfactants Pvt Ltd, Kanpur is stocked by 19% of Wholesalers, 17% Retailers and 18% Distributors.
3. Top 3 brands consumed by Distributor’s were Rin, Surf Excel, Sasa detergents.
4. Top 3 brands consumed by Wholesaler: Rin, Surf Excel, Ariel
5. Top 3 brands consumed by Retailer: RIN, Tide, Surf Excel
6. Top 5 Brands in stock of Distributors : Rin, Surf Excel, Sasa, Active Wheel, Sunlight,
7. Top 5 Brands in stock/sale for Wholesalers –Ariel, Rin, Nirma, Surf Excel, Tide.

8. Top 5 Brands in stock/sale for Retailer- Rin, Tide, Surf Excel, Ariel, Nirma.
9. Some lack of data from Proctor and Gamble’s distributor yet a better market picture was captured through Retailer/Wholesaler information.
10. RIN, Surf Excel, Active Wheel, Sunlight, Ariel, Tide, Nirma, Henko, Sasa, Ghadi, Gopi, Sargam, FORAN , Snow White and various branded and unbranded loose detergent powders and detergent bars and detergent liquids.
11. It was also found that 86% of Wholesaler stock “Ariel” of P&G and 83% of Retailer stock “Ariel” of P&G. Detergent brand “Ghadi’ of Rohit Surfactants Pvt Ltd, Kanpur is stocked by 13% of Wholesalers, 17% Retailers and 18% Distributors.

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

Interpretation

The respondents were asked that since how long they are selling the detergents. Few of them are from 1 to 3 years many from 5 to 15 yrs and remaining from 15 to 50 yrs in Pune city.

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

A_____ B_____ C_____

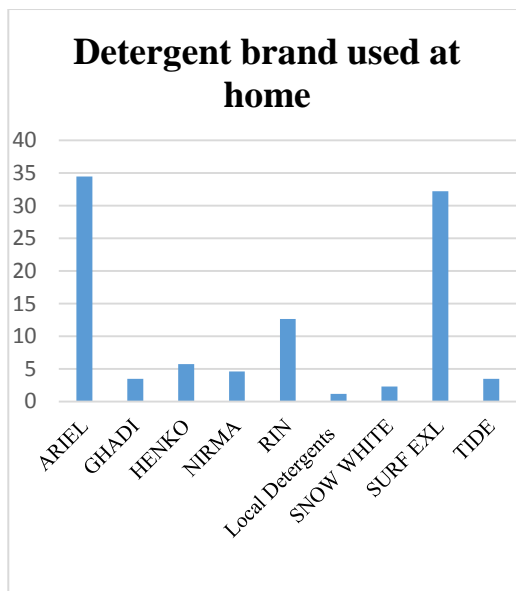


Fig 5.4.3 Detergent brand at home

Q3_1	Respondents	Percent
ARIEL	30	34.48
GHADI	3	3.45
HENKO	5	5.75
NIRMA	4	4.6
RIN	11	12.64
Local Detergents	1	1.15
SNOW WHITE	2	2.3
SURF EXL	28	32.18
TIDE	3	3.45
TOTAL	87	100

Table 5.4.2 Detergent brand at home

Interpretation

Distributors/retailers/wholesalers at their home use Ariel/Tide/Rin/Surf Excel detergents when they are customers or end users of the detergents. This was a free and open question asked to them to know the personal preference brand. The variety of answers received from respondents.

4. Which three detergent brands are top selling at your dealership/shop during last year? A ____ B ____ C ____

Interpretation

The stocks were different so different respondents had different percentages. The respondents told the three top selling detergent brands at their dealership or shop during the last year.

5. In your expert opinion what is the reason for popularity of these detergent brands in India/Pune?

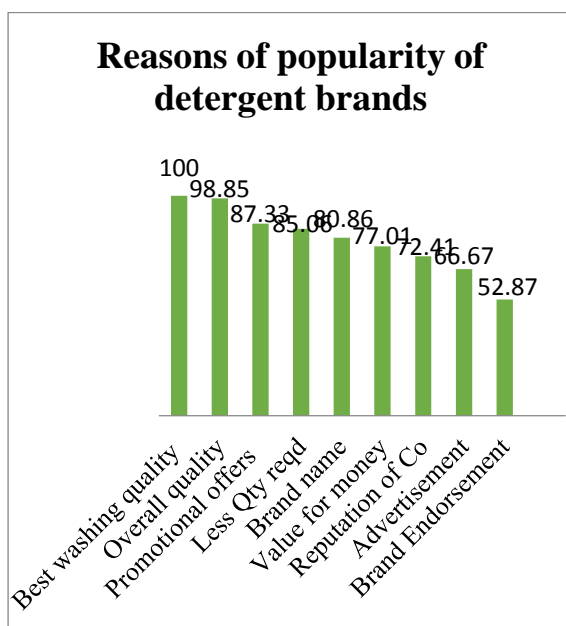


Fig 5.4.4 Reasons of popularity

Reasons of popularity of detergent brands	Percentage (%)
Value for money	77.01
Consumption or qty required	85.06
Promotional offers by company	87.33
Reputation of company	72.41
Advertisement	66.67
Celebrity endorsement	52.87
Brand name	80.86
Washing quality	100
Overall quality	98.85

Table 5.4.3 Reasons of popularity

Interpretation

The reasons of the detergents popularity told by respondents as following:

1. Cost /Price (value for money)
2. Consumption
3. Promotional offers by company
4. Reputation of the detergent company.
5. Advertisement.
6. Celebrity endorsement.
7. Brand name.
8. Washing quality.
9. Overall Quality.

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 thing Pl. specify:

Que 6 Out of all the detergent brands in your shop, which brand (Company) gives you the following :						
Margin s	RSP L	HUL	P&G	NIRMA	Henkel / Jyothy Lab	Local Det Compan ies
Good Margin	Bette r	Yes	Yes	Not so good	Fair	Fair
Less Margin	No	No	No	Fair	OK	OK
Credit Period	Less credi t	Better credit	Less credit	Less credit	Less credit	Better credit
Incentiv es	Yes	Yes	Yes	Less incentives	Less incentives	Less incentives
Foreign Trip	No	Yes	Yes	Yes	No	No

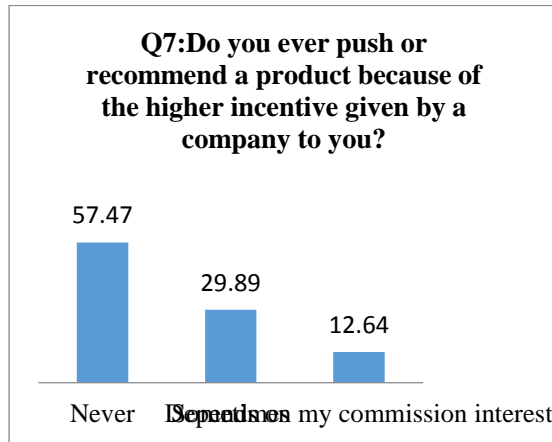
Table 5.4.4 Margin/Credit/Incentive/Foreign trip

Interpretation

The respondents were asked about the detergent companies which offer them better margins, more credit period, gifts and incentives on achieving targets or any special gifts if any. The respondents told that on making huge sales they were given an opportunity to go for a few days foreign trip as a special incentive by the detergent marketing company.

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

A. Never B. Sometimes C. Always



Do you push the product?	Respondents	Percent (%)
Never	50	57.47
Sometimes	26	29.89
Depends on my commission interest	11	12.64
Total	87	100

Fig 5.4.5 Recommendation for incentive? Table 5.4.5 Recommendation

Interpretation

The respondents were asked if ever push or recommend any detergent products to customers. 58 % of the respondents stated that they never push or recommend any detergent products as it is the choice of customers but 26% of the respondents stated that they push or recommend the detergent brands to their customers.

8. What are the important factors customers takes in to consideration while choosing the particular detergent? (Rating- 5 most important, 1 least important)

Options	Rating				
Brand Name	1	2	3	4	5
Affordable price	1	2	3	4	5
Reputation Company	1	2	3	4	5
Discounts / Offers	1	2	3	4	5
Availability	1	2	3	4	5
Packing material	1	2	3	4	5
Various sizes	1	2	3	4	5
Quality	1	2	3	4	5
Makes clothes whiter and swach feeling	1	2	3	4	5
Gentle on hands and protective	1	2	3	4	5
Gentle on clothes and protective	1	2	3	4	5
Value for money /Assurd return	1	2	3	4	5
Other (Specify)	1	2	3	4	5

Table 5.4.6 Factors considered by customers before choosing detergent

Table 5.4.7 factors considered while choosing the detergent product

Q 8 : What are the important factors customers taken into consideration while choosing the particular detergent?									
Sr. No.	Factors	Total Respondents	Less Importance	Percent (%)	More Importance	Percent (%)	Most Importance	Percent (%)	Total percent (%)
1	Brand Name	87	1	1.15	49	56.33	37	42.53	100
2	Quality	87	1	1.15	16	18.39	70	80.46	100
2	Price affordability	87	6	6.9	43	49.43	38	43.68	100
3	Reputed Company	87	9	10.35	46	52.87	32	36.78	100
4	Discounts or Offers or Freebies given	87	6	6.9	51	58.62	30	34.48	100
5	Product Availability	87	8	9.2	54	62.07	25	28.74	100
6	Packaging Material	87	14	16.09	60	68.97	13	14.94	100
7	Various Sizes	87	24	27.59	48	55.17	15	17.24	100
8	Makes clothes whiter	87	5	5.81	68	79.07	13	15.12	100
9	Gentle on hands	87	4	4.65	10	11.63	72	83.72	100
10	Gentle on clothes	87	14	16.28	58	67.44	14	16.28	100
11	Value for money / Assured return	87	6	7.06	9	10.59	70	82.35	100
12	Other factors (on spot decision or recommendation or wish to try some new product)	87	72	97.3	1	1.35	1	1.35	100

Table 5.4.7 Factors considered while choosing the product

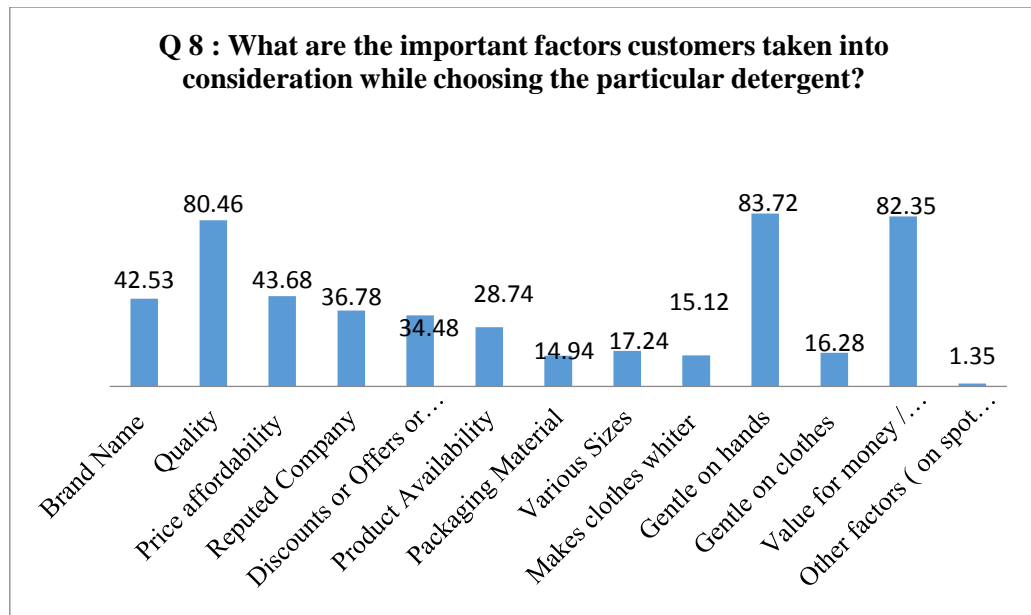


Fig 5.4.6 Factors considered before choosing detergent product

Interpretation

Many respondents stated that brand name, reputation of that detergent brand and its marketer is very important for them but few customers told that they give less importance to brand name and reputation of brand or marketer. There is high percentage of customers who are always concern about the price affordability. Majority of the customers who are concern about price affordability bothered to check for Discounts/Offers given by the detergent marketers to them and few do not bother about the same. Majority of the respondents told that they give importance to the smooth “Availability” and best quality packing of detergents.

It was told by many of the respondents that they look for various pack sizes while purchasing. 100 % of the customers look for the quality of the detergents while purchasing. There is high proportion of customers who give importance to mildness or gentleness of the detergent for their hands. More than 80% of the Respondents told that they are concern to see if they are getting “Value for money” from the detergent they are purchasing. To summarize customers check the worthiness, affordability, promotional offers and availability of the detergent they prefer. It was noticed that young customers are more concerned about brand name, brand image and reputation of the detergent brand as well as detergent marketer along with best quality and right packaging they purchase. Promotional concern comes later for them.

9. Does any detergent marketer asks for your opinion regarding following aspects?

Que 9	9. Does any Company asks for your opinion regarding any of following aspects?						
Sr. No.	Aspects	Total Respondents	Yes	Percent (%)	No	Percent (%)	Total Percent (%)
1	Promotional or Advertising aspects	87	7	8.05	80	91.95	100
2	In Shop/Store promotion	87	53	60.92	34	39.08	100
3	Consumer Feedback	87	73	83.91	14	16.09	100
4	Consumer Offers/Gifts	87	33	37.94	54	62.07	100
5	Gifts Or Offers on bulk purchase	87	76	87.36	11	12.64	100

Table 5.4.8 Asked for opinion by detergent marketers – Yes/No

Interpretation

The respondents were asked if the companies consider them during making advertisements or while making in store promotion campaigns, customer's feedback and complaints, customers purchase quantity during some promotional activities.

1. 92% of the respondents stated that they were not considered or asked for giving their opinions regarding promotional activities. Few respondents stated that the company/s do consider their opinions while making in shop promotions (8%).
2. Respondents stated that customer's feedback and complaints were not dealt seriously by the detergent marketers.
3. Companies mainly concerned about their sales volume.

10. Can you please mention your satisfaction levels regarding various aspects of company?

Options	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
In store promotional activity					
Product range					
Sales support from Company					
Amount of the commission offered by det. marketers					
Performance					
In store promotional material					
Availability					
Timely delivery					
The way complaints handled by detergent marketers					

Table 5.4.9 Satisfaction Level on various aspects about detergent marketer

SL – Satisfaction Level

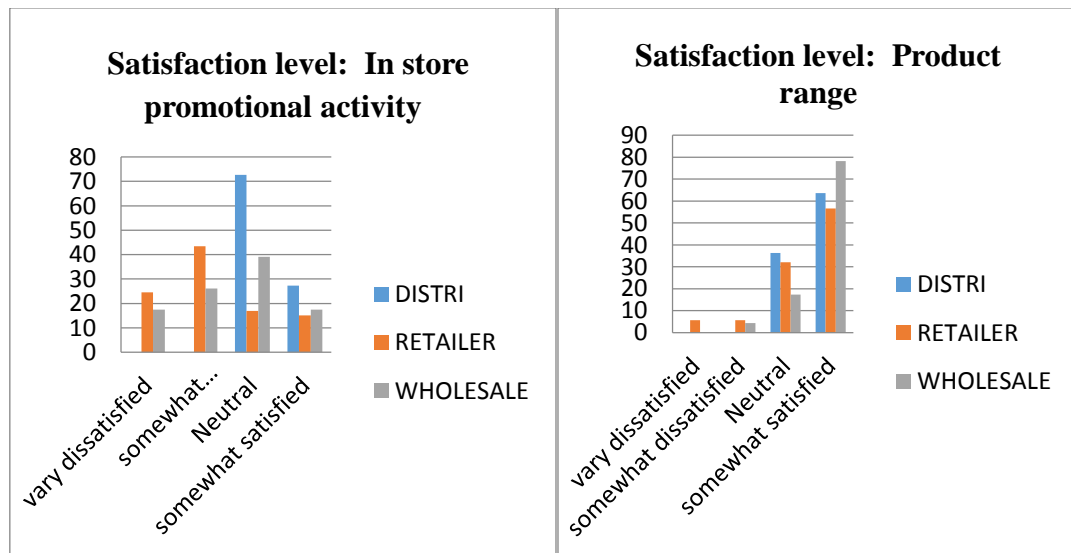


Fig 5.4.7 SL - In store promotion

Fig 5.4.8 - SL – Product range

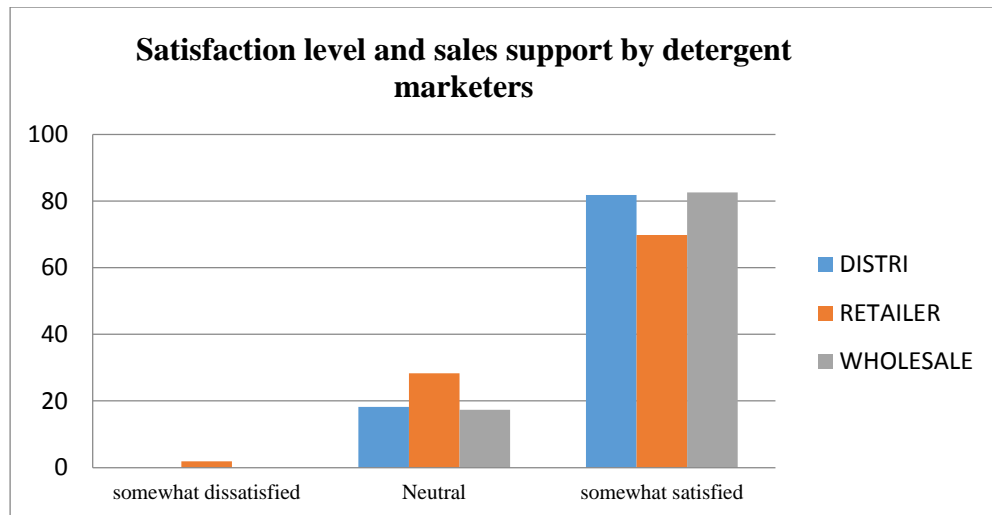


Fig 5.4.9 Satisfaction Level (SL) Sales support

Interpretation

Around 35% of the respondents were unsatisfied on various types of complaints resolution issues by detergent companies. 42% respondents preferred to remain neutral on this question and rest 33% of the respondents were satisfied. 71% respondents were preferred to remain neutral on this question. Few were found not satisfied about the promotional activities offered by companies to them and even to customers.

It was found that 78% of the Wholesalers were quite satisfied on product range. Retailers and distributors were not found less satisfied on availability of various products range for customers.

It was found that 80% of the Distributors and Wholesalers found satisfied on the sales support given by the company/s. But retailers found somewhat dissatisfied on the sales support by company/s.

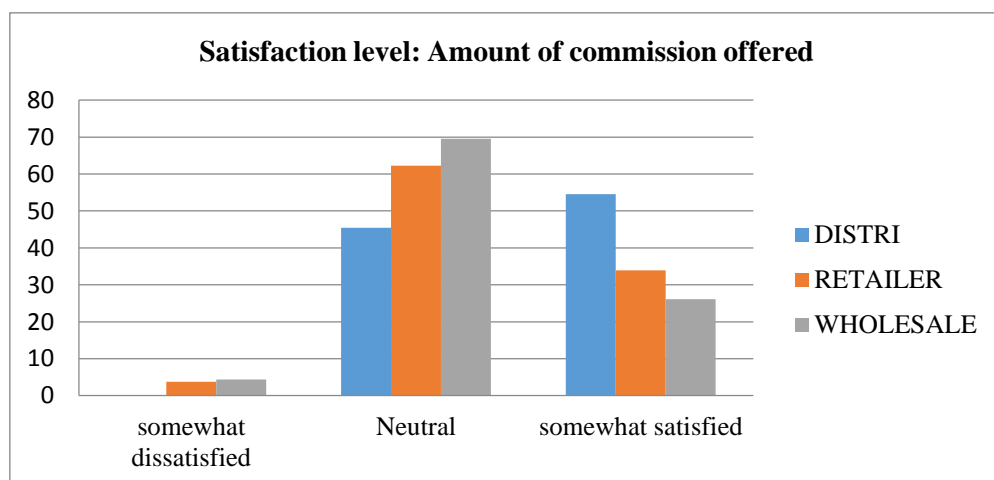


Fig 5.4.10 Satisfaction Level (SL) Commission offered

Interpretation

45% Distributors, 70% Wholesalers and 62% Retailers and found neutral in responding revealing about their satisfaction level and the amount of the commission given to them by detergent marketing companies. 55% distributors are satisfied on the commission given to them by the detergent companies. 30% Wholesalers and 32% of the Retailers found satisfied on the commission given to them by the detergent companies. Around 5% retailers and wholesalers found dissatisfied on the amount of the commission they received from the companies.



Fig 5.4.11 SL – Performance

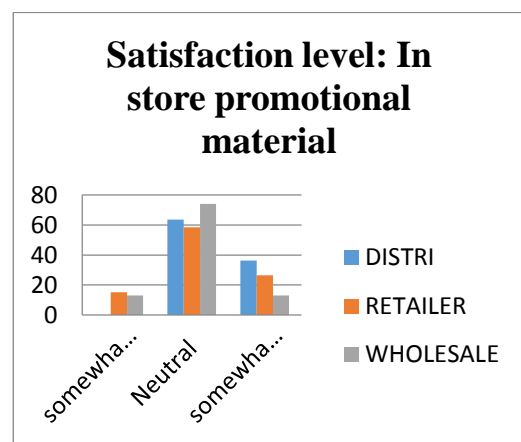


Fig 5.4.12 SL - Promotional material



Fig 5.4.13 SL – Product Availability



Fig 5.4.14 SL – Timely delivery

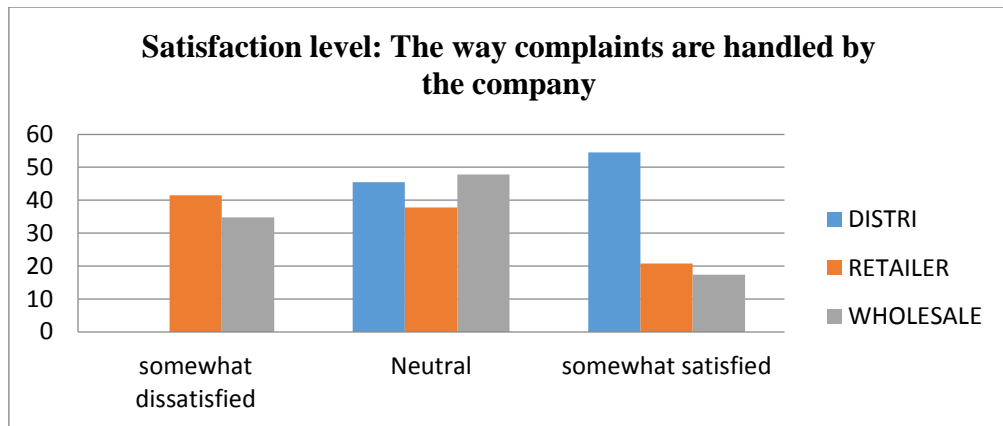


Fig 5.4.15 SL – Complaint handling by detergent marketers

Interpretation

1. Retailers are somewhat Dissatisfied with the- In store promotional activities introduced by Brands, While Distributors & wholesaler’s response is neutral
2. All three are somewhat satisfied with the Product Range, Sales support from the company, Availability of the product, Timely delivery.
3. Amount of commission offered, Performance of Brand, in store promotional material these are the factors where D/R/W are neutral to response.
4. Considerable dissatisfaction level observed among R/W for the fact ‘The way complaints are handled by the company’. While Distributors are somewhat satisfied.

11. How many times a customer comes to the shop asking for detergent because of the following?

Options	Never	Not very Often	Do not know	Very often	Always
Advertisement					
Celebrity endorsement					
Recommendation					
Packaging					

Table 5.4.10 Detergent demand reasons

Interpretation

1. Respondents told that they can't comment on celebrity endorsement but customers make purchase after seeing celebrity endorsement up to some extent. They told that customers do ask about promotion on products.
2. Respondents told that they aren't aware whether customers purchase detergent brands out of anybody's recommendation.
3. Respondents told that around 70% customers are very careful about packaging of detergents but 30% customers may not be very choosy or careful about it.

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 (Pl specify) _____

Q12:In your expert opinion how often do customers substitute or switch the brand?			
Sr. No.	Situation	Respondents	Percent (%)
1	Never	18	20.69
2	Every time	2	2.3
3	Couple of times in year	67	77.01
Total		87	100

Table 5.4.11 Opinion on brand switching frequency of customers

Interpretation

The respondents told that 21% of the customers don't switch their detergent brands. May 3% switch their detergent brands and others 76% customers make brand switch couple of times in a year or frequent brand switchers.

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. Easy stain removal
 K. Less soaking time L. Gentle on clothes N. Other _____

Q13 What do you think is the reason to switch? Other (Please specify)		
Reason to make Brand switch	Respondents	Percent (%)
Various other reasons like Quality, Price, Offer/discount, brand name, celebrity endorsement, less soaking time, less qty need, gentle on hands, gentle on clothes, let's try other brand etc..	87	100
Total	87	100

Table 5.4.12 Opinion on the reasons of brand switching of customers

Interpretation

Respondents told that the reasons behind brand switch could be, quality, price, Offer/Discounts, value for money or less consumption of detergent.

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

- A. Definitely B. Probably C. Might/Might not
D. Probably will not E. Definitely will not F. No comment

Q14: How likely would you recommend /stock your current brand to others?		
Situation of recommendation	Respondents	Percent (%)
Definitely	43	49.43
Probably	34	39.08
Might or might not sure	10	11.49
Total	87	100

Table 5.4.13 Recommendation

Interpretation

50% respondents told that they will recommend the good quality detergent brands 39% said that they may recommend and 11% of the respondents were not sure that they will buy or stock the same detergent brands or may buy totally different detergent brands.

Demographic Details

15. Name of respondent: _____ **16 Address** _____

17. Contact No _____ **18. Email ID:** _____

19. 1. Gender 1] Male 2] Female

20 Education 1] 10th Pass 2] 12th Pass 3] Pursuing Degree 4] Degree completed
5] Pursuing PG 6] PG completed 7] Diploma

21. Age : 1. 20 - 24 2. 25 - 34 3. 35 - 44 4. 45 - 55 5. Above 55

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

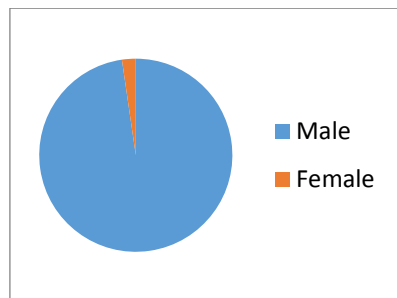
23. Monthly turnover : _____ **24. Annual turnover** _____

Interpretation

Respondents were from 5 different strata's (Pune East, West, South, North and Pune central) It was found that the many respondents shared the information regarding their address, contact no, mobile no/s, educational qualification. Few of them were found reluctant in sharing their personal information such as their mobile no or their email id. Almost all of them were not willing to reveal their monthly and annual income.

29. Gender : 1] Male

2] Female



Q19: Gender		
Q19	Frequency	Percent (%)
Male	85	97.7
Female	2	2.3

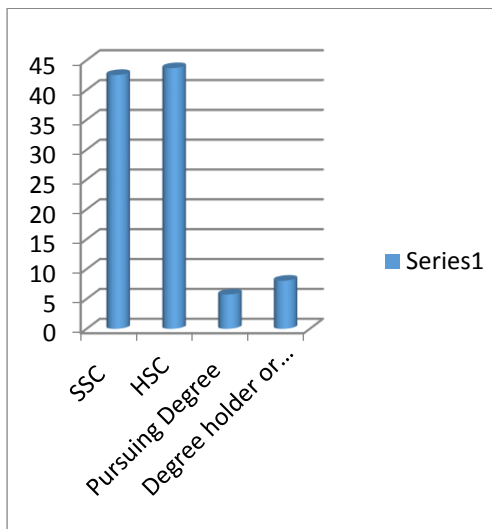
Table 5.4.14 Gender of the respondent

Interpretation

In the present research study it was found that, 97.7% of the respondents were male and 2.3% respondents were females. It was also noticed that either wife/daughter/daughter in law of the respondent was/were helping the main respondent/s in running the business yet the chief decision maker found was the male respondent.

This shows a clear male dominance in a handling a business in Indian culture.

- 30. Education** 1] 10th Pass 2] 12th Pass 3] Pursuing Degree
4] Degree completed 5] Pursuing PG 6] PG completed 7] Diploma



Sr. No.	Education Level of the respondent	Respondents	Percent (%)
1	SSC (10 th Pass)	37	42.53
2	HSC (12 th Pass)	38	43.68
3	Pursuing Degree	5	5.75
4	Degree holder or Higher education	7	8.05

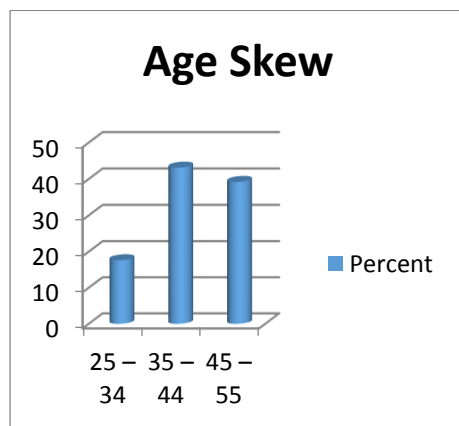
Table 5.4.15 Education of the respondent

Interpretation

Education level found average in this segment. 43% of the respondents were just passed their matriculation and later started looking after running their business. Around 43% went to college after their matriculation but left the education in next couple of years and started earning. 6% of them tried to appear till their graduation still couldn't pass as doing business and earning was their prime motive. Only 7% of the respondents found either graduate or few even post graduate with some professional experience.

31. Age Skew of the respondents

1. 20 - 24 2. 25 - 34 3. 35 - 44 4. 45 - 55 5. Above 55 to 75



Sr. No.	Age group	Respondents	Percent (%)
1	25 - 34	9	17.65
2	35 - 44	22	43.14
3	45 - 55	20	39.22

Table 5.4.16 Age Skew of the respondents

Interpretation

Respondents were from the age group of 20 to 75. Around 44% of the respondents were from the age group 35-44. Young business men were around 18% from the age group of 25-35 and around 40% were from senior adult age group. It was clearly found that the senior middle age group who were the decision makers for their business.

32. 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

Q22: Income group of the Respondents			
Sr. No.	Income Group	Respondents	Percent (%)
1	0	1	1.15
2	less than 5 Lac	55	63.22
3	5 – 15 Lac	29	33.33
4	15 – 25 Lac	2	2.3
	Total	87	100

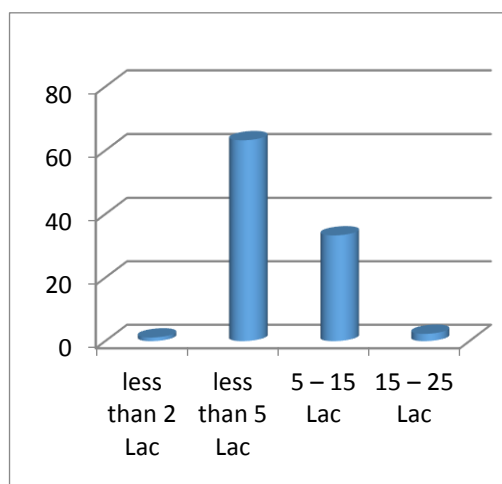


Table 5.4.17 Income group of the respondents

Interpretation

63% respondents have their incomes less than 5 Lac per month. 34% have their incomes between 5 to 15 Lac per month. Around 2.3% have their income more than 15 Lac per month. It was noticed that the respondents were not willing to answer this question.

33. Monthly turnover: _____

34. Annual turnover : _____

Q23:Monthly turn over		
Monthly turnover of th respondent	Respondent	Percent (%)
0	34	39.53
1	36	41.86
2	12	13.95
3	3	3.49
6	1	1.16

Sr. No.	Respondents	Percent (%)
1	36	42.35
2	12	14.12
3	17	20
4	3	3.53
5	8	9.41
6	4	4.71
7	5	5.88
8	0	0
Total	87	100

Table 5.4.18 Monthly turn over

Table 5.4.19 Annual turn over

Interpretation

Distributors / Wholesalers and retailers were found reluctant to answer the questions of monthly and annual turnover.

5.5 Interpretation of Discussion Guide

There is no separate data analysis and interpretation for data obtained from discussion guide. DG findings are written in the next findings, conclusions, recommendations.

Entities who were the respondents for Discussion Guide were as following-

- Considering the premise of the present study it is necessary to study the 'Customers' who are actual end users of the detergents. Customers views, perceptions and their mind-set in decision making of using a particular detergent brand. Various reasons of customers about why they use the specific detergent brand or their reasons behind brand switching. Indian markets are loaded with various detergent brands according to the needs of customers. Customers have many options to make their choice.
- Marketing/Sales/Brand/Advertising team and third party entities like Promotion/ Advertising firms/Merchandising personnel. It is also necessary to know the views of these entities who play an important role.
- Personal interactions with the Advertising/Marketing and brand experts to know their role in branding process, brand establishment and its growth. Interviews were necessary to know the current brand position, customer feedbacks, customer satisfaction and customer brand loyalty.
- In strong competition brand experts and senior authorities of detergent marketing companies have prime objective of making growth of their company's brand so that the market share can be increased. Increase in market share has a direct relation with profitability. Brand establishment development of brand image is also focused while designing brand positioning advertisement of brand or various promotional activities across the country.

- The role higher and senior authorities of the detergent marketing companies is to have a total control and systematic supervision over the overall branding exercise carried out in the company. They receive the latest updates about the brands, its sales volume, market share and reviews from branding team, customer's feedbacks and they update themselves by knowing the present brand scenario, level of the customer's satisfaction and customer loyalty towards a detergent brand/s of the company. Senior Executives play an important role in company's decision making process. These people have a focus on the growth and expansion of the brand/s to increase the market share and profitability of the company.
- To know the views of the above mentioned important entities, the researcher carried out their personnel interviews/telephonic interviews. Interviews of Advertisement, Research Company, Promotional and merchandising firms to know their role in branding.
- Marketing managers and Brand Executives told that, today it is really difficult to retain the loyal base of customers due to multiple choices of the products available to them. Due to this brand loyalty is diminishing. Prime focus before the companies is to satisfy the customers retain them and then only talk about the customer's loyalty.
- While making interactions with them during this study it was strongly noticed that in today's competitive world establishment and survival of the detergent brands will largely depend on electronic media, digital media as well as a print media. Electronic and digital media are more expensive than print media. Company personnel told that they have to keep higher dependency on the electronic media though it is expensive it is the fastest way to communicate a short and right message to the customers. Brand experts told that company can use better promotional techniques to reach to their customers. In short branding is continuous and unavoidable process for every company.
- Market research companies share their feedbacks regarding the effect of brand positioning and the present needs of the customers. Brand team, Marketing team

and Advertising agency come together and according to the feedbacks received about the brand they target segment and finally decide the brand communication. Final motto is to retain their present customers by keeping them satisfied so that those customers have bonding and emotional connect with the brand they use and it transform their emotional brand connect to loyalty.

- Vision and policies of the company are framed by the very top officials of the company. Top officials set up revenue generation, market share and profitability targets and make senior management and middle management to execute their pre decided plan and achieve the set goal. Researcher tried to study 'Brand focus' and the important areas need to be considered by Marketing/Branding and Advertising experts. It was understood by the researcher that branding exercise need to be continuous and more focused vision about the brand credentials and a clear.
- For every company customers are very important. So it is necessary for Brand and Marketing personnel to understand the needs of the customers before designing any advertisements or promotional activity. Companies know that unless they fulfil their brand promise customers will not become loyal. In dire need to make customers loyal companies are taking efforts in fulfilment of brand promises and taking every opportunity to make a strong relationship and emotional connect with their customers.
- If company become successful in doing this there are great chances about gaining better market share of the brands. Branding is a continuous process requires funds. Senior authorities make systematic and strategically planned efforts for revenue generation from brand. Once the brand get established and positioned that brand can become a money plant for the company.
- Brand experts told that company needs to focus on brand awareness and use different communication mediums in order to attract many customers according to their financial strength. Advertising managers and Marketing managers are of strong opinion that maximum usage of electronic, digital media is must. Use

of mobile platform, twitter, Facebook, What's app, Instagram, You tube can be made effectively to reach the maximum number of targeted audience.

5.6.1 Testing of Hypotheses

In formal hypothesis testing, there is a customary to produce two hypotheses called H₀ and H₁. The statements made for these two hypotheses are always opposites of each other. H₀ which is called as null hypothesis and H₁ is an alternative hypothesis.

The testing of Hypothesis aims to ensure that what is recognized is only what is contained in the data collection. When we test the hypotheses, we can never be 100% certain of our conclusions. We can only be confident to a certain level hopefully a high one. Typically we construct our test so that we will be 95% certain that the conclusion we draw is a correct one. This is called a 95% confidence level, or a 5% significance level. If the hypothesized value for the effect (e.g. zero) lies outside the 95% confidence interval than we believe the hypothesized value is implausible and would reject H₀.

5.6.2 Chi-Square Test

The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. Do the numbers of individuals or objects that fall in each category differ significantly from the number you would expect? Is this difference between the expected and observed due to sampling error, or is it a real difference?

A. Chi- Square Test Requirements

1. Quantitative data.
2. Independent observations.
3. One or more categories.
4. Adequate sample size (minimum 10 samples)
5. Simple random sample.
6. All observations must be used.
7. Data in frequency form.

B. The chi-square formula used on these data is ,

$$X^2 = \sum (O - E)^2 / E$$

Where, O is the Observed Frequency in each category. E is the Expected Frequency in the corresponding category is sum of "df" is the "degree of freedom" (n-1) X² is Chi Square.

5.6.3 Software used for Statistical analysis

Statistical Analysis Software (SAS) is used to manage and retrieve the data from a variety of sources and perform statistical analysis on it. SAS is widely used software in insurance, public health, scientific research, finance, human resources, IT, utilities, and retail, market research and brand track study of FMCG companies and also used for operations research and project management, quality improvement, forecasting and decision-making process of companies. SAS provides a graphical point and more advanced options.

5.7 Hypotheses in the present study

H1 The brand positioning and promotion techniques used by household detergent brands are not effective with all the customers.

H1a. Brand positioning techniques used by household detergent brands are not effective with all the customers.

H1b. Brand promotion techniques used by household detergent brands are not effective with all the customers.

H2 Brand positioning and promotion techniques used by household detergent brands fail to develop customer satisfaction and brand loyalty.

H2a Brand positioning and promotion techniques used by household detergent brands fail to develop customer satisfaction.

H2b Brand positioning and promotion techniques used by household detergent brands fail to develop brand loyalty.

H3 The advertisement frequency on television and other media does not affect customers purchase decision.

H4 Customers do not switch to any other detergent brand even if there is price rise of their most preferred detergent brand.

5.8 Testing of Hypothesis

H1 The brand positioning and promotion techniques used by household detergent brands are not effective with all the customers.

H1a. Brand positioning techniques used by household detergent brands are not effective with all the customers.

H1b. Brand promotion techniques used by household detergent brands are not effective with all the customers.

[Q27 of Questionnaire A was referred for this]

Q.27 How often do you substitute or switch the brand for promotional schemes?

[All customer segments based on their income groups referred.]

Null Hypothesis (H0): The brand positioning and promotion techniques used by household detergent brands are not effective with all the customers.

Alternative Hypothesis (H1): The brand positioning and promotion techniques used by household detergent brands are effective with all the customers.

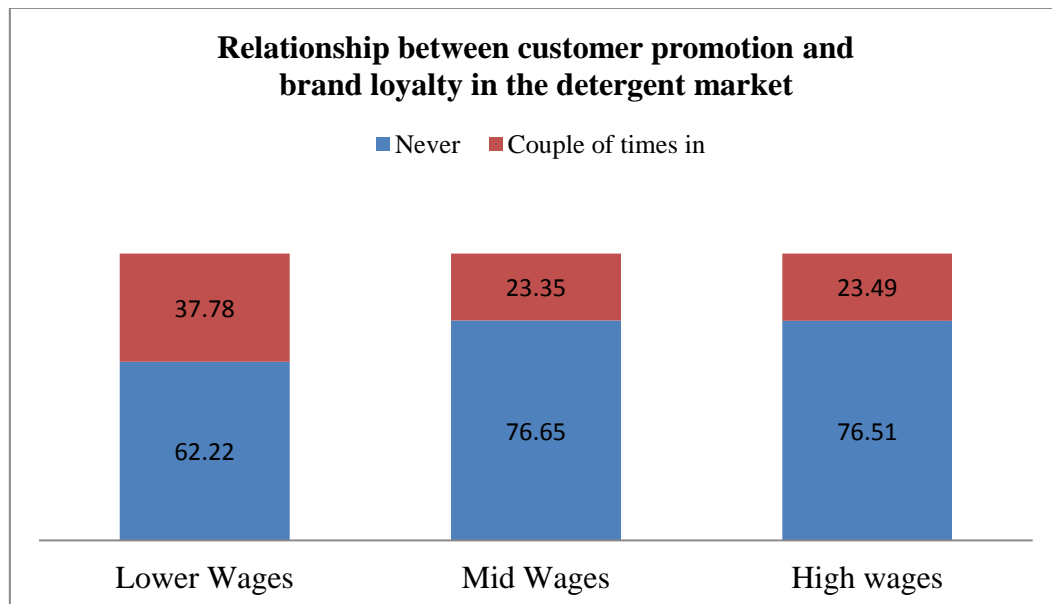


Fig.5.8.1 Customer promotion and loyalty

(Q27.How often do you substitute or switch the brand for promotional schemes?)	Customer Segments			
	Premium	Mid Price	Popular	Total Percent %
Never	62.22	76.65	76.51	71.75
Couple of times in a year	37.78	23.35	23.49	28.25
Total	100	100	100	100
Statistic	DF	Value		Prob
Chi-Square	2	18.2536		0.0001
Likelihood Ratio Chi-Square	2	17.8171		0.0001
Mantel-Haenszel Chi-Square	1	13.1827		0.0003
Phi Coefficient		0.1511		
Contingency Coefficient		0.1494		
Cramer's V		0.1511		

Table 5.8.1 Brand switching for promotion

Table 5.8.1 for Q.27 by segment					
(Q27.How often does you substitute or switchover to other detergent brand for promotional schemes?)	Customer Segments				
		Lower Income	Midum Income	Higher Income	Total
Never	Count	168	279	127	574
	Percent	21	34.88	15.88	71.75
	Row Pct	29.27	48.61	22.13	
	Col Pct	62.22	76.65	76.51	

Couple of times in a year	Count	102	85	39	226
	Percent	12.75	10.63	4.88	28.25
	Row Pct	45.13	37.61	17.26	
	Col Pct	37.78	23.35	23.49	
Total		270	364	166	800
		33.75	45.5	20.75	100

Table 5.8.2 Brand switching for promotion

Interpretation H1

Interpretation of Hypothesis H1

Unless the brand is properly positioned there is no effect of any promotional activities. So brand positioning takes the front seat. After successful brand positioning companies use effective brand promotional techniques. It is very clear that there is an association between promotional techniques and customers brand loyalty/disloyalty.

Customers from different income groups were considered during this study. More than 75% Customers from 'Mid Class' and 'Higher Mid Class' are loyal to the product/brand while 'Lower class' is showing volatility for switching brands.

Alternative hypothesis H1 is accepted and Null hypothesis H0 is rejected at 0.05 level of significance. Test carried out at 5% level of significance.

H2 Brand positioning and promotion techniques used by household detergent brands fail to develop customer satisfaction and brand loyalty.

H2a Brand positioning and promotion techniques used by household detergent brands fail to develop customer satisfaction.

H0: The brand positioning and promotion techniques used by household detergent brands do not provide a customer satisfaction.

H1: The brand positioning and promotion techniques used by household detergent brands provide a customer satisfaction.

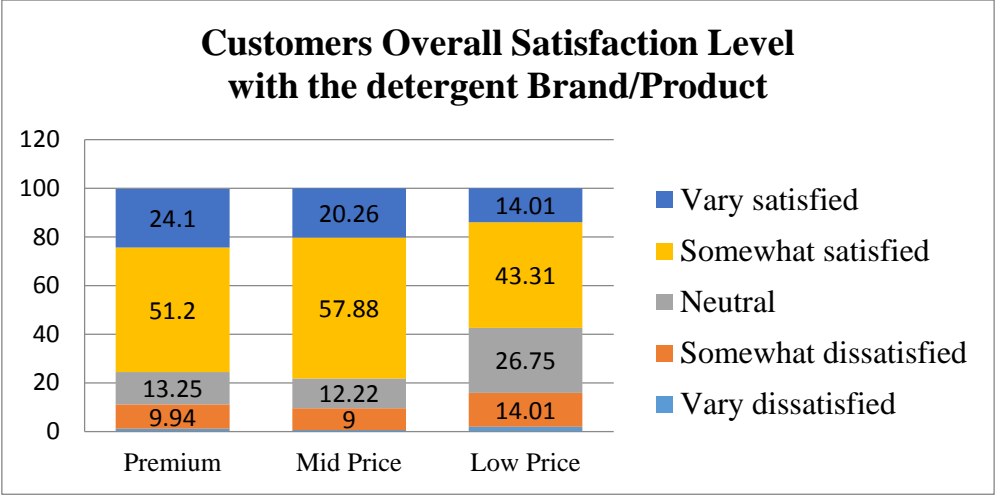


Fig.5.8.2 Customers overall satisfaction level with the product

(Table 5.8.3 Satisfaction level Overall satisfaction) for Q.29_17					
(Q29_17:Satisfaction level Overall satisfaction)		seg1(Seg1: Customer segments Premium-Mid Price-Low Price)			
		Premium	Mid Price	Low Price	Total
Vary dissatisfied	Count	4	2	3	9
	Percent	0.5	0.25	0.38	1.13
	Row Pct	44.44	22.22	33.33	
	Col Pct	1.2	0.64	1.91	
Somewhat dissatisfied	Count	33	28	22	83
	Percent	4.13	3.5	2.75	10.38
	Row Pct	39.76	33.73	26.51	
	Col Pct	9.94	9	14.01	
Neutral	Count	44	38	42	124
	Percent	5.5	4.75	5.25	15.5
	Row Pct	35.48	30.65	33.87	
	Col Pct	13.25	12.22	26.75	
Somewhat satisfied	Count	170	180	68	418
	Percent	21.25	22.5	8.5	52.25
	Row Pct	40.67	43.06	16.27	
	Col Pct	51.2	57.88	43.31	
Vary satisfied	Count	80	63	22	165
	Percent	10	7.88	2.75	20.63
	Row Pct	48.48	38.18	13.33	
	Col Pct	24.1	20.26	14.01	
Total		332	311	157	800
		41.5	38.88	19.63	100
Statistic	DF	Value			Prob
Chi-Square	10	31.2678			0.0005
Likelihood Ratio Chi-Square	10	29.7419			0.0009
Mantel-Haenszel Chi-Square	1	9.6329			0.0019
Phi Coefficient		0.1977			
Contingency Coefficient		0.1939			
Cramer's V		0.1398			

Table 5.8.3 Customers overall satisfaction level

H2 Brand positioning and promotion techniques used by household detergent brands fail to develop customer satisfaction and brand loyalty.

H2a Brand positioning and promotion techniques used by household detergent brands fail to develop customer satisfaction.

H0: The brand positioning and promotion techniques used by household detergent brands do not provide a customer satisfaction.

H1: The brand positioning and promotion techniques used by household detergent brands provide a customer satisfaction.

Interpretation of Hypothesis H2a

There is high level of satisfaction with the current product that customers are using. This satisfaction level is based on different promotional activities used by household detergent marketers. Charts explains that high proportion of customers are satisfied on different product attributes which gives statistical support to hypothesis that the brand positioning and promotion techniques do create and promote customer satisfaction.

Alternative hypothesis H1 is Accepted and Null Hypothesis H0 is rejected at 5% Level of significance as test is carried out at 5% level of significance.

H2 Brand positioning and promotion techniques used by household detergent brands fail to develop customer satisfaction and brand loyalty.

H2b Brand positioning and promotion techniques used by household detergent brands fail to develop brand loyalty.

H0: The brand positioning and promotion techniques used by household detergent brands do not encourage the customers to build loyalty.

H1: The brand positioning and promotion techniques used by household detergent brands encourage the customers to build loyalty.

Table 5.8.4 Reason for a switchover in detergent brand

		(Seg1: Customer segments Premium-Mid Price-Low Price)			
(Q7a_2: The reason for a switchover in your detergent brand ? Reason - Offer/ Discounts		Premium	Mid Price	Low Price	Total
Unselected	Count	223	214	84	521
	Percent	28.44	27.3	10.71	66.45
	Row Pct	42.8	41.07	16.12	
	Col Pct	67.37	72.3	53.5	
Selected	Count	108	82	73	263
	Percent	13.78	10.46	9.31	33.55
	Row Pct	41.06	31.18	27.76	
	Col Pct	32.63	27.7	46.5	
Total		331	296	157	784
		42.22	37.76	20.03	100
Frequency Missing = 16					
Statistic		D F	Value		Prob
Chi-Square		2	16.4709		0.0003
Likelihood Ratio Chi-Square		2	16.0554		0.0003
Mantel-Haenszel Chi-Square		1	5.4448		0.0196
Phi Coefficient			0.1449		
Contingency Coefficient			0.1434		
Cramer's V			0.1449		

Table 5.8.4 Reason for a switchover in detergent brand

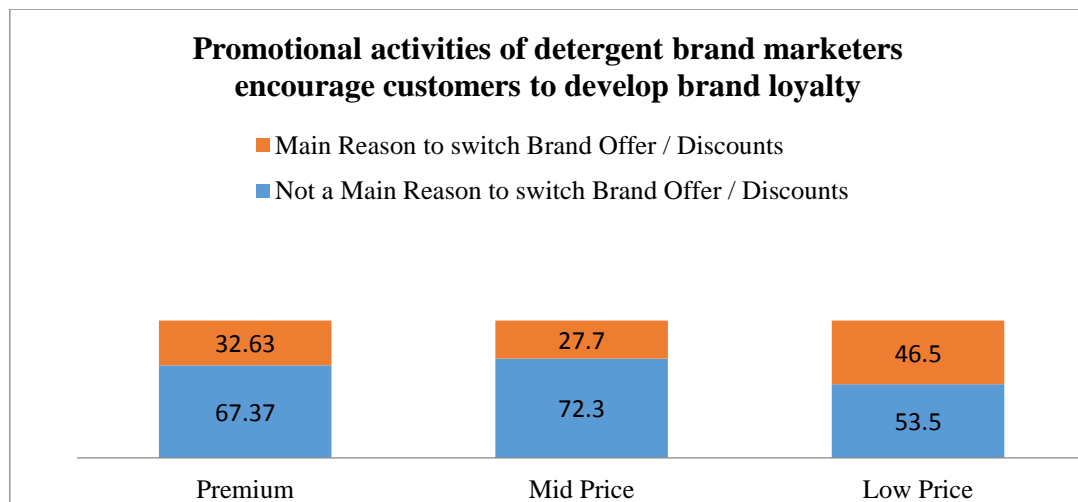


Fig.5.8.3 Promotional activities and brand loyalty

Interpretation of Hypothesis H2b

H2b Brand positioning and promotion techniques used by household detergent brands fail to develop brand loyalty.

H0: The brand positioning and promotion techniques used by household detergent brands do not encourage the customers to build loyalty.

H1: The brand positioning and promotion techniques used by household detergent brands encourage the customers to build loyalty.

It is accepted that the detergent brand's promotional activities like "Offer-Discounts" do encourage customers for switching their preferred brands. So Alternative hypothesis **H1 is Accepted** and Null Hypothesis **H0 is Rejected** at 0.05 level of significance.

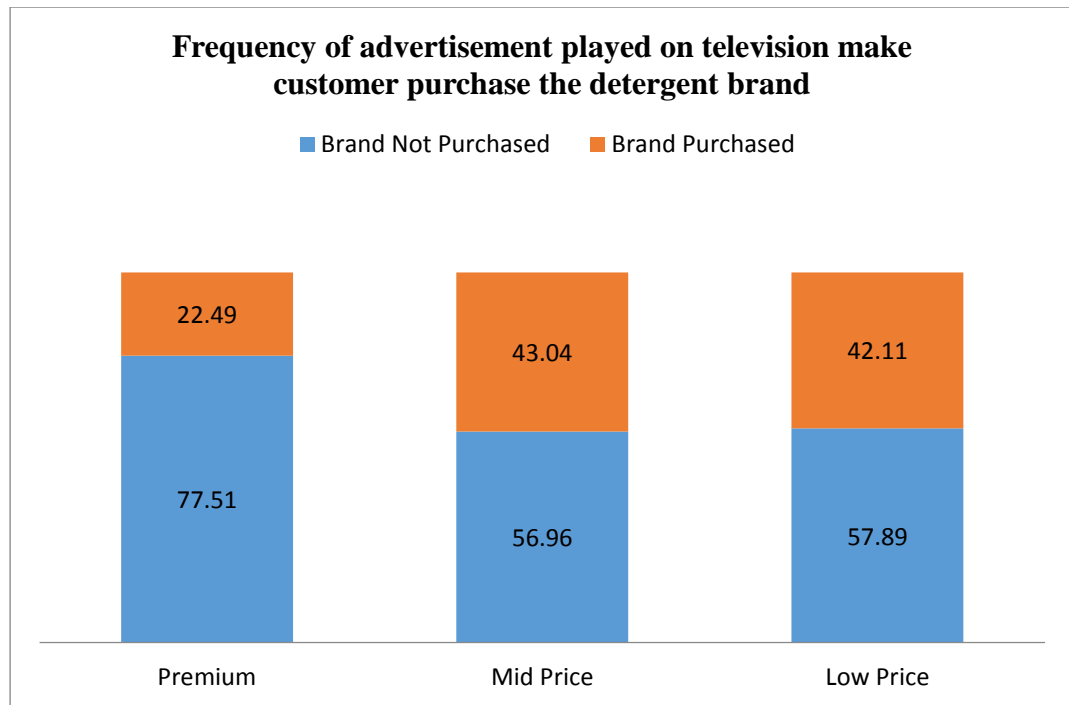
H3 The advertisement frequency on television and other media does not affect customers purchase decision.

H0: The advertisement frequency on television and other media does not affect customers purchase decision.

H1: The advertisement frequency on television and other media affect customers purchase decision.

(Table 5.8.5 of Advertising frequency - Q.17_1 by seg1					
(Q17_1: If		seg1(Seg1: Consumer segments Premium-Mid			
Yes, What was the		Price-Low Price)			
reason? : Frequency					
of Advt)		Premium	Mid Price	Low Price	Total
Brand Not Purchased	Count	255	176	88	519
	Percent	32.28	22.28	11.14	65.7
	Row Pct	49.13	33.91	16.96	
	Col Pct	77.51	56.96	57.89	
Brand Purchased	Count	74	133	64	271
	Percent	9.37	16.84	8.1	34.3
	Row Pct	27.31	49.08	23.62	
	Col Pct	22.49	43.04	42.11	
Total		329	309	152	790
		41.65	39.11	19.24	100
Statistic	DF	Value		Prob	
Chi-Square	2	34.941		<.0001	
Likelihood Ratio Chi-Square	2	35.9544		<.0001	
Mantel-Haenszel Chi-Square	1	25.8292		<.0001	
Phi Coefficient		0.2103			
Contingency Coefficient		0.2058			
Cramer's V		0.2103			

Table 5.8.5 Advertising frequency



(Fig.5.8.4 Frequency of Advertisement played on television)

Interpretation of Hypothesis H3

H3 The advertisement frequency on television and other media does not affect customers purchase decision.

H0: The advertisement frequency on television and other media does not affect customers purchase decision.

H1: The advertisement frequency on television and other media affect customers purchase decision.

Frequency of advertisement played on television make customer's purchase the detergent brand. Considering the same Null Hypothesis H0 is rejected and alternative hypothesis H1 is accepted at 5% level of significance. **H1 Accepted H0 is rejected.**

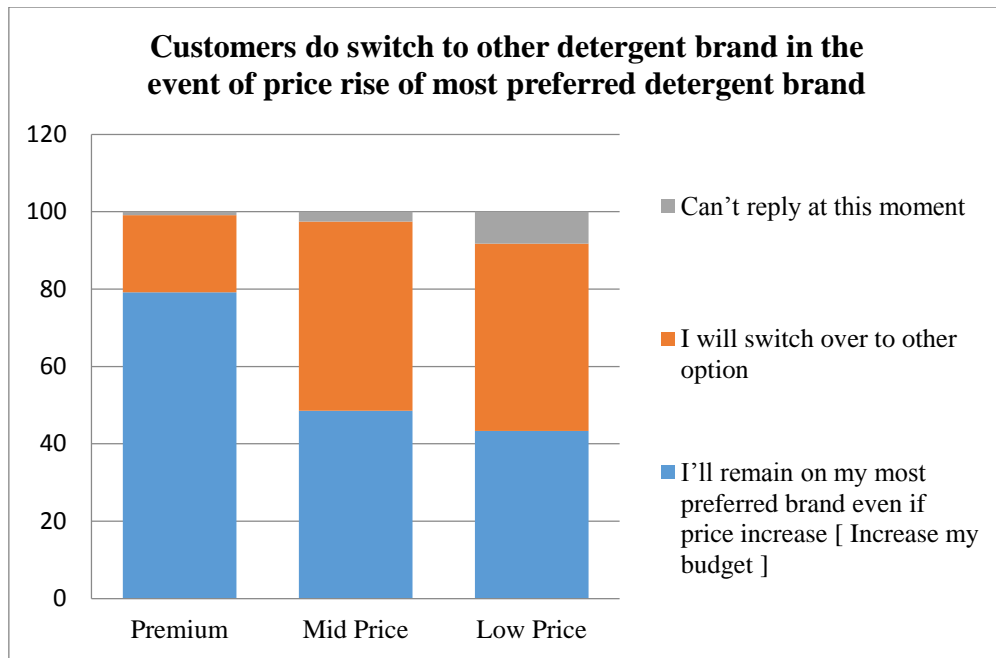
H4 Customers do not switch to any other detergent brand even if there is price rise of their most preferred detergent brand. (Price Sensitivity)

H0: Consumers do not switch brand in the event of price rise of most preferred detergent brand

H1: Consumers do switch brand in the event of price rise of most preferred detergent brand

q7b(Q7b:In the event of price rise of your most preferred detergent brand what will do)			seg1(Seg1: Customers segments Premium-Mid Price-Low Price)			
			Premium	Mid Price	Low Price	Total
I'll remain on my most preferred brand even if price increase [Increase my budget]	Count	262	151	68	481	
	Percent	32.79	18.9	8.51	60.2	
	Row Pct	54.47	31.39	14.14		
	Col Pct	79.15	48.55	43.31		
I will switch over to other option	Count	66	152	76	294	
	Percent	8.26	19.02	9.51	36.8	
	Row Pct	22.45	51.7	25.85		
	Col Pct	19.94	48.87	48.41		
Can't reply at this moment	Count	3	8	13	24	
	Percent	0.38	1	1.63	3	
	Row Pct	12.5	33.33	54.17		
	Col Pct	0.91	2.57	8.28		
Total	Count	331	311	157	799	
	Percent	41.43	38.92	19.65	100	
Con Coeff 0.3297		Cramers V – 0.2469				
Statistic	DF	Value		Prob		
Chi-Square	4	97.435		<.0001		
Likelihood Ratio Chi-Square	4	97.5213		<.0001		
Mantel-Haenszel Chi-Square	1	79.4398		<.0001		
Phi Coefficient		0.3492				
Contingency Coefficient		0.3297				
Cramer's V		0.2469				

(Table 5.8.6 Customers reaction in the event of price rise) (Q.7b Q-A)



(Figure 5.8.5 Customers reaction in the event of price rise) (Q.7b Q-A)

Interpretation of Hypothesis H4

H4 Customers do not switch to any other detergent brand even if there is price rise of their most preferred detergent brand. (Price Sensitivity)

H0: Consumers do not switch brand in the event of price rise of most preferred detergent brand

H1: Consumers do switch brand in the event of price rise of most preferred detergent brand

Increase in price or sometimes not only an increase in price but also a better promotion given by competition brand makes customer's brand switch. Considering the same situation H1 is to be accepted and H0 is to be rejected. So alternative hypothesis H1 is accepted and Null Hypothesis H0 is rejected. Test carried out at 5% level of significance.

Chapter 6

Conclusions and Suggestions

Introduction

This is a concluding chapter of the present thesis. Researcher carried out a systematic field work survey and collected the required data from the three entities involved in this study. The researcher used two questionnaires and one discussion guide to collect the data. Analysis has been made based on the information collected. From findings conclusions were drawn and based on the findings few recommendations are made. Researcher has taken every care to avoid any kind of duplication, personal bias in making findings or the recommendations.

6.1 Conclusions (Questionnaire A)

1. Area of the study

- The present study was carried out in the Pune city area which is urban so 100% samples belong to the urban area.

2. Gender of the end users of detergents and their decision making

- Considering the gender of the respondents who were the actual end users/customers as well as decision makers in making choice of detergent to be used. There is high proportion of respondents who responded in Questionnaire A were females (98%) and 2% of the respondents were males which clearly shows the female dominance over the decision making of detergent purchase in Indian households. Decision making about detergent purchase is hardly made by males in Indian families.
- In lower income families, the younger women are in charge of doing house hold works and rely on the main earning person in the family. In medium income and higher income family's older women are in charge of household stuff and they are the decision makers.

3. Washing methods and habits of Indian customers

- Majority of Indian customers using both detergent powder and detergent bar for better cleaning of their laundry since many years.
- There is high proportion of Indian customers (51.13%) who are washing their clothes by hand. 10 % of the customers use only washing machine for washing their laundry and rest 39% of people use both ways of washing means washing by a combination method i.e. first hand washing then washing machine wash and dry.
- Indian customers believe that the combination method of washing i.e. Hand wash plus Machine wash is more effective and suitable in Indian climate. Many Indian people use this combination method of washing for their laundry. Indian women prefer washing the Cuffs and collars as well as wash stubborn stains on the clothes by hand and after hand wash they put the hand washed clothes in washing machine for better washing and drying further according to the individual need.
- Majority of Indian customers using both detergent powder and detergent bar (74%) for washing their laundry. Around 15 % Indian customers use only detergent powders and rest (11%) Indian customers rely on using only detergent bar for their laundry need.
- It was found that 97% of the Indian customers use detergent to wash their clothes daily and remaining 3% of the customers use detergents to wash their laundry twice or thrice a week according to their time availability.
- Customers from Middle income group are using Premium detergents and Mid Price detergents combination for washing their laundry and for them method of washing is also combination method i.e. Use of washing machines and hand wash method. Customers who are using 'Low Price' detergents use to wash their clothes either by hand or manual bucket washing machine.

4. Detergents availability, detergent segments, detergent brands.

- Indian detergent market is too saturated. Indian detergent markets are loaded with several detergent brands of reputed multinationals, nationals and local

detergent companies. Dense population in India provides large scope for sales of detergents and allied products.

- In premium detergent segment competition exists between Ariel detergent and Surf Excel detergent. Surf Excel & ARIEL are most preferred premium detergent brands among customers and Surf Excel is market leader across premium detergent segment. Ariel and Surf Excel are the strong choices of the customers from elite and upper medium income class.
- P&G's Tide is very popular detergent powder in mid-priced segment but Hindustan Unilever's RIN is also preferred by mid-priced segment. Active Wheel detergent powder is leading detergent powder in popular detergents category which is preferred by lower income segment. SASA detergent powder Sargam, Gopi Snow White and few other local detergent powders which are preferred by Pune's lower income category of customers.
- Surf Excel Quick wash detergent powder & Tide detergent powder are the most consumed and popular detergent powder brands in the Pune city's detergent markets and RIN, Surf Excel are the top detergent bars in Pune city's detergent markets.
- Surf Excel liquid and Comfort fabric conditioners are showing their little presence in detergent markets across Pune city. Quality and status conscious customers who are less bothered about the price are mainly the customers of Surf Excel liquid detergent and Comfort fabric conditioner.
- There is much competition amongst the mid-priced and popular detergent segment. Popular detergent market in which Active Wheel detergent is having higher sales. Ghadi detergent, Nirma detergent, Sasa detergent, Foran detergent and many more local detergents have presence in the Pune city's detergent markets.
- Yoga Guru Shri Ram Dev Baba's Patanjali products are also available in the detergent category. Patanjali's detergents have not gained a significant presence and market share in Pune city markets but found slowly expanding the presence in Pune city and many customers want to use swadeshi brands.

It seems that brand Patanjali may be one of the leading brand in next five years. At present their positioning is based on Patanjali offers healthier and safer products in the FMCG category. Tagline/Slogan used by Patanjali at present is “Prakriti ka aashirwaad”

- Nirma Super detergent powder, Henko (Matic) detergent powder, RIN detergent powder are experiencing more competition from Tide detergent powder and Ghadi detergent powder and few local detergent brands. However Active Wheel detergent powder, Nirma detergent powder from popular segment are experiencing more competition from Ghadi detergent powder and local detergent players.

5. Brand loyalty, Quality and Price sensitivity

- There is fairly good level of brand loyalty observed amongst all types of detergent segments. Around 69 % loyalty was found amongst the detergent customers and 31% of the customers are brand switchers who are driving the detergent market. This brand switch is for many reasons mainly increase in price, promotional schemes etc..
- Quality conscious customers found much brand loyal. Classes (Elite class) are less brand hoppers than masses (Low income segment).
- Customers notice the detergent brands displayed in the shop’s shelf but are not in favor of buying any other brand than their usual detergent brand just for freebies.
- A premium class of customers or elite customers has higher brand loyalty and found reluctant to make brand switch. Premium class of customers is more quality and status conscious and ready to pay higher price for quality and want to maintain higher lifestyle and purchase high quality branded goods.
- Regarding price sensitivity, it was found that the customers from elite class are more quality and status conscious and found less price conscious.

6. Family types (Size) Pattern of using and Consumption

- In Pune city there are many nuclear families. Nuclear family means only 3 to 4 members in a family. On an average for family of 4 people 1 person is the main earning person who runs all expenditure for monthly household. In few nuclear

families both husband and wife are earning. Maximum persons in a nuclear family are 3 to 4 and large having 8 to 10 or even more family members.

- Customers are more inclined towards mixed usage of the detergents. Mixture of large quantity of the mid-priced detergent with small quantity of premium detergent.
- In Pune city on an average 2 Kg of detergent powder/month is required. Customers from middle income category bothered about both price and quality and sometimes ready to make brand switch in the event of price rise of their preferred detergent.
- Customers from lower income category are highly price sensitive and less quality conscious as affordability of the product is main criterion before them.
- Regarding price sensitivity, it was noticed that, Price of the detergent brand is the most important key drivers in 'Low Price' segment as compared to mid-price and premium detergent segments. Brand switching is comparatively more in mid-price and low price detergent segments. Higher income segment is less brand hoppers than low income segment means 'Classes are less brand hoppers than masses'. Frequent brand switchers are the targeted customers of detergent manufacturing companies.
- Price and quality are important attributes for customers to remain loyal. It is also found that customers remain loyal to their detergent if the brand is offering satisfactory performance despite of price rise. Customers show brand switching attitude if performance (Quality) of the brand is not according to its price.
- During making brand switch 'Quality' 'Price' 'Value for money' are the top factors of consideration of customers.
- Customers also give importance to the detergents gentleness or mildness for the user's hands along with quality, price and its performance.

7. Point of Purchase

- Majority of Indian customers prefer to purchase detergents from local grocery shop General stores or Super markets. In Pune city there are many malls and a new trend of purchasing from malls is increasing.

- Around 28% customers from Pune city make detergent purchase from the malls, big shopping bazaars to get better promotional schemes and rest 68% customers purchase detergent products from nearby Local Grocer / or a General store. Indian customers do not buy detergents online.
- Defense personnel and their families purchase the detergent products from the military canteens or sub areas or military grocery depots.

8. Effect of Promotion

- Sales promotion is used as a technique to retain the present customers and make them happy as well as used to reduce brand switching and encourage the new customers to take a trial.
- Customers said that no promotional schemes are unique and attractive.
- Customers are smart and educated so marketers should remember that inferior quality products cannot be sold with the help of unimaginative sales promotion schemes.
- While selecting any detergent brand it was noticed that women customers are choosy than male customers. Women customers are more curious to know about the various promotional schemes and get attracted more towards the scheme than male customers.
- Sales promotion and free sampling activity is more successful at the retail counter.
- Sales promotion schemes may lead to brand switching and induce the customers to make the trial of the brand but necessarily do not lead to repeat purchase or loyalty.
- Sales promotion is more effective in the case of frequently used items like, detergent, toothpaste, etc. Sales promotion is a short term effect which may not result repeat purchase or brand loyalty of the customers. Customers are smart and it is difficult for companies to push their non-quality goods keeping sales promotion.
- Sales promotion schemes may lead to brand switching and induce the customers to make the trial of the brand but necessarily do not lead to repeat purchase or

loyalty. It was observed that Offer/ Discount pull attention of budget oriented customers.

- It was told by customers that sometimes retailers push some product to the customers due to in shop sales promotion or they get better commission on that product and make the customer to brand switch. Customers said that this effect is temporary.
- Overall consumer promotional schemes are rated fair by the detergent customers. Majority (59%) of the customers told that think that they come across various promotional schemes on regular basis but they do not find them very attractive.
- Point of purchase displays and feature advertisements must be attractive as larger number of women customers visit the display and promotion counters. Companies can make use of window shelves for displays and feature their advertisements.
- During promotion, Sample of a new product can be distributed along with another product of the same company or through the retail counter to make it more effective.
- It is observed from the results of the study that the customers who would purchase larger than their normal quantities of FMCGs and stockpile for future consumption do so in order to reduce shopping cost and convenience and not to accelerate consumption. Hence sales promotions should not be undertaken with the object of increasing consumption quantity and incidence.
- Most of the promotion schemes are sponsored by manufacturers sometimes few merchants knowingly hide freebies or free samples given by companies on original pack so every customer need to ensure that the offers are passed to him as well as fresh stock is given by the retailer.
- Customers need to consider that they avail the real benefits may be in terms of price offs or freebies and they need to check promotion offer price.
- Marketing managers and sales managers must ensure that offers are passed on to the customers by the intermediaries.

9. Effect of Positioning and advertising

- Television/ Radio are top media sources through which customers are getting introduced with detergent brands.

- ‘Right message’ and ‘Content of Advertisement’ are the reasons that make customers to purchase a particular brand. Once trust is build amongst the customers they become loyal to that brand. Around 85 % of the customers told that right message and good content in the advertisement helps them to think about that brand.
- Companies spend huge amounts initially for branding their products and later they start focusing more on sales due to this visibility of the detergent brand in the customer’s mindset starts losing. This affects the sales and the overall positioning and branding process which goes for a toss.
- Brand positioning can be more effective if companies focus on various attributes in the brand and make advertising accordingly.
- Other than Television channels, Radio, Newspaper, Magazines, blogs, companies sites and internet advertisements also influence the customers.
- 70% customers told that they like to watch detergent advertisements but they do not buy the detergent product immediately after watching advertisements. It was found that out of 84% customers who watched the detergent advertisement on television only 29% of the customers from actually brought the particular detergent product.
- Overall quality of the detergent products advertisements were rated as excellent by the customers. ‘Content of Advertisement’ makes customer to buy the product. When trust about a brand is build amongst the customers they become loyal. Around 85 % of the customers who were agree with the statement.
- Television/ Radio are top media sources through which customers are getting introduced with detergent brands. Internet/blog advertising is not very popular yet.
- Quality is a key attribute to attract the customer towards the brand and Quality is more focused during making advertisement to reach to the target customers by delivering a right message.
- It was found that frequently telecast advertisements on various channels of television make good publicity of the brands. Good publicity helps in building strong brand and trust about the brand in the minds of the customers.

- Due to repeated telecast of advertisements customers remember/recall the specific brand and make demand about that specific product/brand to the seller. Repeat advertisements prove helpful to companies to remain in customers minds and maintain brand loyalty of the customers.
- Effective advertisement through Television/Newspaper or any other media sometimes make brand switching. Low quality and high price is also the reasons of brand switching. Customers think that, Quality and the actual performance of the detergent product tells about the value for money.

10. Brand Switching

- Low quality detergent product and price rise are the reasons behind brand switching. Around 90 % of the Indian customers bring their most preferred detergent brand.
- It was noticed that only 10 % of the Indian customers bring substitute detergent brand because of any other reason like price, promotion, impact of an advertisement or personal wish of that time.
- Substitute detergent brand is purchased again by the customer due to some attractive promotional offer or a better option than their previous detergent brand.
- Brand switching is also due to an effective TV advertisement or effective News Paper advertisement or an advertisement in any other media.
- Classes (Elite class) are less brand hoppers than masses (Low income segment). Frequent brand switchers are the most targeted customers for detergent marketers.

11. Customer satisfaction and their chances of recommendation

- Majority (88%) of the detergent customers in Pune found satisfied with the detergent product they are using currently.
- Detergent customers in Pune found satisfied about 'Value for Money' 'Availability of pack size' 'Availability of the detergent product in the store' 'Product range' 'Effectiveness of detergent' 'Packaging material' 'Softer / Gentle on cloths and hands' of their detergent brand yet they found fairly satisfied about 'Brand name' and overall quality of the product they are using.

- Customers were asked to give marks out of 10 to the detergent they use. 6% detergent customers gave 10/10 marks, 32% gave 9/10 marks, 33% gave 8/10 marks, 24% gave 7/10 marks, 6% gave 6/10 marks and less customers gave 5/10 marks.
- 45 % of the customers said that the brand of the detergent they are using is best, 36% said that the brand they are using is somewhat better and 19% said that all brands of same category are same only brand name is different.
- 53% of the customers found happy and satisfied about the detergent brand they were using and also told that they will repurchase the same brand. 38 % customers said that they probably will make repurchase but 9% customers told that they may or may not repurchase the same detergent again.
- It was found that the customers who were happy from the usage told that they will recommend that brand to others and ready to repurchase.

12. Perception of customers based on characteristics parameter of detergent brand

- Customers give equal importance to Quality and price, second preference is given to the quantity of detergent and third preference to the safety of the detergents for their hands.
- There are more than 80% of the detergents customers who are strongly agree that “Affordability” is the most important parameter while purchasing a detergent product.
- Affordability is not a major concern for the detergent customers who are from higher income or elite category.
- More than 70% of the detergent customers said that they strongly believe that the reputed detergent brands with a good image should be purchased as the product is reliable.

13. Respondents - Literacy level, Education, Age groups, Occupations

- Literacy and understanding level of the respondents to answer the various questions asked to them was fairly good. In higher income family’s women found fairly educated whereas the respondents from lower income group

found less educated women from medium income group found highly educated.

- Out of 99% of the female respondents - 40% women belong to age group 35-44 who belongs to upper middle or elite class group who mainly involved with household stuff while 31% are the women much younger in the 'Low Price' segment and belongs to age group 25-34.
- Respondents were from different occupations. Respondents mainly homemakers, tailors, doctors, advocates, artists, beauty parlor professionals, teachers and doing various jobs and few were retired housewives.
- One respondent in the present field work study was a 95 year old lady who willingly and actively participated in giving complete responses to the questions asked to her from Questionnaire A. This respondent found very enthusiastic to participate.

14. Income Groups of the Respondents

- The entire population was divided into three groups.
- A. Premium or Elite class
- B. Upper Middle and middle class
- C. Lower income class.
- Premium or Elite class is financially rich class whose monthly income is
- Rs. 1,00,000 and above.
- Upper middle class is a segment whose monthly income is Rs. 50000 and above. Segment who are earning below Rs. 40,000 are considered as middle class.
- Lower income class monthly income bet Rs.5000 to 15000

15. Marital status of the Respondents

- It was noticed that the 92% respondents were married. Around 02 % respondents were single and around 6 % respondents who didn't disclose their marital status.

6.2 Conclusions (Questionnaire B)

Respondents - [Questionnaire B- (Distributors/Wholesalers/Retailers)]

Respondents of Questionnaire B were men and hardly few respondents were women which clearly show the male dominance in handling a business in Indian culture.

- Success of promotional activity largely depends upon the mutual trust and co-operation of the third party agencies with the companies.
- Retailer's told that during sales promotion activity a temporary brand switching takes place which does not contribute much to the revenue generation to the retailer. Retailers expect increase in the store crowd as well as the demand for that product due to sales promotion.
- Sales promotions do not increase the consumption quantities.
- Manufacturers/Marketers of detergents are not strict about the promotional schemes like coupons, contests or sampling. Unless companies get strict such malpractices in the channel of distribution will not stop. Due to the careless attitude of company personnel or their negligence channel intermediaries like retailers make malpractices in offer stocks.
- Wholesalers and retailers loosen the offer stock/freebies or given by the detergent companies/marketers and sometimes few Retailers/Wholesalers remove or erase the freebies information of the original pack and sale it separately and earn profit from free stocks. This malpractice is a serious injustice with the customers who are entitled to get benefits of freebies.
- Manufacturers or marketers should eliminate the misuse of promotional schemes by channel intermediaries. Promotional schemes like Freebies, Coupons, Contests and sweepstakes and free sampling give rise to malpractices by intermediaries.
- Retailers expect that the sales promotion schemes executed by the detergent manufacturing companies should increase store crowd and able to create primary demand for the product.

16. Conclusions about branding activities for FMCG companies.

- Branding is an ongoing and expensive process for the companies.
- Nowadays the traditional media cost is very high.
- Detergent companies spend huge amounts for a particular brand to sustain in the competition and target the right segment of customers.
- For medium size detergent companies, it is very difficult to manage the advertising cost as well as the promotional activities cost due to their inadequate budget.
- Local detergent brands or family businesses detergent companies are unable to compete with the strong multinational company's detergent brands. Local detergent brand companies fail to update to the latest communication platforms and thus lose their visibility on such a huge platform where giant brands win.
- Few medium or small size detergent companies who are family business type. The elder persons in that family are the decision makers but those persons are not open to accept the new era's changes.
- For small size detergent companies or local companies it is impossible to spend separately on advertising, promotional activities due to high media costs. Companies spend huge amounts initially for branding their products and later on they focus more on the sales and they start losing visibility in the customer mindset which affects the overall sales volume and the overall positioning and branding goes for a toss.
- The detergent market is too saturated and giant multinational detergent companies' detergent brands offer good quality and better promotions which creates an influence on Indian customers.

6.3 Conclusions - Discussion Guide

- Sales managers and marketing managers of detergent companies think that they do not get the expected outcome from running the promotional schemes.
- Some local detergent brands (family businesses) are unable to compete with these international brands. These local brands fail to update to the latest

communication platforms and thus lose their visibility on such a huge platform.

- Follower detergent brand companies need to focus more on positioning of their detergent brands. Brand managers should make a use of various digital media/ internet or mobile platform from making various brand promotions across the target segment. Brand managers and experts need to choose the correct media for making an advertisement. Companies must take customer satisfaction and customer loyalty check audits frequently.
- Marketing team need to co relate with the brand team, advertising team and promotion team. Brand team in association with marketing team must take the quick action on the negative feedbacks of the customers regarding their dissatisfaction.
- Marketing team and brand team must keep a vigilant eye on various third party brand audit and field work surveys. Brand team should understand the customers need and relate the customer's needs for making any innovation in the brand. Brand team need to coordinate with third party brand audit and analysis agency as well as they need to be in touch with research and development team of the company as the efficient team work will lead to brand success.
- Increase presence in market by means of correcting price. The price of loosing brands should be less than the other brands which are in competition. New offers which attracts the customer to buy the products should be given. New advertising strategy need to apply for the loosing bands.
- Re launching of the loosing brands with adding some new features and specifications to them will help. Increase presence in modern trade. Improve the distribution network of the loosing brands. Improve the quality of the loosing brands. Make analysis and surveys of the loosing brands and try to know why the brand share is losing their value.
- There are frequent brand wars and price wars in Indian FMCG's detergent sector. Survival of leading detergent brands is highly dependent strategic and effective brand positioning and to remain in customer's mind these

companies are bound to depend on maximum usage of internet advertising, blog, digital media/ mobile platform apart from the print media.

- Brand Experts, Brand managers and Advertising experts need to choose an effective and attractive content for brand communication as survival of any brand is dependent on effective brand positioning. Care need to be taken to avoid aggressive bold statements in advertising which may be defaming the competition brands.
- Customers do not like the advertisements which are aggressive and making some defamatory remarks on other popular competition brand. Customers show their dislike and do not purchase that brand and companies making such bold advertisements experience declination in sales volume due to this.
- Brand team along with marketing team can increase their secret presence in the various local markets to keep a vigilant eye on the customer reviews, customer satisfaction level and customers brand loyalty. Supervision over the third party intermediaries can be helpful in bringing newer products into markets according to demand of the customers.
- Feedback and latest updates from customer satisfaction surveys are helpful in understanding brand loyalty/disloyalty and the reasons of the customers for brand switching. Such feedbacks and latest updates also helpful in bringing newer products into markets according to demand of the customers.
- Loyal customers need to be rewarded for their loyalty by giving them trial samples of some new products of a company or brand extension products of the company. During this study it was found that there are many detergent products available in Pune city's local markets having lower price range. Customers using these products expect some promotional benefit from the manufacturers but due to their zero promotion for customers and less margins to the seller's customers make brand switch and even sellers are unhappy and reluctant in selling these detergent products.

- Local detergent companies do not afford to use various media of advertising due to limited budgets available. These companies need to focus more on their brand awareness. These companies can make short time innovative promotional campaign in which customers are benefited by means of some freebies or trial samples and the company get a fair chance to understand the changing needs of the customers across the target segment which will help them to survive in competition.
- Companies can make a use of various digital media/ internet or mobile platform for making various brand promotions across their target segment. Brand managers and experts need to choose the correct media for making an advertisement.
- Communication gap in marketing team, brand team, advertising team, promotion and merchandising team should be avoided.
- National and local detergents companies have scope to increase their presence in market by offering a competent price, quality and better promotion.
- Improvement in quality, addition of some new features in losing brands will be helpful along with keeping the price of losing brands less than the competition brands and applying new advertising strategy for them or even making re launching of the loosing brands can help up to some extent.
- Trade margins, damages and returns policies need to be more flexible for to reduce channel partner conflicts. If third party and channel intermediaries rewarded for their performance it will help to improve distribution efficiency and reduce channel conflicts.
- Incomplete and incorrect information given to the market research or market audit personnel leads to incorrect feedback and analysis of updates to companies.

17. The Brand Experts

- According to brand executives and professional brand experts of the detergent companies branding exercise is unavoidable and continuous process.
- Brand executives feel that diminishing brand loyalty is of prime concern in front of almost all multinational or national or local detergent companies.
- Indian detergent marketers are loaded with multiple options of detergent brands is one of the reasons behind reducing the brand loyalty and brand switching of detergent customers.
- Guidance and leadership of the chairman and heads of the detergent company is helpful in effective positioning and establishment of a brand. Brand executives feel that the growth of any brand, market share, profitability are the main objectives for revenue generation are more focused in branding exercise.
- Many Brand Experts told that, branding exercises need to be more focused on establishing the connection with the potential customers.
- Brand audit personnel told that, increasing purchasing power of the young generation is creating a scope for inventions and such young customers are more important for companies.
- Brand experts told that, they are effectively using various social media and technology during branding exercise.
- Brand Executives, Brand Experts, Marketing Heads are of the opinion that, due to internal branding company employees become more customers focused and more business focused. So internal branding is done in more organized way using effective communications which ultimately results to a desired goal.
- Brand and Advertising Managers told that, while doing branding exercise there is high dependency on digital media, blog and mobile platform.

6.4 Suggestions

1. Branding executives need to focus more on brand image and brand differentiation.
2. Maximum usage of digital media, social media and Public relations (PR) use of mobile platform, You Tube, Twitter, Facebook, Instagram and Pinterest can be made effectively to reach to the maximum number of right and target audience.
3. Local detergents brands need to use innovative promotion techniques to retain their present customers. These local detergent companies can offer some coupons, price off's during the bazaar days in the city/region.
4. Family owned detergent business need to come out from the autocratic mentality and start adopting new marketing strategies to attract the customers. Family owned detergent companies need to shoulder the marketing activities to the young and educated generation in their family who can come up with new ideas and grow a business.
5. Companies run frequent advertisements about the promotional offers on their detergent brands but simultaneously they need to ensure the availability of sufficient stocks.
6. Thefts and malpractices in distribution of free sample/trial sachets through magazines and newspapers need to be regulated and companies need to ensure that their promotional stocks get delivered to the target customers for whom it is meant.
7. Sales promotion schemes such as Price-Off, freebies need a sufficient backup and support from print and electronic media of advertising.
8. Brand communication need to be careful and companies should avoid aggressive contents in their brand communication or advertisements as such contents may directly defame the competition brand. Sales of the brand making such aggressive marketing may decline.
9. Companies should be more careful in selecting a celebrity for the brand endorsements. Celebrity making the brands advertisement should be representative of that particular segment.

6.5 Scope for further study

1. The present study can be conducted on large number of samples in Pune city or any other city in India in future.
2. Study can be made on the brand switching behavior of the detergent customers.
3. Study can be made on the premium liquid detergents and fabric conditioners.
4. Study can be made to know the impact of the celebrity endorsements on consumers in general and the impact of celebrity endorsement on consumers purchase decision.
5. The in depth study can be made about those brands which were very popular in the past and having long presence in the markets but showing decline or no growth situation. The study should be targeted to find the reasons for the same and solutions over the problem.
6. Study can be made on re launching of any detergent brand and its effects in detergent markets.
7. The separate study can be undertaken for the brand positioning strategies and aggressive style of advertising in FMCG companies.

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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?

1. Television 2. Radio 3. Hoarding 4. Newspaper 5. Special offer at shop
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 /Offers 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)

Options	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
Value for money					
Available in the pack size I require					
Available in my store always					
Packaging material					
Free gifts /Discounts					
Product range					
Effectiveness of Detergent					
Softer / Gentle on hands					
Softer / Gentle on Cloths					
Makes my cloths whiter					
Keep the color of clothes (No runs) / less fading					
Better cleaning					
Removes stains effectively					
Economical but still effective					
Brand name					
Delivers what it promises					
Overall satisfaction					

30. Can you give marks to the overall satisfaction with your current product? (Where 0 means least satisfied and 10 means very satisfied)

Situation	Marks
Overall Satisfaction	0 to 10

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** : 1. S.S.C. 2. HSC 3. Non graduate 4. Diploma
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

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

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 Urban 1 Semi Urban 2 Rural 3

K. Marital status: Married 1 Unmarried 2 Single 3

*** **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 ?

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

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 takes in to consideration while choosing the particular detergent? (Please give rating of 5 to most important and 1 to least important)

Options	Rating
Brand Name	1 2 3 4 5
Affordable price	1 2 3 4 5
Reputation Company	1 2 3 4 5
Discounts / Offers	1 2 3 4 5
Availability	1 2 3 4 5
Packing material	1 2 3 4 5
Various sizes	1 2 3 4 5
Quality	1 2 3 4 5
Makes clothes whiter and swach feeling	1 2 3 4 5
Gentle on hands and protective	1 2 3 4 5
Gentle on clothes and protective	1 2 3 4 5
Assurd return / Value for money	1 2 3 4 5
Other (Specify)	1 2 3 4 5

9. Does any Company asks for your opinion regarding any of following aspects?

Options	No	Yes Sometimes	Yes Always	Involved in the process
Advertising				
In store Promotion				
Consumer feedback				
Consumer Offers /Gifts Gifts/ offers for bulk purchase by you				

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

Options	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
In store promotional activity					
Product range					
Sales support from Company					
Amount of commission offered					
Performance					
In store promotional material					
Availability					
Timely delivery					
The way complaints are handled by Company					

11. How many times a customer comes to the shop asking for detergent because of the following ?

Options	Never	Not very Often	Do not know	Very often	Always
Advertisement					
Celebrity endorsement					
Recommendation					
Packaging					

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 _____

19. 1. Gender 1] Male 2] Female

20. Education 1] 10th Pass 2] 12th Pass 3] Pursuing Degree 4] Degree completed

5] Pursuing PG 6] PG completed 7] Diploma

21. Age 1. 20 – 24 2. 25 – 34 3. 35 – 44 4. 45 – 55 5. Above 55

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 _____

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

Discussion Guide 2

Name of the company _____

Person interviewed : _____ Designation _____ Location _____

Discussion Guide 2	
Sr. No	Options
1	Brand promotional activity changes since 1980 till the date
2	Changes in Brand Promotion styles and its implementation
3	Problems Faced
4	Manpower requirement and their remuneration
5	Effect of Brand Promotion
6	Increase in Sales due to Brand Promotion
7	Involvement of Company personnel
8	Duration of Promotion, Place of Promotion, Prices incurred
9	Success or Failure of Promotion Activity

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 clienteles 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 companies 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 companies thought 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 is 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. Pl 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 *****