

A STUDY ON THE EFFECTIVENESS OF BRAND IN CONSUMER DECISION WITH REFERENCE TO FMCG

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC | 12B Status by UGC | CATEGORY - 1
UNIVERSITY BY UGC | Approved by AICTE**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **KEERTANA.S 42410026** who carried out the Project Training “**A STUDY ON THE EFFECTIVENESS OF BRAND IN CONSUMER DECISION WITH REFERENCE TO FMCG**” under my supervision December 2023.

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DECLARATION

I **KEERTANA.S(42410026)** hereby declare that the Project Report entitled “**A STUDY ON THE EFFECTIVENESS OF BRAND IN CONSUMER DECISION WITH REFERENCE TO FMCG**” done by me under the guidance of **DR.K. SASIREKHA B.Sc.,B.Ed.,MBA.,Phd.** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

This study explores the dynamic interplay between branding and consumer choices within the Fast-Moving Consumer Goods (FMCG) sector. The study is driven by two central hypotheses: first, that brand familiarity significantly influences consumer choices, and second, that brand trust plays a substantial role in shaping consumer preferences and fostering brand loyalty. The methodology involves a survey administered to a demographic, capturing respondent perceptions and behaviours related to FMCG brands. Participants are queried on their frequency of brand encounters, ability to recall familiar brands, and the impact of familiarity on their purchasing decisions. Additionally, their trust levels in FMCG brands are probed, along with instances where brand trust played a pivotal role in product selection. The data collected will be subjected to rigorous statistical analysis to test the hypotheses. The findings aim to shed light on the extent to which brand familiarity and trust influence consumer choices in the FMCG sector. Furthermore, the study explores the intricate relationship between these variables, seeking to understand whether familiarity enhances trust and how this synergy affects consumer decisions. In conclusion, this research endeavours to unravel the complexities of consumer decision-making in the FMCG sector, emphasizing the pivotal role played by brand familiarity and trust. By delving into these facets, the study aims to provide insights navigating the challenges of a highly competitive market, ultimately contributing to the enhancement of branding strategies in the FMCG industry.

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CHAPTER 1

1.1 INTRODUCTION

BRAND

A brand is a multifaceted concept that goes beyond just a logo or a name. It encompasses the sum total of a consumer's experiences, perceptions, and associations with a particular product, service, or company. A brand represents the identity of an entity and plays a pivotal role in influencing consumer behaviour. Here are key aspects of what a brand entails:

Brand Identity:

Logo and Visual Elements: The visual representation of the brand, including the logo, colour scheme, and design elements.

Brand Name: The unique name associated with the product or company.

Tagline or Slogan: A concise and memorable phrase that encapsulates the essence of the brand.

Brand Image:

Perception and Associations: The way consumers perceive the brand and the associations they form with it.

Brand Personality: The human-like traits or characteristics attributed to the brand, influencing how consumers relate to it.

Brand Equity:

Brand Value: The financial worth of the brand, often reflected in its market valuation.

Consumer Loyalty: The degree of consumer attachment and repeat business associated with the brand.

Brand Recognition: The extent to which consumers can identify and recall the brand.

Brand Positioning:

Target Market: The specific consumer segment or audience that the brand aims to reach.

Differentiation: The unique value proposition or qualities that set the brand apart from competitors.

Market Niche: The specific market segment where the brand positions itself to fulfill specific needs.

Brand Communication:

Advertising: The promotional activities and campaigns that create awareness and promote the brand.

Marketing Collateral: Brochures, catalogs, and other materials that communicate the brand's message.

Digital Presence: The brand's representation on online platforms, including websites and social media.

Brand Experience:

Customer Interaction: The quality of interactions consumers have with the brand, whether through customer service or other touchpoints.

User Experience: The overall experience users have when interacting with the brand's products or services.

Brand Extension:

Product Line Expansion: Introducing new products or services under the same brand umbrella.

Brand Stretching: Expanding the brand into new markets or industries.

Brand Consistency:

Consistent Messaging: Ensuring that the brand communicates a cohesive message across all channels.

Visual Consistency: Maintaining a uniform visual identity to enhance brand recognition.

Brand Trust and Reputation:

Credibility: The level of trust consumers place in the brand's promises and commitments.

Reputation Management: Efforts to maintain a positive public perception and address potential issues.

Brand Evolution:

Adaptability: The brand's ability to evolve and stay relevant in changing market conditions.

Innovation: Introducing new features, technologies, or approaches to align with consumer trends.

CONSUMER DECISION

The term "consumer decision" refers to the process through which individuals make choices regarding the purchase of products or services. This decision-making process is influenced by a variety of internal and external factors and typically involves several stages. Understanding consumer decisions is crucial for businesses to effectively market their products or services and meet the needs and preferences of their target audience. Here are the key components of consumer decision-making:

Factors Influencing Consumer Decisions:

Personal Factors:

Individual characteristics such as age, income, lifestyle, and personality traits.

Motivation and perception, which impact how consumers interpret information.

Social Factors:

Influence from family, friends, and peer groups.

Cultural and societal norms that shape preferences and behaviors.

Psychological Factors:

Perception and learning, affecting how consumers process information.

Memory and attitudes based on past experiences and beliefs.

Marketing Mix Elements:

Product features, quality, and branding.

Price considerations and perceived value.

Place or distribution channels.

Promotional efforts, including advertising and marketing communications.

Situational Factors:

Time constraints and urgency.

Location, whether the decision is made in-store or online.

Occasion or specific circumstances influencing choices.

Cognitive and Emotional Influences:

Cognitive dissonance, which refers to the discomfort or unease after a purchase, leading to post-purchase evaluation.

Emotional appeals and connections that influence decision-making.

FAST MOVING CONSUMER GOODS(FMCG)

FMCG stands for Fast-Moving Consumer Goods. These are products that are consumed on a regular basis, typically have a quick turnover, and are sold at a relatively low cost. FMCG products are essential items that people use in their daily lives, and they are known for their widespread availability and rapid consumption. The FMCG sector is a significant part of the consumer goods industry, and it includes a wide range of products. Here are some key characteristics and examples of FMCG:

Characteristics of FMCG:**Quick Turnover:**

FMCG products have a fast-moving and short shelf life. Consumers tend to purchase these items frequently, leading to a rapid turnover of inventory.

Low Cost:

FMCG products are generally priced affordably, making them accessible to a broad consumer base. The low per-unit cost contributes to frequent and repeated purchases.

Essential and Nondurable:

FMCG includes products that are essential for daily living, such as food, beverages, toiletries, and household items. These products are nondurable and are meant to be consumed or used relatively quickly.

Ubiquitous Presence:

FMCG products are widely available and can be found in supermarkets, convenience stores, and various retail outlets. They are often strategically placed for easy access and quick purchase.

Brand Loyalty and Promotion:

Brands play a crucial role in the FMCG sector, and consumers often develop brand loyalty. Marketing and promotions are frequent to create awareness and influence consumer choices.

Distribution Networks:

Efficient and extensive distribution networks are essential in the FMCG sector to ensure products reach consumers quickly and are available in various locations.

Variety of Products:

The FMCG sector encompasses a diverse range of products, including food and beverages, personal care items, cleaning products, and other household consumables.

Examples of FMCG Products:

Food and Beverages:

Snack foods (chips, cookies, chocolates)

Breakfast cereals

Dairy products (milk, yogurt)

Beverages (soft drinks, tea, coffee)

Personal Care and Hygiene:

Toiletries (toothpaste, soap, shampoo)

Skincare products (lotions, creams)

Haircare products (shampoo, conditioner)

Household and Cleaning Products:

Laundry detergents

Cleaning agents (dishwashing liquid, surface cleaners)

Paper products (tissues, toilet paper)

Health and Wellness Products:

Over-the-counter medicines

Vitamins and supplements

Baby and Childcare Products:

Diapers

Baby food and formula

Childcare and hygiene products

1.2 STATEMENT OF THE PROBLEM

This study is to understand the choice of the customer is branded products or non-branded products in the FMCG sector.

1.3 NEED FOR STUDY

- Understanding how brands influence consumer choices can offer a competitive advantage.
- Identifying the key drivers of brand effectiveness.
- Understanding how positive brand image and consumer trust contribute to long-term success is crucial for the sustainability of FMCG brands.

1.4 OBJECTIVES OF THE STUDY

- To analyse whether brand familiarity have an impact on consumer.

- To examine whether brand name influences consumer choices and purchase behaviour.
- To find the factors influencing in selecting a brand.

1.5 SCOPE OF THE STUDY

- The study will explore the influence of brands across various demographic factors, including age, gender, income levels, and educational backgrounds. This inclusive approach aims to identify how different consumer segments respond to branding strategies.
- Each element of branding, including brand awareness, image, perception, loyalty, and trust, will be thoroughly examined.
- The study will investigate how online presence, social media, and e-commerce channels contribute to brand effectiveness.

1.6 LIMITATIONS OF THE STUDY

- The study might not capture the full spectrum of regional variations in consumer behaviour.
- The study focuses on the FMCG industry, and findings may not be directly applicable to other industries with different consumer characteristics, purchasing patterns, and competitive landscapes.
- External factors, such as economic changes or unforeseen events (e.g., global pandemics), can influence consumer behaviour. These dynamic market conditions may impact the study's ability to isolate the effects of brand effectiveness from broader market influences.

CHAPTER 2 REVIEW OF LITERATURE

REVIEW OF LITERATURE

Das, G., & Varshney, D. (2019). Understanding Indian Consumer: A Comprehensive and Compendium Approach. Springer:

This comprehensive book explores various facets of Indian consumer behavior, providing a deep understanding of the Indian consumer landscape.

Roy, S. K., & Balaji, M. S. (2018). Exploring the Impact of Brand Experience on Brand Trust and Brand Loyalty: Evidence from India. Journal of Brand Management, 25(1), 65-80:

This study discusses the relationship between brand experience, trust, and loyalty in the Indian context.

Saxena, R. (2017). Consumer Behavior in India: Insights for Managers. Springer:

This book offers practical insights into consumer behavior in the Indian market, including cultural nuances and market dynamics.

Ramanathan, V. (2011). Consumer Behavior and Branding: Some Theoretical Insights and Research Propositions. Journal of Indian Business Research, 3(2), 117-131:

This article focuses on Indian consumer behavior and how branding influences it, providing insights into the Indian market.

Rajagopal, D. (2015). Understanding Indian Consumer Behavior: A Conceptual Framework Springer:

This book provides a comprehensive framework for understanding consumer behavior in India, which can be valuable in the context of HUL's operations.

Krishnan, R. (2009). Consumer Behavior in Indian Perspective. Pearson:

This textbook focuses on consumer behavior in India, helping you understand the cultural, social, and economic factors that influence consumer choices.

Srinivasan, R. (2006). The Role of Brands in Retailing: A Review. Academy of Marketing Science Review, 2006(11), 1-24:

This review article discusses the role of brands in the retail context, which can be insightful when considering HUL's distribution and retail strategies.

Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. Journal of Marketing, 65(2), 81-93:

This research article explores the relationships between brand trust, brand affect, brand loyalty, and brand performance, which are relevant concepts for understanding HUL's brand success.

Kapferer, J. N. (2008). The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term (4th ed.). Kogan Page:

This book explores strategic brand management concepts in depth, offering insights into building and sustaining brand equity.

Keller, K. L. (2019). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition. Pearson:

This book chapter offers updated insights on customer-based brand equity and its management.

Raju, P. S. (2018). Understanding Consumer Decision Making: The Means-End Approach to Marketing and Advertising Strategy Routledge:

This book delves into the understanding how consumers make decisions and how brands can tap into these decision-making processes.

Ries, A., & Trout, J. (2000). Positioning: The Battle for Your Mind. McGraw-Hill Education:

This classic book explores the concept of positioning and how brands can create a unique place in consumers' minds.

Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing Science*, 25(6), 740-759:

This research article provides a comprehensive overview of key findings in branding research and outlines future research priorities.

Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343-373:

Fournier's research explores the idea of consumers developing relationships with brands, shedding light on brand loyalty and attachment.

Vargo, S. L., & Lusch, R. F. (2017). It's all B2B...and beyond: Toward a systems perspective of the market. *Industrial Marketing Management*, 60, 7-14.

Vargo and Lusch introduce a systems perspective of the market, emphasizing the importance of brand authenticity in B2B and B2C contexts, which is particularly relevant for FMCG.

Smith, A. N., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26(2), 102-113.

This study by Smith, Fischer, and Cheng explores the differences in brand-related user-generated content across various social media platforms, providing insights into the role of social media in FMCG branding.

Luchs, M. G., Naylor, R. W., Irwin, J. R., & Raghunathan, R. (2010). The sustainability liability: Potential negative effects of ethicality on product preference. *Journal of Marketing*, 74(5), 18-31.

Investigate the potential negative effects of sustainability on product preference, shedding light on how ethical considerations can impact FMCG brand selection.

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149-165.

Hollebeek, Glynn, and Brodie focus on consumer brand engagement in social media, offering insights into the role of digital platforms in building brand effectiveness, especially in FMCG.4

Lee, L., & Mulpuru, S. (2018). The connected shopper: Retail's new business model. *Journal of the Academy of Marketing Science*, 46(3), 409-428.

Lee and Mulpuru discuss the connected shopper and the new business models in retail, providing insights into innovative strategies for FMCG branding in the digital age.

Van Rompay, T. J., Pruyn, A. T., & Tieke, R. W. (2009). When visual product features speak the same language: Effects of shape-typeface congruence on brand perception and price expectations. *Journal of Product Innovation Management*, 26(3), 223-233.

Van Rompay, Pruyn, and Tieke explore the effects of shape-typeface congruence on brand perception and price expectations, providing insights into visual communication in FMCG packaging.

Ghose, A., & Ipeirotis, P. G. (2019). Towards the digital transformation of all things business. *MIS Quarterly*, 43(2), 451-465.

Ghose and Ipeirotis discuss the digital transformation of businesses, offering insights into how technology impacts consumer decision-making in the FMCG sector.

Plassmann, H., Ramsøy, T. Z., & Milosavljevic, M. (2012). Branding the brain: A critical review and outlook. *Journal of Consumer Psychology*, 22(1), 18-36.

Plassmann, Ramsøy, and Milosavljevic provide a critical review and outlook on neuromarketing, exploring how understanding the brain can inform FMCG branding strategies.

Steenkamp, J. B. E. M., & Geyskens, I. (2012). Key issues in the domain of product and brand management: An introduction to the special issue. *International Journal of Research in Marketing*, 29(3), 201-202.

Steenkamp and Geyskens introduce a special issue on key issues in product and brand management, including considerations related to private label brands in the FMCG sector.

Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195-211.

Yoo, Donthu, and Lee explore the relationship between marketing mix elements and brand equity, providing insights that are applicable to understanding brand effectiveness in the FMCG sector.

Shukla, P. (2019). The impact of neuromarketing on consumer decision making. *Journal of Business Research*, 95, 529-537.

Shukla's research on neuromarketing sheds light on how consumer decisions, especially in the context of FMCG, are influenced by subconscious factors, providing a deeper understanding of brand effectiveness.

Chen, Y. (2001). The drivers of brand extension success: Brand concept congruence and individual differences. *Journal of Consumer Research*, 28(2), 215-226.

Chen's study focuses on brand extension success, which is particularly relevant in the FMCG sector where brand loyalty plays a crucial role in influencing consumer choices.

Keller, K. L. (2016). Reflections on customer-based brand equity: Perspectives, progress, and priorities. *AMS Review*, 6(1-2), 1-16.

Keller reflects on customer-based brand equity, offering perspectives that can be applied to understand the progress and priorities in the FMCG sector.

Tellis, G. J., & Tellis, K. (2006). Advertising exposure, loyalty, and brand purchase: A two-stage model of choice. *Journal of Marketing Research*, 43(2), 268-281.

Tellis and Tellis present a two-stage model of choice that can be applied to understand the impact of advertising on brand loyalty and purchase decisions in the FMCG sector.

Carr, N., Dacko, S., & Raab, C. (2017). What drives brand loyalty in mobile banking? A study of mobile banking apps. *International Journal of Human-Computer Interaction*, 33(12), 917-930.

Carr, Dacko, and Raab's study on mobile banking apps provides insights into factors driving brand loyalty, which can be relevant when studying consumer trust in FMCG brands.

Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2014). Lost in translation: Exploring the ethical consumer intention-behavior gap. *Journal of Business Research*, 67(1), 2759-2767.

Carrington, Neville, and Whitwell's research on the ethical consumer intention-behavior gap can be applied to understand consumer behavior towards sustainable FMCG brands.

Erdem, T., Swait, J., & Louviere, J. (2002). The impact of brand credibility on consumer price sensitivity. *International Journal of Research in Marketing*, 19(1), 1-19.

Erdem, Swait, and Louviere examine the impact of brand credibility on consumer price sensitivity, shedding light on how brand perception influences purchasing decisions.

Steenkamp, J. B. E. M., & de Jong, M. G. (2010). A global investigation into the constellation of consumer attitudes toward global and local products. *Journal of Marketing*, 74(6), 18-40.

Steenkamp and de Jong investigate consumer attitudes toward global and local products, offering cross-cultural perspectives that can be relevant in the global FMCG market.

Underwood, R. L., Klein, N. M., & Burke, R. R. (2001). Packaging communication: Attentional effects of product imagery. *Journal of Product & Brand Management*, 10(7), 403-422.

Underwood, Klein, and Burke explore the attentional effects of product imagery in packaging communication, providing insights into the visual aspects that influence consumer selection in FMCG.

Melewar, T. C., Foroudi, P., & Gupta, S. (2019). Social media marketing communication and consumer-based brand equity: Empirical analysis of B2C brand. *Technological Forecasting and Social Change*, 144, 289-298.

Melewar, Foroudi, and Gupta analyze the impact of social media marketing communication on consumer-based brand equity, contributing to the understanding of e-commerce branding in the FMCG sector.

Kumar, V., & Reinartz, W. (2018). Creating enduring customer value. *Journal of the Academy of Marketing Science*, 46(2), 275-294.

Kumar and Reinartz discuss creating enduring customer value, including the role of in-store experiences, which is pertinent for understanding the influence of retail environments on FMCG brand selection.

Plassmann, H., Ramsøy, T. Z., & Milosavljevic, M. (2012). Branding the brain: A critical review and outlook. *Journal of Consumer Psychology*, 22(1), 18-36.

Plassmann, Ramsøy, and Milosavljevic provide a critical review and outlook on neuromarketing, exploring how understanding the brain can inform FMCG branding strategies.

Belk, R. W., & Llamas, R. (2016). *The Routledge companion to global luxury*. Routledge.

Belk and Llamas provide insights into global luxury branding, offering cross-cultural perspectives that may be relevant for understanding international aspects of FMCG branding.

Vermeulen, I. E., Seegers, D., & Voorveld, H. A. (2019). Follow, click, and be influenced: A study of the predictors for consumers' susceptibility to online persuasion attempts. *Journal of Interactive Marketing*, 46, 114-129.

Vermeulen et al. investigate predictors for consumers' susceptibility to online persuasion attempts, providing insights into the influence of online reviews on FMCG brands.

Rindell, A., & Törn, A. (2016). Retailer brand alliance in grocery retailing: A case study. *International Review of Retail, Distribution and Consumer Research*, 26(2), 163-186.

Rindell and Törn present a case study on retailer brand alliances in grocery retailing, exploring collaborations that impact FMCG branding strategies.

Hajli, M. N. (2019). The impact of virtual reality on young consumers' intention to visit museums. *Tourism Management*, 72, 98-107.

Although focusing on museums, Hajli's study on the impact of virtual reality can provide insights into how augmented reality may influence consumer perceptions in FMCG branding.

Raza, S. A., Jawaid, S. T., & Shafique, I. (2019). Brand trust, customer satisfaction and brand loyalty: An empirical study in the automobile sector of Pakistan. *Pakistan Journal of Commerce and Social Sciences*, 13(3), 823-841.

Raza, Jawaid, and Shafique conduct an empirical study on brand trust, customer satisfaction, and brand loyalty in the automobile sector, offering insights that may be relevant for FMCG.

Khamitov, M., & Wang, T. (2019). Measuring the impact of social media influencers on consumers' purchase intention: A comparison of Chinese and American consumers. *Journal of International Consumer Marketing*, 31(1), 17-31.

Khamitov and Wang compare the impact of social media influencers on consumers' purchase intention, providing insights into the effectiveness of influencer marketing in the FMCG sector.

Carrigan, M., & Attalla, A. (2001). The myth of the ethical consumer—do ethics matter in purchase behaviour? Journal of Consumer Marketing, 18(7), 560-578.

Carrigan and Attalla explore the role of ethics in consumer purchase behavior, which can be relevant for understanding consumer trust in sustainable FMCG brands.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? Journal of the Academy of Marketing Science, 36(2), 1-24.

Define brand experience, measure it, and explore its impact

CHAPTER 3

RESEARCH METHODOLOGY

METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose.

3.1. RESEARCH DESIGN:

Descriptive Research Design

This study employs a descriptive research design to analyze the effectiveness of brand in consumer decision-making with a focus on FMCG. The research aims to describe and understand consumer perceptions and behaviors related to FMCG.

3.2. SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. It involves participants based on their willingness and interest to participate. A convenience sample is made up of people who are easy to reach.

3.3. SOURCES OF DATA:

Primary Data: Structured questionnaires are used to collect standardized responses from participants on specific topics or variables of interest.

Secondary Data: Secondary data is gathered from publicly available sources, including academic articles, industry reports, company publications and news articles.

3.4. SAMPLE SIZE

The sample size for this research project is 100

3.5. SAMPLE DESIGN

It is a particular definite plan formulation before collecting the data from population.

The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only nonprobability sampling is used.

Sampling

- Sampling design : Non-probability sampling
- Sampling technique : Convenience sampling
- Sample size : 100 respondents

3.6. PERIOD OF STUDY

The period of the study is to determine that research process is carried out for 1 month.

3.7. HYPOTHESIS:

HYPOTHESIS – 1

Null Hypothesis (H0): Brand familiarity has no significant impact on consumer preferences in the FMCG sector.

Alternative Hypothesis (H1): Brand familiarity significantly influences consumer preferences in the FMCG sector.

HYPOTHESIS - 2

Null Hypothesis (H0): Trust in a brand does not significantly affect consumer decision-making in the FMCG sector.

Alternative Hypothesis (H1): Consumer trust in a brand significantly influences decision-making in the FMCG sector.

3.8. TOOLS FOR ANALYSIS:

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

3.8.1. PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.8.2. ANALYTICAL TOOLS(SPSS)

Tool for testing the Hypothesis (SPSS)

Chi-square test

CHI-SQUARE TEST

A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. As a result, the chi-square test is an ideal choice for aiding in our understanding and interpretation of the connection between our two categorical variables.

CHAPTER 4

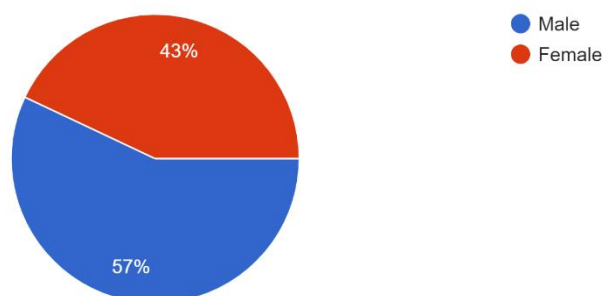
DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

4.1.1 Table indicating the gender of respondents

S.no	Gender	Frequency	Percentage analysis
1	Male	57	57%
2	Female	43	43%
Total		100	100%

Gender
100 responses



Interpretation

From the above table it is interpreted that the gender of the respondents in male are 57% and number of respondents in female are 43 %.

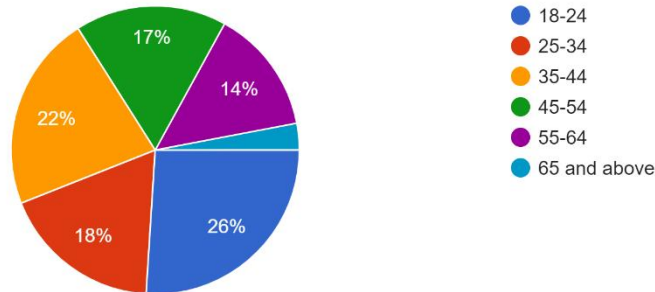
INFERENCE

○ Majority 57% of the respondents are male.

4.1.2 Table indicating the age of respondents

S.no	Age	Frequency	Percentage analysis
1	18-24	26	26%
2	25-34	18	18%
3	35-44	22	22%
4	45-54	17	17%
5	55-64	14	14%
6	65 and above	3	3%
Total		100	100%

Age
100 responses



Interpretation

From the above table it is interpreted that there are 26% of respondents between 18-24 ages, between 25-34 age of respondents are 18%, between 35-44 age of respondents 22%, between 45-54 age of respondents are 17%, between 55-64 age of respondents are 14% and above 65 ages of respondents are 3%

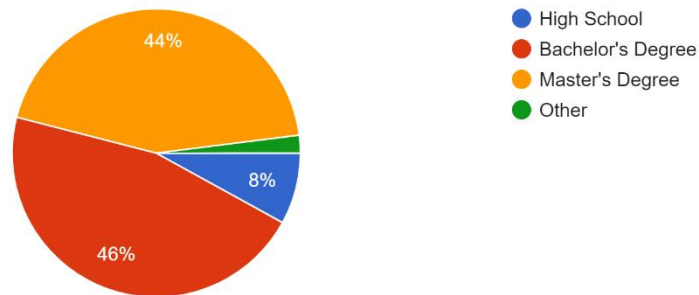
INFERENCE

○ Majority 26% of the respondents are between 18-24.

4.1.3 Table indicating the education of respondents

S.no	Education	Frequency	Percentage analysis
1	High School	8	8%
2	Bachelor's degree	46	46%
3	Master's degree	44	44%
4	Other	2	2%
Total		100	100%

Education Level:
100 responses



Interpretation

From the above table it is interpreted that 8% are high school respondents, 46% are bachelor's degree, 44% are master's degree, 2% are others.

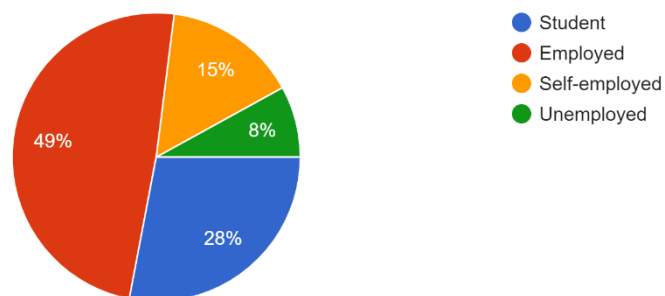
INFERENCE

- Majority 46% of the respondents are Bachelor's degree.

4.1.4 Table indicating the occupation of respondents

S.no	Occupation	Frequency	Percentage analysis
1	Student	28	28%
2	Employed	49	49%
3	Self employed	15	15%
4	Un-employed	8	8%
Total		100	100%

Occupation
100 responses



Interpretation

From the above table it is interpreted that 28% of respondents are student, 49% of respondents are employed, 15% of respondents are self-employed, 8% respondents are unemployed.

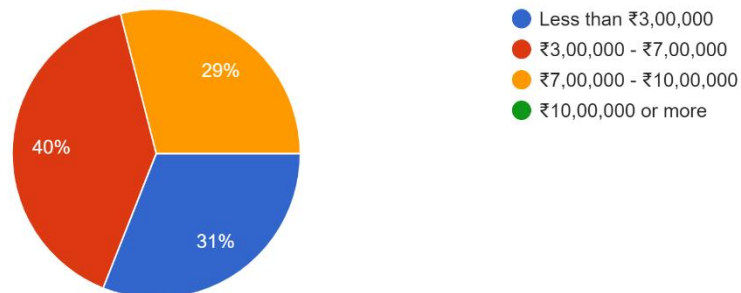
INFERENCE

- Majority 49% of the respondents are employed.

4.1.5 Table indicating the annual household income of the respondents

S.no	Income	Frequency	Percentage analysis
1	Less than 3,00,000	31	31%
2	3,00,000-7,00,000	40	40%
3	7,00,000-10,00,000	29	29%
4	10,00,000 or more	0	0%
Total		100	100%

Annual Household Income:
100 responses



Interpretation

From the above table it is interpreted 31% of respondent income are less than 3,00,000, 40% of respondent income are between 3,00,000-7,00,000, 29% of income are between 7,00,000-10,00,000.

INFERENCE

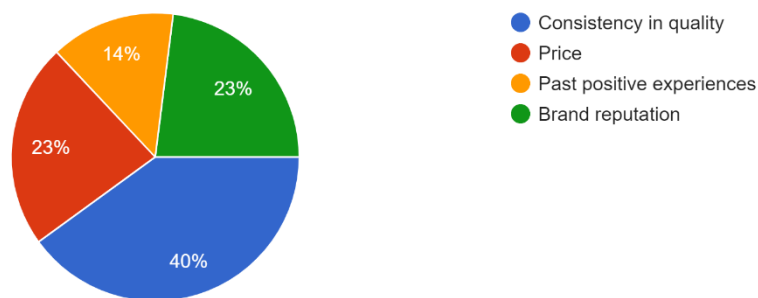
- Majority 40% of the respondent income is between 3,00,000-7,00,000.

4.1.6 Table indicating what factors contribute to your brand loyalty in the FMCG sector?

S.no	Particulars	Frequency	Percentage analysis
1	Consistency in quality	40	40%
2	Price	23	23%
3	Past positive experience	14	14%
4	Brand reputation	23	23%
Total		100	100%

What factors contribute to your brand loyalty in the FMCG sector?

100 responses



Interpretation

From the above table it is interpreted respondent loyalty towards 40% in consistency in quality, 23% in price, 14% in past positive experience, 23% in brand reputation.

INFERENCE

○ Majority 40% of the respondent contribute brand loyalty towards consistency in quality.

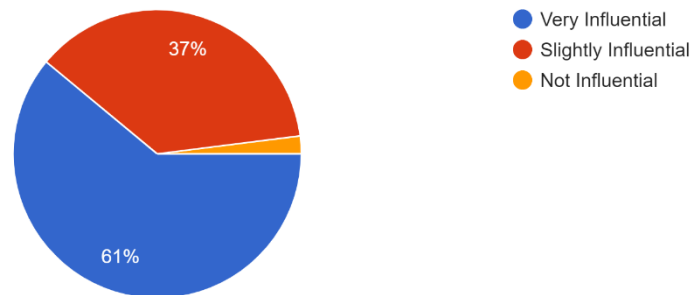
4.1.7 Table indicating how influential is the price of an FMCG product in your decision-making process when choosing between brands?

S.no	Particulars	Frequency	Percentage analysis
1	Very influential	61	61%

2	Slightly influential	37	37%
3	Not influential	2	2%
Total		100	100%

How influential is the price of an FMCG product in your decision-making process when choosing between brands?

100 responses



Interpretation

From the above table it is interpreted that 61% are influential, 37% are slightly influential, 2% are not influential.

INFERENCE

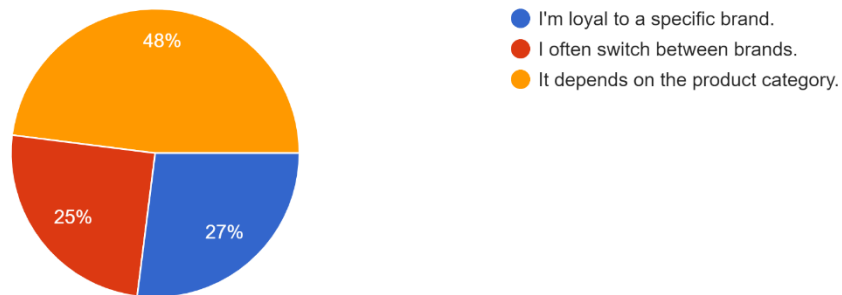
○ Majority 61% of the respondents consider price of an FMCG product as very influential in choosing between brands.

4.1.8 Table indicating do you tend to stick with a particular brand of FMCG product once you find one you like?

S.no	Particulars	Frequency	Percentage analysis
1	I'm loyal to specific brand	27	27%
2	I often switch between brands	25	25%
3	It depends on the product category	48	48%
Total		100	100%

Do you tend to stick with a particular brand of FMCG product once you find one you like?

100 responses



Interpretation

From the above table it is interpreted that 27% of respondents are loyal to a specific brand, 25% of respondents often switch between brands, 48% of respondents stick to a particular brand of FMCG product based on the product category.

INFERENCE

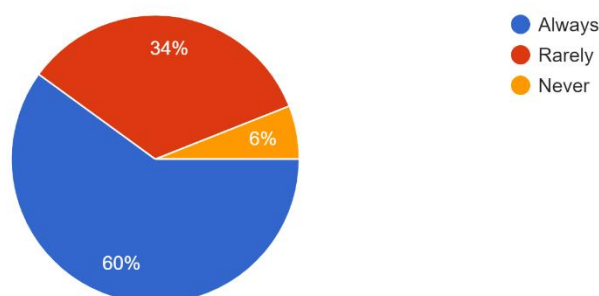
○ Majority 48% of the respondents stick to a particular brand of FMCG product depending upon the product category.

4.1.9 Table indicating do you pay attention to the brand's messaging and values when choosing an FMCG product?

S.no	Particulars	Frequency	Percentage analysis
1	Always	60	60%
2	Rarely	34	34%
3	Never	6	6%
Total		100	100%

Do you pay attention to the brand's messaging and values when choosing an FMCG product?

100 responses



Interpretation

From the above table it is interpreted that 60% of the respondents always pay attention to the brand's messaging and values when choosing a FMCG product, 34% rarely pay attention, 6% never pay attention.

INFERENCE

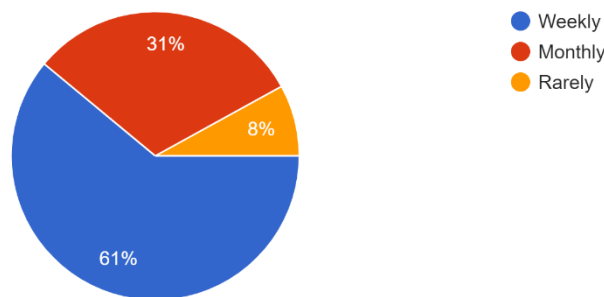
○ Majority 60% of the respondents always pay attention to the brand's messaging and values when choosing a FMCG product

4.1.10 Table indicating how often do you come across FMCG brands in your daily life, either through advertisements, packaging, or promotions?

S.no	Particulars	Frequency	Percentage analysis
1	Weekly	61	61%
2	Monthly	31	31%
4	Rarely	8	8%
Total		100	100%

How often do you come across FMCG brands in your daily life, either through advertisements, packaging, or promotions?

100 responses



Interpretation

From the above table it is interpreted that 61% of respondents come across FMCG brands weekly either through advertisements, packaging or promotions, 31% of the respondents come across monthly, 8% rarely come FMCG brands through advertisements, packaging, or promotions.

INFERENCE

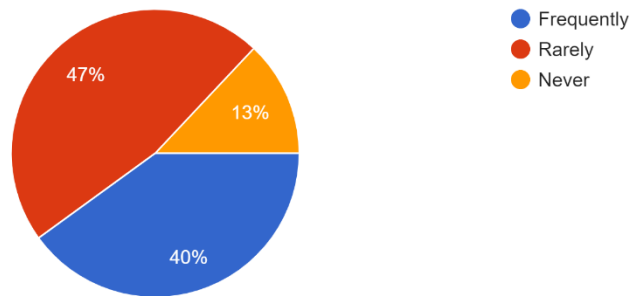
○ Majority 61% of the respondents come across FMCG brands weekly either through advertisements, packaging, or promotions.

4.1.11 Table indicating how you often seek recommendations or reviews from friends, family, or online communities when making FMCG brand choices?

S.no	Particulars	Frequency	Percentage analysis
1	Frequently	40	40%
2	Rarely	47	47%
4	Never	13	13%
Total		100	100%

How you often seek recommendations or reviews from friends, family, or online communities when making FMCG brand choices?

100 responses



Interpretation

From the above table it is interpreted that 40% of the respondents frequently seek recommendations, 47% of the respondents rarely seek recommendations, 13% of the respondents never seek recommendations.

INFERENCE

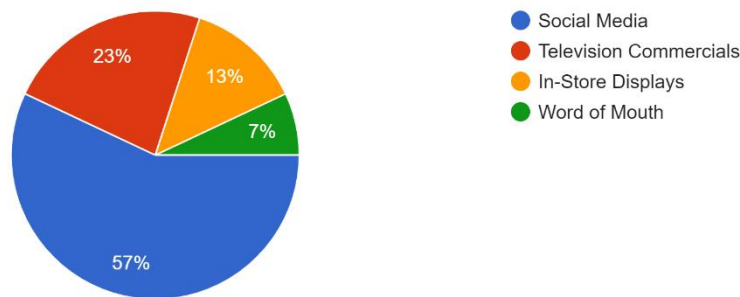
○ Majority 47% of the respondents rarely seek recommendations or reviews from friends, family, or online communities when making FMCG brand choices.

4.1.12 Table indicating how do you stay informed about new products or promotions from brands?

S.no	Particulars	Frequency	Percentage analysis
1	Social media	57	57%
2	Television commercials	23	23%
3	In-store displays	13	13%
4	Word of mouth	7	7%
Total		100	100%

How do you stay informed about new products or promotions from brands?

100 responses



Interpretation

From the above table it is interpreted that 57% of the respondents stay informed about new products or promotions through social media, 23% of the respondents stay informed through television commercials, 13% of the respondents stay informed through instore displays, 7% of the respondents stay informed through word of mouth.

INFERENCE

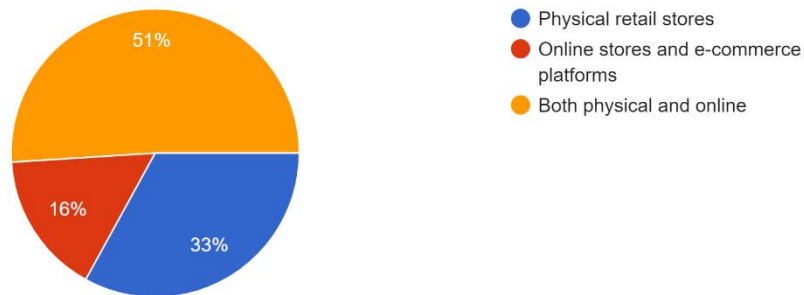
○ Majority 57% of the respondents stay informed about new products or promotions from brands through social media.

4.1.13 Table indicating where do you primarily purchase FMCG products?

S.no	Particulars	Frequency	Percentage analysis
1	Physical retail stores	33	33%
2	Online stores and e-commerce platforms	16	16%
3	Both physical and online	51	51%
Total		100	100%

Where do you primarily purchase FMCG products?

100 responses



Interpretation

From the above table it is interpreted that 33% purchase FMCG products in physical retail stores, 16% purchase FMCG products in Online stores and e-commerce platforms, 51% purchase FMCG products in Both physical and online physical retail stores.

INFERENCE

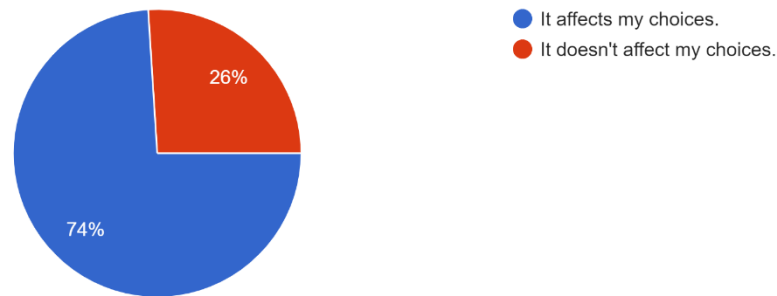
● Majority 51% of the respondents purchase FMCG products in both physical and online physical retail stores.

4.1.14 Table indicating does the channel of purchase (physical store vs. online) influence your brand choices for FMCG products?

S.no	Particulars	Frequency	Percentage analysis
1	It affects my choices	74	74%
4	It doesn't affect my choices	26	26%
Total		100	100%

Does the channel of purchase (physical store vs. online) influence your brand choices for FMCG products?

100 responses



Interpretation

From the above table it is interpreted that 74% of the respondents are influenced and are it affects their choices, 26% are not affected by the channel of purchase.

INFERENCE

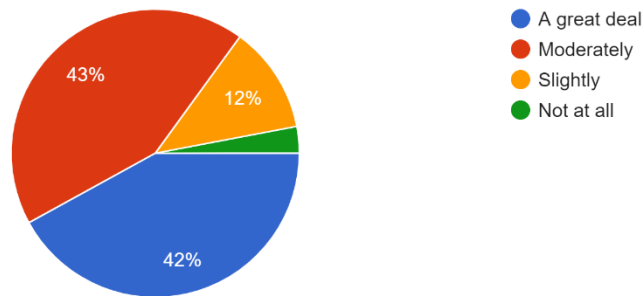
○ Majority 74% of the respondents are influenced by the channel of purchase of FMCG products.

4.1.15 Table indicating how much does a brand's reputation for innovation and introducing new products influence your FMCG product choices?

S.no	Particulars	Frequency	Percentage analysis
1	A great deal	42	42%
2	Moderately	43	43%
3	Slightly	12	12%
4	Not at all	3	3%
Total		100	100%

How much does a brand's reputation for innovation and introducing new products influence your FMCG product choices?

100 responses



Interpretation

From the above table it is interpreted that 42% of the respondents have a great deal, 43% are moderately influenced, 12% are slightly influenced, 3% are not influenced.

INFERENCE

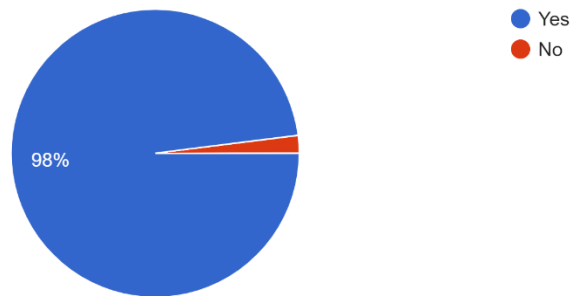
○ Majority 43% of the respondent are moderately influenced by brand's reputation for innovation and introducing new FMCG products.

4.1.16 Table indicating have you ever chosen an FMCG product solely because of your familiarity with the brand, even if there were similar alternatives available?

S.no	Particulars	Frequency	Percentage analysis
1	Yes	98	98%
2	No	2	2%
Total		100	100%

Have you ever chosen an FMCG product solely because of your familiarity with the brand, even if there were similar alternatives available?

100 responses



Interpretation

From the above table it is interpreted that 98% of the respondents have chosen an FMCG product solely because of familiarity with the brand, 2% have not chosen an FMCG product solely because of familiarity with the brand.

INFERENCE

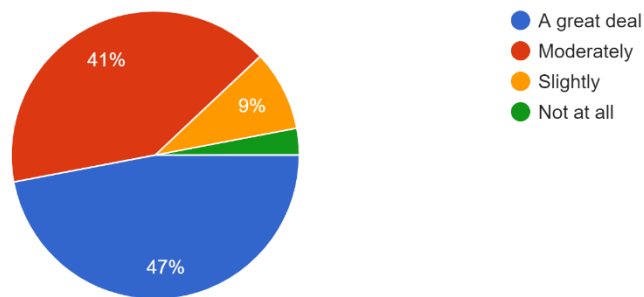
○ Majority 98% of the respondents have chosen an FMCG product solely because of familiarity with the brand, even if there were similar alternatives available.

4.1.17 Table indicating how much does brand trust influence your choices when selecting FMCG products?

S.no	Particulars	Frequency	Percentage analysis
1	A great deal	47	47%
2	Moderately	41	41%
3	Slightly	9	9%
4	Not at all	3	3%
Total		100	100%

How much does brand trust influence your choices when selecting FMCG products?

100 responses



Interpretation

From the above table it is interpreted that 47% of respondents are influenced by brand trust when selecting FMCG products, 41% are moderately influenced, 9% are slightly influenced, 3% are not at all influenced.

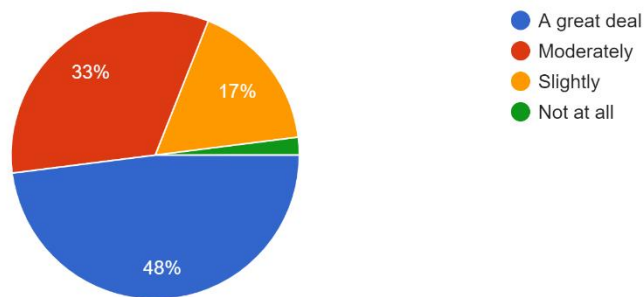
INFERENCE

○ Majority 47% of the respondents are influenced by brand trust when selecting FMCG products.

4.1.18 Table indicating how much does a brand's differentiation from competitors impact your choices of FMCG products?

S.no	Particulars	Frequency	Percentage analysis
1	A great deal	48	48%
2	Moderately	33	33%
3	Slightly	17	17%
4	Not at all	2	2%
Total		100	100%

How much does a brand's differentiation from competitors impact your choices of FMCG products?
100 responses



Interpretation

From the above table it is interpreted that 48% of respondents have a great deal, 33% of the respondents are moderately impacted, 17% of the respondents are slightly impacted, 2% are not impacted.

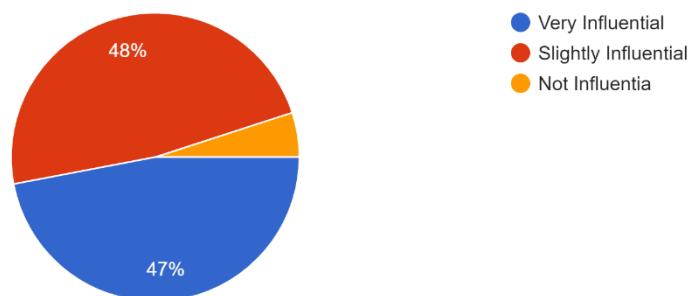
INFERENCE

- Majority 48% of the respondents have an impact on choices of FMCG products

4.1.19 Table indicating how much does convenience influence your decisions when selecting FMCG products?

S.no	Particulars	Frequency	Percentage analysis
1	Very influential	47	47%
2	Slightly influential	48	48%
3	Not influential	5	5%
Total		100	100%

How much does convenience influence your decisions when selecting FMCG products?
100 responses



Interpretation

From the above table it is interpreted that 47% is very influential, 48% is slightly influential, 5% is not influential.

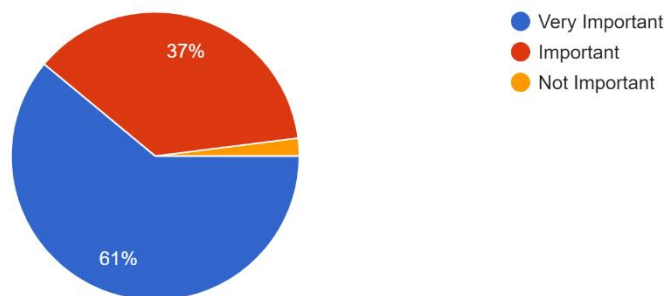
INFERENCE

○ Majority 48% of the respondents consider convenience as very influential when selecting FMCG products.

4.1.20 Table indicating how important is branding in influencing your FMCG product choices?

S.no	Particulars	Frequency	Percentage analysis
1	Very important	61	61%
2	Important	37	37%
3	Not important	2	2%
Total		100	100%

How important is branding in influencing your FMCG product choices?
100 responses



Interpretation

From the above table it is interpreted that 61% of the respondents consider branding as very important, 37% of the respondents consider it as important, 2% of the respondents consider it as not important.

INFERENCE

○ Majority 61% of the respondents consider branding is very important in influencing FMCG product choices.

HYPOTHESIS 1

1) Null Hypothesis (H0): Brand familiarity has no significant impact on consumer preferences in the FMCG sector.

Alternative Hypothesis (H1): Brand familiarity significantly influences consumer preferences in the FMCG sector.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Brand Familiarity * Consumer Preferences	100	100.0%	0	0.0%	100	100.0%

Brand Familiarity * Consumer Preferences Crosstabulation

Count

		Consumer Preferences			Total
		I'm loyal to a specific brand	I often switch between brands	It depends upon on the product category	
Brand Familiarity	Yes	24	39	35	98
	No	2	0	0	2
Total		26	39	35	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.808 ^a	2	.055
Likelihood Ratio	5.506	2	.064
Linear-by-Linear Association	3.988	1	.046
N of Valid Cases	100		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .52.

INTERPRETATION

The p value is 0.046 which is less than the significance value (0.05) hence null hypothesis (H_0) is rejected. And H_1 is accepted.

INFERENCE

Therefore, brand familiarity significantly influences consumer preferences in the FMCG sector.

HYPOTHESIS 2

Null Hypothesis (H0): Trust in a brand does not significantly affect consumer decision-making in the FMCG sector.

Alternative Hypothesis (H1): Consumer trust in a brand significantly influences decision-making in the FMCG sector.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Brand Trust * Consumer Decision	100	99.0%	1	1.0%	101	100.0%

Brand Trust * Consumer Decision Crosstabulation

Count

		Consumer Decision			Total
		Loyal	Switch between brand	Depends on product category	
Brand Trust	Great deal	61	6	3	70
	Moderately	12	3	2	17
	Slightly	6	0	2	8
	Not at all	3	1	1	5
Total		82	10	8	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.574 ^a	6	.199
Likelihood Ratio	8.012	6	.237
Linear-by-Linear Association	5.254	1	.022
N of Valid Cases	100		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .40.

INTERPRETATION

The p value is 0.022 which is less than the significance value (0.05) hence null hypothesis (H_0) is rejected. And H_1 is accepted.

INFERENCE

Therefore, consumer trust in a brand significantly influences decision-making in the FMCG sector.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS

- Majority 57% of the respondents are male.
- Majority 26 % of the respondents belong to the age group of 18-24 category.
- Majority 49 % of the respondents are employed.
- Majority 46 % of the respondents belongs to Bachelor's degree.
- Majority 40% of the respondent income are between 3,00,000-7,00,000.
- Majority 40% of the respondents contribute brand loyalty towards consistency in quality.
- Majority 61% of the respondents are very influential in price when choosing a brand.
- Majority 48% of the respondents select brand depending upon the product category
- Majority 60% of the respondents pay attention towards brand's messaging and values when choosing FMCG product.
- Majority 61% of the respondents come across FMCG brands weekly
- Majority 47% of the respondents seek recommendations from friends
- Majority 57%of the respondents stay informed about new products or brands through social media
- Majority 33 % of the respondents purchase products through physical retail store
- Majority 74% of the respondents are affected by the channel of purchase
- Majority 43% of the respondents are influenced by a brand reputation for innovation
- Majority 98% of the respondents agree that they chosen a brand because of its familiarity
- Majority 47% of the respondents are influenced by brand trust moderately.
- Majority 48% of the respondents have an impact on a brand differentiation from competitor
- Majority 48% of the respondents are slightly influenced by convenience in selecting FMCG brand
- Majority 61% of the respondents agreed that branding is important in FMCG product choices.

- By performing Chi-Square test we can conclude that consumer trust in a brand significantly influences decision-making in the FMCG sector.
- By performing Chi-Square test we can conclude that brand familiarity significantly influences consumer preferences in the FMCG sector.

5.2 SUGGESTIONS

- Conduct more of employee engagement activities like mentorship programs, collaborations, cross trainings, fun work day etc. Consider strengthening and emphasizing consistent brand messaging to build trust and influence consumer choices.
- Price is a significant factor, explore pricing strategies that align with consumer expectations and market trends.
- Continue to emphasize innovation in product development and differentiation from competitors.
- Implement continuous monitoring and stay updated on consumer trends and preferences for timely adjustments to marketing strategies.
- Ensure that products are easily accessible through various channels, both online and offline, to meet consumer needs.

5.3. CONCLUSION

- Brand familiarity and trust have an impact on consumer decision in FMCG product choices
- Brand name influences consumer choices and purchasing behavior.
- People who prefer to purchase Branded products as compared to non-branded products like the quality and durability that they get on Branded products.
- Trust, Quality, Pricing, Familiarity, Channel of purchase, Convenience are the factors that influence in selecting a brand
- Brand plays effective role in consumer decision in purchasing FMCG product.

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ANNEXURE – QUESTIONNAIRE
A STUDY ON THE EFFECTIVENESS OF BRAND IN CONSUMER
DECISION WITH REFERENCE TO FMCG

1. Gender

Male

Female

2. Age

18-24

25-34

35-44

45-54

55-64

65 and above

3. Education Level:

High School

Bachelor's Degree

Master's Degree

Other

4. Occupation

Student

Employed

Self-employed

Unemployed

5. Annual Household Income:

Less than ₹3,00,000

₹3,00,000 - ₹7,00,000

₹7,00,000 - ₹10,00,000

₹10,00,000 or more

6.What factors contribute to your brand loyalty in the FMCG sector?

Consistency in quality

Price

Past positive experiences

Brand reputation

7.How influential is the price of an FMCG product in your decision-making process when choosing between brands?

Very Influential

Slightly Influential

Not Influential

8.Do you tend to stick with a particular brand of FMCG product once you find one you like?

I'm loyal to a specific brand.

I often switch between brands.

It depends on the product category.

9.Do you pay attention to the brand's messaging and values when choosing an FMCG product?

Always

Rarely

Never

10.How often do you come across FMCG brands in your daily life, either through advertisements, packaging, or promotions?

Weekly

Monthly

Rarely

11.How often seek recommendations or reviews from friends, family, or online communities when making FMCG brand choices?

Frequently

Rarely

Never

12.How do you stay informed about new products or promotions from brands?

Social Media

Television Commercials

In-Store Displays

Word of Mouth

13.Where do you primarily purchase FMCG products?

Physical retail stores

Online stores and e-commerce platforms

Both physical and online

14.Does the channel of purchase (physical store vs. online) influence your brand choices for FMCG products?

It affects my choices.

It doesn't affect my choices.

15.How much does a brand's reputation for innovation and introducing new products influence your FMCG product choices?

A great deal

Moderately

Slightly

Not at all

16. Have you ever chosen an FMCG product solely because of your familiarity with the brand, even if there were similar alternatives available?

Yes

No

17. How much does brand trust influence your choices when selecting FMCG products?

A great deal

Moderately

Slightly

Not at all

18. How much does a brand's differentiation from competitors impact your choices of FMCG products?

A great deal

Moderately

Slightly

Not at all

19. How much does convenience influence your decisions when selecting FMCG products?

Very Influential

Slightly Influential

Not Influential

20. How important is branding in influencing your FMCG product choices?

Very Important

Important

Not Important

A STUDY ON THE EFFECTIVENESS OF BRAND IN CONSUMER DECISION WITH REFERENCE TO FMCG

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ABSTRACT

This study explores the dynamic interplay between branding and consumer choices within the Fast-Moving Consumer Goods (FMCG) sector. The study is driven by two central hypotheses: first, that brand familiarity significantly influences consumer choices, and second, that brand trust plays a substantial role in shaping consumer preferences and fostering brand loyalty. The methodology involves a survey administered to a demographic, capturing respondent perceptions and behaviours related to FMCG brands. Participants are queried on their frequency of brand encounters, ability to recall familiar brands, and the impact of familiarity on their purchasing decisions. Additionally, their trust levels in FMCG brands are probed, along with instances where brand trust played a pivotal role in product selection. The data collected will be subjected to rigorous statistical analysis to test the hypotheses. The findings aim to shed light on the extent to which brand familiarity and trust influence consumer choices in the FMCG sector. Furthermore, the study explores the intricate relationship between these variables, seeking to understand whether familiarity enhances trust and how this synergy affects consumer decisions. In conclusion, this research endeavours to unravel the complexities of consumer decision-making in the FMCG sector, emphasizing the pivotal role played by brand familiarity and trust. By delving into these facets, the study aims to provide insights navigating the challenges of a highly competitive market, ultimately contributing to the enhancement of branding strategies in the FMCG industry.

INTRODUCTION

Consumer decision-making is a complex process influenced by various factors, and one of the most significant factors is the brand. Brand has emerged as a critical determinant of success within the FMCG sector. It serves as a powerful tool for companies to establish and maintain a distinct identity, build consumer trust, and influence purchase decisions. Brands are not just logos and slogans; they are the embodiment of a company's values, promises, and reputation. This study aims to delve into the intricate relationship between brand and consumer selection within the FMCG sector.

OBJECTIVE

- To analyze whether brand familiarity have an impact on consumer.
- To examine whether brand influences consumer choices and purchasing behavior.
- Factors influencing in selecting the brand.

SCOPE

- The study will explore the influence of brands across various demographic factors, including age, gender, income levels, and educational backgrounds. This inclusive approach aims to identify how different consumer segments respond to branding strategies.
- Each element of branding, including brand awareness, image, perception, loyalty, and trust, will be thoroughly examined.
- The study will investigate how online presence, social media, and e-commerce channels contribute to brand effectiveness.

NEED

- Understanding how brands influence consumer choices can offer a competitive advantage.
- Identifying the key drivers of brand effectiveness.
- Understanding how positive brand image and consumer trust contribute to long-term success is crucial for the sustainability of FMCG brands.

REVIEW OF LITERATURE

Das, G., & Varshney, D. (2019). *Understanding Indian Consumer: A Comprehensive and Compendium Approach*. Springer:

This comprehensive book explores various facets of Indian consumer behavior, providing a deep understanding of the Indian consumer landscape.

Roy, S. K., & Balaji, M. S. (2018). Exploring the Impact of Brand Experience on Brand Trust and Brand Loyalty: Evidence from India. *Journal of Brand Management*, 25(1), 65-80:

This study discusses the relationship between brand experience, trust, and loyalty in the Indian context.

Saxena, R. (2017). *Consumer Behavior in India: Insights for Managers*. Springer:

This book offers practical insights into consumer behavior in the Indian market, including cultural nuances and market dynamics.

Ramanathan, V. (2011). Consumer Behavior and Branding: Some Theoretical Insights and Research Propositions. *Journal of Indian Business Research*, 3(2), 117-131:

This article focuses on Indian consumer behavior and how branding influences it, providing insights into the Indian market.

Rajagopal, D. (2015). *Understanding Indian Consumer Behavior: A Conceptual Framework*. Springer:

This book provides a comprehensive framework for understanding consumer behavior in India, which can be valuable in the context of HUL's operations.

Krishnan, R. (2009). *Consumer Behavior in Indian Perspective*. Pearson:

This textbook focuses on consumer behavior in India, helping you understand the cultural, social, and economic factors that influence consumer choices.

Srinivasan, R. (2006). The Role of Brands in Retailing: A Review. *Academy of Marketing Science Review*, 2006(11), 1-24:

This review article discusses the role of brands in the retail context, which can be insightful when considering HUL's distribution and retail strategies.

Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81-93:

This research article explores the relationships between brand trust, brand affect, brand loyalty, and brand performance, which are relevant concepts for understanding HUL's brand success.

Kapferer, J. N. (2008). *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term* (4th ed.). Kogan Page:

This book explores strategic brand management concepts in depth, offering insights into building and sustaining brand equity.

HYPOTHESIS 1

1) Null Hypothesis (H0): Brand familiarity has no significant impact on consumer preferences in the FMCG sector.

Alternative Hypothesis (H1): Brand familiarity significantly influences consumer preferences in the FMCG sector.

Case Processing Summary

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Brand Familiarity * Consumer Preferences	100	100.0%	0	0.0%	100	100.0%

Brand Familiarity * Consumer Preferences Crosstabulation

Count

		Consumer Preferences			Total
		I'm loyal to aspecific brand	I often switch between brands	It depends upon on the product category	
Brand Familiarity	Yes	24	39	35	98
	No	2	0	0	2

Total	26	39	35	100
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Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5.808 ^a	2	.055
Likelihood Ratio	5.506	2	.064
Linear-by-Linear Association	3.988	1	.046
N of Valid Cases	100		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .52.

INTERPRETATION

The p value is 0.046 which is less than the significance value (0.05) hence null hypothesis (H0) is rejected. And H1 is accepted.

INFERENCE

Therefore, brand familiarity significantly influences consumer preferences in the FMCG sector.

HYPOTHESIS 2

Null Hypothesis (H0): Trust in a brand does not significantly affect consumer decision-making in the FMCG sector.

Alternative Hypothesis (H1): Consumer trust in a brand significantly influences decision-making in the FMCG sector.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Brand Trust * Consumer Decision	100	99.0%	1	1.0%	101	100.0%

Brand Trust * Consumer Decision Crosstabulation

Count

Consumer Decision

Total

		Loyal	Switch between brand	Depends on product category	
Brand Trust	Great deal	61	6	3	70
	Moderately	12	3	2	17
	Slightly	6	0	2	8
	Not at all	3	1	1	5
Total		82	10	8	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.574 ^a	6	.199
Likelihood Ratio	8.012	6	.237
Linear-by-Linear Association	5.254	1	.022
N of Valid Cases	100		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .40.

INTERPRETATION

The p value is 0.022 which is less than the significance value (0.05) hence null hypothesis (H₀) is rejected. And H₁ is accepted.

INFERENCE

Therefore, consumer trust in a brand significantly influences decision-making in the FMCG sector.

. FINDINGS

- Majority 57% of the respondents are male.
- Majority 26 % of the respondents belong to the age group of 18-24 category.
- Majority 49 % of the respondents are employed.
- Majority 46 % of the respondents belongs to Bachelor's degree.
- Majority 40% of the respondent income are between 3,00,000-7,00,000.
- Majority 40% of the respondents contribute brand loyalty towards consistency in quality.
- Majority 61% of the respondents are very influential in price when choosing a brand.
- Majority 48% of the respondents select brand depending upon the product category
- Majority 60% of the respondents pay attention towards brand's messaging and values when choosing FMCG product.
- Majority 61% of the respondents come across FMCG brands weekly
- Majority 47% of the respondents seek recommendations from friends
- Majority 57% of the respondents stay informed about new products or brands through social media

- Majority 33 % of the respondents purchase products through physical retail store
- Majority 74% of the respondents are affected by the channel of purchase
- Majority 43% of the respondents are influenced by a brand reputation for innovation
- Majority 98% of the respondents agree that they chosen a brand because of its familiarity
- Majority 47% of the respondents are influenced by brand trust moderately.
- Majority 48% of the respondents have an impact on a brand differentiation from competitor
- Majority 48% of the respondents are slightly influenced by convenience in selecting FMCG brand
- Majority 61% of the respondents agreed that branding is important in FMCG product choices.
- By performing Chi-Square test we can conclude that consumer trust in a brand significantly influences decision-making in the FMCG sector.
- By performing Chi-Square test we can conclude that brand familiarity significantly influences consumer preferences in the FMCG sector.

5.2 SUGGESTIONS

- Conduct more of employee engagement activities like mentorship programs, collaborations, cross trainings, fun work day etc. Consider strengthening and emphasizing consistent brand messaging to build trust and influence consumer choices.
- Price is a significant factor, explore pricing strategies that align with consumer expectations and market trends.
- Continue to emphasize innovation in product development and differentiation from competitors.
- Implement continuous monitoring and stay updated on consumer trends and preferences for timely adjustments to marketing strategies.
- Ensure that products are easily accessible through various channels, both online and offline, to meet consumer needs.

5.3. CONCLUSION

- Brand familiarity and trust have an impact on consumer decision in FMCG product choices
- Brand name influences consumer choices and purchasing behavior.
- People who prefer to purchase Branded products as compared to non-branded products like the quality and durability that they get on Branded products.
- Trust, Quality, Pricing, Familiarity, Channel of purchase, Convenience are the factors that influence in selecting a brand
- Brand plays effective role in consumer decision in purchasing FMCG product.

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