

# BRANDING STRATEGIES OF FMCG COMPANIES – A CASE STUDY

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## ABSTRACT

The study on review of literatures show that, many studies have been concentrated on the Branding Strategies pertaining to Non-durable goods, very few studies have concentrated on FMCG companies in general and no study has been specifically concentrated on bathing soap segment in FMCG Companies. Despite the scenario that, very less relevant studies have focused on marketing and branding strategies of bathing soaps, the present study fulfills the research gap pertaining to studies on branding strategies. Further, the study focuses on the top 3 selling FMCG brands pertaining to bathing soaps in India. The study will help the companies to understand the ground realities on efficiency of branding strategies adopted by the FMCG companies. Further, the study will also make an attempt to undertake critical dimensions in branding strategies such as Brand Association, Brand Loyalty, perceptions of Marketers towards select FMCG brands.

**Keywords:** brand preference, FMCG, branding strategies, brand association

## 1) Introduction to Branding Strategies

The real power of successful brands is that they meet the expectations of those who buy them or in other words, they represent a promise kept and thereby creating a trust, belief and loyalty of the brand – thereby inducing the buyer to make repeat purchases without any fear. Today, the branding strategy has a major issue in product strategy. Further, due to rapidly growing competition in the FMCG industry, it is observed that, FMCG companies have been varying in their marketing strategies specifically towards branding. The Brand preference and retention of the consumers are some of the top most challenges to the companies to handle. With the importance that brands display for the success of the business organizations, the present chapter presents the detailed understanding on Brand and Branding strategies, the concept of FMCG brand, classification of FMCG brands. Further, the chapter presents the detailed analysis on review of literature, need and importance of the study, objectives, methodology and chapterization scheme developed to examine the objectives.

Brand strategy is a long-term plan for the development of a successful brand in order to achieve specific goals. A well-defined and executed brand strategy affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments. There are many types of branding strategies in marketing that will build brand equity, adding value to the company. Brand strategy has the potential to grow dramatically and reach well beyond the target audience. There are many different types of brand strategies that vary based on target audiences, marketing campaigns, and budgets. A well-received brand strategy has the potential to build brand equity and solidify its place as an established brand. Some companies employ multiple strategies to increase the odds of a successful campaign. Branding is an integral part of the business building process. Large corporations spend hundreds of millions of dollars building their brands.

Branding is crucial for products and services sold in huge consumer markets. It's also important in B2B because it helps the consumer stand out from the competition. The brand strategy brings the consumer competitive positioning to life, and works to position the consumer as a certain “something” in the mind of the prospects and consumers. Branding strategies are formulated to realize the brand objectives. These are concerned with issues like manufacturer’s brand or private label, mass or niche brand, value-added or low-price brand. These also guide about the criterion the brand name must satisfy. All above considerations lead to spell out the brand name criterion. Brands names could be generated by group discussions, brainstorming, inspiration, word association, contests and computer-generation. All the names are evaluated after generation. Some of the Branding Strategies as proposed by the authors are presented below.

**Table-1.1**

**Classification of Branding Strategies Given by Various Authors**

.	Author	Proposed Branding Strategies
1	Gray and Smeltzer (1985)	1. Single Entity 2. Brand Dominance

		<ol style="list-style-type: none"> <li>3. Equal Dominance</li> <li>4. Mixed Dominance</li> <li>5. Corporate Dominance</li> </ol>
2	Murphy(1987)	<ol style="list-style-type: none"> <li>1. Corporate Dominant Systems</li> <li>2. Brand Dominant Systems</li> <li>3. Balanced Systems</li> <li>Mixed Systems</li> </ol>
3	Olins(1989)	<ol style="list-style-type: none"> <li>1. Monolithic Strategy</li> <li>2. Endorsed Strategy</li> <li>3. Branded Strategy</li> </ol>
4	Laforet and Saunders (1994)	<ol style="list-style-type: none"> <li>1. Corporate Dominant Strategy</li> <li>2. Mixed Strategy</li> <li>3. Brand Dominant Strategy</li> </ol>
5	Aaker and Joachimsthaler (2000)	<ol style="list-style-type: none"> <li>1. Branded House Strategy</li> <li>2. Sub-Branding Strategy</li> <li>3. House of Brands Strategy</li> </ol>
6	Berens et al. (2002)	<ol style="list-style-type: none"> <li>1. Corporate Branding Strategy</li> <li>2. Sub-Branding Strategy</li> <li>Stand Alone Strategy</li> </ol>
7	Rajagopal and Sanchez (2004)	<ol style="list-style-type: none"> <li>1. House of Brands Strategy</li> <li>2. Brand Endorsement Strategy</li> <li>3. Branded House Strategy</li> </ol>
8	Strebinger (2004)	<ol style="list-style-type: none"> <li>1. Corporate Branding Strategy</li> <li>2. Target Branding Strategy</li> <li>3. Product Branding Strategy</li> <li>4. Product and Target Branding Strategy</li> <li>5. Brand Family Strategy</li> </ol>
9	Laforet and Saunders (2005)	<ol style="list-style-type: none"> <li>1. Corporate Branded Strategy</li> <li>2. Endorsed Strategy</li> <li>3. Dual Strategy</li> <li>4. Multi-Branded Strategy</li> <li>5. Branded Strategy</li> </ol>
10	Keller (2008)	<ol style="list-style-type: none"> <li>1. Company/Corporate Brand</li> <li>2. Family Brand</li> <li>3. Individual Brand</li> <li>4. Modifier</li> </ol>
11	Muzellec and Lambkin (2009)	<ol style="list-style-type: none"> <li>1. Corporate Brand as Trade brand</li> <li>2. Corporate Brand as Business Brand</li> <li>3. Corporate Brand as Holistic Brand</li> </ol>
12	Rahman and Areni (2009)	<ol style="list-style-type: none"> <li>1. Network Brands</li> <li>2. Support Brands</li> <li>3. Co-Brands</li> <li>4. Intra-organisational</li> <li>5. Architecture</li> <li>6. Branded Division</li> <li>7. Branded Features</li> <li>8. Branded Programs</li> </ol>

Source: Data retrieved from <http://www.marketinggunslingers.com/cgi-sys/suspendedpage.cgi>

## 2) Review of Literature

An attempt is made to thoroughly review the literature pertaining to the studies on Branding and Branding strategies in general and in particular to Branding strategies with special reference to FMCG Brands. The detailed analysis is presented below.

Thamaraiselvan and Raja (2008) say that in today's intense competitive environment, companies launch new products to satisfy constantly changing consumers' preferences. The new products are prone to failures due to many factors. Companies take efforts to reduce new product failure rates to maximize their returns for their stakeholders. Beura D, has studied the FMCG Brand extensions strategy and Consumer buying behaviour with special reference to Odisha region. The study aimed at finding out the influence of various factors like Perceived Risk, Similarity, Reputation, consumer innovativeness, Perceived quality and brand concept consistency in case of FMCG segment. In this study the overall effect of brand extension strategies in both already extended parent brand and hypothetical extension of parent brands are examined.

Ogbuji and Chinedu N.(2011) have analyzed on impact of brand in on consumer choice for regulated bottled water in southeast, Nigeria. With the study, the authors have recommended that, branding should play the lead role along the product related strategies in fashioning out a marketing strategy for bottled water. Further, the authors have concluded that, firms employing the tool of branding should lay more emphasis on company-of-make and packing in devising a branding strategy. Neema G.(2011) has studied the marketing strategies in crating brand image of FMCG in India with special reference to store promotion. The study based on 549 respondents was approached and they were asked to fill the questionnaire focusing on the perceptions and preference s on perceived brand image of select Indian FMCG brands. Stankeviciute and Hoffmann (2010) explored brand extension strategy in luxury fashion. They examined several famous international luxury fashion brands, namely Giorgio Armani, Calvin Klein, and Jimmy Choo. They found that luxury fashion brands can collaborate with nonluxury brands to develop an extended co-brand. This extension can achieve a positive impact on themselves if the co-brand possesses the luxury fashion's features, and the nonluxury brands have good reputation. Nobbs et al. (2012) explored the essential elements of the luxury fashion flagship store's format. They revealed that the luxury fashion flagship store's scale and size in practice are more than sufficient compared to its functional requirements. They argued that the luxury fashion flagship stores treasure exclusivity and uniqueness most and help attract customers' visit. They explored the characteristics of the luxury flagship store format and demonstrated how the flagship store helps generate and communicate differentiation.

Rajput, N and Kesharwani, S (2012) defines that the Modern era provides high quality materials and lot of variety in Indian garment market to satisfy the desire of customers. The customers are utilizing the opportunity too. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. Daud M. (2013) has studied the differentiation strategy for FMCG companies on Ingredient branding. In the paper, the author has made an attempt to understand the phenomenon of Ingredient branding and analyzed the Ingredient branding from the end consumer's perspective. Muhammad Ehsan Malik et al.(2013) made study on the impact of brand image and advertisement on consumer buying behaviour. The authors have opined that brand image play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people' buying behaviour and advertisement is behaving as a driving force for any business as it's an effective source to convey your message and stay in customer's mind. Jain and Bhatnagar(2014) made a critical analysis on purchase behaviour of branded men's wear. The study has revealed that, 33.33% of students and 58.67% of professionals visit Branded men's wear showroom with the purpose of shopping where as 6.67% and 1.33% of students & professionals visit showroom to pass time respectively. 29.33% of students and 48% professionals purchase by keeping particular brands in mind.

Suganthi V(2016) has studied the marketing strategies adapted to Hindustan Unilever Limited. The study focused on understanding the insight in the field of rural market with special focus on HUL with reference to FMCG product. The study is based on secondary data sources. the author has observed that the HUL has received the distinction of becoming one of the few Indian Companies that had tapped the country' s vast rural population so extensively and the author has revealed the contribution of the FMCG companies in Indian rural market and rural economy. Das et al., (2016) have identified he associations in which the brands are positioned strongly and new associations for weaker or new brands to position themselves. The brand image has been studied using a technique called perceptual mapping, which can have any number of dimensions but the most common are two dimensions. Rowntree L(2017) focused on impact of Digital Advertising on FMCG Brand Sales. The author observed that digital advertising has long promised accountability and FMCG marketers face unique challenges in tying marketing efforts to sales results. The author pointed out that FMCG brands need vast amount of data in order to slice it to gain actionable insights that help them make better business decisions.

### 3) Objectives of the Study

The study concentrate on the following sub objectives.

The sub objectives of the study include:

1. To study the socio-economic profile of the consumers and the awareness levels of consumers on select brands.
2. To analyze the perception of consumers on Brand association and preference of select brands.

Further, the study will offer suggestions for improving the performance of companies in the effective implementation of branding strategies.

### 4) Methodology of the Study

The study mainly concentrates on critically analyzing the various branding strategies applied by select manufacturers. In this context, select dimensions of branding strategies including awareness levels on brands, brand association, brand preference and evaluation of branding strategies, levels of satisfaction with regard to select FMCG brands are analyzed for the present study. Further, the study takes into consideration of 3 select FMCG manufacturers. This will enable the researcher to make an in depth study of brand preferences, brand loyalties etc. As the numbers of FMCG goods available in the market are huge, bathing soap segment from three select FMCG companies are selected for the study. The following companies are considered for the proposed research study.

Table-1  
Select FMCG Brands to be studied

Sl.No.	Name of the Company	Brands
1.	Hindustan Unilever Limited	Rexona, Lux, Lifebuoy, Pears, Dove, Hamam, Margo
2.	ITC	Superia, Fiama, Savlon, Vivel, Aqua
3.	Wipro	Santoor, Santoor Baby, Chandrika

The data for the research study is collected from using primary and secondary data sources. To collect relevant data from secondary data sources published books, reports, NSS survey, census data, annual reports of select companies and websites are consulted. Secondary data available from reports, magazines and surveys, conducted by organization like NCAER, O.R.G. are also used.

The primary data is collected with the help of a questionnaire. The questionnaire is used to analyze the perceptions of consumers is defined to collect data with reference to demographic, socio-cultural background, their consumption patterns, brand association, preferences, buying behavior, post including their levels of satisfaction. Further, the personal interview and direct observation methods are also used for the collection of primary data. A sample size of 335 is selected in order to analyze the perceptions of consumers of select FMCG brands. With reference to study the perceptions of marketing intermediaries, a total of 180 marketing intermediaries are selected on the basis of convenience sampling method from the three select FMCG companies.

### 5) Demographic Profile of Consumers

The demographic profile of consumer is essential to study the consumer behaviour since the needs and motives, demographics and culture, beliefs and values, social class, influence groups, reference groups, opinion leadership and personality traits are the important factors which influenced it.

Table-2  
Gender- wise Distribution of Sample Customers

Sl. No.	Gender Category	Consumer Category			Total	
		Hindustan Unilever Limited	ITC	Wipro		
1.	Male	44	25	64	133	
		34.9%	46.3%	41.3%	39.7%	
2.	Female	82	29	91	202	
		65.1%	53.7%	58.7%	60.3%	
<b>Total</b>		<b>126</b>	<b>54</b>	<b>155</b>	<b>335</b>	
		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	
Sl. No.	Age Group of Sample Respondents		Consumer Category			Total
			Hindustan Unilever Limited	ITC	Wipro	
	Below 20 years	Count	11	4	9	24
	21-30 years	Count	54	31	98	183

	31-40 years	Count	20	6	27	53
	41-50 years	Count	26	6	17	49
	51 and above	Count	15	7	4	26
	<b>Total</b>	<b>Count</b>	<b>126</b>	<b>54</b>	<b>155</b>	<b>335</b>
Sl. No.	Occupational Status	Consumer Category			Total	
		Hindustan Unilever Limited	ITC	Wipro		
	Government Employee	19	9	24	52	
	Private Employee	41	18	35	94	
	Retired Employee	8	5	7	20	
	Business	18	8	10	36	
	Student	40	14	79	133	
	<b>Total</b>	<b>126</b>	<b>54</b>	<b>155</b>	<b>335</b>	

Source: Compiled from field survey results

An analysis of Table -2 reveals that 39.7 percent of the respondents belonged to men and while remaining 60.3 percent are women. Further, the brand wise results reveal that, majority of the users of HUL are belongs to female category. Where as in case of ITC, there is approximately similar proportion of respondents were obtained. Further, 58.7 percent of the respondents were been found using Wipro. Majority of the respondents fell into this group as it represented by 55 percent. The percent of the respondents in between below 20 years and 51 and above are less than ten percent. Company wise results reveal that, majority of the consumers of all the three categories are in the age group of 21-30 years.

An analysis of Table-2 reveals that among the total 335 respondents, 5.1 percent of respondents belonged to Matriculation education group, followed by Under Graduate (16.4%), around 16 percent of them are graduates. Further, majority of the respondents possess Post Graduation, Since the major portion of the field survey is done among the Post Graduate Colleges, the respondents possessing PG Qualification is comparatively high than the other categories. The others group who possess Diploma/Certification courses after Matriculation found 14.6 percent. On the whole, the major respondents group are Post Graduates. Table -2 reveals that ‘Student’ with around 40 percent is the major occupation among sample respondents, followed by ‘Private Employee’ with 28 percent, respondents with ‘Government Employee’ and ‘Business’ occupied third and fourth places with 15.5 and 10.7 percent respectively. Retired employees constitute around 6 percent. This indicates that agriculture remains as the basic source of livelihood for a majority of the consumers.

**6) Category wise Consumption of Bathing Soaps by the Sample Respondents**

Bathing soaps display unique characteristics in terms of their functionality. They are unique in terms of displaying the functions and features which will adopt to different skin tones. Hence, an attempt is made to understand the category wise consumption of bathing soaps by the sample respondents.

**Table-3**  
**Category wise consumption of Bathing Soaps**

Sl.No.	Category of bathing soap	Consumer Category			Total
		Hindustan Unilever Limited	ITC	Wipro	
1.	Daily Care	46	18	52	116
		36.5%	33.3%	33.5%	34.6%
2.	Skin Care	49	25	49	123
		38.9%	46.3%	31.6%	36.7%
3.	Health Care	31	11	54	96
		24.6%	20.4%	34.8%	28.7%
<b>Total</b>		<b>126</b>	<b>54</b>	<b>155</b>	<b>335</b>
		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Compiled from field survey results

Results presented in table-3 reveal that, 34.6 percent of the respondents are using Daily care related bathing soap from the 3 select categories of FMCG companies. Where as 36.7 percent are using Skin care related soaps and 28.7 percent of them are consuming Health care related soaps. Since, majority of the sample respondents are belongs to 21-30 years, it is found evident that the respondents give priority to Skin care.

## 7) Perceptions on Level of Awareness of Consumers

With a view to understand the perceptions of consumers on the awareness on various attributes of bathing soap brands, the consumers were asked to respond on a series of statements variables describing the awareness on brands of select textile companies. A Likert-type 5 point scale consisting of response categories strongly disagree, disagree, neutral, agree, strongly agree with a imputed value of 1, 2,3,4 and 5 respectively was constructed and administered to the consumers. An analysis of data presented in Table-4 reveals that majority consumers expressed the opinion that they are aware of branding strategies offered by select FMCG companies for its bathing soap brands in the form of Availability of various brands in bathing soap in the store, availability of various sub brands available in the same product segment. Further the consumers have rated 'agree' which indicate that they are aware of comparison of brands in bathing soap segment, identification of flavours, sizes, prices, product specifications.

The consumers have also rated positive towards the awareness on specifications bathing soap brands, reputation of bathing soap, sales/discount offers associated with brands, utilization of bathing soap brand for personal/family purpose and identifying the companies' and flavours on the basis of packing. The data presented in Table-3.23 reveals that the means of the variable that constitute the branding strategies of companies ranges between 3.34 and 3.64. The attribute 'Sales /Discount offers associated with various brands in Bathing soap' has larger mean value in the opinion of consumers. The item 'Comparison of various brands in bathing soap in the same product segment' has smaller mean value in the opinion of consumers. In the opinion of the consumers the variable 'Identifying the companies' and flavors on the basis of Packing' has larger value of standard deviation implying perceptual differences in the opinion of consumers. Least variation the opinion of consumers is noticed in the case of a variable 'Price of the various brands in bathing soap' implying more agreement in the opinions of consumers.

Table-4

Level of Awareness of the Consumers

Sl.No.	Item	Strongly Disagree	Disagree	neither Agree nor disagree	Agree	Strongly Agree	Total	Mean	Standard Deviation	Rank
1.	Availability of various brands in bathing soap in the store	33	57	38	147	60	335	3.43	1.24	5.5
2.	Availability of Various brands in bathing soap in the same product segment	27	64	51	147	46	335	3.36	1.17	8.5
3.	Comparison of various brands in bathing soap in the same product segment	22	56	87	126	44	335	3.34	1.10	10
4.	Identification of flavors and various sizes of bathing soap	23	57	61	141	53	335	3.43	1.15	5.5
5.	Price of the various brands in bathing soap	21	43	66	160	45	335	3.49	1.07	4
6.	Product specifications of bathing soap brands	29	45	83	131	47	335	3.36	1.14	8.5
7.	Brand reputation of Bathing soap	30	36	57	140	72	335	3.56	1.20	3
8.	Sales /Discount offers associated with various brands in Bathing soap	17	36	67	144	71	335	3.64	1.08	1
9.	Utilization of the Bathing soap brand for personal/family purpose	30	39	58	126	82	335	3.57	1.23	2
10.	Identifying the companies' and flavors on the basis of Packing	41	46	61	120	67	335	3.38	1.28	7
<b>Overall Awareness</b>		<b>0</b>	<b>21</b>	<b>119</b>	<b>181</b>	<b>14</b>	<b>335</b>	<b>3.56</b>	<b>.68</b>	

Source: compiled from field survey results summarized using Compute Variable in SPSS

## 8) Analysis on Consumers' perception Brand Preference towards Bathing Soaps

An attempt is made with a view to understand the perception of consumers on Brand preference towards Bathing soaps. A Total of 10 items/statements are considered for analysis. The perceptions of the consumer respondents are recorded on a five point rating scale. The perceptions of the consumers presented in table-5 reveal that, respondents are favour to the statement, i.e., I prefer the selected brand in Bathing soap due to increasing awareness. This show that the consumers are well aware of the Bathing soap

brand which they were well aware and their decision is based on the increasing awareness. Further, the consumers prefer the brand due to the demand of sales in the current local market. Further, majority of them have rated agree to the fact that they prefer the select brand in bathing soap due to company image among the public. Consumers have well perceived and they were of the opinion that, they prefer the selected brand in Bathing soap due to ability of continuation in quality performance in every experience. Further, the results show that, They were strongly influenced by the reference group such as friends/colleagues, availability of the brand in the current market, promotion of Brand Ambassador, offers and the influence of utilization. Further, using Compute Variable, the overall perception on Brand Preference is obtained. The overall result show that consumers have rated ‘agree’ and this indicate that Brand preference has influenced the consumers. The mean value lies in between 3.20 and 3.73. Higher mean is observed to the statement ‘prefer the selected brand in Bathing soap due to ability of continuation in quality performance in every experience’ and this show that among the items considered, experience is the chief component which is influencing the consumers preference to bathing soap brand. Further, the standard deviation lies in between 1.00 and 1.24. The overall standard deviation is .58 which is less than 1 and this show that there is no such significant difference in the perception of the consumers on Brand preference of select Bathing soap brands.

**9) Branding Strategies and its impact on Consumers**

Table-6 presents the consumers perception on Branding Strategies on a five point rating scale. The statement wise mean and Standard deviation is calculated for better analysis. The results presented in table-4.12 show that, majority of the consumers have rated ‘agree’ which indicate that they believe positive towards multiband strategy of select FMCG companies, offering of Bathing soap in different sizes and price combinations, building of new product lines, the new product development, wide distribution network, marketing approach and the strategic appeal of bathing soap brand which encourages the consumers’ purchase intention. Where as majority of the consumers have rated ‘disagree and neutral’ which indicate that they were not in favour towards the approach of shorter product life cycle strategies’ influence on the purchase decision.

Statement wise means are calculated and the results show that the mean values lies in the range of 2.99 and 3.56. Higher mean is observed for the statement on ‘Adding related new products in the product line made me to like and buy’ where as least mean is observed for the statement on ‘Shorter product life cycle strategy is the main influencer in the purchase decision’. The overall mean calculated using ‘Compute variable’ is 3.39 and this show that on a five point rating scale, high mean with a value of above 3 show that consumers are positive towards Branding Strategies applied by select FMCG companies. The overall standard deviation is 0.73 which is lesser than 1 and this show that the consumers are not differ in their opinion.

Table-5  
**Consumers’ perception on Brand preference towards Bathing Soaps**

Sl. No.	Statement	Strongly Disagree	Disagree	neither Agree nor disagree	Agree	Strongly Agree	Total	Mean	Standard deviation
1.	I prefer the selected brand in Bathing soap due to increasing awareness	24	36	64	173	38	335	3.49	1.06
2.	I prefer the selected brand in Bathing soap due to the demand of sales in the current local market	18	38	87	157	35	335	3.46	1.00
3.	I prefer the selected brand in Bathing soap due to company image among public	16	44	45	164	66	335	3.66	1.08
4.	I prefer the selected brand in Bathing soap due to brand credibility in the national and international market	20	31	96	122	66	335	3.55	1.09
5.	I prefer the selected brand in Bathing soap due to ability of continuation in quality performance in every experience	19	36	58	127	95	335	3.73	1.15
6.	I prefer the selected brand in Bathing soap due to the influence of my friends/colleagues	22	75	93	101	44	335	3.21	1.13
7.	I prefer the selected brand in Bathing soap due to Brand availability in the current market	21	59	57	143	55	335	3.45	1.14
8.	I prefer the selected brand in Bathing soap due to Promotion of brand ambassador	39	66	67	115	48	335	3.20	1.24
9.	I prefer the selected brand in Bathing soap due to Sales offers	41	36	68	133	57	335	3.39	1.24
10.	I prefer the selected brand in Bathing soap due to Utilization of the brand for personal/family purpose	26	48	47	146	68	335	3.54	1.19
<b>Overall Perception on Brand Preference</b>		<b>0</b>	<b>14</b>	<b>136</b>	<b>185</b>	<b>0</b>	<b>335</b>	<b>3.51</b>	<b>.58</b>

Source: field survey results

Table-6  
**Consumers perception on Branding Strategies**

Sl. No.	Statement	Strongly Disagree	Disagree	neither Agree nor disagree	Agree	Strongly Agree	Total	Mean	Standard deviation
1.	Multi brand strategy of the select FMCG company influenced my preference	28	58	93	130	26	335	3.20	1.08
2.	Offering the same product in different sizes and price combinations influenced my preference(product flanking)	30	35	70	153	47	335	3.45	1.13
3.	Adding related new products in the product line made me to like and buy (building product lines)	15	44	75	140	61	335	3.56	1.07
4.	Introduction of new products with expected features encouraged me to buy (new product development)	19	38	75	152	51	335	3.53	1.06
5.	Shorter product life cycle strategy is the main influencer in the purchase decision	46	60	106	99	24	335	2.99	1.15
6.	Taking advantage of wide distribution network is influenced me to purchase where ever I want	24	59	99	124	29	335	3.22	1.06
7.	Marketing under a global bathing soap brand name created interest	24	36	101	147	27	335	3.35	1.02
8.	Strategic appeal of the bathing soap brand is the encouraging factor in my purchase intension	28	43	90	126	48	335	3.37	1.13
<b>Overall perception on Branding Strategies</b>		<b>8</b>	<b>16</b>	<b>159</b>	<b>142</b>	<b>10</b>	<b>335</b>	<b>3.39</b>	<b>.73</b>

Source: Compiled from SPSS Data

## 10) Conclusions and Suggestions

The study is based on analyzing the consumers with regard to Branding strategies applied by the 3 select FMCG companies for its Bathing Soap Brand. Consumers are well aware about the availability of brands in the store, sales/discounts offers and identification of flavours. The results reveal that consumers are highly aware about sales/discounts offers associated where as the awareness level on product segments, product specifications are comparatively low. The study on brand preference show that consumers were highly perceived positive with regard to preference of brand on the basis of performance and quality and where as the consumers are less perceived towards influence of reference groups. With regard to branding strategies, majority of them have agreed that adding related new products in the product line made them to like and buy. Further, introduction of new products with expected features encouraged them to buy. Finally it is to conclude that consumers are well aware of Bating soap brand introduced by the 3 select companies and further, it is observed that consumers preference of brands are mainly motivated by their experience and companies need to concentrate on promoting of brand by effective promotion of quality, features and specialties to influence the brand preference of the consumers.

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