

# CONTRIBUTION OF BRAND AWARENESS AND PERCEIVED QUALITY IN CONSUMER BASED BRAND EQUITY- A STUDY WITH REFERENCE TO FMCG IN CHENNAI CITY.

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## ABSTRACT:

Fast moving consumer goods (FMCG) are the product that are sell quickly and at all of lower cost. Most of the fast moving goods have short life perishable goods. They are popularly referred to as a packed goods. Money that circulated in the economic situation due to FMCG products are very high and also the number of consumer for these products are very high. Due to fast growing sector it gives lots of employment opportunity for different departments. Once there is a brand awareness about the product only can make the product sale in market. So, accordingly brand awareness plays important role in the sale of fast moving consumer goods.

Keywords: Brand awareness, perceived quality, FMCG, development

## INTRODUCTION:

Fast moving consumer goods are mainly food stuff and house hold accessories, durable and non – durable goods in nature. Mainly household care (soaps and detergents), personal care (skin care, hair shampoos, etc.), food and beverages (ready to eat items, milk products, etc.). These goods includes all consumable goods other than grains and pulses and consumer buy at regular intervals in little quantity.

Fast moving consumer goods are very well developed and holding a strong stand in the cities, because of awareness and media influence among the people make the consumer attract over these products. FMCG sector is worth expected by Rs.4000 to 6000 billion by 2020.

Brand awareness as the strength of a brand's presence in the consumer mind. It also refers that the consumers ability to recognize or recall a brand in its product category. Awareness can include consumer's image making, profile of the product, brand characteristics, signs and symbols.

Perceived quality can be said that the consumer's perception of the overall quality or superiority of a product or service with respect to its intended purposes and alternatives. It has become an important business trust for many firms and can be motivation for programs designed to enhance brand equity.

## REVIEW OF LITERATURE:

**DR. K. Alex & mary suthanthira malar (2017)** the study concluded that the companies are used the media as a mode of promotion for the FMCG products and tough competition is being faced by the company in the

market, media planners should be more careful in giving messages to the customers. Convenience sampling technique is used and 200 sample are taken.

**Rose Leahy, (2011)** aims to explore relationship marketing and the existence of relationships in mass consumer markets from the consumers perspective, with the focus on the FMCG sectors. Demographic and socio economic background to enable in depth exploration.

**Bikramjit Rishi, (2013)** the study has found that brand functional benefit, buying intention and brand symbolism influence brand trust among the Indian consumers, while the price consciousness and genetic influence does not have any influence on brand trust in this category.

**M.Shehbaz Qasim & Swati Agarwal (2015)** examines consumer's preference towards various non-alcoholic beverages. Convenient sampling technique is used for research. In this study it was found that the most important choice is taste motive, followed by health aspects.

**Mridanish Jha (2013)** examines the brand awareness and preference of rural consumer in FMCG products. Convenience sampling method is used in the study, quality and money value of the product desire the preference in the market.

**Bijuna C. Mohan, A.H.Sequeira (2016)** investigates the impact of brand equity on operational performance of business in the Indian FMCG industries. The research study adopts descriptive and exploratory approaches. They concluded with there is a correlation between Brand equity and operational performance of business.

**Aaker(1991)** makes brand equity as a set of brand assets and liabilities that are linked to brand, name, symbols that benefit or not from the value provided by a product or service to a firm.

**Shabir majeed(2014)** to examines about the brand awareness in rural areas and to study the interest of consumers in branded products of fast moving consumer goods (FMCG)with the help of 100 samples and structured questionnaire, it is said that the awareness among rural areas are more in health conscious and they consume even higher the price.

#### METHODOLOGY:

A Study consist of two types of data namely primary and secondary data. Primary data is obtained from the consumer of Chennai city through a structured questionnaire. It consist of demographic variable elements of brand equity.

The demographic variables are given in the form of optional type questionnaire whereas, the brand equity elements are in the form of likert's five point scale.

The researcher applied convenience sampling method to collect the responses from the consumers and reliability as well as the validity are subsequently verified. The researcher circulated 20 questionnaire in

all 15 zones of Chennai city. Totally, the researcher able to get 300 responses to conduct the research. Hence the sample size of the researcher is 300.

The researcher applied simple percentage analyses T-Test, one-way analysis of variance to find the result as desired in the objectives.

#### ANALYSIS AND DISCUSSION:

In order to ascertain the awareness level of consumers towards brands and perceived quality are obtain through the application of T-Test.

	N	Mean	Std. Deviation	Std. Error Mean	T
BA1	567	4.13	.808	.034	33.261
BA2	567	4.33	.722	.030	43.837
BA3	567	4.22	.716	.030	40.658
BA4	567	3.92	1.065	.045	20.593
BA5	567	3.88	1.068	.045	19.547

	N	Mean	Std. Deviation	Std. Error Mean	T
PQ1	567	3.84	1.126	.047	17.677
PQ2	567	3.58	1.067	.045	12.993
PQ3	567	3.67	.913	.038	17.488
PQ4	567	3.70	.920	.039	18.070
PQ5	567	3.86	.994	.042	20.530

#### FINDINGS AND CONCLUSION:

It is concluded that brand equity is not a unique phenomenal but it is a composition of consumer awareness towards brands and there meticulous interest towards quality of FMCG's they regularly use. The consumer's brand equity is highly influenced by brand awareness than perceived quality absorbed by the consumer. The consumer based brand equity of FMCG's in any geographical base also required brand knowledge and brand delight. It is confirmed that consumer base brand equity would take a span of time among the consumer's psychology to have its full potential picture.

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