Socio Demographic differences in Perceptions Shaping Brand Awareness

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Abstract: The challenge of building a strong brand across FMCG sector has long remained a matter of intense research and analysis. Brands in FMCG sector are essential to distinguish and differentiate the goods and service of one manufacturer from another. The brands in FMCG sector (Nijssen, 1999) are more prone to competition than the other sectors like telephony, nutrition and automobiles. Unlike other sectors, FMCG or fast moving consumer goods sector incorporates the consumer packaged goods that are meant for one time consumption. These goods classify as non-durable household goods that could identify as wither cosmetics, toiletries, beverages, packaged foods, candies, over the counter drugs or consumables with lesser shelf life. From consumer perspective (Celen, 2005), these entail frequent and repetitive purchases, shorter shelf life, low cost, lesser engagement and rampant consumption tendency. As per Deloitte study, these goods possess immense potential for mass branding and consistent innovation by product line extensions

This section introduces to the exploration of the differences across perceptions of the respondents with regard to individual customer notions and store based contextual aspects. The sub- sections below explore the differences by control variables in order to quantify and ascertain the differences in numerical terms

Keywords: FMCG, perception, customer notions,consumer goods

INTRODUCTION:

Fast moving consumer goods (FMCG) sector is India's fourth largest sector with household and personal care accounting for 50% of FMCG sales in India. Growing awareness,easier access and changing life styles have been the key growth drivers for the sector.The urban segment (accounts for a revenue share of around 55%) is the largest contributor to the overall revenue generated by the FMCG sector in India. The challenge of building a strong brand across FMCG sector has long remained a matter of intense research and analysis. Brands in FMCG sector are essential to distinguish and differentiate the goods and service of one manufacturer from another. The brands in FMCG sector (Nijssen, 1999) are more prone to competition than the other sectors like telephony, nutrition and automobiles. Unlike other sectors, FMCG or fast moving consumer goods sector incorporates the consumer packaged goods that are meant for one time consumption. These goods classify as non-durable household goods that could identify as wither cosmetics, toiletries, beverages, packaged foods, candies, over the counter drugs or consumables with lesser shelf life. From consumer perspective (Celen, 2005), these entail frequent and repetitive purchases, shorter shelf life, low cost, lesser engagement and rampant consumption tendency. As per Deloitte study, these goods possess immense potential for mass branding and consistent innovation by product line extensions

This section introduces to the exploration of the differences across perceptions of the respondents with regard to individual customer notions and store based contextual aspects. The sub- sections below explore the differences by control variables in order to quantify and ascertain the differences in numerical terms

Differences on account of individual aspects

The gender bound differences along with age and family derived variations were also empirically determined with aid of control variables under usage of ANNOVA, MANOVA assessment methodologies. The study hence leverages the control variablesfor the sake of quantifying the differences across the responding class and to underlinethe differences on account of person driven variations in terms of response generation,in terms of demographics. The "control variables" were hence incorporated to ascertainthe variances across experimental group. The dominant literature (Hansen, 2004) on subject reflects tremendously on the role of household composition, availability of efficient technology at home, variable pricing in local perspective, physicalinfrastructure, density of population] and user awareness aspects[knowledge, skills, literacy, media awareness, money, availability of time; in shaping the ground level differences. Such differences have further been evaluated and observed with aid of toolslike extractive factor analysis by control variable, ANOVA and MANNOVA as well asnon-parametric tests like Kruskal Walis tests. The ANOVA assessment captures the statistically significant difference between the groups as vindicated by one way ANOVA ($p<0.05$).

Table 1.1: ANOVA Assessment: Gender bound differencesANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AA1	Between Groups	1.288	1	1.288	.567	.052
	Within Groups	720.167	317	2.272		
	Total	721.455	318			
AA3	Between Groups	.996	1	.996	.542	.062
	Within Groups	581.851	317	1.835		
	Total	582.846	318			
AA4	Between Groups	3.315	1	3.315	1.797	.081
	Within Groups	584.673	317	1.844		
	Total	587.987	318			
AA5	Between Groups	4.944	1	4.944	2.795	.096
	Within Groups	560.742	317	1.769		
	Total	565.687	318			
AA7	Between Groups	1.242	1	1.242	.557	.056
	Within Groups	707.053	317	2.230		
	Total	708.295	318			
PP1	Between Groups	.721	1	.721	.492	.084
	Within Groups	464.659	317	1.466		
	Total	465.379	318			
PP2	Between Groups	.003	1	.003	.002	.063
	Within Groups	397.928	317	1.255		
	Total	397.931	318			
PP4	Between Groups	3.839	1	3.839	3.049	.082
	Within Groups	399.145	317	1.259		
	Total	402.984	318			
PP5	Between Groups	.001	1	.001	.001	.079
	Within Groups	395.886	317	1.249		
	Total	395.887	318			
PP6	Between Groups	1.982	1	1.982	1.581	.010
	Within Groups	397.472	317	1.254		
	Total	399.455	318			
BE1	Between Groups	.039	1	.039	.017	.095
	Within Groups	709.159	317	2.237		
	Total	709.197	318			
BE2	Between Groups	.982	1	.982	.467	.095
	Within Groups	666.485	317	2.102		
	Total	667.467	318			

BE3	Between Groups	.807	1	.807	.353	.053
	Within Groups	725.631	317	2.289		
	Total	726.439	318			
BE4	Between Groups	.000	1	.000	.000	.099
	Within Groups	694.088	317	2.190		
	Total	694.088	318			
BE5	Between Groups	1.626	1	1.626	.738	.091
	Within Groups	697.923	317	2.202		
	Total	699.549	318			
PER1	Between Groups	.761	1	.761	.400	.027
	Within Groups	602.994	317	1.902		
	Total	603.755	318			
PER2	Between Groups	.090	1	.090	.052	.019
	Within Groups	546.142	317	1.723		
	Total	546.232	318			
PER3	Between Groups	.179	1	.179	.101	.051
	Within Groups	561.808	317	1.772		
	Total	561.987	318			
PER5	Between Groups	1.238	1	1.238	.656	.019
	Within Groups	598.198	317	1.887		
	Total	599.436	318			
PER6	Between Groups	1.377	1	1.377	.837	.061
	Within Groups	521.544	317	1.645		
	Total	522.922	318			
RA1	Between Groups	.000	1	.000	.000	.099
	Within Groups	774.351	317	2.443		
	Total	774.351	318			
RA2	Between Groups	.000	1	.000	.000	.099
	Within Groups	743.887	317	2.347		
	Total	743.887	318			
RA3	Between Groups	.096	1	.096	.041	.039
	Within Groups	735.615	317	2.321		
	Total	735.712	318			
RA4	Between Groups	.932	1	.932	.399	.028
	Within Groups	739.883	317	2.334		
	Total	740.815	318			
RA6	Between Groups	2.077	1	2.077	.892	.046
	Within Groups	738.355	317	2.329		
	Total	740.433	318			

RA7	Between Groups	.914	1	.914	.343	.059
	Within Groups	844.660	317	2.665		
	Total	845.574	318			
SD1	Between Groups	1.543	1	1.543	.614	.034
	Within Groups	796.200	317	2.512		
	Total	797.743	318			
SD2	Between Groups	.006	1	.006	.003	.060
	Within Groups	785.511	317	2.478		
	Total	785.517	318			
SD5	Between Groups	.564	1	.564	.243	.022
	Within Groups	735.875	317	2.321		
	Total	736.439	318			
SD8	Between Groups	.064	1	.064	.029	.065
	Within Groups	702.099	317	2.215		
	Total	702.163	318			

The MANOVA was undertaken with variables (Family * Age) in order to ascertain themultivariate differences across the groups. The Wilks' Lambda ($p<0.5$) pointed to significant statistical interference across multivariate perspective and that prevalence of differences with regard to two considered control variables.

Table 1.1: MANOVA Assessment: Differences by age and family type

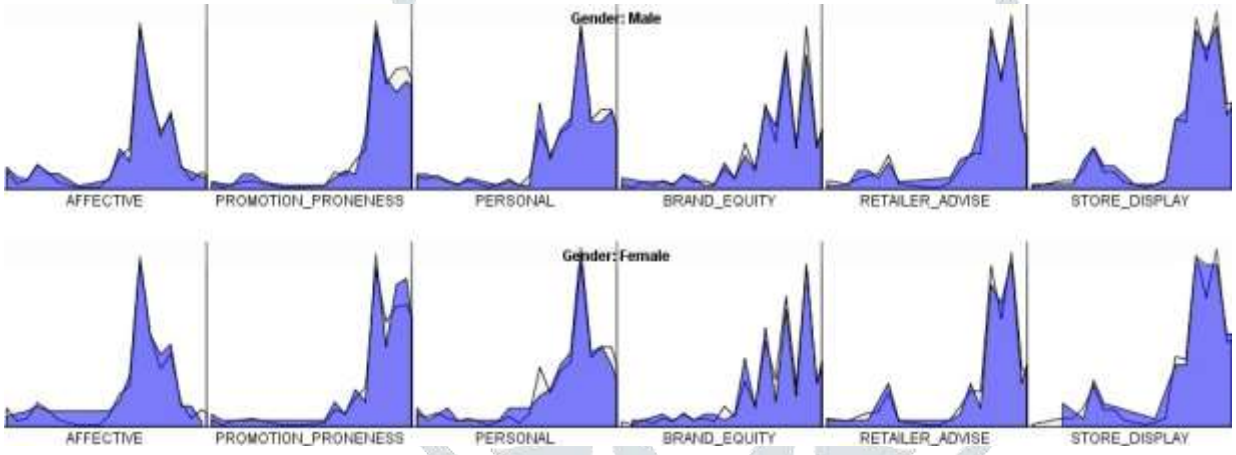
Multivariate Tests[a]

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.983	3492.685[b]	7.000	424.000	.000
	Wilks' Lambda	.017	3492.685[b]	7.000	424.000	.000
	Hotelling's Trace	57.662	3492.685[b]	7.000	424.000	.000
	Roy's Largest Root	57.662	3492.685[b]	7.000	424.000	.000
Family	Pillai's Trace	.013	.807[b]	7.000	424.000	.582
	Wilks' Lambda	.987	.807[b]	7.000	424.000	.582
	Hotelling's Trace	.013	.807[b]	7.000	424.000	.582
	Roy's Largest Root	.013	.807[b]	7.000	424.000	.582
Age	Pillai's Trace	.063	1.296	21.000	1278.000	.166
	Wilks' Lambda	.938	1.300	21.000	1218.049	.164
	Hotelling's Trace	.065	1.304	21.000	1268.000	.161
	Roy's Largest Root	.046	2.813[c]	7.000	426.000	.007
Family * Age	Pillai's Trace		.065	1.344	21.000	1278.000 .137
	Wilks' Lambda		**.936**	**1.343**	**21.000**	**1218.049** **.137**
	Hotelling's Trace	.067	1.342	21.000	1268.000	.138
	Roy's Largest Root	.038	2.333[c]	7.000	426.000	.024

a. Design: Intercept + Family + Age + Family * Age
b. Exact statistic
c. The statistic is an upper bound on F that yields a lower bound on the significance level.

This indicates that individual gender, age and family based differences do differ acrossperceptions of brand awareness development.

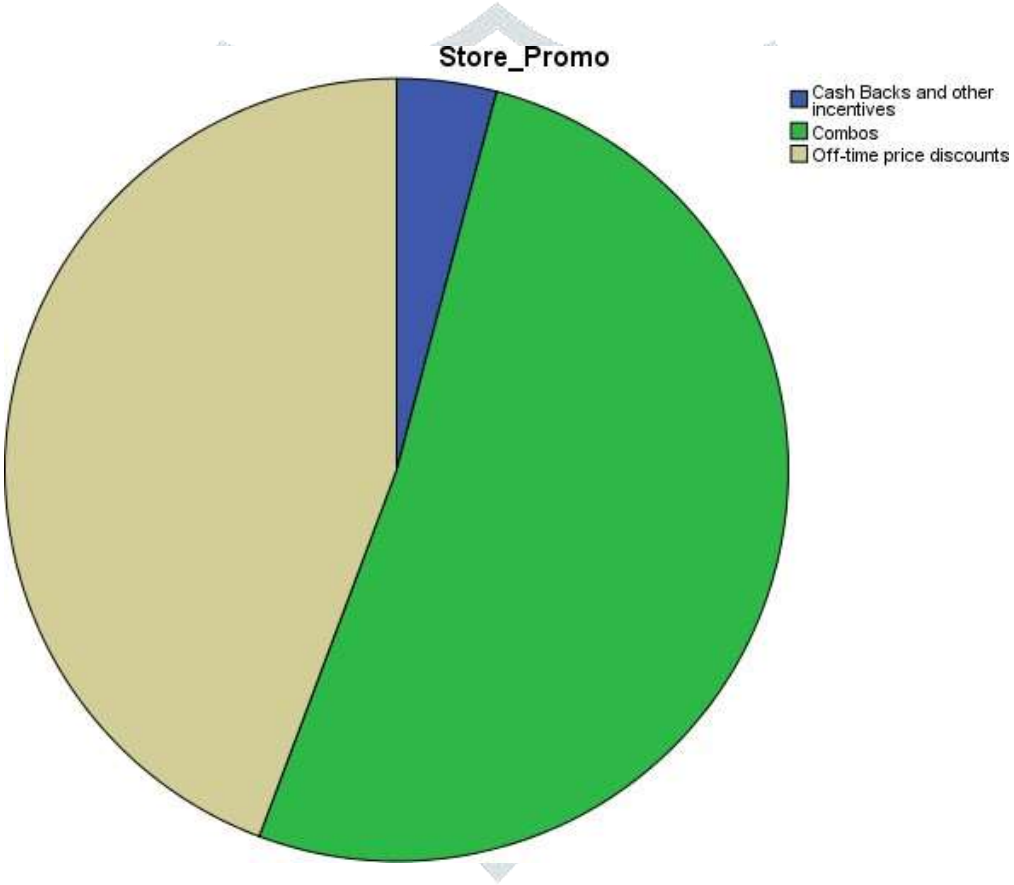
Figure 1: Gender bound differences in perceptions of individual and store



1.2Differences on account of store

In similar manner, differences in retailer's advice and store display were evident across 'in store promotion offers' type. The respondents were asked to state that which of the 'in-store promotion' made them to change their initial brand carvings and to opt for new brand label.

Figure 1.2: Respondent's opinion of 'in-store promotions' as leading to FMCG brand change



Source: SPSS Outcome

The ANOVA assessment captures the statistically significant difference between the groups as vindicated by one way ANOVA ($p<0.05$). The perceptions seem to vary substantially across the responding retail customers with regard to FMCG brands.

Table 1.2: ANOVA Assessment: In-Store Promotion type bound differencesANOVA

		Sum of Squares	df	Mean Square	F	Sig.
RA1	Between Groups	.108	2	.054	.022	.079
	Within Groups	1080.221	435	2.483		
	Total	1080.329	437			
RA2	Between Groups	.114	2	.057	.024	.076
	Within Groups	1032.747	435	2.374		
	Total	1032.861	437			
RA3	Between Groups	1.044	2	.522	.227	.097
	Within Groups	1001.970	435	2.303		
	Total	1003.014	437			
RA4	Between Groups	7.825	2	3.913	1.633	.197
	Within Groups	1042.193	435	2.396		
	Total	1050.018	437			
RA6	Between Groups	3.966	2	1.983	.849	.028
	Within Groups	1015.744	435	2.335		
	Total	1019.710	437			
RA7	Between Groups	2.071	2	1.035	.387	.079
	Within Groups	1162.771	435	2.673		
	Total	1164.842	437			
RA8	Between Groups	3.802	2	1.901	.772	.063
	Within Groups	1071.716	435	2.464		
	Total	1075.518	437			
RA9	Between Groups	2.725	2	1.362	.537	.085
	Within Groups	1104.666	435	2.539		
	Total	1107.390	437			
RA10	Between Groups	.601	2	.300	.130	.078
	Within Groups	1007.794	435	2.317		
	Total	1008.395	437			
SD1	Between Groups	3.148	2	1.574	.656	.019
	Within Groups	1043.859	435	2.400		
	Total	1047.007	437			
SD2	Between Groups	3.422	2	1.711	.715	.090
	Within Groups	1041.740	435	2.395		
	Total	1045.162	437			
SD5	Between Groups	1.828	2	.914	.398	.072
	Within Groups	998.321	435	2.295		
	Total	1000.148	437			
SD8	Between Groups	1.734	2	.867	.393	.076
	Within Groups	961.099	435	2.209		
	Total	962.833	437			
SD9	Between Groups	2.412	2	1.206	.574	.064
	Within Groups	913.834	435	2.101		
	Total	916.247	437			
SD10	Between Groups	1.100	2	.550	.240	.087
	Within Groups	996.747	435	2.291		
	Total	997.847	437			
SD11	Between Groups	.787	2	.393	.165	.048
	Within Groups	1038.768	435	2.388		
	Total	1039.555	437			
SD12	Between Groups	.475	2	.238	.112	.094
	Within Groups	926.385	435	2.130		
	Total	926.861	437			

In similar manner, the control by 'Store Location' was executed. The study attracted 146 respondents from Jalandhar, 145 from Amritsar and 147 from Hosiarpur basedstores located in urban peripheries.

Figure 1.3: Jalandhar based stores and influences on brand awareness

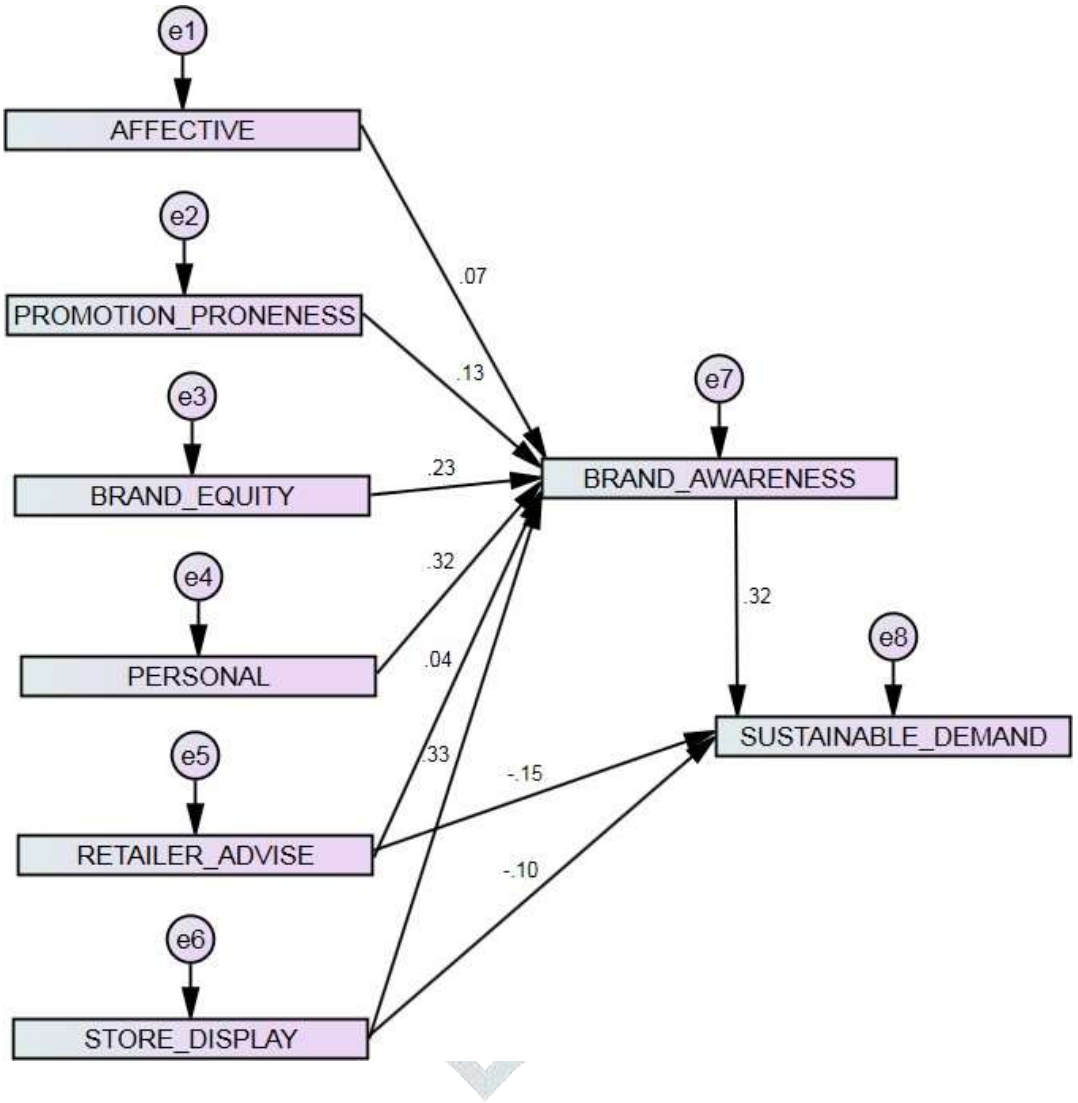


Figure 1.3: Amritsar based stores and influences on brand awareness

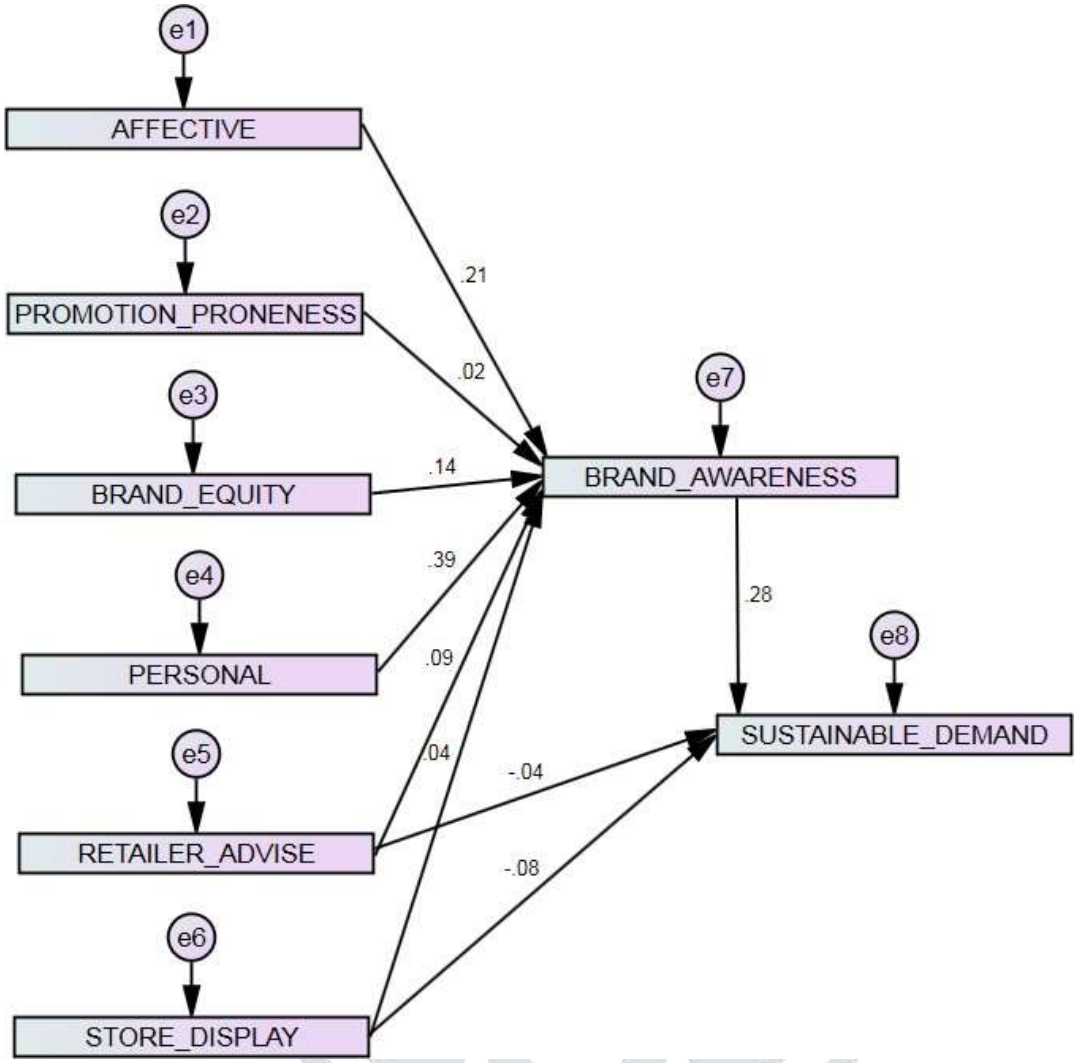
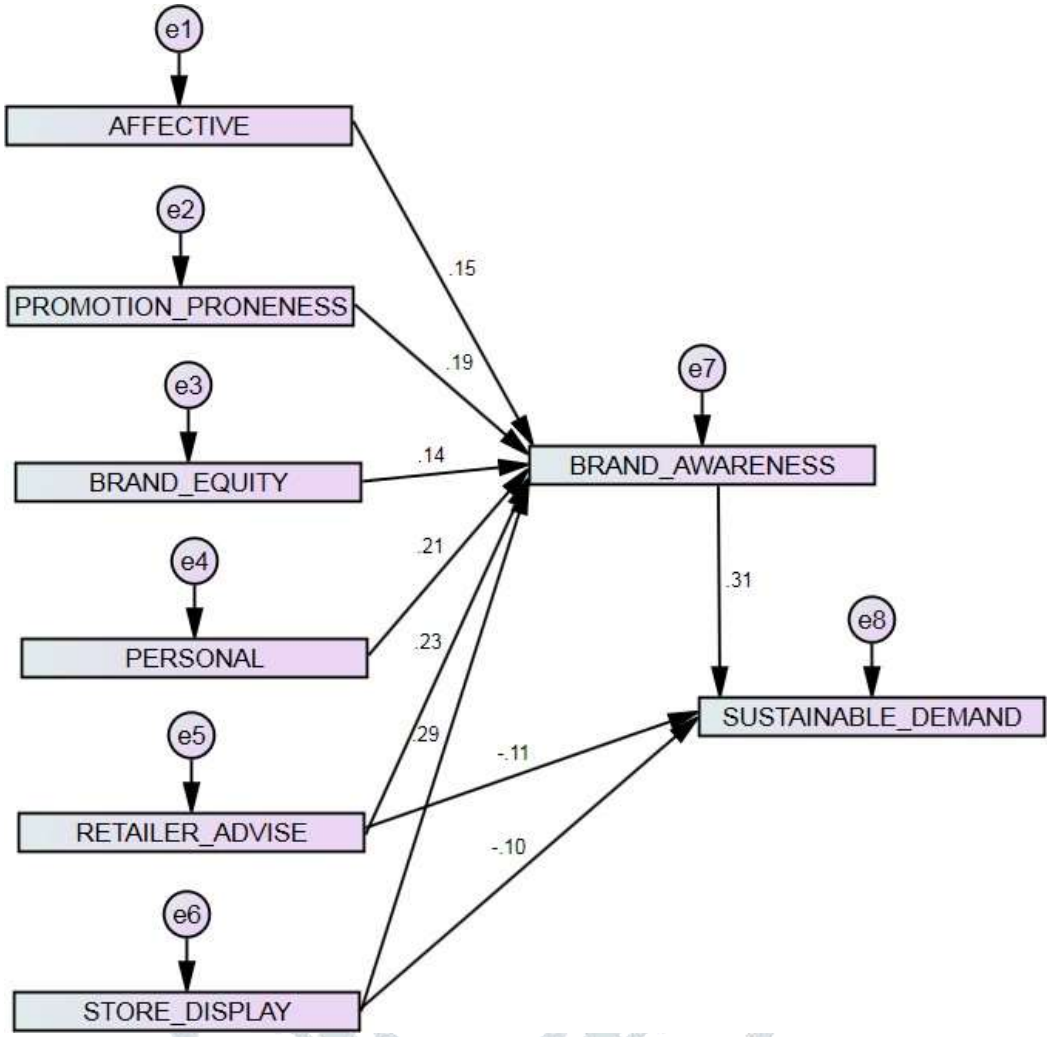


Figure 1.4: Hosiarpur based stores and influences on brand awareness



1.3 Summarizing the findings

The chapter deployed the "structural equation modeling" with maximum likelihood approach to ascertain the causal relationship between usage and future availability trends, the topic assumes significance yet the empirical, number oriented and primary data based approach is required to establish the linkages across independent and dependent variables.

The gender bound differences are highlighted here

			Male	Female
BRAND_AWARENESS	<---	AFFECTIVE	.180	.140
BRAND_AWARENESS	<---	PROMOTION_PRONENESS	.270	.180
BRAND_AWARENESS	<---	BRAND_EQUITY	.170	.100
BRAND_AWARENESS	<---	PERSONAL	.260	.210
BRAND_AWARENESS	<---	RETAILER_ADVISE	.140	.140
BRAND_AWARENESS	<---	STORE_DISPLAY	.150	.290
SUSTAINABLE_DEMAND	<---	BRAND_AWARENESS	.210	.360

Findings

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- The store based distinctive category management and retailer's advising patterns act as prominent causes of brand awareness development in FMCG context. The 'retail store' its advisory, opinions and manner of store based category management also influences the customer's sense making and purchase based decision making in multiple ways and means.
- The gender bound differences along with age and family derived variations wereobserved with aid of control variables.
- The customer correlates especially personality bound influences, variations anddifferences seem to count while formulation of brand awareness as such. In retrospect, all studies regard customer correlates as driver of brand awareness .The observed research outcomes are in line with existing research on subject matter.
- The business environment based hostility, current epidemic conditions, marketbased penetration of fake and counterfeit products, local manufacturing and non-branded alternatives; do count as vital contingencies and do moderate the shaping of brand awareness. The contingency framework based theoretical paradigm achieved optimal strength and application across FMCG marketing and brand awareness creation scenario.
- The multi-dimensional nature of 'brand awareness' in FMCG achieved strengthas customer derived dimensions along with 'store based contingencies' were equally observed as shaping the phenomenon.

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