

Brand Recognition of Fast Moving Consumer Goods (FMCG) in Coimbatore District, Tamil Nadu, Before and After GST Regime

PRUTHVIRAJ CHAVAN

Professor of Department of Management
PSG Institute of Management, Tamilnadu

Aditya Seth

Student Department of Management
PSG Institute of Management, Tamilnadu

ABSTRACT

This post is an effort to raise consumer understanding of personal care product brands on fast-moving consumer goods (FMCG) after the introduction of GST in the Coimbatore district. This study uncovered the impact that GST has on consumers' brand perceptions and subsequent purchase decisions for FMCG personal care items. Fifty clients from the Coimbatore District are selected at random to participate in the study. The success of fast-moving consumer goods (FMCG), and particularly personal care items, depends critically on consumers' familiarity with these goods' brands and the Goods and Services Tax (GST). Researchers came to the conclusion that people's attitudes about personal care items influenced their familiarity with such brands.

Key Words: Customers, marketing, brands, popular, reputation, advertising

BACKGROUND OF THE STUDY

The degree to which consumers can remember or are already acquainted with a particular brand is a good indicator of that brand's awareness. Awareness of a trademark is a crucial component in consumer psychology, marketing, brand strategy, and strategic planning, among other domains. In the decision-making process, the extent to which customers can recognize or remember a particular brand is significant. In order to improve consumers' awareness of the brand, an all-encompassing strategy will be developed. This strategy will include the trademark, the symbolism, and all related images and communications. It is possible to get a good idea of how successful a firm is in the market by looking at its well-known brand. Because of the importance that consumer awareness of a brand and other components of the brand's overall health play in customers' decision-making processes, marketers have developed a wide range of measures to evaluate these factors. There is a relationship between the value of a company's brand and other indications of management philosophy. A statistic of a brand's recognition is the extent to which consumers can recognize the brand in various circumstances. This measurement is connected to trademarks' roles in the customer's memory. Understanding how customers make purchases demands familiarity with the part name recognition plays in the process. A successful brand may have a high degree of brand awareness among consumers. The level of familiarity consumers have with a brand correlates to how well they understand that brand's product cycle and periods of unavailability (Gopinath, 2019).

Research Study

It has been suggested by Arslan and Altuna (2010) that a marketing strategy may be thought of in

terms of either an optimistic or pessimistic outlook on a particular brand. When anything unexpected happens to the company's psyche or when employees start reminiscing. There are three of them, or so they say. Positive, vital, and confidential are the hallmarks of the company's identity that contribute to the overall product's quality. The brand represents the whole company's reputation.

Lee, Lee, and Wu (2011) clarified the firm's reputation by portraying it as a mirror of the views held by the media representative. This provided clarity regarding the image of the organization. One of the most important factors to consider when figuring out what customers want is a company's reputation. Customers are more likely to shell out more cash for a product if they perceive it to have a favourable reputation in the market. Customers are provided with assistance in assessing whether or not a particular brand is the best available choice for them. During the process, they are required to make a large number of purchase commitments.

Katona, Zubcsek, and Sarvary researched the structure of digital communications inside online social contexts (2011). The ability to investigate how the activities of one person could influence another is made feasible by the media. They also found that marketers searching for novel approaches to famous advertising to persuade prospective consumers to embrace a product has a good chance of benefiting considerably from these tendencies, given that these patterns may greatly help advertisers.

GOALS OF THE RESEARCH QUESTIONS

Inquiring into Consumers' Familiarity with Household Goods and Grocery Store Brands for the Purpose

HOW THE STUDY Was Carried Out

The research was conducted over three consecutive months, beginning in April and ending in June.

Methods

Diagrammatic Example:

The region of Coimbatore in Tamil Nadu has been the site of the study. Customers who have recently purchased a personal care item were selected as responders. Due to the demographic size, 50 participants are selected using a process that is both efficient and representative.

Examining the Hypothesis

After the Goods and services tax, there is no discernible difference in purchasing patterns based on gender.
Age does not have a significant role in influencing consumer decisions.

Method of Data Collection

The evaluation of primary sources primarily via the use of standardised questionnaires. Questionnaires served as the only means of data collection for this study.

Instruments for Statistics

We have obtained and examined the original data. The questions were reviewed in a preliminary study for the components analysis. It was determined whether or not the surveys were valid and reliable. Cronbach's Alpha was used to assess the reliability of the measured results.

A Chi-Square Analysis

Chi-square of Pearson	Value Estimated
	0.075 > 0.05
	0.080 > 0.05
	0.085 > 0.05
	0.096 > 0.05

How Men and Women Shop Differently

With a computed value more significant than the tabulated value (0.075 0.05), we may conclude that there is a considerable variation in purchasing patterns based on gender.

The Impact of Age on Consumer Behavior

The estimated value (0.080 0.05) is larger than the significance level. Thus, we contest the null hypotheses and conclude that there is a considerable variation between Age and purchasing habits.

Ability to spend money and preferences in consumer goods

The fact that the calculated value is greater than the significance level (0.085 > 0.05) indicates that the theory is correct and that there is a substantial gap between median income and consumer behavior regarding the acquisition of cosmetics and toiletries.

What effect does marital status have on people's behavior while purchasing a custom product?

The calculated value being more significant than the tabular value confirms the positive claim that there is no significant variation in buying intentions for home healthcare supplies depending on relationship status (0.096 0.05).

Conclusion

Buyer brand recognition appears to decline in recent years due to several factors, including increased competition for shelf space, the proliferation of new products vying for consumers' interest, and the increasing sophistication of marketing messages and displays media.

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