

Brand Equity and Perception of Customers: An Analytical Study in The FMCG Sector

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Abstract: Brand Equity is an intangible asset. It helps the company to get more profit. Brand equity in the mind of consumers can lead to buying the products of the brand. This brand equity can have four factors according to Aaker's Brand Equity model. This brand equity model is an interrelationship analysis done by the researcher in this study. Meanwhile, the researcher analyses the Gender and age-wise preference of the Brand in Fast Moving Consumer Goods. The researcher has conducted this study with the convenient sampling technique of 60 respondents from Virudhunagar district. The researcher has used SPSS tools Independent Sample T-test, One-Way ANOVA, and Pearson Correlation. There is an interrelationship between the factors of brand equity with low and moderate positive level correlation.

Keywords: Brand Equity, Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association, and Interrelationship.

INTRODUCTION

The relationship that develops between the brand and the consumers is called Brand Equity. In other words, the growth and development of consumer experience toward a brand are called Brand Equity. It is based on elements like consumer loyalty, brand recognition, and customer happiness. Because it can affect consumer choices, marketing plans, and possible business relationships, Brand equity is a crucial component of a company's success.¹ According to Aaker's Brand Equity Model the researcher takes the four factors called Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association. So, the researcher tries to find the interrelationship analysis of brand equity and male and female consumer opinion about brand equity in Fast Moving Consumer Goods (FMCG). This idea leads the researcher to analysis in the Sivakasi taluk people with sample respondents of 60. For this analysis, the analyser applies Independent Sample T-test, One-Way ANOVA, and Pearson Correlation. The result shows that there is an interrelationship in the brand equity with low and moderate positive level correlation.

LITERATURE REVIEW

S. Jeevananda., (2011) in the study titled "A Study on Brand Perception of FMCG Goods" has studied the branding of FMCG, consumer perception, and Retail store management perception. It is essential to identify the factors that contribute to this convergence of beliefs that determines the brand equity of fast-moving consumer goods. The role and influence of branding and its integral parts of packaging, pricing, promotion, and quality will be examined. The findings of this study will give retail chain stores vital knowledge of the elements that influence consumer purchases of fast-moving consumer products.

Goi Chai Lee and Fayrene Chieng Yew Leh., (2011) in their article titled "Dimensions of Customer-Based Brand Equity: A Study on Malaysian Brands" talk about four aspects of brand equity—perceived quality, brand associations, brand loyalty, and brand awareness. It proposes specific parameters for marketing strategies and methods. Research can be helpful in helping managerial decision-making. Conceptualizing brand equity from the consumer's perspective is important.

Makarand Wath., (2010) in his research titled "Factors Influencing Purchase of FMCG by Customers in Jalgaon District" identifies five factors namely promotion, lifestyle, trust, value, and product. Using the Friedman

test the researcher analyses the importance of variables while purchasing FMCG. To increase market share, marketers should consider the variables and aspects affecting consumers' purchasing decisions.

OBJECTIVES OF THE STUDY

The researcher framed the following objectives to analyse the data:

- To identify the opinions among Male and Female consumers towards Brand Equity on FMCG.
- To analyse the difference between the age of the respondents and factors affecting Brand Equity in FMCG.
- To Evaluate the interrelationship among the factors affecting Brand Equity in FMCG.
- To give a suitable suggestion and conclusion for the problem.

METHODOLOGY OF THE STUDY

The researcher analyses the Brand Equity factors among FMCG consumers. This study, is conducted in Sivakasi taluk. As population is high in the study area so, the researcher has selected the convenient sampling method with 60 respondents to collect the primary data. The research methodology of this study is based on primary data. And the secondary data are used to write the interpretation. The sources of secondary data are Journals, Websites, Books, and articles. The analyzer has planned to analyse the data with the help of an Independent Sample T-Test, One-Way ANOVA, and Correlation in the SPSS software.

HYPOTHESIS

The researcher has framed the alternative and null hypothesis to analyse the data to identify the solution for the problem:

- Male and Female consumers have different opinions with regard to Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association of the Brand Equity factors.
- There is no significant difference between the age of the respondents and Factors affecting Brand Equity
- There is no interrelationship among the Factors affecting Brand Equity.

DATA ANALYSIS AND INTERPRETATION

The researcher analyses the data by using the Independent Sample T-Test, One-Way ANOVA, and Correlation with the help of framing null hypothesis.

PREFERENCE OF BRAND

In this study, the main focus is on Brand. So, the researcher has taken the top 5 FMCG brands and analyses the most preferred brands of consumers using the frequency tools.

Table 1: Preference of Brands

S.No	Brands	Frequency	Percent
1.	Hindustan Unilever Ltd.	32	53.3
2.	ITC Ltd.	6	10.0
3.	Amul	7	11.7
4	Parle Agro	6	10.0
5.	Britannia Industries Limited	9	15.0
	Total	60	100.0

Source: Primary Data

In Table 1, Hindustan Unilever Limited has 32 respondents (53.3 percent), Britannia Industries Limited has 9 respondents, Amul has 7 respondents, ITC Ltd., aswell Parle Agro 6 respondents each.

INDEPENDENT SAMPLE T-TEST

Independent sample t- test is used to compare the means between two groups. When samples are drawn from two different populations, the sample mean may vary.

Table 2 : Independent Sample T-Test

Factors affecting Brand Equity	Gender	N	Mean	Std. Deviation	Std. Error Mean	Sig. Value	2-tailed Sig. Value
Brand Loyalty	Male	31	11.3871	2.89456	0.51988	0.776	0.992
	Female	29	11.3793	2.93274	0.5446		
Brand Awareness	Male	31	15.3548	3.46957	0.62312	0.617	0.307
	Female	29	16.2414	3.16967	0.58859		
Perceived Quality	Male	31	11.9355	2.09659	0.37656	0.751	0.707
	Female	29	12.1379	2.04807	0.38032		
Brand Association	Male	31	19.9032	3.47711	0.62451	0.659	0.688
	Female	29	19.5517	3.24682	0.60292		

Source: Computed Data

The above table explains opinions about males and females among the factors affecting Brand Equity. The variables called Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association all provide the result. The value of Levene's Test for Equality of variances is greater than the accepted level. So, the researcher takes the equal variances assumed 2-tailed value, and concludes that variances are equal in both groups.

ONE WAY ANOVA

In order to ascertain whether there is statistical support that the linked population means are statistically substantially different, one-way ANOVA ("analysis of variance") examines the means of two or more independent groups.

Table 3 : One Way ANOVA Test

Factors of Brand Equity		Sum of Squares	Df	Mean Square	F	Sig.
Brand Loyalty	Between Groups	4.52	2	2.26	0.264	0.769
	Within Groups	487.663	57	8.555		
	Total	492.183	59			
Brand Awareness	Between Groups	34.562	2	17.281	1.59	0.213
	Within Groups	619.622	57	10.871		
	Total	654.183	59			
Perceived Quality	Between Groups	6.359	2	3.179	0.744	0.48
	Within Groups	243.574	57	4.273		
	Total	249.933	59			
Brand Association	Between Groups	11.584	2	5.792	0.509	0.604
	Within Groups	648.149	57	11.371		
	Total	659.733	59			

Source: Computed Data

In this table, the researcher has analysed the difference between age and the factors affecting brand equity. Factors affecting Brand equity has brand loyalty, brand awareness, perceived quality, and brand association which are greater than the significant value. So, the null hypothesis is accepted. It is concluded that there is a significant difference between the age of the respondents and Factors affecting Brand Equity.

PEARSON CORRELATION

The test statistic that assesses the statistical association, or relationship, between two continuous variables is called Pearson’s correlation coefficient. Because it is based on the method of covariance, it is regarded as the best method for determining the relationship between variables of interest.

Table 4 :Pearson Correlation Test

Factors of Brand Equity		Brand Loyalty	Brand Awareness	Perceived Quality	Brand Association
Brand Loyalty	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	60			
Brand Awareness	Pearson Correlation	.559**	1		
	Sig. (2-tailed)	0			
	N	60	60		
Perceived Quality	Pearson Correlation	.388**	.627**	1	
	Sig. (2-tailed)	0.002	0		
	N	60	60	60	
Brand Association	Pearson Correlation	.363**	.273*	.331**	1
	Sig. (2-tailed)	0.004	0.035	0.01	
	N	60	60	60	60
** Correlation is significant at the 0.01 level (2-tailed).					
* Correlation is significant at the 0.05 level (2-tailed).					

Source: Computed Data

In the above table, the researcher analyses the interrelationship among the factors affecting Brand Equity. The variables in the factors of brand equity are Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association.

Brand Association and Perceived Quality have the Pearson Correlation of 0.331 and get a Low positive correlation with a significant value of 0.010 which is less than the accepted level. So, the null hypothesis is rejected. The researcher concludes that there is an interrelationship between Brand Association and Perceived Quality but with Low Positive Correlation.

Next, the interrelationship between the variable of Brand Association and Brand Awareness is analysed. This variable has a p-value of 0.035 which is a lower level of acceptance. Then the researcher is analysed rejects the null hypothesis but the Pearson Correlation Value is 0.273.

So, the analyser concludes that there is a significant level but with a Negligible Correlation.

The correlation between Brand Loyalty and Brand Association has a Pearson Correlation value of 0.363 which shows a low positive correlation and has a p-value of 0.004, which is less than the acceptance level. So, the researcher rejects the null hypothesis and concludes that there is an interrelationship between Brand Loyalty and Brand Association.

Perceived Quality and Brand Awareness have a Pearson Correlation of 0.627 with the Moderate Positive Correlation. Meantime, the significant value is 0.000. The null hypothesis is rejected.

0.388 is the Low Positive Pearson Correlation value between Perceived Quality and Brand Loyalty. At the same time, the p-value is 0.002 which is less than the thumb rule. It leads to rejecting the null hypothesis. The variables have a Low Positive Correlation.

The p-value is 0.000 for the interrelationship among the variables Brand Awareness and Brand Loyalty. So, the null hypothesis is rejected due to the less thumb value. Next the researcher analyses the Pearson Correlation value among the variable and finds the result as 0.559 as a Moderate Positive Correlation.

FINDINGS

The findings of the studies are

- Opinions about males and females among the factors affecting Brand Equity provided the result as sig. value of Levene’s Test for Equality of variances is greater than the accepted level. It is concluded that variances are equal in both groups.
- Factors affecting Brand equity have brand loyalty, brand awareness, perceived quality, and brand association which are all greater than the significant value.
- Brand Association and Perceived Quality have the Pearson Correlation of 0.331 and get a Low positive correlation.
- The interrelationship analysed between the variable of Brand Association and Brand Awareness has a Pearson Correlation value of 0.27.
- The correlation between Brand Loyalty and Brand Association has a Pearson Correlation value is 0.363.
- Perceived Quality and Brand Awareness have the Pearson Correlation of 0.627 with the Moderate Positive Correlation.
- 0.388 is the Low Positive Pearson Correlation value between Perceived Quality and Brand Loyalty.
- Analysis of the Pearson Correlation between Brand Awareness and Brand Loyalty finds the result as 0.559 as a Moderate Positive Correlation.

CONCLUSION

In this study, the researcher states that male and female opinions provide variances that are equal in both groups. And the One-Way ANOVA concludes that there is a significant difference between the age of the respondents and factors affecting Brand Equity. Likewise, there is an interrelationship in Brand Equity.

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