

A STUDY ON “IMPACT OF PRODUCT BRANDING ON SALES PERFORMANCE” OF COMFORT PRODUCT WITH SPECIAL REFERENCE TO HUL, PUDUCHERRY

Aswathi. C, Dr. S. Pougajendy

Student, Department of Management Studies, Sri Manakula Vinayagar Engineering College (SMVEC), Puducherry -605107

Professor, Department of Management Studies, Sri Manakula Vinayagar Engineering College (SMVEC), Puducherry -605107

Abstract

The purpose of this article is to investigate the impact of branding on sales performance, with a special attention to “HUL” a company which sells FMCG products, Comfort product are taken for our study. Questionnaire was prepared for Comfort product customers in order to give the whole analysis a practical touch. The paper work will show in detail how companies can benefit from creating a strong and reliable brand, and how that brand can have an impact on increasing their sales.

Different important concepts are analysed. These include comparison of Brand Preference, Brand Association, Sales Promotion, Buying Behaviour, Genetic Influence. In the modern marketplace, where customer characteristics are also evolving in terms of their media usage and deliberate consumption behaviour, we explore how branding effects the consumer buying process in various purchase situations. According to our research, the most crucial element that influences sales performance and confers a competitive advantage is brand image. There is also discussion of the significance of both online and offline advertising as well as consumer preference for branded goods over non-branded goods.

Keywords: Brand, Brand Preference, Association, Sales promotion, buying behavior, Genetic Influence.

1. INTRODUCTION

A brand is a distinguishing mark, name or phrase, word, logo that businesses use to set their product apart from competitors'. A brand identity can be created by combining one or more of those components. In some markets, certain brands are prosperous while failing in others.

The true strength of great brands lies in their ability to live up to consumer expectations, or, to put it another way, in the fact that they fulfil their promises to consumers. This builds consumer trust in the brand and encourages repeat business without hesitation.

Branding is essential for service and goods offered in sizable 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.

Today, the branding strategy has a major issue in product strategy. Additionally, it has been noted that FMCG companies have been varied in their marketing techniques, particularly with regard to branding, as a result of the fast rising rivalry in the FMCG industry.

1.1. OBJECTIVES

- To identify the factors improving the sales of comfort products.
- To assess the behavior of consumers towards comfort brand.

2. REVIEW OF LITERATURE

A study by Dr. Mohammed Afreen (2018). Branding Strategies of FMCG Companies (A case study of FMCG Brands), in this paper an attempt was made to study the branding and branding strategies in reference with the FMCG Brandies during the period of Oct– Dec 2018.

A study by Ogbuji and Chinedu N (2011). Impact of brand on consumer choice for regulated bottled water in southeast, Nigeria. The paper recommends 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 in the period of June 2011.

A study by Aishvarya Bansal and Santosh Sabharwal (2018). Branding is a key factor in how consumers choose to purchase branded clothing. This study's goals are to examine the significance of consumer demographics in influencing the decision to buy branded clothing, to examine consumer awareness of various clothing brands available in the Indian market from a gender perspective, and to determine whether males and females spend significantly different amounts overall on branded clothing. during the period of Oct 2017-Mar 2018.

A study by Musibau Akintunde Ajagbea, Choi Sang Long b, Oluyinka Solomonc(2013). The Impact of Sales Promotion and Product Branding on Company Performance: A Case Study of AIICO Insurance Nigerian PLC. The expansion of the insurance industry, which is closely related to the performance of effective product brands and sales promotion, is one sector where the paper discusses the impact of product branding and sales promotion on an organization's growth. in the period of September 2013.

3. METHODOLOGY OF THE STUDY

Study is based on both, primary and secondary data. Primary data was collected using the structured questionnaire. 110 Respondents were selected through convenience sampling method from Puducherry city. Individual customer was categorized on the basis of demographics, preference, Buying behavior. Secondary data was collected through various research papers, websites and articles.

4. DATA ANALYSIS AND INTERPRETATIONS

Table.1. Showing the Multiple Regression Analysis of the variables

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 ^a	.727	.714	.280

a. Predictors: (Constant), Brand Preference, Brand Association, Sales Promotion, Genetic Influence, Buying Behaviour

Table.2. Showing the relationship among the variables

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	.682	.194		3.525	.001
Brand Association	-.057	.038	-.083	-1.490	.139
Sales Promotion	-.069	.045	-.102	-1.536	.128
Buying Behaviour	-.020	.037	-.038	-.536	.593
Genetic Influence	-.204	.065	-.219	-3.129	.002
Brand Preference	1.084	.075	.954	14.540	.000

a. Dependent Variable: 19. Are you satisfied with the comfort fabric conditioner?

Table.3. Showing the factors influencing the sales performance of comfort product

Correlations						
	Brand Association	Sales Promotion	Buying Behaviour	Genetic Influence	Brand Preference	
Pearson Correlation	1	.309**	.343**	-.155	-.004	
Brand Association Sig. (2-tailed)		.001	.000	.105	.965	
N	110	110	110	110	110	110
Pearson Correlation	.309**	1	.612**	-.084	.018	
Sales Promotion Sig. (2-tailed)	.001		.000	.385	.854	
N	110	110	110	110	110	110
Pearson Correlation	.343**	.612**	1	-.361**	-.169	
Buying Behaviour Sig. (2-tailed)	.000	.000		.000	.078	
N	110	110	110	110	110	110
Pearson Correlation	-.155	-.084	-.361**	1	.616**	
Genetic Influence Sig. (2-tailed)	.105	.385	.000		.000	
N	110	110	110	110	110	110
Pearson Correlation	-.004	.018	-.169	.616**	1	
Brand Preference Sig. (2-tailed)	.965	.854	.078	.000		
N	110	110	110	110	110	110

** Correlation is significant at the 0.01 level (2-tailed).

5. FINDINGS

- From the data gathered from the consumers, it is observed that consumers are comfortable and happy in using the comfort product and from the data it is identified as advertisement has greater influence on purchasing a product.
- Female consumers prefer Comfort product the most when compared to Male and it is also clear that advertisement has greater impact on purchasing decision of the product.
- The study shows that 50% of the consumer agree that comfort product is value for money and the level of satisfaction is high in fragrance of the product.

- The impact of branding has 62.8% influence on sales performance of the product.
- It is inferred that Brand association, Sales promotion and Buying behavior has significant relationship and Genetic Influence and brand preference has no significant relationship with among others.
- The analysis shows that Genetic influence and Brand Preference has greater impact on Sales performance and Brand Association, Sales promotion, buying behavior has less impact on Sales performance.

6. CONCLUSION

A well aware consumer is likely to make a better brand decision as compared to an uninformed consumer brand. Consumers often feel that recognizing a brand through its name, or features like quality, comfort, durability, price is quite easy and it help them to make branding decisions. The most important factor for creating brand preference is the favorable image of brand, followed by price and followed by celebrities.

Despite consistently purchasing a particular brand, it was shown that consumers might not always recommend them through word-of-mouth advertising or their prior experiences. Majority of consumers are satisfied and trust their brand; they fear purchasing products from another brand which they do not trust. Hence product branding has greater influence on sales performance of a product.

REFERENCES

1. Beura D., 'FMCG Brand extensions strategy and Consumer buying behaviour – An empirical study in Odisha region', International Journal on Recent and Innovation trends in Computing and Communication, vol.4, issue 5, pp.443-453.
2. Ogbuji and Chinedu N.(2011), "An Empirical study of the Impact of Branding on Consumer Choice for Regulated Bottled water in Southeast, Nigeria", International journal of Business and Management, vol.6, no.6,june,2011, pp:150-163.
3. Geeta N, 'MARKETING Strategies in creating Brand Image of FMCG in India with special reference to store promotion', Thesis submitted to Devi Ahilya Vishwavidyalaya, Indore.
4. Muhammad Ehsan Malik, Muhammad Mudasar ghafoor, Hafiz Kashif Iqbal, Qasim Ali, Hira Humbal, Muhammad Noman and Bilal Ahmad(2013), "Impact of Brand image and Advertisement on consumer buying behaviour", World Applied Sciences Journal, Vol.23, issue 1, pp:117-122.
5. Kirmani, A., & Zeithaml, V. A. (1993). Advertising, perceived quality, and brand image. In D. A. Aaker & A. L. Biel (Eds.), *Brand equity & advertising: Advertising's role in building strong brands* (pp.143–162). Hilldale, NJ: Lawrence Erlbaum Associates.
6. Keller, K. L. (2011). Building customer-based brand equity: A blueprint for creating strong brands, 3–38. Keller, K. L. (2003). *Strategic brand management: Building, measuring and managing brand equity* (2nd ed.). New Jersey: Prentice Hall.
7. Jain Pk & Sangeeta Bhatnagar(2014), "Purchase behaviour of branded men's wear- A study on youngsters and Professionals", Research journal's Journal of Marketing, vol.2, Issue1, February, 2014.
8. Suganthi V, 'Marketing strategy of FMCG Product: A Case Study of Hindustan Unilever Limited', International Journal of Academic Research and Development', vol.1, issue 9, September, 2016, pp.16-18.
9. Mohammad Ali Daud (2013), 'A Differentiation strategy for FMCG Companies on Ingredient Branding', International Journal of Engineering and Management Sciences, Vol.4, issue 1, pp.83-86.
10. Keller, K. L. and D. R. Lehmann, (2006), Brands and Branding: Research Findings and Future Priorities, Journal of Marketing Science, 25(6), 740-759, doi.10.1287/mksc.1050.0153.