



A COMPARATIVE STUDY ON BRAND STRATEGIES AND ITS EFFECT ON DEVELOPMENT OF BRAND EQUITY WITH REFERENCE TO FOGG & AXE

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ABSTRACT

This study talks about the comparative study on brand strategies and its effect on development of brand equity with reference to Fogg & Axe. The main objective of the studies is to study how FOGG dominated AXE, to analyze whether brand strategies help in developing brand equity, to study the perception of consumers towards deodorant, to study the most preferred deodorant by consumers and to analyze the basis of deodorant purchase. The study concluded that Fogg has dominated Axe and become the market chief. Fogg deodorant was highly preferred by consumers. Most people are happy with their deodorant. Deodorants play a vital function in human existence. Consumers are rate-touchy however additionally select a high-quality product.

Keywords: Brand, Strategies, brand equity, consumers, perception.

INTRODUCTION

Perfume is a mixture of fragrant essential oils or aroma compounds, fixatives, and solvents used to give the human body, animals, food, objects, and living spaces a pleasant scent. Perfume has been known to exist in some of the earliest human civilizations. There are numerous reasons why people wear perfumes, but ultimately it boils down to the fact that they make us feel happy. A tiny bit of perfume can convey a person's sense of fashion, attire, and personality. This is understood by fashion houses, who also recognize how essential scent branding is to their success. You'll note that every designer brand has its line of perfumes for this reason. It's how they advertise their own scents using that strategy, draw in new clients, and establish themselves in the perfume business.

STATEMENT OF THE PROBLEM

When comes to deodorant market, marketers often relate the fragrances with desire to attract opposite gender, basically they focus on one part of strategy that is sexual appeal by which they advertise their product in manner that shows certain brand's fragrance leads to attract people around you. They all were stuck on just one strategy.

After the arrival of FOGG, the scenario changes, FOGG came into market providing solution to actual problem: problem with the duration and quality of deodorant. They appealed by mean that their product provides functional benefit to the prospect: long lasting, no gas, and better fragrance. In this context it is important to study and learn about how brand strategies can develop brand equity.

OBJECTIVES OF STUDY

1. To study how FOGG dominated AXE.
2. To analyze whether brand strategies help in developing brand equity.
3. To study the perception of consumers towards deodorant.
4. To study the most preferred deodorant by consumers.
5. To analyze the basis of deodorant purchase.

RESEARCH METHADODOLOGY

A comparative study on brand strategies and its effect on development of brand equity with reference to fogg & axe.

Area of Study: Limda Village, Vadodara, Gujarat.

Sample Size: N= 100 Respondents.

Sampling Process: purposive and convenient sampling technique was used for the purpose of the study.

Data Type: For the purpose of study both primary & secondary data were used.

Data Collection Tools: For the purpose of collection of primary data Structured Questionnaire was used.

Statistical Tools Used: Percentage Method & Scaling Method.

ANALYSIS AND INTERPRETATION

Table 1: Deodorant User

User	No. of Respondents	Percentage of Respondents
Yes	80	80
No	20	20
Total	100	100

Source: Primary Data

The above table shows that out of 100 respondents, 80% (80) of the respondents uses deodorant and 20% (20) of the respondents do not use deodorant.

It reveals that the majority (80%) of the respondents use deodorant.

Table 2 Gender Of The Respondents

Gender	Number of Respondents	Percentage of Respondents (%)
Male	71	71
Female	29	29
Total	100	100

Source: Primary Data

The above table indicates that out of 100 respondents, 71% (71) of the respondents were male and 29% (29) of the respondents were female.

It reveals that the majority (79%) of the respondents were male.

Table 3: DEODORANT USED BY THE RESPONDENTS

Deodorant	Number of Respondents	Percentage of Respondents(%)
Fogg	45	56.3
Axe	14	17.5
Denver	8	10
Park Avenue	5	6.3
Beardo	2	2.5
Others	6	7.5
Total	80	100

Source: Primary Data

From the above table it is observed that 56.3% (45) of the respondents use Fogg deodorant, 17.5% (12) of the respondents use Axe deodorant, 10% (8) of the respondents use Denver deodorant, 6.3% (5) of the respondents use Park Avenue deodorant, 2.5% (2) of the respondents use Beardo deodorant, and 7.5% (6) of the respondents use other deodorants.

A maximum percentage (56.3%) of the respondents use Fogg deodorant.

Table 4: Duration Of Deodorant Usage

Duration	Number of Respondents	Percentage of Respondents (%)
More than 1 year	49	61.25
More than 6 months	14	17.50
More than a month	17	21.25
Total	80	100

Source: Primary Data

Out of 100 respondents who use deodorants, 61.25% (49) of the respondents were using deodorant for more than 1 year, 17.50 (14) of the respondents were using deodorant for more than 6 months and 21.25% (17) of respondents were using deodorant for more than a month.

The majority (61.25%) of the respondents were using deodorant for more than 1-year.

Table 5: Frequency Of Deodorant (Times Of Day)

Frequency	Percentage of Respondents (%)
Morning	70.9
Afternoon	10.3
Evening	18.8
Total	100

Source: Primary Data

Out of 100 respondents who use deodorants, 70.9% of the respondents use deodorant in the morning time, 10.3% of the respondents use deodorant in the afternoon time and the remaining 18.8% of the respondents use deodorant in the evening time of a day.

The majority (70.9%) of the respondents use deodorant in the morning time.

Table 6: Frequency Of Deodorant (In A Day)

Frequency	Percentage of Respondents (%)
Once	45.6
Twice	36.7
Thrice	13.9
More	3.8
Total	100

Source: Primary Data

Out of 100 respondents who use deodorants, 45.6% of the respondents use deodorant once, 36.7% of the respondents use deodorant twice, 13.9% of the respondents use deodorant thrice and the remaining 3.8% of the respondents use deodorant more than thrice a day.

The majority (45.6%) of the respondents use deodorant only once a day.

Table 7: Awareness

Frequency	Percentage of Respondents (%)
Advertisement	50.0
Friends	30.6
Family	13.9
Other Sources	5.5
Total	100

Source: Primary Data

The above table reveals that, out of 100 respondents who use deodorants, 50% of the respondents were aware of their deodorant through advertisements, 30.6% were aware of their deodorant through friends, 13.9% were aware of their deodorant through family and 5.5% respondents were aware of their deodorant through other sources.

The majority (50%) of the respondents were aware of their deodorant through advertisements.

Table 8: Basis Of Purchase

Frequency	Percentage of Respondents (%)
Fragrance	28.5
Long Lasting	17.6
Quality	16.8
Price	10.9
Brand	9.8
Packaging	6.6
Quantity	4.3
Alcohol-Free	4.3
Advertisement	1.2
Total	100

Source: Primary Data

The above table reveals that, out of 100 respondents who use deodorants, 28.5% of the respondents purchase deodorant based on the fragrance of the deodorant, 17.6% of the respondents purchase deodorant based on the long-lasting benefit of the deodorant, 16.8% of the respondents purchase deodorant based on the quality of the deodorant, 10.9% of the respondents purchase deodorant based on the price of the deodorant, 9.8% of the respondents purchase deodorant based on the brand of the deodorant, 6.6% of the respondents purchase deodorant based on the packaging of the deodorant, 4.3% of the respondents purchase deodorant based on the quantity of the deodorant, 4.3% of the respondents purchase deodorant based on the alcohol-free benefit of the deodorant and 1.2% of the respondents purchase deodorant based on the advertisement of the deodorant.

The majority (28.5%) of the respondents purchase deodorant based on the fragrance of the deodorant.

FINDINGS

- The majority (80%) of the respondents use deodorant.
- The majority (79%) of the respondents were male.
- The highest percentage (56.3%) of the respondents use Fogg deodorant.
- The majority (61.25%) of the respondents were using deodorant for more than 1 year.
- The majority (70.9%) of the respondents use deodorant in the morningtime.
- The majority (70.9%) of the respondents use deodorant in the morningtime.
- The majority (50%) of the respondents were aware of their deodorant through advertisements.
- The majority (28.5%) of the respondents purchase deodorant based on the fragrance of the deodorant.
- 10.9% of the respondents were price-sensitive while purchasing deodorant.
- 16.8% of the respondents preferred quality over quantity of the deodorant.

SUGGESTIONS

- Most of the respondents stated that they purchase deodorant based on the fragrance of the deodorant. So, the company should focus on the fragrance of the deodorant and should innovate new and unique fragrances in the deodorant to attract more customers and increase sales.
- Most of the respondents stated that they got aware of the deodorant through advertisements. So, the marketer must focus on customer awareness and knowledge through advertisement and promotional measures.
- Many respondents purchase deodorant based on the quality of the deodorant. So, the company should provide qualitative deodorant to the customer.
- Many respondents are also price sensitive, they buy deodorant as per its price and their budget. So, the company has to focus on the price of the deodorant also to retain existing customers as well as new customers.
- Many respondents want the deodorant to be long-lasting, should have more quantity, and have some unique fragrance. So, the company has to focus on all these aspects.

CONCLUSION

A Comparative Study on “Brand Strategies and its effect on the development of Brand Equity with reference to FOGG & AXE” concluded that Fogg has dominated Axe and become the market chief. Fogg deodorant was highly preferred by consumers. Most people are happy with their deodorant. Deodorants play a vital function in human existence. Consumers are rate-touchy however additionally select a high-quality product.

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