

Consumer Involvement in Brand Positioning

(A Study on ITC FMCG Products at Organized Retail outlets)

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Abstract

The bigger a brand gets, the smaller it should act - because no one likes big.

– Andy Spade

Consumer is the king in every business success. In the era of global competition, companies and retailers find new ways to position their brands in consumer minds. Companies are developing integrated marketing plans incorporating wide range of marketing elements to create brand position in the dynamic and competitive environment. The current study is about consumer's involvement in brand positioning and the affect of various associations of the brand image in Fast Moving Consumer Goods (FMCG) categories. To identify the similarities and differences among the consumers' perceptions of brand positioning, four major FMCG categories of Indian Tobacco Company (ITC) are taken into consideration i.e., Staples, Ready to Eat, Confectionaries and Personal Care. These are chosen to examine the relation between consumer involvement and brand positioning with their respective competitors- General Mills, Nestle', Britannia, HUL and P&G in the market. The primary data is collected through questionnaire and hypothesis is tested between these four different product categories whether consumer involvement has significant impact on brand positioning or not. The results also inferred that as per customers perception, ITC's Staples and Ready to Eat categories are positioned number one, and Cadbury's was positioned first in the Confectionaries and HUL positioned first in the Personal Care categories amongst their respective competitors. We found that the differentiation factor for ITC's success was due many factors like existing brand image, price, quality, availability, product variants and variety, advertising efforts by enrolling celebrities from Sports and Film Industry. It can be concluded that ITC products have very good brand equity compared to other existing players in the industry because of the familiar brand with other segments of products.

Key Words: Consumer Involvement, Brand Positioning, Brand Image, Brand Attitudinal Measures.

Introduction

Brands are gearing up to provide a complete package of functional sensory and emotional experiences.⁹

Brands are at the very heart of business and advertising and play an important role in every business

successes and are the major assets of consumer business. Fast Moving Consumer Goods companies are characterized by their ability to produce the products that are in high demand and develop loyalty and trust towards their brands. These goods are also known as Consumer Packaged Goods (CPG) which are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large. Unlike other sectors, FMCG generally satisfy basic needs rather luxurious requirements of every consumer. FMCG products generally include a wide range of frequently purchased consumer products such as ready to eat, confectionaries, personal care, toiletries, detergents, pharmaceuticals, soft drinks as well as other non-durables such as glassware, stationery products and plastic goods.

The primary objective of many marketing programs is to differentiate a brand by positioning it as superior to competitors on one or more determinant attributes (Dickson and Ginter 1987; Smith 1956; Sujana and Bettman 1989)¹. Ajay Kalra and Ronald C. Goodstein² noted that advertising has different goals, depending on the competitive context of the brand, with some advertisers positioned to differentiate between brands and others positioned to narrow the perceived difference between brands. Some of the popular FMCG companies in India are Hindustan Unilever Limited, Britannia, Parle, Nestle, Procter & Gamble, ITC, Coco-Cola, Kleenex, Kraft, PEPSI, General Mills, H. J. Heinz, and Mars.

Objectives

- To know the important attributes of brands and attitude of the consumer in brand positioning.
- To identify (learn) the factors influencing consumers decision towards product selection
- To observe the significant difference between the brand positioning and consumer buying behaviour.

Research Methodology

The research is conducted at twin cities of Hyderabad and Secunderabad. The data for the study is mainly collected through two different sources Viz., primary and secondary. Primary data is obtained by using a structured questionnaire with five point rating scale from the selected sample of 150 customers selected randomly at reputed retail outlets such as fresh@heritage, More, Reliance and Big Bazaar. The data is analyzed by using statistical tools like charts, graphs and F Test to verify the objectives.

Hypothesis for the Study

H0: There is no significant difference between the brand positioning and consumer buying behaviour.

H1: There is significant difference between the brand positioning and consumer buying behaviour.

Review of Literature on Consumer Involvement and Buying Decision Process

According to Bjoern Ivens and Katharina S. Valta³ customer preferences for a brand can be the result of various factors. Traditionally, marketers have focused on providing functional benefits such as higher

quality or longer duration with branded goods or services. Marketers have focused on providing functional benefits such as higher quality or longer duration with branded goods or services. However, in many areas, the functional benefits of offerings sold under different brands are homogeneous. In order to protect their brands from an increasing vulnerability against competitors Ritson, 2003⁴, marketers seek differentiation by various means. One path to differentiation consists of the establishment of strong relational ties between a brand and its target segments, Fournier, 1998⁵, certain brands build up customer communities. These communities provide customers with the opportunity of social integration in a network of like-minded consumers or of increasing the proximity with the brand Mc Alexander, Schouten & König, 2002; Muniz & O'Guinn, 2001⁶. More generally, they focus on increasing customer preferences for a brand by adding intangible benefits to the classical functional benefits in a brand's positioning. Carol F. Gwin and Carl R. Gwin⁷ discusses how the product attributes model helps managers understand the strategic implications of positioning decisions and provides an example of its use. Thomas L. Baker, James B. Hunt and Lisa L. Scribner⁸, examines how the introduction of a new and differing brand may significantly impact similarity perceptions consumers have concerning existing brand.

Consumer buying decision process is characterized by five stages-problem recognition, information search, evaluation of alternatives, purchase and post purchase evaluation.

- **Problem recognition** is “when a buyer becomes aware of a difference between a desired state and an actual condition”. Therefore the buyer realises that he/she is in need or want of a product.
- **Information search** is the stage of gathering information to fulfil the problem and needs to search for information for solving the problem. This may be either internally or externally. Internal search means collecting from past knowledge or experience, external search includes information from other sources, such as friends, media or public sources.
- **Evaluation of alternatives** is the stage of evaluation of each product, both objective and subjective criteria.
- **Purchase** is the stage of choosing the best product from the evaluation stage, and chooses a brand based upon style, price, reputation, and etcetera.
- **Post evaluation** is the buyer evaluation of the product to ensure it meets their particular needs or not.

Brand Positioning

Positioning is the process of creating a perception in the consumer's mind regarding the name of the company and its products relative to its competitors. Brand Positioning is defined as an activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer's mind. It is the key of marketing strategy in particular, to convince the consumer to buy. The positioning is done to elicit a positive purchase response from the customers. A strong brand positioning directs marketing strategy by

explaining the brand details, the uniqueness of brand and its similarity with the competitive brands, as well as the reasons for buying and using that specific brand. A brand's perception resides in the customer's mind and do not exist outside customer's mind. Therefore, positioning efforts are not directed at the product, rather they are directed at the customer's mind. Positioning is about shaping an image about a brand in prospect's mind.

Product positioning influences the evaluation of alternatives and purchase stages. The nature of product positioning is to distinguish one brand's product to the others. It has two stages - the consumer compares the products offered by different brands, and possibly chooses one. As the consumer compares products, product positioning will help the consumer determine the differences between the products, and help them select the product which best meets the evaluation criteria. If a consumer wants to purchase a product, they perform a level of problem solving to determine the product and brand to purchase. A large factor in the problem solving is the consumer's level of involvement with the product. Consumer involvement differs depending on the type of product and its relationship to the consumer. In general, consumer involvement tends to be higher for products that are very expensive (e.g., a home, a car) or are considered highly significant in the consumer's life. Level of involvement therefore affects the decision making process of the consumer, it in turn affects brand positioning.

Brand Positioning of Fast Moving Consumer Goods

Most of the FMCG products are based on an emotion that instills desire for instant fulfillment. The integrated marketing communication (IMC) strategies and programs are built to deliver instant gratification to customers to meet those desires. With the changing times, every brand is finding creative ways to tap into consumers' desires for instant gratification incorporating catch phrases like 'buy now'. Brands are providing instant information about products, location, other information through mobile apps, online shopping, and many more. Recently, these forms of advertising become customary marketing plans in order to survive and mark a position in the minds of customers.

The Role of Brand Positioning in Consumer Buying Process-

Marketers employ Segmenting, Targeting, and Positioning (STP) process to select target markets. Segmentation is the process of organizing consumers into groups with similar features. Targeting involves a company determining market segments can satisfy, and then choosing an appropriate targeting strategy for the segments. Positioning is how consumers perceive a brand or product, particularly in relation to other brands and products.

Brand Positioning Strategies of ITC

➤ Market differentiation

Creating new markets in ready to eat positioned as premium products the company launched Kitchen of India (KoI), ready to cook and eat. It is mainly targeted to NRI's and working women. Sun feast Pasta, a whole wheat based product targeted at children, competed with Nestlé's Maggie noodles. With the same Sunfeast brand the company launched Orange Marie, a butterscotch cream biscuit, chilli flakes and even honey flavor to attract the children segment.

➤ Extensive advertising– Role of Celebrities in Positioning

Every product needs to identify the consumers before its launch. The company adopted celebrity advertising and endorsement to differentiate to its competitors by hiring the best professionals and the best ambassadors like Sharukh Khan and Sachin Tendulkar for Biscuits, Rakhi Sawant for Mint-o Fresh in the country. It is evident that the two products Bingo ("Har Stick mein alag twist", "Khaoge to Khilaoge...") and Mint-o Fresh awarded best market campaign. It also takes support from television with youth channels like MTV, Star World, mass Hindi channels like Zee and Star TV, and news channels and by company booking 10 to 15 spots per channel per day. It also had around 20 spots on a variety of radio channels and advertised in most leading national dailies advertising in the top-30 cities, over 1,000 outdoor hoardings. According to industry estimates, ITC spent close to Rs 100 crore on marketing and with these efforts, attracting new customers is not a difficult task to ITC!

➤ Regular Introduction of New Products

ITC acquired reasonable scale in a relatively short span of time and realized that, in order to remain in the competition it had to introduce new products regularly. ITC has been expanding its distribution network aggressively along with their product range. In all its products range it is launching new products or flavors week after week.

➤ Innovation

ITC is innovative in identifying the niche market for all its products by segmenting the market to cater their needs by identifying market opportunities and by introducing new products in each product category.

➤ Distribution Network

ITC already had a huge distribution network due to its tobacco business. ITC used this network to distribute their FMCG products which provided a good launch and also helped in boosting sales. Obviously, brand position is much more than just being the first in the market, but being first does help. ITC's product's position is created by variables like Quality of products, Prices charged, Methods of distribution, Image, Style, Word of mouth and improved advertisement.

ITC Product Category with their Brands and its Competitors

Table -1 (Staples)

Staples	ITC Staples	Competitors	Competitor's Brands
	Aashirvaad	Pillsbury	Pillsbury
	Kitchen of India(KoI)	MTR	MTR ready to prepare foods
	Sunfeast Yippee!	Nestle	Maggie

Table – 2 (Ready to Eat)

Ready to Eat	ITC Brands	Competitors	Competitor's Brands
Sunfeast biscuits	Dark Fantasy, Choco Fills and Dual Dream Cream	Britannia,	Marie, Tiger, Nutrichoice, Good Day,50 50, Milk Bikies, Bourbon, Treat, Pure Magic
		Parle	KrackJack, Monaco, Creams, Golden Arcs, Marie, Milk Shakti, Hide & Seek, Hide & Seek Fab, Top, Gold Star
Bingo!	Bingo! Potato Chips, Bingo! Mad Angles, Bingo! Tedhe Medhe, Bingo! Tangles	Pepsi Co	Lays, Lehar Namkeen, Aliva, Kurkure, Cheetos
		Parle	Monaco Smart Chips, Parle's Wafers, Fulltoss, Parle Namkeens
		Haldiram's	Namkeens- Mixture, Bhujia, Chips and many other variants.

Table 3 (Confectionary)

Confectionary	ITC Brands	Competitors	Competitor's Brands
Mint-o, Candy man	Mint-o, Candy man	Cadbury's	Cadbury Dairy Milk, Silk, Choclairs, Gems, 5-Star, Perk, Bournville, and Bubbalo gum.
		Parle	Melody, Mango Bite, Poppins, 2 in 1 Eclairs, Mazelo, Kismi Toffee Bar
		Nestle	Milky-Bar, Munch, Kit-Kat, Milk-Chocolate, Chocolate Eclairs

Table 4 (Personal Care)

Personal Care	ITC Brands	Variants	Competitors	Competitor's Brands
Fiama Di Wills	Bathing Bars, Hair care (Shampoos-Anti-	Exotic, Clear Spring, Mild Dew, Rio Splash,	Hindustan Unilever, Godrej	Dove, Pond's,Lux, Cinthol, Sun

	hair fall)	La Fantasia		Silk, Al Clear
Vivel (2008)	Bathing Bars	Fiama Di Wills Bathing Bars- Exotic, Clear Spring, Mild Dew, Rio Splash, La Fantasia.	Hindustan Unilever, Godrej	Dove, Pond's, Lux, Cinthol
Engage-perfumes	Deodorants for Men & Women	Essenza Di Wills- Rush & Blush, Mate & Spell, Urge & Tease	Hindustan Unilever, Godrej	Dove, Pond's, Cinthol,
Superia	Bathing bars, Hair Care (Shower Gels, Conditioners and Shampoos)	Fiama Di Wills- Enlivening Shower gel, Couture spa, Nourishing beads shower gel Melon, Saffron, Fragrant Flower, Soft Sandal, Natural glow, Healthy Glow, Lemon Freshhiny Black, Vibrant Green	Hindustan Unilever, Godrej	Dove, Pond's, Lux, Cinthol, Sun Silk, Al Clear

Brand Equity through Brand Positioning

Right position of the brand acquires more brand equity in the market. The same has happened even with ITC, the company's food business became more profitable in 2008 since its launch in 2001.

- ITC is making rapid gain taking over-in salty snacks and cream biscuits with Britannia and Parle. In salty snacks, ITC had gained a 15% market share with Bingo! Potato chips. Over the past year with the help of 25 new product and variant launches, including Baked Lay's, Aliva Multigrain Waves, Kurkure Puffcorn and Kurkure Monster Paws.
- ITC's instant noodles brand Sunfeast Yippee! has gained double-digit market share within two years of launch, and is the second largest brand after Maggi.
- In personal care it is heading with shampoos, skin care and soaps, taking over Hindustan Unilever and Godrej. ITC has gained 6% share in the highly competitive soaps market within four years of launch and 2% in shampoos.
- In the super premium segment, it has Essenza Di Wills's fragrances, in premium Fiama Di Wills, in the mid-market segment Vivel and in the popular segment Superia.

Data Analysis and Interpretation

Number of respondents for this study considered was 150 out of which 147 were found to have valid responses. Therefore a total of 147 respondents are considered for analysis and the corresponding percentage was calculated as shown in the following tables.

Category A - Demographic analysis

Table 5

Age of the respondents		
Age	No of Respondents	Percentage
20-25	50	34
26-30	59	40
31-40	29	20
41 and above	9	06
Occupation of the respondents		
Students	50	34
Working	56	38
Home makers	41	28

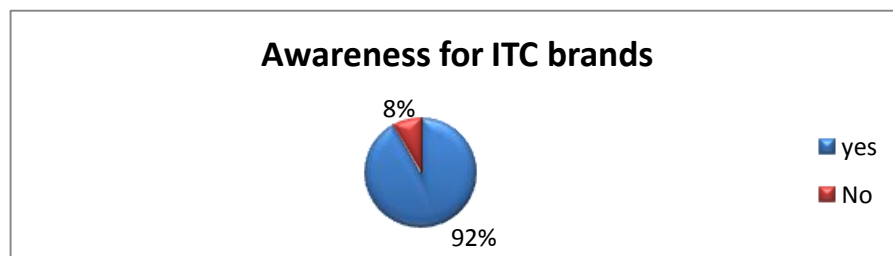
Category B – awareness towards ITC products and Brands

3. Awareness for ITC products and Brands

Table 6

Awareness	Respondents	Percentage
Yes	135	92
No	12	08

Figure 1



Interpretation

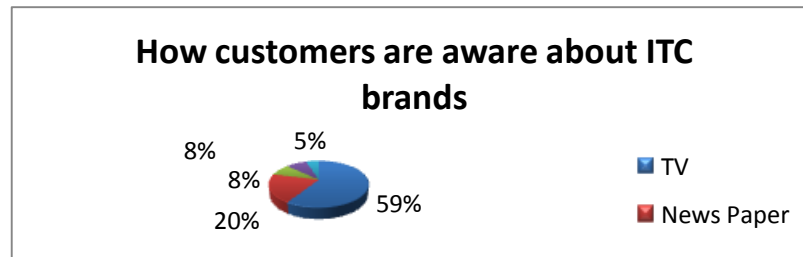
Above graph shows the brand awareness of ITC company, where 92% of people are aware and 8% are unaware of this particular brand out of 150 samples. It can be concluded that most of the consumers are aware of ITC products.

4. Source of information about ITC FMCG products and Brands

Table 7

Promotions	No of Respondents	Percentage
Television	88	60
News Papers	29	20
Sign Boards	12	8
Online	12	8
Others	6	4

Figure 2



Interpretation

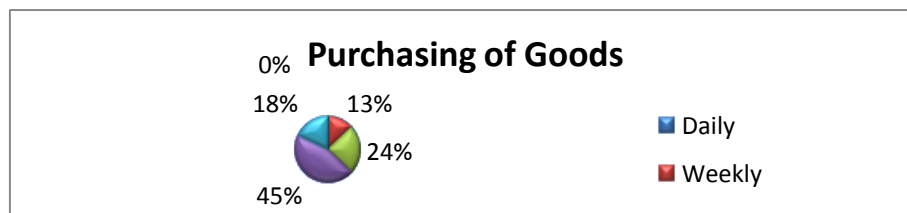
The above 3- dimensional circle graph shows the sources of awareness i.e., the way customers are aware of ITC Company. Out of 150 samples, 59% of people are aware of the brand with the help of television, 20% through news papers, 8% by sign-boards, 8% online and 5% through other sources.

5. Frequency of purchase of FMCG

Table 8

Frequency of Purchase	No of Respondents	Percentage
Daily	0	0
Weekly	20	14
Once in 15 days	34	23
Once in a month	68	46
Occasionally	25	17

Figure 3



Interpretation

The circle graph given here represents ,how often do people purchase ITC products.where,13% of people goes for a purchase on weekly basis ,24% does their shopping “once in 15 days”, 45% shops “once in a month ” and remaining 18% shops more than a month .where none of them does their purchases daily out of the sample size of 150. **Awareness for ITC FMCG**

Table 9

Awareness for ITC FMCG	No of Respondents	Percentage
Staples	36	24
Ready to Eat	42	29
Confectionary	9	6
Personal Care	25	17
All	35	24

Awareness of ITC FMCG

Interpretation

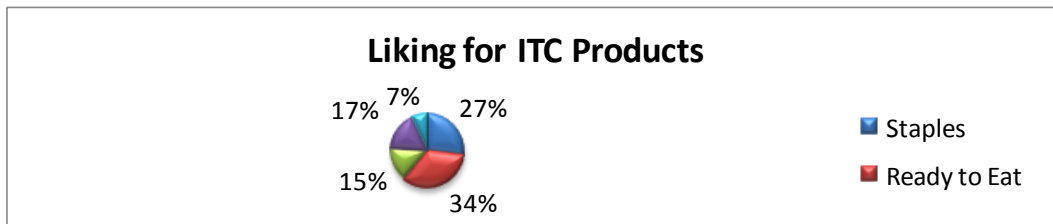
The circle graph given here represents the awareness of FMCG products of ITC. From the sample size of 150, 24% of people are aware of staples, 29% are aware of Ready to Eat, 6% of them are aware of Confectionaries, 17% of the customers are aware of Personal Care, and people who are aware of all the above mentioned products are of 24%.

6. Consumer preferences towards ITC Products and brands

Table 10

Liking for ITC Products	No of Respondents	Percentage
Staples	40	27
Ready to Eat	50	34
Confectionary	22	15
Personal Care	25	17
All	10	7

Figure 5



Interpretation

The above mentioned pie chart represents, the people, who like a particular type of ITC products. Out of a sample size of 150, 27% of people like staples, 34% like Ready to Eat, 15% choose Confectionaries, 17% of the customers opt Personal Care and people who likes all the above products are of 7%.

Category C

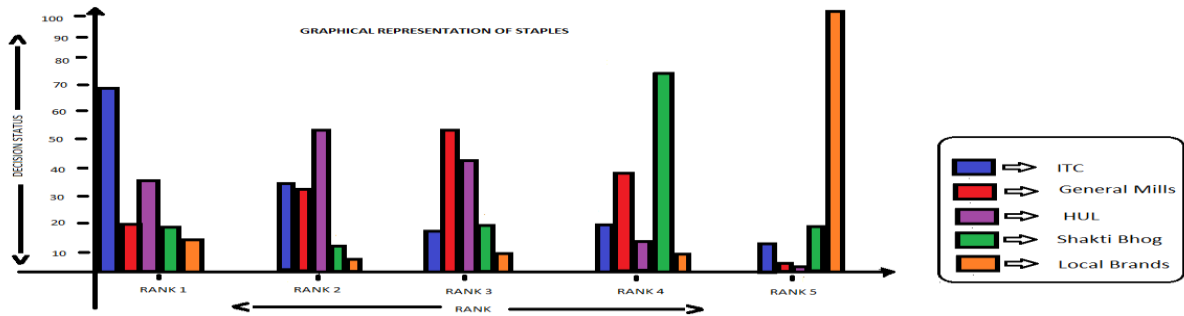
7. Ranking of STAPLES

Table 11

BRAND/RANK	I RANK	II RANK	III RANK	IV RANK	V RANK
ITC/Ashirvad	(71) - 48%	(34) -23%	(17) -12%	(10) -7%	(15) -10%
General mills/Pillsbury	(17)- 12%	(37)-22%	(48)-35%	(37)-26%	(8)-3%
HUL/ANNAPURNA	(48)-32%	(36)-25%	(38)-26%	(17)-12%	(8)-5%
Shakti Bog foods Ltd /Shakti bhog	(13)-9%	(11)-7%	(30)-20%	(76)-52%	(17)-12%

Local brands	(3)-2%	(13)-9%	(13)-9%	(17)-11%	(101)-69%
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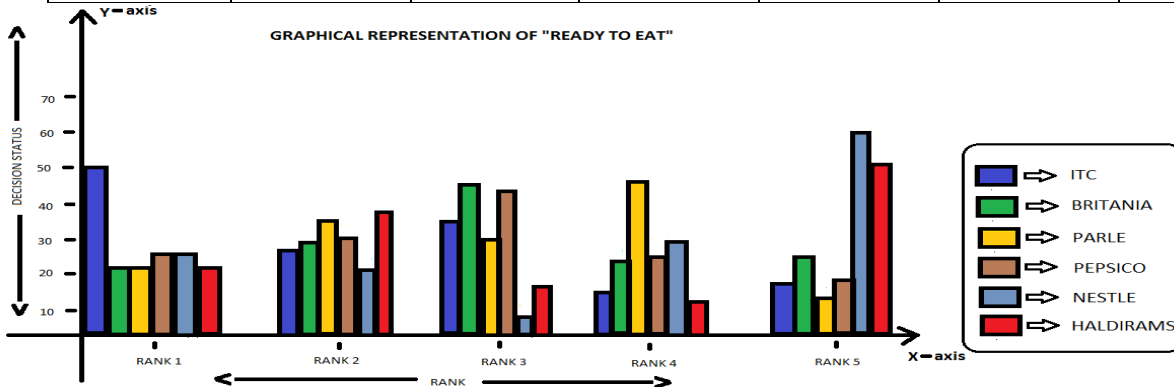
Figure 6



8. Ranking of READY to EAT

Table 12

Company	I RANK	II RANK	III RANK	IV RANK	VRANK	VI RANK
ITC	(48) 33%	(25) 17%	(30) 20%	(20) 14%	(22) 15%	(2) 1%
Britania	(19) 13%	(25) 17%	(32) 22%	(25) 17%	(29) 19%	(17) 12%
Parle	(17) 11%	(36) 24%	(27) 18%	(46) 30%	(18) 12%	(7) 4%
Pepsi co	(18) 13%	(28) 18%	(30) 20%	(40) 28%	(23) 15%	(10) 6%
Nestle	(27) 18%	(27) 18%	(20) 13%	(20) 13%	(35) 25%	(18) 13%
Haldirams	(14) 8%	(14) 8%	(15) 7%	(18) 13%	(30) 22%	(56) 42%

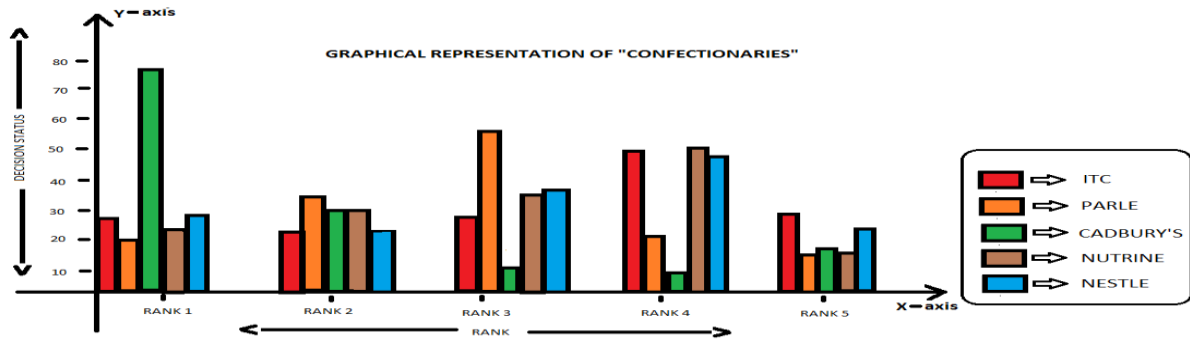


9. Ranking of CONFECTIONARIES

Table 13

Company	I RANK	II RANK	III RANK	IV RANK	VRANK
ITC	(15) 10%	(24) 16%	(27) 18%	(48) 33%	(33) 23%
PARLE	(12) 8%	(36) 24%	(54) 36%	(31) 21%	(14) 9%
CADBURY'S	(75) 51%	(32) 22%	(9) 6%	(14) 9.5%	(17) 11.5%
NUTRINE	(19) 13%	(32) 22%	(34) 23%	(44) 30%	(18) 12%
NESTLE	(15) 10%	(25) 17%	(15) 10%	(24) 16%	(68) 46%

Figure - 8

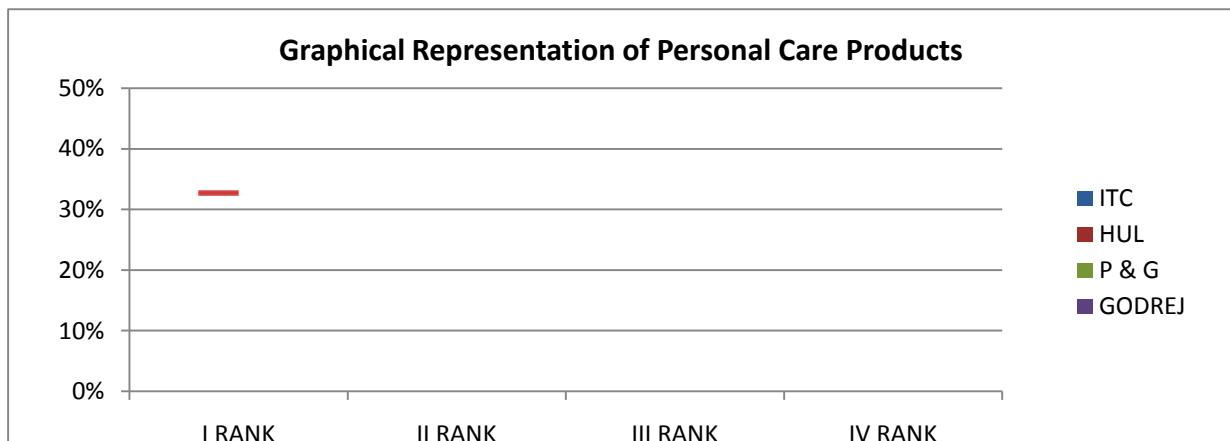


10. Ranking of PERSONAL CARE

Table - 14

Company	I RANK	II RANK	III RANK	IV RANK
ITC	(26) 17%	(31) 21%	(48)33%	(42) 29%
HUL	(48) 33%	(42) 28%	(35) 24%	(22)15%
P & G	(46) 31%	(34) 23%	(36) 25%	(31) 21%
GODREJ	(21) 14%	(31) 21%	(29)20%	(66) 45%

Figure - 10



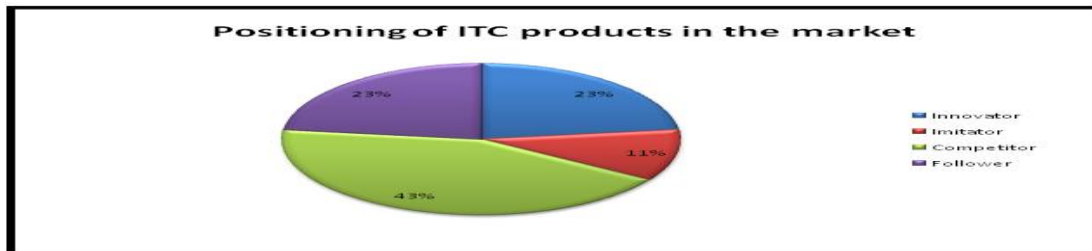
Interpretation

From the above charts Figure 6-9 it is observed that different brands take different positions.

Category D

12. How do you consider ITC product (positioning) into the market?

Opinion	No of Respondents	Percentage
Innovator	34	23
Imitator	16	11
Competitor	63	43
Follower	34	23

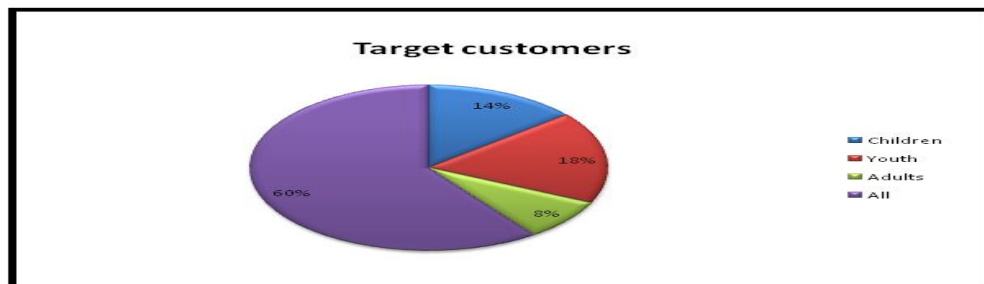


Interpretation

The pie chart shows the “positioning of ITC products in the market”. Out of 150 samples, 43% quoted that ITC is a competitor, 23% of people’s opinion is as follower, 23% of public thought it as Innovator and remaining 11% of people mentioned ITC as an Imitator.

13. To whom ITC products are targeted?

Opinion	No of Respondents	Percentage
Children	21	14
Youth	27	18
Adult	12	8
All	86	60

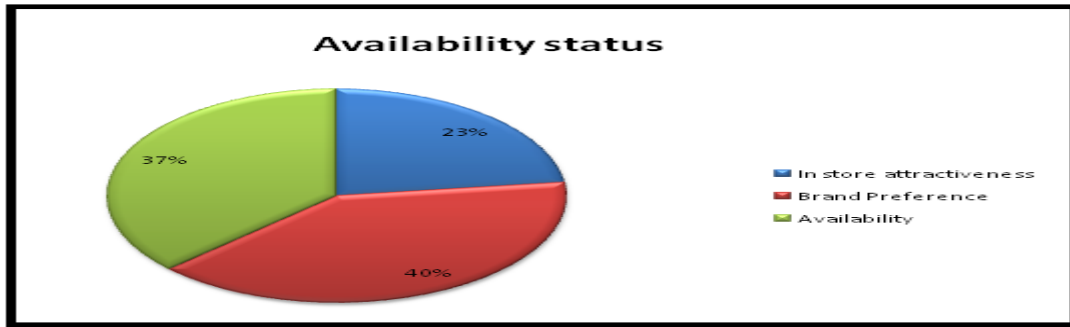


Interpretation

The circle graph represents the “target customers of an ITC”. Out of 150 samples, 14%’s opinion is that ITC targets “children group”, people who choose “youth ” are 18%, 8% thought ,they target “adults” and remaining 60% of respondents thought that ITC targets all the categories.

14. Reason for ITC products into market?

Opinion	No of Respondents	Percentage
Satisfy need of consumers	89	61
To earn profit	34	23
To be market leader	24	16

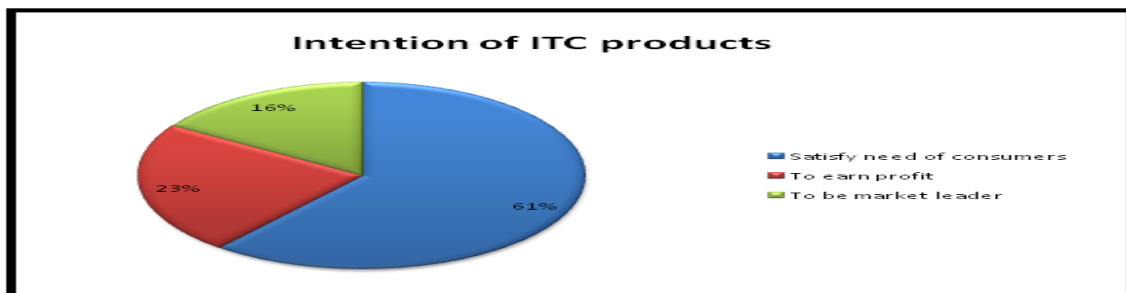


Interpretation

The above graph shows the “availability status”, out of 150 samples, people opinion for In store attractiveness are of 23%, 40% choose Brand Preference 40%, remaining 37% voted for Availability.

15. With what intention ITC products entered into FMCG market?

Opinion	No of Respondents	Percentage
In store attractiveness	34	23
Brand Preferences	59	40
Availability	54	37

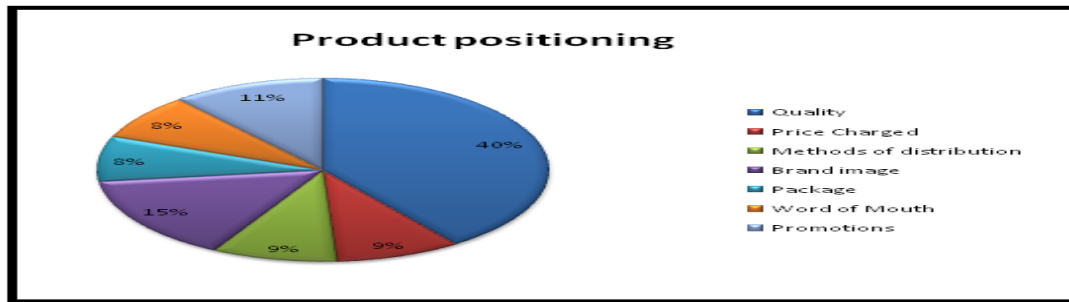


Interpretation

The circle graph represents the “intention of ITC to enter into FMCG”, out of 150 samples, 61%’s opinion is” to satisfy need of consumers”, 23%’s opinion is “To earn profit”, 16% of people’s opinion is “To be market leader”.

16. According your opinion, a product’s position is created by variables such as

Opinion	No of Respondents	Percentage
Quality	59	40
Price Charged	13	9
Methods of Distribution	13	9
Brand Image	22	15
Package	12	8
Word of Mouth	12	8
Promotions	16	11

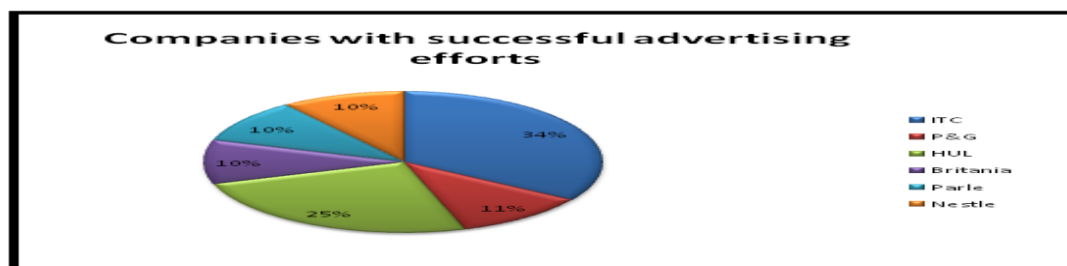


Interpretation

The above mentioned pie chart represents “the product positioning of ITC” where different people’s opinion are as follows Quality- 40% Price Charged -9% Methods of distribution -9% Brand Image -15% Package - 8% Word of Mouth- 8% Promotions -11

17. Which among the following brands use successful advertising efforts?

Company	No of Respondents	Percentage
ITC	50	34
P&G	16	11
HUL	37	25
Britannia	13	9
Parle	18	12
Nestle	13	9

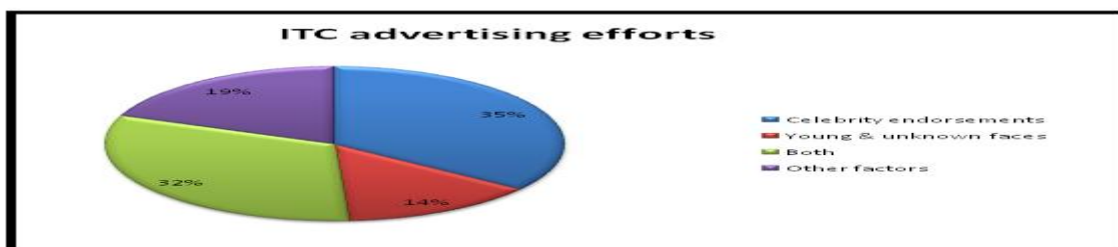


Interpretation

The above mentioned pie chart represents “which branded company gives successful advertisements” where different people’s opinion is as follows. People whose decision is ITC are of 34%, people opted P&G are 11%, HUL has been quoted by 25% of people, people who choose Britannia are of 10%, and Parle- 10%, and remaining 10% selected Nestle.

18. Which factors of ITC’s advertising efforts according to you are successful?

Mode of promoting product	No of Respondents	Percentage
Celebrity endorsements	51	35
Young & Unknown Faces	21	14
Both	47	32
Other Factors	28	19

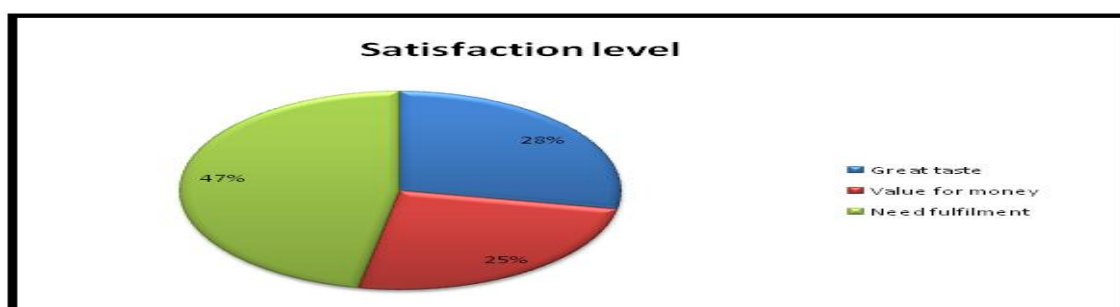


Interpretation

The above figure represents “ which kind of advertising efforts were successful”, out of 150 samples, 35% says it is because of “celebrity endorsements”, 32 % suggested as “ both celebrity endorsements and by young and unknown faces”, 14% suggested as only because of “young and unknown faces” and remaining 19% says it is because of “other factors.”

19. Factors drive your satisfaction after consumption

Factors of Satisfaction	No of Respondents	Percentage
Great taste	41	28
Value for money	37	25
Need fulfillment	69	47

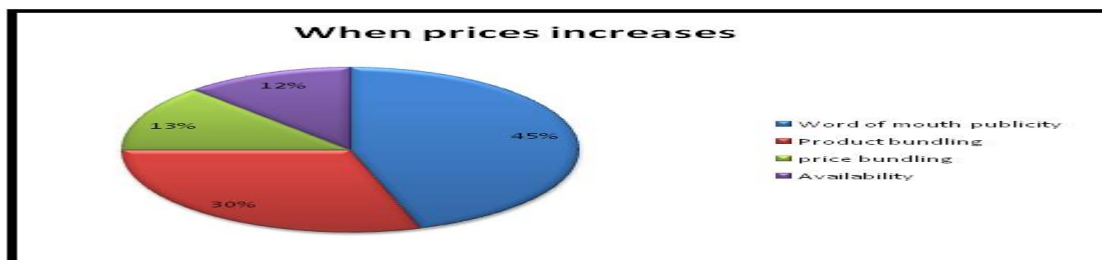


Interpretation

The above figure represents “what factors drives satisfaction after consumption”, and the responses are as follows: Great taste - 28%, Value for money -25%, Need fulfillment -47%.

20. Personal care products are high priced which among the following would get benefit

Benefit	No of Respondents	Percentage
Word of mouth publicity	66	45
Product Bundling	44	30
Price Bundling	19	13
Availability	18	12



Interpretation

The circle graph given here depicts “ which is most preferable by public when prices goes high” out of 150 samples ,45% of people quoted for “word of mouth”, 30% says “product bundling”, 13% of people’s opinion is “price bundling” and remaining opted “availability”.

Q. Basis for selecting a particular category

Null Hypothesis = There is no relation between the selection of products and product attributes

Alt. Hypothesis = There is relation between the selection of products to that of product attributes

i) Grand mean $X=20.35$

ii) $SST=8856.26$

iii) $SSB=5142.47$; $d.f=c-1=8-1=7$; $MSB=SSb/c-1=5142.47/7=734.639$

iv) $SSW=3714.75$; $d.f=cn-c=8*4-8=32-8=24$; $MSW=SSW/cn-c=3714/24=154.78$

$SSt=SSb+SSw$; $F=MSb/Msw=734.639/154.78=4.75$

At 5% LOS, $F(7,24)=2.42$. As the observed value is $>$ the critical F value, we reject the null Hypothesis and accept Alternative Hypothesis.

PRODUCT/ VARIANT/ BASIS	PRI CE	AVAILAB ILITY	QUA LITY	FAITH & TRUST	PROMOT ION	TA ST E	CELEBRIT Y ENDORSE MENT	VARIEN TS & VARIET Y
Staple	34	25	76	7	3	25	10	8
Ready to Eat	23	25	54	3	6	45	2	15
Confectionar y	10	15	32	14	3	28	8	20
Personal Care	10	10	34	34	5	10	17	40
Total	77	75	196	58	17	108	37	83
Avg	19.2 5	18.75	49	14.5	4.25	27	9.25	20.75

Interpretive findings

Majority of the respondents in this study are aware of ITC FMCG products and are aged between 25 and 30 yrs. This study observes that ITC entered market as a competitor and targeted all the groups of customers in

all its categories. Amongst the existing competitors in the market, ITC is found to implement advertising strategies enrolling celebrities from sports film industry. From the analysis, the findings show that majority of the respondents are aware of ITC's Ready to Eat, followed by Staples, Personal Care and then Confectionaries. Respondents feel that ITC Products were successful for its advertising efforts both by the celebrities as well as new and young faces. It is observed that wide range of ITC products meet International quality standards and are developed on the basis of Indian consumer experience. This helped ITC to cut across the clutter and is probably its product proposition.

Conclusion

New emerging scenario of marketing management not only provides the products but customers need products with reputed brands for it. Now a day's brands are becoming the most valuable assets of the business. Brands are the wealth generators and value generators of the modern business organization. Brands are capable of transforming routine products into objects of desire.

Consumer involvement in brand positioning is increasing day by day and without consumer involvement there is no meaning for brand positioning. Positioning is the process of creating a perception in the consumer's mind regarding the name of the company and its products relative to its competitors. We found that the differentiation factor for ITC's success was due many factors like existing brand image, price, quality, availability, product variants and variety, advertising efforts by enrolling celebrities from Sports and Film Industry. It can be concluded that ITC products have very good brand equity compared to other existing players in the industry because of the familiar brand with other segments of products.

Limitations of the study

This study was conducted in the twin cities of AP with a sample size of 150 respondents. This study may not represent the true picture of the total population. Though utmost care has been taken to avoid biased views from the customers by preparing a well-expressed questionnaire, still the respondents might have given predisposed opinions that may affect the results of the study. The data collected for this study is limited to the select FMCG categories and selected customer base. The sample for this study is convenient sample from select the retail outlets.

Scope for further research

The study may be extended to other FMCG sectors too. The respondents for this study are convenient sample from select retail outlets and this may be considered from other random sampling methods for more accuracy.

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