*THINK INDIA JOURNAL*

ISSN:0971-1260
Vol-22- Issue-14-December-2019

# Antecedents Of Brand Equity Among The Personal Care Product Consumers In Chennai City.

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## INTRODUCTION.

Brand equity brand equity is considered as one of the important aspects in the marketing arena for many years in the marketing arena. Many marketing researchers started systematically studying the brand equity and its impact on the manufacturers and customers. The market is strongly believed that the brand equity has a dual role to play to offer benefit to the customers as well as the marketers. At the same time, the brand equity is considered as one of the important and inevitable strategies for the marketers to protrude in their competitive marketing arena. It is also considered as one of the important sources of static management of marketers to reach highly profitable rates and the maximization of customers.

Brand equity always establishes a significant relationship between customers and the product through highlighting the attributes and brand equity is also able to establish the relationship between nature of product or services to the uniqueness of the product . It always motivate the customers to go for the brand identification and also to make their

 

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purchase decision so rapidly. It represents the marketing efforts uniquely attributable to the brand and the added value endowed to a product or service as a result of past investments in the marketing activity for a brand. Thus brand equity serves as a bridge between what has happened to the brand in the past and what will happen to the brand in the future.

Marketing effort of creating brand equity can be materialized only after inspiring the customers regarding the brand of the product. At last it is identified from the arguments that the brand equity can be considered as a tool for measuring the customer intension and that their satisfaction level.

## LITERATURE REVIEWS..

Swait (2018)]. What has been called "Brand Equity" refers to a brand's net worth, financial and otherwise. Dr.DavidAaker of the University of California at Berkeley, one of the leading authorities on brand equity, has defined the term as "a set of brand assets and liabilities linked to a brand, its name and symbol, that add or subtract from the value provided by a product or service to a firm and or to that firm's customers

Shocker and Weitz (2008) refer to it as the "incremental cash flow resulting from the product with brand name versus that which would result without brand name." Greg Bonner and Nelson (1985) define brand equity as "the goodwill adhering to a brand name." Farquhar (1989) and Kamakura and Russell (1990) interpret brand equity as the value added to a product by virtue of its brand name

In the words of Rust, Zeithaml and Lemon(2010) customer equity being the discounted lifetime values of a firm's customer base, is comprised of three components namely, value equity, brand equity and relationship equity

 

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[Kim R. Robertson 2017)]. A brand name identifies the source of a product and differentiates the product from its competitors. A brand can increase the demand for a product in several ways. Brand awareness makes it easier for consumers to identify products with the well-known brand names. Therefore, brands provide information by increasing awareness and serving as a proxy for quality. Brands can also appeal to a consumer's sense of individuality or make consumers feel as if they belong to a particular social group

MacInnis (1986), Wernerfelt (1990)]. Bettman (1979); Rossiter and Percy (1987) observe that the significance of brand recall and recognition depends on the consumer's decision in the store and outside the store, while exposed to the brand.

Kevin lane (2017)Brand association is an indispensable part of brand image. Brand association is all about the mind. Brands have a physical presence at the market place and mental presence among the consumers. One comes across a range of words, phrases and visuals in the context of how brands stay in the minds of the consumers. The relationship between attributes or benefits and a product are exposed by the descriptive brand name of such product

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## RESEARCH GAP.

After reviewing the national and international reviews regarding brand equity, the researcher identified two unaddressed issues namely 1. what are the exact number of factors those can be considered as a antecedents of brand equity 2. Whether these factors are highly influenced by their demographic background of customers and the product attributes. Therefore the researcher intended to venture on these unaddressed issues.

 

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**OBJECTIVES OF THE STUDY.**

1. To study the factors responsible for developing brand equity among the customers of personal care products.
2. To find the influence of demographic background of customers on their perception towards brand equity factors.

**HYPOTHESIS.**

1. **There is no significant difference among the factors of brand equity pertaining to personal care products.**
2. **There is no significant influence of demographic background of variables on their perception towards brand equity.**

**METHODOLOGY.**

This study completely leans upon the evaluation of primary data collected from the consumers of personal care products in the great metropolitan Chennai city and the data is collected through a well structured questionnaire which consist of three parts namely demographic background, purchase details of personal care products, customer perception on the brand equity factors. The initial pilot study was conducted by the researcher to check the reliability of the questionnaire which is framed the on the strong theoretical basis. The pilot study revealed that the Cronbach value to be 0.821 which is above the benchmark value of 0.75.

**SAMPLE SELECTION.**

**The researcher applied convenience sampling method to collect the responses from the consumers of personal care products in the great metropolitan city of Chennai. The researcher collected 750 responses from all the 15 zones of Chennai city, especially 50 from each zone. After scrutiny it is found that only 711 responses are valid and that those can be used for the research. Hence the sample size of the research is 711.**

**STATISTICAL TOOLS USED.**

 

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**The researcher applied both the univariate and multivariate statistical techniques to analyse the data namely**

1. **Factor analysis**
2. **linear multiple regression analysis.**
3. **One way analysis of variance.**

**ANALYSIS AND DISCUSSION.**

The researcher applied factor analysis by principal component method to determine the factors of brand equity and at the following results are obtained

**TABLE 1**
**Total Variance Explained relating to variables of brand equity**

| Component | Initial Eigenvalues | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| Quality | 5.830 | 58.299 | 58.299 | 3.809 | 37.074 | 37.074 |
| Price | 1.195 | 11.946 | 70.245 | 3.215 | 31.542 | 68.616 |
| Quantity | .629 | 6.287 | 76.533 | - | - | - |
| Pose Orientation | .576 | 5.761 | 82.294 | - | - | - |
| Reputation of the Manufacturer | .424 | 4.238 | 86.532 | - | - | - |
| Ingredients of the product | .338 | 3.384 | 89.916 | - | - | - |

 

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| | | | | | | |
|---|---|---|---|---|---|---|
| Innovation | .325 | 3.250 | 93.166 | - | - | - |
| Service of the product | .259 | 2.587 | 95.753 | - | - | - |
| Source of medication | .222 | 2.219 | 97.972 | - | - | - |
| Availability | .203 | 2.028 | 100.000 | - | - | - |

**TABLE 2**

**Rotated Component Matrix(a) for the grouping of variables of brand equity**

| | Component | |
|---|---|---|
| | 1 | 2 |
| Service of the Product | .878 | - |
| Source of Medication | .819 | - |
| Reputation of the Manufacturer | .771 | - |
| Ingredients of the product | .741 | - |
| Availability | .616 | - |
| Innovation | .600 | - |
| Price | - | .883 |

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| | | |
|---|---|---|
| Quantity | - | .824 |
| Quality | - | .795 |
| Purpose Orientation | - | .577 |

It is found that the ten variables explain 68.616% of the total variance and two major factors are secured as revealed in Table 1. As observed in Table 2 the first factor "Price- Quality" includes price, quantity, quality and purpose orientation. The second factor "Service-Availability" comprises of service of the product, source of medication, reputation of the manufacturer, ingredients of the product, availability and innovation.

The mean values shown below indicates that the "Service – Availability" is more significant (3.87) in influencing the customers of each type of personal care product than the first factor. Table 3 revealed that the mean values of both "Price -Quality" and "Service – Availability" are considered important by the respondents. This influence is statistically verified by paired sample t-test shown in Table

**TABLE 3**
**One-Sample Statistics for the components of brand equity**

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| Attributes | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|
| Price - Quality | 711 | 3.7760 | .89704 | .04012 |
| Service - Availability | 711 | 3.8700 | .89308 | .03994 |

**TABLE 4.**
**One-Sample t-test for the components of purchase decision**

| Attributes | Test Value = 3 | | | | | |
|---|---|---|---|---|---|---|
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| Price - Quality | 44.271 | 499 | .000 | 1.77600 | 1.6972 | 1.8548 |
| Service - Availability | 46.821 | 499 | .000 | 1.87000 | 1.7915 | 1.9485 |

**TABLE 5**
**Paired samples test significance of components of brand equity**

 

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| Attributes | | t | df | Sig. (2-tailed) |
|---|---|---|---|---|
| Pair 1 | Price - Quality<br>Service - Availability | -2.983 | 499 | .003 |

The above tables have brought out the results obtained through the application of paired t-test and one sample t-test. The t-value (2.983) indicates that there is a significant difference between the two factors in influencing purchase decisions.

**The multiple linear general model is applied to analyse the impact of two factors of brand equity on different personal care products. For this purpose, the dependent variable is the total scores of brand equity of different personal care products and the two factors of purchase decision are independent variable. The impact is depicted in the Table 6**

**TABLE 6**
**The Impact of factors of brand equity on personal care products**

 

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| Source | Dependent Variable | Type III Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| Corrected Model | PDtp | 210.860(a) | 2 | 105.430 | 156.345 | .000 |
| | PDbs | 238.887(b) | 2 | 119.444 | 336.162 | .000 |
| | PDtpo | 216.666(c) | 2 | 108.333 | 361.157 | .000 |
| | PDsha | 231.463(d) | 2 | 115.731 | 174.139 | .000 |
| Intercept | PDtp | 21.274 | 1 | 21.274 | 31.547 | .000 |
| | PDbs | 12.967 | 1 | 12.967 | 36.494 | .000 |
| | PDtpo | 16.101 | 1 | 16.101 | 53.676 | .000 |
| | PDsha | 12.823 | 1 | 12.823 | 19.294 | .000 |
| Price Quality | PDtp | .244 | 1 | .244 | .361 | .548 |
| | PDbs | 2.747 | 1 | 2.747 | 7.731 | .006 |
| | PDtpo | 14.029 | 1 | 14.029 | 46.770 | .000 |
| | PDsha | 2.728 | 1 | 2.728 | 4.104 | .043 |
| Service Availability | PDtp | 117.597 | 1 | 117.597 | 174.388 | .000 |
| | PDbs | 99.565 | 1 | 99.565 | 280.216 | .000 |
| | PDtpo | 59.570 | 1 | 59.570 | 198.591 | .000 |
| | PDsha | 96.167 | 1 | 96.167 | 144.701 | .000 |
| Error | PDtp | 335.149 | 497 | .674 | - | - |
| | PDbs | 176.592 | 497 | .355 | - | - |
| | PDtpo | 149.081 | 497 | .300 | - | - |
| | PDsha | 330.301 | 497 | .665 | - | - |
| Total | PDtp | 16724.306 | 500 | - | - | - |
| | PDbs | 17638.898 | 500 | - | - | - |
| | PDtpo | 17851.755 | 500 | - | - | - |

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| | | | | | | |
|---|---|---|---|---|---|---|
| | PDsha | 17327.122 | 500 | - | - | - |
| Corrected Total | PDtp | 546.009 | 499 | - | - | - |
| | PDbs | 415.479 | 499 | - | - | - |
| | PDtpo | 365.747 | 499 | - | - | - |
| | PDsha | 561.764 | 499 | - | - | - |

a R Squared = .386 (Adjusted R Squared = .384)

b R Squared = .575 (Adjusted R Squared = .573)

c R Squared = .592 (Adjusted R Squared = .591)

d R Squared = .412 (Adjusted R Squared = .410)

pd-Purchase Decision, tp- Toothpaste, bs- Bathing Soap

tpo – Talcum Powder, sha-Shampoo

The general linear table cited above predicts that the variance of toothpaste 38.6%; bathing soap 57.5%; talcum powder 59.2%; shampoo 41.2% of the total variance has been explained by the two factors. Therefore, the purchase decision elements occupy a predominant role in the case of personal care products. In the case of toothpaste, price and quality do not play any role in identifying the purchase decision. This shows that the respondents do not give more importance to “Price – Quality” of tooth paste.

**FINDINGS AND CONCLUSION.**

It is found from the research that the brand equity among the customers of personal care products depend upon two important factors namely quality and price of the products as well as the service availability of the manufacturers. The customers when they get highest satisfaction on

 

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personal care products price and the quality as well as the product availability. It is concluded that brand equity is not a unique phenomenon but it depends upon the product attributes and its availability. The demographic background is very essential for the market there is to design their quality of brand equity that exist among the customers after using the personal care products. In particular the age and gender are playing the very important vital role to determine the customers brand equity towards the personal care products.

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