



Impact of branding elements on consumer learning with special reference to cognitive & behavioural learning theories in FMCG sector.

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ABSTRACT

This study is all about the concept of brand, where researchers tried to explore the tentative impact of the consumer learning and selection of the brand. The branding elements are working as Stimulus which leads to response in terms of purchasing. There are several theories of branding and in this study they explore their results on the selling of the FMCGs products. The theories by the two psychologists are elaborated upon subsequently in this study and data has been collected on the basis of all those parameters. It also discusses the various stimuli and their tentative impact on the selection of the brand. The two important variables like cognitive and behavioural learning theories play crucial role in selection of the branding elements.

KEYWORDS : Cognitive theory, branding elements, learning and stimulus

Introduction

Brands identify and differentiate a company's offerings to its customers and to other parties. A brand is more than a name. Brand elements such as logos and symbols, packaging, slogans play very important role in branding. A number of broad criteria are useful for choosing and designing brand elements to build brand equity. Brand elements vary in their verbal vs. visual content and product specificity.

Learning is a persisting change in human performance and performance potential. It is a relatively permanent change in a person's knowledge or behaviour due to experience. It is also an enduring change in behaviour, or in the capacity to behave in a given fashion, which results from practice or other forms of experience. It is argued that consumer behaviour itself emerged as a distinct field of study during the 1960s; and is characterized by two broad paradigms, the positivist and the non-positivist. The positivist paradigm encompasses the economic, behavioural, cognitive, motivational attitudinal and situational perspectives; these perspectives are referred to as the traditional perspectives as they pre-date the development of the non-positivist paradigm. The positivist paradigm, which is still the dominant paradigm, emphasizes the supremacy of human reason and that there is a single, objective truth that can be discovered by science. The opposing, non-positivist paradigm, envelops the interpretive and postmodern perspectives, which have emerged more recently during the period post 1980 to date. The rational view and the ideology of a homogenous social culture and thereby deny the complex social and cultural world in which consumers live. The traditional, positivist perspective takes a very utilitarian approach to the benefits from consumption.

Researcher (Chakravarty Dipankar, Kapferer Noel-Jean, Keane Michael, Roberts John, and Steenkamp M.E.) stated that this paper is to explore the links between brand equity, consumer learning and consumer choice processes in general and considering two recent trends in the market place: store brands and the Internet. We first review the advances that have occurred in brand equity research in marketing in the past decade, with particular emphasis on integrating the separate streams of research emanating from cognitive psychology and information economics.

The researcher (Tatt Eng Khor, 2010) conducted this study to focus on how consumer buying behaviour reacts with regards luxury branded goods. The study also would like to understand further whether there is any interaction between the independent variable (Price, Perceived Quality, Perceived Societal Status and Brand Loyalty) and moderating variable with the dependent variable. A

survey questionnaire was developed using adaptation from earlier study done on the similar topic.

The theory of "cognitive dissonance" is of great importance in consumer behaviour and marketers have lots of interest in analysing the post purchase behaviour of consumers experienced by them. This paper (Sharma Kumar Manoj, 2014, Research India Publication) has explored the factors that create cognitive dissonance in consumer buying decision making particularly among the consumer goods purchaser in the city area. Some of these are family status, religious value, customs, belief etc. The study also reveals the problems and identified probable solutions to overcome these problems. This article explores the implications of cognitive dissonance on varied aspects of consumer buying behaviour. This study also has suggested some strategy which service organization might reduce cognitive dissonance.

The sample size for the study was 200. The structured questionnaire was given to the various people who use FMCG products in their day to day life.

Exploration of the Concept Brand:

This brand of the hair care range came with a unique formula of dandruff removal with less hair fall. It aimed to create a niche for itself in the market as a shampoo that will eliminate dandruff and will also control hair fall to 95%. It also chose Kareena Kapoor and Saif Ali Khan to be the brand ambassadors so that more and more people get attracted to this product and buy it. Firstly, the topic and the area of interest were decided, and since FMCG products are used by everyone so it was chosen. Secondly, was to establish the information research string. The literature review concerning the string was conducted. Later the questionnaire and the methodology were designed to reflect the concepts used in this research. After that, the primary data obtained from the questionnaire was gathered and analysed using the empirical data. Thus, classical conditioning occurs when a person learns to relate an unrelated stimulus with a particular behavioural response that was previously elicited by a related stimulus. If a person is exposed to a series of repetitive pairings between the first and second stimulus, gradually what happens is that the second stimulus alone, begins to be associated with the first, and elicits the same response, as the first one did alone or in combination with the other.

In terms of consumer behaviour, let us take an example of a product, and a brand:

Before conditioning

Mother (US) = Love and affection, Care and happiness (UR)

Fair and Lovely Cream (Neutral stimulus): No response

During conditioning

Mother (US) + Fair and Lovely Cream (CS) = Love and affection, Care and Happiness (UR)

After conditioning

Fair and Lovely Cream (CS) = Love and affection, Care and Happiness (UR)

Results

The first thing concluded is that people are aware of the various brands available in the market.

People do get influenced and attracted by the various schemes and advertisements shown by the company. Company's involvement plays a major role in the learning process of the consumers.

Consumers expect to have more and more information about the product he is buying because he is spending a certain amount of his money to buy that product. Therefore the ads and the information on the product packaging matter a lot to the consumer. The more attractive the product or the ad is more likely the consumer will buy it. Secondly, it is very important for a company to know and understand the brand elements. The image of the company and the products is dependent on the brand elements. The brand elements are a main factor in the consumer learning process.

Conclusion

Out of the total number of respondents 79% were female. The respondents mainly belong to the age group of 18-23 years. Most of the respondents are students. 59% of the respondents prefer branded products. It was found that according to the preference and choices people go to different convenient stores to buy the FMCG products. It was found and concluded that there are different factors such as ambience, discount, proximity, service and variety which customers keep in mind while purchasing FMCG products. It was analysed that Dove is the first preference for most of the respondents in skincare range.

It was analysed that Dove is the first preference for most of the respondents in haircare range. It was analysed that Dettol is the first preference for most of the respondents in toilet soap range. It was found that factors like design of wrapper, innovation, packaging colour, packaging material, and quality and quantity matter to the customers while making a purchase. It was found that they have their own reliable sources to get the information about the product. People prefer non-herbal products over herbal products.

Scope of the study

For an organization, creation of a brand, its advertisement, launch, sales and marketing methods involves lots of hard work and investment. It takes lot of patience to create and build a brand, to create its customers and market. Consumers relate to the brand if they need it or they get attracted to it. It is not only the brand identity strategy (which organization creates), but also the consumer's perceived image of the product (the state of the consumer's mental perceptions), that has impact on the way the brand is perceived. The closer the perceived image of the brand is to the organization's aspired brand identity, the less the differences and more successful the brand identity strategy. The sector of the study is FMCG sector. The objectives of the study are:

- Comparison of consumer learning process
- Understanding the various branding elements in FMCG sector
- To study FMCG brand elements

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