



Spillover Effects of Ingredient Branding Strategies on Brand Choice (A Study on the Automobile Industry)

KEYWORDS

Ingredient Branding, Brand Strategies, Product Differentiation, Pricing, Brand Choice, Competitive leverage, Price Perception, Brand Awareness, Resonance, Brand Knowledge.

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ABSTRACT *Ingredient branding strategies have off late become a booming area of interest for various market players in diverse fields. It is an opportunity for companies to come out with new and progressive brands that set their product apart from that of their contemporaries. This study seeks to identify those effects which are not so apparent to the use of ingredient branding strategies on consumers brand choice. An exploratory research was conducted amongst respondents chosen by using convenience sampling techniques since the objectives were clear and concise and results were drawn with the help of relevant statistical tools. Based on several research papers hypothesis were drawn and the results were very clear and distinct. It was concluded by and large that ingredient brands are not an important evaluative criteria for the consumers. The data also showed that though the presence of ingredient brands does not aid the purchase decision of the consumer but their absence surely influences their purchase intention. This indicates to several marketing implications that can be drawn in terms of adoption of ingredient branding strategies and pricing the products in ways that it leads to a healthy competition in the industry and provides value to the consumer. A win-win situation for both the marketers and the consumers can easily be arrived at with the efficient use of ingredient branding strategies.*

Literature Review

Ingredient Branding portrays an idea in promoting, which includes making a brand for an element or segment of an item. With this sort of item approach the thought is to extend the fantastic and execution of the fixing discerned by the client onto the finished item, subsequently exploiting the client's brand mindfulness. In other words Ingredient Branding is a marketing strategy where a component or an ingredient of a product or service is pulled into the spotlight and given its own identity.

The acquaintanceship between two brand names can both improve and weaken the brand value of the host brand name and the fixing brand name. Element marking has gained wide distinction around scholastics and experts. It has additionally demonstrated to raise buyer disposition and observations of value towards items in certain item classifications. Then again, it has never been tried in item classifications that might be viewed as all the more as ventures where the buyer gets profoundly included in the buy (Stefan Biggersson, 2011; David Goranson, 2011; Mikael Swardh 2011; Marrie Helen Abbo, 2005).

In the present paper the role is to see if the utilization of a fixing brand can deliver the same positive consequences for customers' disposition, recognitions of value and danger recognition, in high cost and high companionship thing classes, as in low commitment and ease item classifications. Besides the point is to demonstrate the discoveries by turning towards customer conduct hypothesis including the buyer choice making methodology, level of association and discerned dangers included when leading a buy that is recognized as high cost and high contribution.

It has been hypothesized that ingredient branding strategies have significant impact upon the consumers brand choice and influence their purchase consideration. In simpler words, ingredient branding helps the consumer lean towards a particular brand and ignore the other. Here the essence is to estimate the degree of sensitivity of the consumer to ingredient branded products to non-ingredient branded products. The following two literature reviews attempt to support the hypothesis.

In a research article by Stefan Biggersson & David Goranson (2011), Participation around associations has been examined as a method for making an intense edge. The purposes behind participation can change and incorporate anything from discovering an accomplice to impart overheads to, to the need for a certain fitness that can't be placed inside the association (Alter, 1993). A fruitful illustration of this is the situation of the chip producer Intel and their crusade Intel inside. By building a solid brand name Intel picked up shopper mindfulness and thus, machine makers, for instance IBM, chose to utilize the Intel processor as a part of their Pcs. IBM likewise verifies that the customers are mindful of the way that their machines are utilizing Intel processors by highlighting this in notice fights and demonstrating the Intel logo on their items. By utilizing their Intel Inside crusade, Intel has gone from being a piece of the machine to turning into an explanation behind why purchasers buy a certain workstation.

Positive impacts have additionally been indicated in a past study by Vaidya Nathan and Aggarwal (2000), who demonstrated their theory that customers' mentality towards an item will get to be more positive if a well-known brand is consolidated into a host brand. They additionally demonstrated that both discerned quality and brand value was observed as higher.

Inside the field of customer conduct, specialists make a refinement between purchasing an item out of propensity and then again leading more research before choosing to make the buy. The last illustration is classified as a high association process and could for instance be the buy of an auto. Buys of this kind fall into the complex purchaser conduct class (Engel 1995, Kotler 1997 as in Reed et al 2004). Buys inside this class are seen as unmanageable, purchased rarely, observed to be hazardous and likewise to be exceedingly self-expressive.

Objectives

The objectives of the study are discussed as under and they elaborate the extensiveness of this study. These objectives outline the parameters and direction of the research. Following are the objectives of the research:

- To identify the spillover effects of ingredient branding

strategies upon the consumers choice of brand.

- To ascertain consumer sensitivity towards the presence of ingredient brands in a high involvement purchase situation.
- To develop a rationale which clearly defines the immense potential that lies in the efficient use of ingredient branding strategies and how this potential can be harnessed by the companies to their stride.

Basically, the goal is to check whether the utilization of a fixing brand can deliver the same positive impacts on customers' state of mind, observations of value and danger observation, in high cost and high contribution item classifications, as in low inclusion and minimal effort item classes. Furthermore the point is to clarify the discoveries by turning towards purchaser conduct hypothesis including the customer choice making methodology, level of inclusion and discerned dangers included when directing a buy that is acknowledged as high cost and high contribution.

Methodology

The data collected for the purpose of this research will largely be secondary data. However, primary data will also be collected to provide a comprehensive insight into the spillover effects on brand choice resulting from ingredient branding strategies. This data will be about how the consumer looks for cues in regards to specific intrinsic brands while making a purchase decision. These figures would mainly come from marketing websites and reports regarding a particular brand. This data will be used to analyze and understand the impact of an ingredient branding strategy upon the consumers mind. The rationale behind the collection of this data lies in the fact that ingredient branding has of late become a booming area of interest for some of the most powerful brands today. Implementation of this strategy, has effects upon the brand choice of a consumer which presents itself in the form of a competitive edge for the aforementioned companies. The sample size will consist of 100 young adults, within the age bracket of 18-25 years and 26-40 years. This will help in reaching a more conclusive and comprehensive result on the spillover effects ingredient brands have on consumers brand choice.

In the light of the above, we can hypothesize the following,

H₁:

Ingredient branding strategies have no influence on the consumers brand choice in highinvolvement purchase scenarios.

Research Support:

Prior researchers concluded that ingredient branding strategies have not made any significant effect upon the consumers brand choice as much as it has worked to the stride of the companies using them. Aaker in 1999 said that the presence of ingredient brands do not levy any convincing efforts upon the consumers final brand choice however the absence of such brands marred the entire purchase intention of the consumer (Aaker & Biggerson, 1999).

H₂:

Ingredient brands only influence the price perception of host brands.

Research Support:

Many researchers believe that ingredient brands do not influence the final purchase consideration process of the consumer since they are usually components that are amalgamated in the product. Having such components only adds to the brand value of host brands and that's the extent of the effect they have. One can clearly see that this has nothing to do with the consumers purchase of the product in fact it can be a cause of concern for them since it raises the perceived brand value of the product and therefore the price of the product (Ralph Olivia 2009, Jennifer Chandler 2009).

H₃:

Ingredient brands alone can supplement the entire purchase process.

Research Support:

Prior researches have shown that, ingredient brands are significant enough to convince the consumer to follow through with the purchase. The other factors such as sales person interaction, discounts, store arrangement etc., are not necessarily needed in a high involvement purchase situation (Waldemar Pfoertsch 2009). The consumer can very easily make his decision to purchase the product or not out of his own prior research and knowledge which he acquires before entering the purchase process.

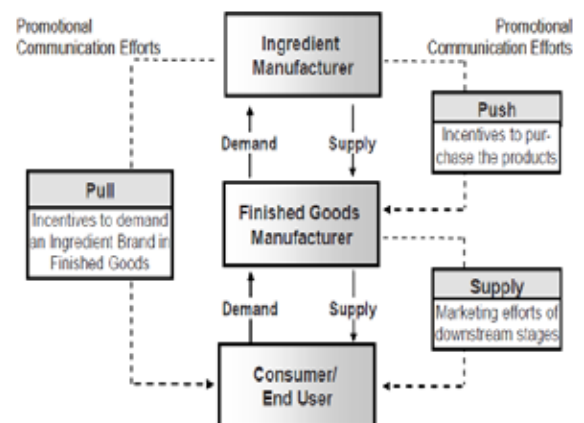
Marketing Principles

The basic underlying market principles of Ingredient Branding are the push and the pull.

The pull rule produces results when the makers of the Ingredient Brand administer their correspondence deliberations specifically at the end purchasers, bypassing the producers of the completed item. The fundamental thought is to make customer interest for the fixing at the retail level, with the goal that they pull the item through the dispersion channel, driving center stages to utilize this part.

A push method implies that a fixing producer focuses his showcasing exertions on elevating his items to the following venture in the worth chain (e.g. makers of the completed merchandise). This methodology is particularly significant if a supplier hasn't yet settled a solid business position and the interest for his items is still low. By applying the draw methodology, then again, part producers jump one or a few business arranges keeping in mind the end goal to steer their correspondence and showcasing deliberations to the last clients.

Ingredient Branding saddles both standards inside the extent of its multi-level advertising system. By applying the push standard from one viewpoint, the following level in the store network is persuaded to purchase those items; at the same time actualizing the draw guideline then again, straightforwardly to the end clients, will bring about an interest weight making their segments indispensable to the makers of the deciding item. Keeping in mind the end goal to help the marked part most viably, a maker ought to dependably utilize a composed push and draw program as appeared.



(Fig.1: Implementation of Strategies.)

The potential of applying a push- and pull technique depends intensely on the assets and results of the separate supplier. Numerous suppliers don't have the fiscal competencies available to them to advertise an item mark at various levels over the quality fasten specifically to end clients. The nature, structure, and exchangeability of the segments can likewise

keep the effective provision of a push- and pull system in any case.

How it works

There are three ways in which an ingredient brand creates value for a host product:

- Improves Quality of the Host Product.
- Creates a Point of Differentiation.
- Provides an Alternative Marketing Strategy.



(Fig. 2: Value Creation by Ingredient Brand)

Just like the Maslow's hierarchy their of needs where the needs at the bottom of the pyramid must be met first, it should be noted that the value a host brand derives from the ingredient brand increases exponentially as the ingredient brand moves from essentially enhancing the nature of the item, to separating the item in a significant manner and eventually to giving that have brand advertiser with an easier expense, more level danger market procedure for enhanced business result.

Let us consider these aspects individually:

➤ **Improve Product Quality:**

The foundation for the ingredient branding value creation is the ability of the ingredient brand to provide enhanced product quality that's meaningful to the consumer. Ingredient brands are most effective when the feature so branded is not only relevant but also emotionally compelling to the consumer.

➤ **Create Differentiation:**

While improving a products quality is the foundation for value creation, the ability of the host brand to achieve enhanced value lies in whether or not the ingredient brand will be an enduring point of differentiation for the host brand. To the extent the host brand is able to secure some level of exclusivity i.e. a head start in the market, geographical exclusivity or product category exclusivity the host brand will be able to more fully leverage the value of the ingredient. The higher the differentiation created the better are the chances for the brand to be extended.

➤ **Alternative Market Strategy:**

Leveraging an ingredient brand can be a powerful alternative or complimentary strategy to traditional marketing tactics that can offer a superior risk/reward profile for the host brand. The risk is substantially lowered due to the inherent equity of the ingredient brand. The ingredient has a baseline of consumer awareness and salience that the host brand is tapping into and thus lowering their risk and their investment in communicating the benefits of the feature.

Conclusively speaking when the ingredient brand provides a relevant and compelling consumer benefit that the host brand is able to leverage as a point of difference versus their competitors it is then that the host brand is most likely to create exponential value by leveraging the full power the ingredient brand to drive business growth

Finding the Right Ingredient Brand

The major challenge for a company is finding the right ingredient brand. There are various variables to consider while evaluating the ideal ingredient brand. However, several researchers suggest that the following process is most suitable for zeroing in on the ideal ingredient partner:

1. Identify Ingredient Brand:

Determine whether an appropriate ingredient brand exists for your product based on the following aspects

- Alignment
- Awareness
- Exclusivity
- Sustainability
- Track record

2. Clarify Business Goals:

Like any other investment behind a product, clearly determine the business objectives-grow share, defend current price, etc.

3. Assess Business Impact:

Determine the potential impact an ingredient brand may have on your business goals and objectives. This may be done on judgment through market research and/or with financial models.

4. Integrate:

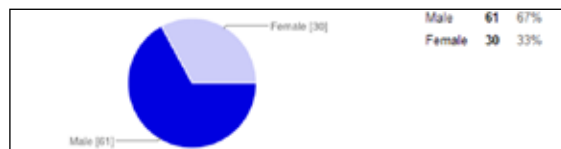
Make the appropriate changes to your product and marketing strategy to get the most leverage from the ingredient brand.

5. Execute and Evaluate:

Aggressively launch the product improvement/news as you would with any important product improvement or major campaign, and measure the business impact

Results and Analysis

The questionnaires were circulated amongst respondents and the valid responses which have been selected for the purpose of the study are 92, after rejecting certain responses which were either incomplete or did not fit the target audience for this research. Of these 92 responses, 67% were male respondents and the remaining were female respondents as shown in the chart below:



$$\alpha = \frac{K}{K-1} \left(1 - \frac{\sum_{i=1}^K \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

*Cronbach Alpha = 0.85

Since we have decided to portray the impacts of fixing marketing utilizing three separate viewpoints which are utilitarian and hedonic disposition and discerned quality, these angles will be introduced in the figure underneath and examined in the ensuing content.



The above scale now serves as the industry standard for present day players. Utilitarian, Hedonic and Quality perceiving attitudes have been discussed herewith.

For this research, the following data was compiled to draw meaningful results in light of the hypothesis. This data is further used to present the attitude of the consumers based on the Vaidyanathan Scale discussed above and how Ingredient brands have impacted their purchase consideration:

As per the current analysis, the following graph shows that about 51% respondents feel that promotions are critical to the success of ingredient brands.

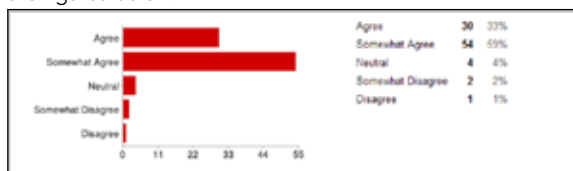


(Fig.3: Consumer responses to role of promotional activities towards ingredient brands)

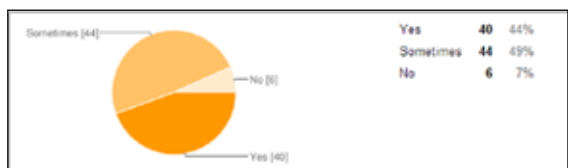
(Note: In Fig.3, 1 represents least important and 5 represents imperative)

The graph clearly illustrates the level of familiarity and awareness respondents have about ingredient branded products. The role of promotions need not necessarily be limited to advertisements, but also sales promotion campaigns and the like that contribute towards creating a definite brand image for the ingredients. These promotion activities add to the consumers brand awareness and recognition and aid the consumer decision making process.

Secondly, we can also say that as per the present responses, about 59% of the people, make a conscious effort to gather information regarding the components fitted in their car and consequently about 44% of these customers search for specific brands in these components. This clearly highlights a purchase scenario where the consumer is highly involved in the purchase process and therefore possess adequate knowledge about the product before making a purchase decision. An informed decision is the foundation of post purchase satisfaction and therefore the consumers do not mind making a deliberate effort to search for specific brands while they purchase such products and therefore such ingredient brands are an important evaluative criteria for the consumer during his or her decision making process. This is clearly stated in the figures below.



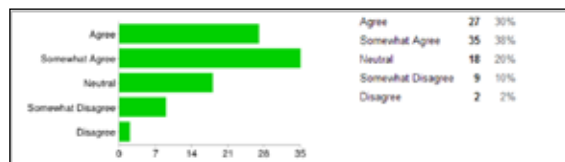
(Fig.4: Consumer responses to conscious information acquisition while purchasing a car)



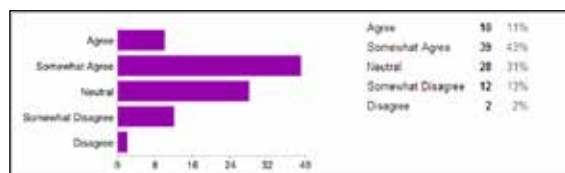
(Fig.5: Consumer responses to specific brand search within components or ingredients)

Third analysis that can be drawn here is in regards to the price perception of the consumers resulting from inclusion of ingredient brands. About 34% of the respondents stated that

they do not mind paying extra money for their product if it contains branded ingredients. They believe that value creation is a subset of the quality of components used to make up the final product. Such consumers present a quality perceiving attitude based on the Vaidyanathan scale discussed earlier. The price perception of the consumers is not as easy to identify since consumers who would otherwise not mind paying extra money, also fall into the common ground of people with the ideology that having branded components only inflates the price of the final product. However this discrepancy can be addressed by the fact that such consumers may feel that it is because of the branded components that the price of the product is inflated, yet they will not switch to another brand with sub-standard or non-branded components because of their quality perceiving attitude. In other words, although they may believe that they are paying extra for the final product, yet they will follow through with the purchase since the trade off in terms of quality of service is quite high. This is shown in the figures below where about 43% respondents said that they believe having branded components only inflates the value of the final product.



(Fig.6: Consumer responses to their inclination towards paying extra for branded components)



(Fig.7: Consumer responses regarding inflation of price due to branded ingredients)

After exposing the data to significant levels of hypothesis testing, we can say the following:

The chi-square test for data collected in regards to the consumers responses towards specific brand search for various components and that for likelihood of information search for components while purchasing a car revealed the following results,

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.817 ^a	10	.647
Likelihood Ratio	8.085	10	.621
Linear-by-Linear Association	.481	1	.488
N of Valid Cases	71		

(Fig 8: Chi-square tests for Component Brand Search *Likelihood of information search)

In Fig 6, Chi-square tests at 5% level of significance reveals the value to be .647 (64.7%) which shows that there exists significant difference between the level of involvement and presence of ingredient brands within the overall product. This means that the presence of ingredient brands does not influence the consumers overall brand choice and is not an important evaluative criteria for the consumer during the entire purchase process. In other words the consumers look

for specific brands within the components that make up the entire product, but do not make a purchase decision based solely on the same. However this conclusion is limited only to the high involvement purchase scenarios. Therefore based on these results, we can say that H_1 is accepted and the null hypothesis is rejected.

Therefore,

Ingredient branding strategies have no significant effect on consumers overall brand choice in high involvement purchase scenarios.

Secondly, the chi-square test for the data concerning price perception of the consumer and that of level of involvement was also conducted. The results of the same are shown below:

(Fig.9: Consumer responses to price perception*Level of involvement)

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.394 ^a	9	.022
Likelihood Ratio	17.727	9	.038
Linear-by-Linear Association	2.934	1	.087
N of Valid Cases	91		

In Fig.7, the results for the data regarding price perception of the consumer were pitched against those concerning level of involvement at 5% level of significance reveals Pearson Chi-Square value to be .022 (2.2%) which is less than the level of significance and therefore this clearly shows that there exists no relationship between the two variables. In other words, the price perception of the consumers is a subset of various factors and not just ingredient brands that make up the entire product. The price perception of the consumers is not influenced by the ingredient brands in high involvement purchase scenarios. This simply means that the consumer does not relate price inflation in the overall product based on the sheer presence of ingredient brands. Therefore the proposed hypothesis (H_2) is rejected and alternate hypothesis is accepted i.e.

H_0 :

Ingredient brands do not influence the consumer's price perception of host brands.

Thirdly, the data concerning that of the purchase process and the level of involvement were also tested to explore the relationship between the two variables. The results are shown in the figure below:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.602 ^a	3	.659
Likelihood Ratio	1.985	3	.576
Linear-by-Linear Association	.893	1	.345
N of Valid Cases	91		

(Fig.10: Consumer responses towards purchase process*Level of involvement)

In Fig.8, the data concerning that of the purchase process and the level of involvement of the consumer was tested at 5% level of significance reveals the Pearson's Chi-Square result to be .659 (65.9%) which is greater than the level of significance and implies that there exists a relationship be-

tween the two variables. The purchase process can be supplemented by the ingredient brands alone and the presence of a salesperson to guide the consumer through the purchase process is not essential. Since the consumer conducts sufficient information search prior to making the final purchase, the need for having any external assistance is minimized. The consumer's level of involvement facilitates the acquisition of knowledge very similar to or far more credible than what the salesperson can provide. However, this does not mean that the salesperson's presence is not recommended, instead it simply implies that the consumer is in a position to make a purchase decision after evaluating all aspects of the product including ingredient brands which aid the reliability of the consumer towards the overall product. Therefore the proposed hypothesis is accepted.

Therefore,

H_3 :

Ingredient brands alone can supplement the entire purchase process.

Marketing Implications

Based on the statistical results concluded above, one can clearly see the marketing implications which can be harnessed by the company in order to tap the potential that lies in successful use of ingredient branding strategies. The consumers in high involvement purchase scenarios are exposed to significant amount of information search which further gives rise to brand loyalty and post purchase resonance.

Primarily, if we look at the demographics and intrinsic attitude of the respondents, and apply consumer behavior models to it, we can classify the consumer into 3 different categories based on the Vaidyanathan Scale discussed earlier. This scale is based on the classification of consumer behavior determined by their purchase intention. The 3 categories which were postulated by this landmark scale are:

- Utilitarian Attitude.
- Hedonic Attitude.
- Quality Perceiving Attitude.

The characteristics of each are clearly differentiated. The utilitarian's have a more rational purchase intention. Their objective of purchase of a product is driven by basic need. They do not conform to aspirational desires and judge the product based upon the practicality, risk and functionality. Their thought process is driven by reason and such consumers are rigid in their approach to evaluating alternatives. Determining the variables which influence such consumers is fairly complex and depends upon the product category in question.

The Hedonic attitude of the consumer is characterized by the fun and pleasure seeking purchase intention of the consumer. Such an attitude is prominent in those consumers who are not price sensitive and require more than just utility out of the product. Their desire to get something more out of the product which is beyond its basic function is crucial in the purchase process. Hedonic consumers look for brands and they prefer those brands which have a high perceived value in the market. For them the evaluative criteria is more outer driven and these consumers are the ideal target market for any kind of marketer.

Finally, the quality perceiving attitude of the consumer is characterized by one single factor. This factor is different for each consumer and they tend to make their purchase decision based solely on the same. Prior to the 20th century, the Indian market was full of such consumers that were highly price sensitive and that alone was the one single factor for making a purchase decision for them. Off late, a trend has been gaining pace in the Indian market wherein the number of quality perceiving consumers has gone down. Based on the report published by Mckinsey in 2003, Indian consum-

ers have started relating quality to brand and have shown a massive shift from being a price sensitive market, to a brand conscious market.

The results of this study unveil the characteristics of consumers in high involvement purchase scenarios to be more of a utilitarian and hedonic nature. The maximum percentage of consumers that are part of a high involvement purchase process, value the brand they intend to buy and expect a lot more than just the basic service from their product. The ingredient brands however, do not influence their overall purchase decision, but the absence of these brands however may lead to a regressive mental perception of the overall product. Ingredient brands do not serve as an evaluative criteria for the consumer anymore, but about 56% of the consumers look for brands while purchasing a product made up of several component brands.

Another point of interest is that ingredient brands alone can supplement the entire purchase process. Though the two statements sound contrary, the meaning simply lies in the fact that the consumer is not in need of any external assistance while making a purchase decision in a high involvement purchase scenario. The hedonic nature of the consumer comes into play here and their level of reliability is greater for products that have branded ingredients.

Studies have shown that the consumers associate brand with quality very specifically in high involvement purchase scenarios. The Indian market is a mixed group of consumers showing all kinds of attitudinal traits which are almost as diverse as the kinds of consumers themselves. Marketers using ingredient branding strategies must realise that the mere use of branded ingredients does not guarantee a competitive leverage. The application of ingredient branding strategies is both a complex and crafty process. Although the apparent effects of the using ingredient brands are many such as increased customer reliability and increased brand resonance, but the spillover effects that accrue to the efficient use of ingredient brand strategies are almost as important.

Recommendations

Based on prior researches, conducted by renowned scholars, the recommendations which can be proposed here are that the marketer must understand the difference between traditional brands and ingredient brands. The two are significantly different in every respect. Ingredient brands much like traditional brands help consumers make purchase decisions by providing them with reassurance of a brand promise. However unlike traditional brands that own a bundle of associations in the mind of the consumer, ingredient brands own a singular message. For instance when someone speaks of 'Dell', a spontaneous association may be 'entrepreneurial', 'made to order', 'innovative' etc. However when someone speaks of 'Teflon', the immediate association is 'non-stick'.

An ingredient brand owns a very specific benefit in the consumer's mindset and becomes a powerful and succinct way for the host brand to communicate that important benefit at the point of sale. Ingredient brands also provide enhanced credibility for the performance of the featured benefit, based on ingredient brands independence from the host brand and its perceived expertise.

Therefore based on the results of this study, the recommendations for the company are the following:

• Provide maximum Information:

The most important variable in the entire purchase scenario is the consumer's level of involvement. In other words, how

indifferent is the consumer towards the purchase process. The level of information search conducted by the consumer prior to the final purchase is where the distinction lies. If the supplier is able to provide maximum information to the consumer in regards to the branded ingredients at the point of sale irrespective of a salesperson or not, the consumer will be able to make a decision about the product easily and quickly. The credibility of the consumers acquired knowledge is enhanced when the seller provides information which complements the consumers brand knowledge. Therefore by providing maximum relevant information at the point of sale, the seller can look at increased sales and lower the risk of having to sell a sluggish product. This recommendation is of course based on the approved hypothesis that ingredient brands alone can supplement the entire purchase process.

• Parity Pricing

The pricing of products that have branded ingredients should be at par with contemporaries. Studies have shown that the higher perceived brand value of the ingredients, higher is the price charged from the consumer. This ideology of the marketers must change. They should offer products that are priced at par with contemporaries irrespective of the brand value of the ingredients. This does not mean that having branded ingredients should be viewed in a bad light, it simply means that the differentiating criteria should be the ingredient brands which speak for themselves and not the price of the product, since having ingredient brands does not influence the consumers price perception of the host brand.

• Create Brand Value

The basis for choosing an ingredient brand is the perceived brand value it has in the market. The marketer must be careful to choose those brands which have reasonably high brand recognition and recall in the consumers mind in order to build his own brand equity. Since the ingredient brands do not influence the brand choice of the consumers, efforts must be made to create a separate and distinct identity of ingredient brands so as to educate the consumer and create value for the branded ingredients in the eyes of the consumer so that the presence of ingredient brands becomes an important evaluative criteria for them and provides a level playing field for all the contemporaries within an industry.

Limitations

A limitation is tied to the study of the feedback effects of ingredient branding strategies for the host brand only, without measuring this impact on the ingredient brands involved. As a consequence, it would be useful to investigate what the effects for them are.

Further another limitation is the biasness which may have crept in on part of the respondents while answering the questions. There is no ideal way to judge the seriousness of the respondents while answering such questions which may have been filled with least thought due to scarcity of time or other reasons.

Future Research

As defined by Boad (1999), ingredient branding consists in marketing a product representing two brands or more. Consequently, it would be very interesting to compare the impact for the partner brands of a cobranding operation involving more than two brands.

Other investigations could also be carried out using a cross countries approach and comparing, for instance, the effects of a co-branding strategy on international brands in France, India, and the United States.

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