



A Study on The Significance of Branding Towards Oral Care Products With Reference to Coimbatore City

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ABSTRACT

Branding has emerged as a top management priority in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firms have. Driven in part by this intense industry interest, academic researchers have explored a number of different brand-related topics in recent years, generating scores of papers, articles, research reports, and books. This paper identifies some of the influential work in the branding area, highlighting what has been learned from an academic perspective on important topics such as significance of branding. The paper also outlines some gaps that exist in the research of branding and formulates a series of related research questions. Choice modeling implications of the branding concept and the challenges of incorporating main and interaction effects of branding as well as the impact of competition are discussed. Much research progress has been made in the study of branding, but many opportunities still exist.

KEYWORDS

BRAND, BRANDING, ORAL CARE PRODUCTS

INTRODUCTION

Branding is a major decision in managing products. A brand is a name, term, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate them from the competitors. Brand Identity refers to a unique set of brand extensions that the brand strategist aspires to create or maintain. Brands live in the minds of the consumers and are much more than just a tag for their recognition and identification. Brands are the basis of consumer relationship and bring consumers and marketers closer by developing a bond of Faith and trust between them. Brands are believed to be the real generators of wealth of 21st century and determine the market value of business entities. Hence business entities are ready to invest a huge amount in building purchasing brands. This evidenced in the case of Procter & Gamble which bought Gillette for \$57 Billion, Hindusthan Lever Limited bought Lakme for Rs 78 Crores, Godrej bought Goodnight and Hit for Rs 131 Crores. Brands identify the source or maker of a product.

This allows to reassign responsibility to a manufacturer or distributor. It makes manufacturers to take care in manufacturing the product.

OBJECTIVES OF THE STUDY

- I. To check the memory of the customers and their awareness towards the brand for Purchasing.
- II. To assess the readiness of the consumers to purchase the same brand frequently and Willingness to pay extra for a branded product
- III. To Study the perception of consumers towards the superiority of the branded products.
- IV. To find out the importance for the attributes in purchasing a particular branded product.

METHODOLOGY OF THE STUDY

Primary data was collected for the research study in Coimbatore district of Tamil Nadu. The major reason for choosing Coimbatore was its demographic nature (which includes both educated and uneducated people from the rural areas and different income level).

RESEARCH DESIGN

The Research design for the study is Descriptive. Consumers

of various age groups have been interviewed for the research survey using a structured questionnaire.

PERIOD OF STUDY

The study was conducted in the period of June 2014 to October 2014.

SAMPLING DESIGN AND SAMPLE SIZE

Convenient Sampling was used for the study and the Sample Size was 300. The research used a questionnaire. Personal interview was conducted among the target respondents using the questionnaire.

TOOLS USED FOR THE STUDY**CHI SQUARE ANALYSIS**

Chi Square Test (χ^2) was used with a view to find out the level of influence towards Age, Sex, Occupation, Annual Income, Education, Oral care products (Tooth paste and Toothpowder) towards branded oral care products, Sources of awareness of the product, Reasons for choosing a particular brand, Suggestions for improvement of the product. The test we use to measure the differences between what is observed and what is expected according to an assumed hypothesis is called the chi-square test.

A **chi-squared test**, also referred to as **chi-square test** or **χ^2 test**, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough.

LIMITATIONS OF THE STUDY

The consumers of oral care products scattered all over the world, but the present study is limited to 300 respondents using oral care products in Kalapatti Village in Coimbatore district. The data were collected through questionnaire, so the result would be varying according to the opinion of the individuals. The generalization of the study cannot be made as it covers a small area.

With a view to find out the level of influence of age towards

the branded oral care products a two way table was prepared and is exhibited in the following table.

Table 1:
AGE AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

S. No	Age	Level of Influence Towards branded oral care products			Total
		Low	Medium	High	
1	20-29 years	13 (26)	23 (46)	14 (28)	50
2	30-39 years	16 (29.1)	16 (29.1)	23 (41.8)	55
3	40-49 years	13 (26)	23 (38.3)	24 (40)	60
4	50-59 years	20 (26.7)	31 (41.3)	24 (32)	75
5	60 and above	19 (31.7)	24 (40)	17 (28.3)	60
	Total	81	117	102	300

Source: Primary Data

The above table shows that the percentage of high level of influence towards branded oral care products was the highest (41.8%) among the respondents of 30-39 years of age category and the same was lowest (28%) among 20-29 years of age category. The medium level influence was the highest (46%) among 20-29 years of age category and regarding the low level of influence was the highest (31.7%) among above 60 years of age category.

Table 1.1
RELATIONSHIP BETWEEN AGE AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

In order to find out the relationship between the age of the respondents and the level of influence towards the branded oral care products a null hypothesis was formed viz “Age of the respondents and the level of influence towards the branded oral care products are not associated”. This Hypothesis is tested using Chi Square at 5% significance level and the result of the test is shown in the following table.

Factor	Calculated χ^2 Value	Table Value	D. F	Remarks
Age	6.175	15.507	8	Not significant

It is understood from the above table that the calculated Chi-Square Value is lesser than the table value and the result is not significant at 5% level. Hence the Hypothesis does hold good.

From this analysis, it is concluded that there is no close relationship between the age and the level of influence towards the branded oral care products.

Table 2:
SEX AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

S. No	Sex	Level of Influence Towards branded oral care products			Total
		Low	Medium	High	
1	Male	33 (17.8)	86 (46.5)	66 (35.7)	185
2	Female	48 (41.7)	31 (27)	36 (31.3)	115
	Total	81	117	102	300

Source: Primary Data

The above table shows that the percentage of high level of influence towards branded oral care products was the highest (35.7%) among the Male respondents and the same was lowest (31.3%) among Female respondent, percentage of medium level influence was the highest (46.5%) among Male respondents and it was the highest (41.7%) among Female respondents as far as the low level of influence is concerned.

Table 2.1
RELATIONSHIP BETWEEN SEX AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

In order to find out the relationship between the sex of the respondents and the level of influence towards the branded oral care products a null hypothesis was formed viz “Sex of the respondents and the level of influence towards the branded oral care products are not associated”. This Hypothesis is tested using Chi Square at 5% significance level and the result of the test is shown in the following table.

Factor	Calculated χ^2 Value	Table Value	D. F	Remarks
Sex	22.339	5.991	2	Significant at 5% level

It is understood from the above table that the calculated Chi-Square Value is more than the table value and the result is significant at 5% level. Hence the Hypothesis does not hold good.

From this analysis, it is concluded that there is close relationship between the sex and the level of influence towards the branded oral care products.

Table 3:
OCCUPATION AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

S. No	Occupation	Level of Influence Towards branded oral care products			Total
		Low	Medium	High	
1	Professional	8 (20)	3 (7.5)	29 (72.5)	40
2	Businessman	10 (22.2)	17 (37.8)	18 (40)	45
3	Academician	25 (45.5)	30 (54.5)	0	55
4	Private employed	4 (5.7)	45 (64.3)	21 (30)	70
5	Government employed	34 (37.8)	22 (24.4)	34 (37.8)	90
	Total	81	117	102	300

Source: Primary Data

The above table shows that the percentage of high level of influence towards branded oral care products was the highest (72.5%) among the Professional respondents and the same was lowest (30%) among those who worked in the Private organisation. The medium level influence was the highest (64.3%) among the people who worked in the Private organisation and it was lowest (7.5%) among professionals and in case of low level of influence, it was the highest (37.8%) among the Government employees and lowest (5.7%) in case of private employees.

Table 3.1
RELATIONSHIP BETWEEN THE OCCUPATION AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

In order to find out the relationship between the Occupation of the respondents and the level of influence towards the branded oral care products a null hypothesis was formed viz “Occupation of the respondents and the level of influence towards the branded oral care products are not associated”. This Hypothesis is tested using Chi Square at 5% significance level and the result of the test is shown in the following table.

Factor	Calculated χ^2 Value	Table Value	D. F	Remarks
Occupation	90.952	15.507	8	Significant at 5% level

It is understood from the above table that the calculated Chi-Square Value is more than the table value and the result is significant at 5% level. Hence the Hypothesis does not hold good.

From this analysis, it is concluded that there is close relationship between the occupation and the level of influence towards the branded oral care products.

Table 4:
NO.OF MEMBERS AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

S. No	No of Members	Level of Influence Towards branded oral care products			Total
		Low	Medium	High	
1	2-4	17 (22.7)	22 (29.3)	36 (48)	40
2	4-6	27 (31.8)	45 (52.9)	13 (15.3)	45
3	6-8	4 (7.3)	28 (50.9)	23 (41.8)	55
4	8 and above	33 (38.8)	22 (25.9)	30 (35.3)	70
	Total	81	117	102	300

Source: Primary Data

The above table shows that the percentage of high level of influence towards branded oral care products was the highest (48%) among 2-4 members in the family and the same was lowest (15.3%) among those who have 4-6 members in the family. The medium level influence was the highest (52.9%) among 4-6 members in the family and it was lowest (25.9%) among 8 and above members in the family and in case of low level of influence, it was the highest (38.8%) among 8 and above members in the family and lowest (7.3%) among 6-8 members in the family.

Table 4.1
RELATIONSHIP BETWEEN THE NUMBER OF MEMBERS AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

In order to find out the relationship between the Occupation of the respondents and the level of influence towards the branded oral care products a null hypothesis was formed viz “No of Members in the family and the level of influence towards the branded oral care products are not associated”. This Hypothesis is tested using Chi Square at 5% significance level and the result of the test is shown in the following table.

Factor	Calculated χ^2 Value	Table Value	D. F	Remarks
No of Members	39.450	12.292	6	Significant at 5% Level

It is understood from the above table that the calculated Chi-Square Value is more than the table value and the result is significant at 5% level. Hence the Hypothesis does not hold good.

From this analysis, it is concluded that there is close relationship between the Number of members in the family of the respondents and the level of influence towards the branded oral care products.

Table 5:
ANNUAL INCOME AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

S. No	Annual Income	Level of Influence Towards branded oral care products			Total
		Low	Medium	High	
1	Rs 75000-100000	24 (32)	23 (30.7)	28 (37.3)	75
2	Rs 100000-150000	18 (30)	14 (23.3)	28 (46.7)	60
3	Rs 150000-200000	20 (25)	40 (50)	20 (25)	80
4	Rs 200000 and above	19 (22.4)	40 (47.1)	26 (30.6)	85
	Total	81	117	102	300

Source: Primary Data

The above table shows that the percentage of high level of

influence towards branded oral care products was the highest (46.7%) among those who earn Rs 100000-150000 and the same was lowest (25%) among those who earn Rs 150000-200000. The medium level influence was the highest (50%) among those who earn Rs 150000-200000 and it was lowest (23.3%) among the respondents those who earn Rs 100000-150000 and in case of low level of influence, it was the highest (32%) among the respondents those who earn Rs 75000-100000 and lowest (22.4%) among the respondents those who earn Rs 200000 and above.

Table 5.1
RELATIONSHIP BETWEEN THE ANNUAL INCOME AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

In order to find out the relationship between the Annual Income of the respondents and the level of influence towards the branded oral care products a null hypothesis was formed viz “Annual Income of the respondents and the level of influence towards the branded oral care products are not associated”. This Hypothesis is tested using Chi Square at 5% significance level and the result of the test is shown in the following table.

Factor	Calculated χ^2 Value	Table Value	D. F	Remarks
Annual Income	15.975	12.292	6	Significant at 5% Level

It is understood from the above table that the calculated Chi-Square Value is more than the table value and the result is significant at 5% level. Hence the Hypothesis does not hold good.

From this analysis, it is concluded that there is close relationship between the Annual Income of the respondents and the level of influence towards the branded oral care products.

Table 6:
EDUCATION AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

S. No	Education	Level of Influence Towards branded oral care products			Total
		Low	Medium	High	
1	School Level	17 (28.3)	12 (20)	31 (51.7)	60
2	Graduate	4 (8)	33 (66)	13 (26)	50
3	Post Graduate	20 (50)	12 (30)	8 (20)	40
4	Professional	17 (24.3)	31 (44.3)	22 (31.4)	70
5	Research	23 (28.8)	29 (36.3)	28 (35)	80
	Total	81	117	102	300

Source: Primary Data

The above table shows that the percentage of high level of influence towards branded oral care products was the highest (51.7%) among those who are educated at the School level and the same was lowest (20%) among those who are Post Graduates. The medium level influence was the highest (66%) among the Graduates and it was lowest (20%) among the respondents those who are educated at the School level and in case of low level of influence, it was the highest (50%) among the respondents those who are Post Graduates and lowest (24.3%) among the Professionals.

Table 6.1
RELATIONSHIP BETWEEN EDUCATION AND LEVEL OF INFLUENCE TOWARDS BRANDED ORAL CARE PRODUCTS

In order to find out the relationship between the Education of the respondents and the level of influence towards the branded oral care products a null hypothesis was formed viz “Education of the respondents and the level of influence towards the branded oral care products are not associated”. This Hy-

pothesis is tested using Chi Square at 5% significance level and the result of the test is shown in the following table.

Factor	Calculated χ^2 Value	Table Value	D. F	Remarks
Education	40.145	15.507	8	Significant at 5% Level

It is understood from the above table that the calculated Chi-Square Value is more than the table value and the result is significant at 5% level. Hence the Hypothesis does not hold good.

From this analysis, it is concluded that there is close relationship between the Education of the respondents and the level of influence towards the branded oral care products.

FINDINGS OF THE STUDY

- * 25% of the respondents are in the Age Group of 50-59.
- * 61.7% of the respondents are Male.
- * 30% of the respondents are Government Employees.
- * 28.3% of the respondents earn more than Rs 2 Lacs per annum.
- * 38% of them are aware of Colgate.
- * 24% of them are aware of Close up.
- * 16.3% of them are aware of Colgate.
- * 26.7% of the respondents are aware of the product through Journals/Magazines.
- * 30% of them identify the product through Packaging.
- * 25% of the respondents are neutral to purchase the same product the next time.
- * 25% of them purchased other brands once every month.
- * 26.7% of them feel they selected the product because it keeps the Teeth shiny white.
- * 22% of them feel Family/ Friends recommendation as an

important in purchasing a product.

- * 25% of them prefer to have change in Package, Size.
- * 25% of the respondents are Neutral to purchase the same product the next time.

SUGGESTIONS

Based on the study, the researcher made the following suggestions to be carried out by the manufacturers to promote and develop oral care products.

- They can identify and define the consumers willing to pay premium prices and capitalize on such segments.
- Invest into improvement into the product as required by the consumers be it is packaging, price, size etc.
- Aggressive education about and promote the oral care products.
- They may market the product local distribution network and personalized marketing.
- TV and Newspapers are the popular media which reaches the rural people easily. So these mediums can be effectively used to promote the products.

CONCLUSION

With more players entering the FMCG Sector, Indian consumers have more choices than ever. They are even willing to pay premium prices for their higher aspirations. Hence the sector has to keep pulse on new customer insights and product developments to cater to the changing needs and requirements and take care of the suggestions made to enter and retain the rural markets.

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