

A Study on the Brand Decision with Shampoos

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Abstract - The ultimate expectation of the company is to make the people for purchase of product. The AIDA Model work in this process. The stages are Awareness, Interest, Desire and Action. The concept can also be explained through Levidge and Stonier model. The model states about the different stages i.e. Awareness, Knowledge, Liking, Preference, Conviction and Purchase. The sales promotion and advertising functions and stimulate the customer purchase decision in accordance with this model. Present research paper will examine the comparative effectiveness issue of Sales promotion and advertising measures.

Keywords: Brand Decision, AIDA Model, Customer Purchase Decision, Sales Promotion, Advertising Measures.

I. INTRODUCTION

Brand Management takes a decided approach to manage brand value. Presenting the brand at the middle of corporate strategy. It concentrates on the issues, problems and strategies influencing a brand's and therefore a company's performance and value, both in the short and long duration. For any company, performance is about 'Competing for Choice' by all of its stakeholders, member customers, employees, partners, investors, and others. The brand is the central point for these stakeholders and is a important means of delivering value to them. Well-managed brands create value. As brands have become increasingly important, developing and managing a robust brand strategy has come to be recognised as a crucial core competence by many businesses. Companies always try to establish the contact with target market. This is a prestigious status for company to address the customers. Company wanted to enhance its image in the minds of common man so that in future, whenever it would be visited to customer court; it would be having enough matter to communicate the customers. The company presents its history products history and even national history. Companies have these processes in all continuance and consistency. Promotion is a term which means the moving from one end to another. In marketing, promotion means all those took that a marketer uses to take his product from the factory to the customers and it involves the advertising sales promotion, personal selling, public relations, publicity and merchandising. Promotions are result oriented. Promotion system works with proper communication system. This has sender, receivers and feedback systems. Feedback is form of action which customer gives bark to the company about product, advertisement or strategy.

Promotion involves the following steps:

- (i) Common Understanding
- (ii) Demographic and psychographic profile

(iii) Media habits

(iv) Level of Awareness.

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II. OBJECTIVES

1. To study the brand selection process of shampoos.
2. To assess the effect of promotion concept on shampoos.
3. To study value addition factors.
4. To investigate the effects of brand strategy measures.

III. RESEARCH METHODOLOGY

Exploratory research design is an appropriate for this research work. Sample size is 200 for these Products are given to consumers or customers are never remaining in the most original form. But it is packed, branded and surrounded by other related products and services. The consumers are more familiar about product offering than the product itself. Product comes in pack with brand name; its quality and safety is ensured through its guarantee and warranty; its tag gives its elements and uses and instructions; it is promised of after-sale services. The product support service make the consumers learn about the total offering. All these are important product related decisions which are tested at different times.

IV. PRODUCT BRANDING

Branding of products is of strategic importance. Product brand is an associated feature and is so important that due relative weightage is to be offered in product management and strategy formulation. At some point the company has to decide an effective brand name for the product. Brand, though, is a name, play important role than a mere ordinary name because; a brand is very much different than an ordinary name. 'Brand' is a term consisting most ways of

identifying a product. A brand is symbol, sign, a mark or name that acts as ways of communication to bring about an identity, image of a given product.. According to American Marketing Association, it is “a name, term, symbol or a design or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”, usually, a brand is a composition of a name and mark. A brand name is the part of a brand which can be communicable aspect. It consists of words, letters and Rs. or numbers. The best examples of brand names are: SURF, Lifebuoy, Colgate, Wim.

‘Branding’ on the other hand, is the process of finding and fixing the means of recognition. It is like naming the family member. Products are like a family member of producers. Products are not brought into world by accident. There is a conscious effort to give birth. Once, a product gets shape, it needs recognition.

When a brand has a legal approval, protection or sanction and the right to its exclusive use by its manufacturer, it becomes a trade-mark. Generally, the letter ‘R’ is shown to the brand name to denote its legal position. In Indian system, brands can be registered as trade-marks under Trade and Merchandise Mark Act of 1958.

Nobody is away from this creative task of branding that provides merits to the consumers and marketers. However, branding is having its own limitations.

V. MERITS TO CONSUMERS

1. It Features quality and value. Whenever a product is differentiated by means of brand, the consumer has promise of assurance, quality, and consistency. A branded product is a quality product with right value for money.
2. It values position. Whenever a person makes a use of particular branded product, he or she has a feeling that he or she belongs to a special class of customer. The brand is a status builder. In today’s world of personal distinction, one is particular about the brand of product
3. It saves time and effort. Good deal of time and energy can be managed in shopping for goods, if they branded. A branded product renders product identification much convenient and convincing. This is of importance in marketing.

VI. MERITS TO MARKETERS

1. It is a massive value brand is considered as a major intangible property because, all the physical assets such as plant, equipment, building, inventory, stocks and bonds have the limitation that they can be duplicated or copied very easily. However, it is difficult to duplicate the brand names..
2. It is promotional tool. Sales promotion is based on the basic idea of product differentiation. Most companies prefer to compete on a non-price basis. This difference is with brand. Major way for product promotion is advertising but it is of no use

without product brand name. They have a communication value

3. It cares market. Once a consumer has tried and accepts a product, the brand enables him or her to identify it so well that he is motivated to buy it repeatedly. . Thus brand reputation ensures market control as repeat sales become more likely. Branded products have more price stability and price stability enhances the products image.
4. It is a way for survival of middlemen. If a product wins consumer reputation, the manufacturers gain command on production, distribution and distribution net-work. Image on the market place guarantees that customers will demand the product from distributors. This gives the powerful bargaining position with suppliers and distributors... A reputation built by a brand for its owner is an antidote for middleman’s hesitation and hostile attitude that they have at first sight.
5. Means of identification. Branding is the simplest manner of identifying a product or a service that a customer wants. For him, a brand is value, quality, personality, prestige and the image. Consumer uses brand image as a symbol for quality. A branded product is unique one in his mental sphere. Even an uneducated who does not know the alphabets will identify by symbol.
6. Facilitates product-line expansion. A well-known brand name can be of use for the company for expansion of its product-line. It will provide consumer acceptance of the new products because of its brand reputation.
7. Though it is a kind of brand strategy that has role in selection of a good brand name. Selecting a right and meaningful brand name is one of the most important elements in developing a new product. Good product with ordinary name may not sell ever. Changing or modifying the name is almost impossible once it is chosen and product is released.. There are different ways in which brands are classified. The most obvious ways are three namely,
8. Individual brand names are those where each product has a special and distinct brand name.. On the other hand, family brand names are used in a product-line of a company. one which is identified by the people as one through-out the nation. Thus, Lipton’s ‘Dalada’ brand Vanaspati is the finest example of national brand. If the same Vanaspati is identified in different states by varying brands, it is regional brand. Thus, it can be ‘Camel’ brand in Rajasthan, ‘Everest’ in northern states, ‘Ganesh’ in southern states, ‘Kali’ brand in the eastern states.

VII. BRAND STRATEGIES

To introducing any product in a market, a viable branding policy or strategy is to be decided. A company is likely to fix any one or combination of the classes of brands and design its own branding strategy. Normally, there are five brand strategies open to a firm.

Single brand product strategy: It is that practice where the marketer uses only one brand name for all the products sold by him irrespective of the fact that name may be an individual or a company or a family

Multi-brand product strategy: Multi-brand strategy signifies that practice where the manufacturer or the marketer offers more than one brand in a product category.

Distributors or private brand strategy: This is a brand strategy under which the producer prefers to sell products under dealers or distributors name. This is the case with small and medium manufacturers who rely on dealers for product success. .

VIII. BENEFITS

Whenever the manufacturer is not trusted of his new product progress as to quality and price expectations of consumers, At times, a manufacturer not having broad—based financial and marketing back-ground and support, he has not option than to salute the private brand strategy. A good brand name should:

1. be legally protect
2. be easy to communicate
3. be easy to memorize
4. be easy to identify
5. attract concentration
6. product benefits
7. company or product image
8. product's positioning relative to the competition

A premium brand typically costly than other products. An economy brand is a brand targeted to economic customer. A fighting brand is a brand specifically to counter a competitor threat.. When all a company's products are given different brand names, this is referred to as individual branding. When a company uses the brand equity associated with an existing brand name to introduce a new product or product line, this is referred to as brand leveraging.

Brand rationalization refers to maintain the number of brands marketed by a company. Companies tend to create more brands and product differences within a brand than economies of scale suggest they should. Frequently they will create a brand for each market that they target. Many brand managers limit themselves to setting financial objectives. They ignore strategic objectives because they feel this is the responsibility of senior management.

- Most product level or brand managers limit themselves to setting short term objectives because their compensation packages are designed to reward short term behaviour. Short term objectives should been seen as milestones towards long term objectives.
- Often product level managers are not given enough information to construct strategic objectives.
- It is sometimes difficult to translate corporate level objectives into brand or product level objectives. Changes in shareholders equity are easy for a company to calculate. It is not so easy to calculate the change in shareholders equity that can be attributed to a product or category. More complex metrics like changes in the net present value of

shareholders equity are even more difficult for the product manager to assess.

- In a diversified company, the objectives of some brands may conflict with those of other brands. Or worse, corporate objectives may conflict with the specific needs of your brand. This is particularly true in regards to the trade-off between stability and riskiness. Corporate objectives must be broad enough that brands with high risk products are not constrained by objectives set with cash cow's in mind (see B.C.G. Analysis). The brand manager also needs to know senior managements harvesting strategy. If corporate management intends to invest in brand equity and take a long term position in the market (ie. penetration and growth strategy), it would be a mistake for the product manager to use short term cash flow objectives (ie. price skimming strategy). Only when these conflicts and tradeoffs are made explicit, is it possible for all levels of objectives to fit together in a coherent and mutually supportive manner.
- Many brand managers set objectives that optimize the performance of their unit rather than optimize overall corporate performance. This is particularly true where compensation is based primarily on unit performance. Managers tend to ignore potential synergies and inter-unit joint processes.

Branding is not only a name but an association for the company. The challenge lies with branding is to create a positive linkages with the brand. Companies will have to promote not only the attributes but the benefits also. Competitors will also be monitored as they should not be able to copy the brand ideas. Promotion of single attribute will not be much gaining. Companies try to follow the promotion of multiple attributes.

The most admiring definition of the branding is to have a relation with the values, culture and the personality. Branding strategy of brands must contain these factors. Dilution on any of these will shrink the brand image.

Nirma has launched new campaign with Camay. As the efforts are to make reach of Camay in other segments also. The campaign reinforces the image of Camay as an ideal skincare soap." customer satisfaction research is important. However, it is often not useful due to flawed approaches and methodologies

IX. DATA ANALYSIS

TABLE I
USE OF BRANDS

Clinic Plus	30%
Pentene	42%
Head & Shoulder	28%

This shows that Pentene is there with most users. Clinic plus and Head and shoulder are in second and position. The brands have various likeliness due to which they perform differently.

TABLE II
LIKELINESS OF PROGRAMME

Clinic Plus	47%
Pentene	20%
Head & Shoulder	33%

Clinic plus has got most likeliness about promotion programmes. It has got the acceptance due well design programme. Head and Shoulder is the II choice brand on the basis of sales promotion programme. The III choice is pentene. The sales promotion programme has got different performance level.

TABLE III
CLEAN LINES EFFECT

Clinic Plus	27%
Pentene	43%
Head & Shoulder	30%

Cleanliness has received maximum attention through Pentene. Head & Shoulder is the II contender. Pentene is the III cotender. Cleanliness is the important considerable factor in shampoo selection.

TABLE IV
CONFIDENT BRAND

Clinic Plus	22%
Pentene	30%
Head & Shoulder	48%

Head & Shoulder has maximum confidence by the customers. Pentene and Clinic Plus are other trusted brand. The consumers may have perception oriented situation.

TABLE V
PERIOD OF USAGE

	Clinic Plus	Pentene	Head & Shoulder
1-5 years	20%	32%	48%
5-10 years	11%	40%	49%
10-15 years	17%	40%	43%

All the brands have different acceptability in different usage times. Head & Shoulder is in first choice position. Pentene is II consumed brand. Clinic Plus is III choice brand. The consumption factor shows the likeliness of association for the brand.

TABLE VI
CHANCES OF SWITCHOVER

Strong	22%
50% - 50%	30%

No Chance	48%
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Users have limited chance of switch over. The no chance is maximum. 50% - 50% is II consideration. The strong chances are in minimum position. The individual factors may be important in this regard. The switchover factor plays an important role in defining the importance of brand for consumers.

TABLE VII
FACTORS OF ASSOCIATION

Own decision	25%
Family Trend	40%
Advertising	35%

Always the factors of association work in an important manner. Some factors of association are discussed here. The Family trend has the maximum impact. Advertisement is II important factor. Own decision will also be a important factor. 25% people go by their on decision.

TABLE VIII
ROLE MODEL AFFECT

Film	35%
Models	20%
Reference	45%

References have important role in the decision making of shampoos. Models also affect the decision of consumers. Films also play important role in decision for shampoo.

TABLE IX
PRICE FACTORS

Yes	40%
No	60%

Price factors have no effect in the decision of shampoos. 40% favor the importance of price. 60% do not.

TABLE X
PACKAGING AS VALUE FACTOR

Yes	90%
No	10%

Packaging is considered as important value factor. 90% do the favour. 10% don't.

X. CONCLUSION

1. Advertising affect the decision making.
2. Cleanliness is perceived as important factor
3. The range of acceptability is different with respect to usage times

4. Switch over is possible with the time
5. Family trends is a important role
6. Packaging is a value addition

XI. SUGGESTION

1. Advertising can be more impact generating.
2. Marketing Research can be practiced at the regular interval
3. Packaging can be given more consideration
4. Family Trend can be analysed in a specific manner
5. Segmentation can be reviewed at regular interval.

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