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Building Business with Brands: The Effects of Brand Extension Decisions on Existing Brands

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Abstract

Branding has become a crucial ingredient of business. It brings the entire organization under a unique concept. Every company, today, is identified by their brands. The very existence of the company depends on how they think and contemplate on how they should shape their brands keeping in mind the consumer. Brand growth and sustenance depends on awareness of a need or desire which has not been enjoyed by the consumer. Thus, companies should be in the continuous search for undiscovered needs and efforts must be made to satisfy them with the help of brand extension strategies. A brand extension is using the influence of a well established parent brand to launch a new product in either similar or dissimilar category. There is a proliferation of extensions in the FMCG sector. There are various advantages and disadvantages of brand extensions. Brand extensions cause lesser advertisement expenditures and lesser competition with other brands. But, these strategies also carry some risks. These extensions might also result in diluting the brand image of the parent brand which might turn hazardous for its very existence. The management of brand is a complicated issue and therefore, it is considered imperative to investigate the various success factors for brands. The data were collected from four cities of South India, viz, Bangalore, Delhi, Chennai and Cochin. Variables like Perception of Fit, Brand Associations and Brand Attributes were identified from a deep review of literature of brand management. It was felt that the present study may help to identify answers to FMCG brand management in the Indian context with regard to brand extension effects on parent brands.

Keywords

Core Brands, Brand Extensions, Brand Associations, Brand Attributes

Celebrity Endorsements: A Winning Stratagem or Double Edged Sword?

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Abstract

As the magnitude of the impact of celebrity endorsements remains under the purview of the gray spectacles, the present article is an empirical effort to investigate the effect of celebrity (with congruency and non-congruency) and non-celebrity endorsers in advertisements and the role of perception on the effectiveness of celebrity advertisements. The relative effectiveness of the celebrity is explored on the basis of celebrity – product congruency. Selection of different combinations of advertisements on high and low involvement products (FMCG, Durable and Service) with celebrity and non-celebrity, high and low congruency were validated by an expert panel. Data were collected from 240 respondents in and around Tamil Nadu, Pondicherry, Kerala, Andhra Pradesh, Uttar Pradesh and Bihar using non-probability convenience sampling technique. Paired t-test, ANOVA and MANOVA were employed to test the research hypothesis and the results are mixed. The research findings show celebrity factor will not do wonders always and an unknown endorser accompanied by a creative idea and flawless positioning could be a cost effective alternative. The presence of celebrity had a role only in the effectiveness of durable product advertisement. The results also found celebrity who was incongruent with the product endorsed was more effective and perception had nothing to do with the effectiveness of the celebrity and non-celebrity advertisements both at Multi and Univariate levels. Hence, the study suggests that the enormous investment by marketers in celebrity endorsement deserve rigorous and serious consideration to avoid ending up the danger of building up the celebrities not the brand.

Keywords

Celebrity, Congruency, FMCG, Durable, Service, Perception, ANOVA

Cashing Upon Emotions: Marketing Energy Efficient Durables among Indian Consumers

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Abstract

Global recognition of energy sustainability issues have provided the much needed push to the marketers as well as government to take all the necessary efforts to encourage sustainable consumption habits. Green consumption patterns amongst developing economies have been realized lately nevertheless, but intensively. Certain product categories have compulsory green technology production and sale while few others are still in their green technology development stage. Governmental policies and regulatory bodies in fulfilment of international energy sustainability requirements have imbibed various strategies that fall across all the 4P's of marketing mix. Companies have identified the rising ecological consciousness and are manufacturing as well as marketing environment friendly products. But the intensive marketing efforts alone are not sufficient to encourage sustainable consumption habits.

This empirical paper summarizes findings relevant to the impact of green positioning strategies used by energy efficient appliances upon consumers' attitude and further product purchase. Relevant literature also supports the importance of positioning strategies in creating green impulse which upon reinforcement at regular intervals can lead to the desired product purchase.

Keywords

Energy Efficient Marketing, Mixed Attributes, Green Advertising, Emotional Positioning, Energy Sustainability

Introduction

Energy is indispensable for growing economies today as it supports the industrial setup and other production activities. Clean energy is yet another parameter for

development measurement and also a social right of the residents of a nation. In India the pace of transition from a developing to an emerging economy brings it to a podium where it has to satisfy its current energy

An analytical study on identification of types of customers based on store attributes in the footwear market and discriminating the satisfied and dissatisfied customers; through application of Factor and Discriminant Analysis

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Abstract

This study primarily attempted to identify type of customers on basis of store attributes. All the variables or indicators adopted for exploratory factor analysis were taken from the study (Dabholkar, Thorpe, & Rentz, 1996) based on Retail Service Quality Scale. All the indicators used in the study came out as strong factors with very high factor loadings. Five, very strong and relevant factors or components were extracted from the exploratory factor analysis on the basis of store attributes namely Supportive Store, Service & Attention Seeking, Perfection Seeking, Hassle-Free Shopping and Store Atmosphere.

To establish a linear discriminant function and to predict the satisfaction level of customers, satisfied or dissatisfied level of shoppers in footwear market, the stores they purchase from were taken as grouping variable, along with five predictor or independent variables which were selected on the basis of highest factor loadings, deduced from exploratory factor analysis on store attributes. A discriminant equation was formed where Individual Attention, Right Service from the First Time and Knowledge of Store Employees were turned up to be very strong predictors. The study concluded a good fit of the model and suggests that the model explains 89.4 % of the variation in the grouping variable, i.e. whether a customer is satisfied or not and 10.6% remains unexplained. The classification results reveal that 98.0% of respondents were classified correctly into 'Satisfied' or 'Dissatisfied' groups and overall predictive accuracy of the discriminant function is 98%.

Keywords

Store Attributes, Consumer Behaviour, Satisfaction, Factor Analysis, Discriminant Analysis

A Study of Brand Preferences and Consumer Behavior Aspects in Durable Goods with special reference to Washing Machines in India

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Abstract

The fast changing trends in the marketing environment in India are affecting the market for all types of products. In the era of globalization, more and more companies not only from India but also from throughout the world are entering into the market consumer driven. Hence the focus is shifted to need based marketing rather than product based marketing.. The needs, preferences and changing life styles of Indian consumers /customers are also rapidly changing.

Therefore, the present study is an attempt to evaluate the factors that affect buying behavior of customers for washing machines in Delhi &NCR in India. The study concludes that consumer behavior plays an important role in marketing washing machines and there is more scope of research in this area. The sample size is 187. The researchers have adopted the convenient sampling method for selection of the respondents for the present study. The collected data are analyzed through Percentage Analysis, Chi-square Test, Average Score Analysis and ANOVA.

This study helps in understanding the current market scenario of Washing machines and it also helps in understanding the strengths and weaknesses of the product competitors and brand loyalty.

Keywords

Consumer Behavior, Consumer Perception, Washing Machines

Introduction

An individual consumer's decision to purchase a product is influenced by number of variables, which can be classified into four categories namely cultural, social, personal and psychological factors. Consumers differ

from one another in terms of their gender, age, education, income, personality, lifestyle and other such factors, which influence the buying behavior. The needs of elderly consumers are different from those of young consumers. Hence to successfully market to consumers

Consumer Perception on Private Label Products in Coimbatore City

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Abstract

In the plethora of availability of products and their alternatives, consumers' perception towards price, quality and value are considered as pivotal determinants of shopping behaviour and choice of produce. Private Label Products are owned by the Retail Chains while National Brands are owned by manufacturers. National Brands are still dominating the market but at the same time the number of private label products is increasing in the market and their sales are also increasing. This study has used the 4Ps concept to examine the consumer perception of private label products. The main objectives of the study are to measure the extent of variation in the consumer perception and to assess the consumer perception of the respondents on the various components of private label products. The study concludes with the finding that the 4Ps concept helps to increase the private label products line and there by profit of the retailers. The retailers have to collect the feedback to improve the quality; the private brand becomes national brand if the retailer keeps concentration on quality. The overall perception of the private label products is only in medium level. The retailers maintain the price at low level as it helps them to increase the sale. Conducting market research may help to develop the optimal marketing mix and quality of the product. The retailers are particular about the sale of products. It is good for the future sales.

Keywords

Consumer Perception, Marketing Mix, 4Ps, Private Label Products

Introduction

In the plethora of availability of products and their alternatives, consumers' perception towards price, quality and value are considered as pivotal determinants of shopping behaviour and choice of produce

(Bishop 1984, Doyle 1984, Jacoby *et al.*, 1985, Valaire A. Zeithaml 1988). There was no particular study in this area; this study will examine the consumer perception on private label products. Private Label Products are owned by the retail chains while National