

Impact of Brand Awareness on Consumer Loyalty of Soap

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Abstract

Soaps are key components of most lubricating greases, which are usually emulsions of calcium soap or lithium soap and mineral oil. Much other metallic soap are also useful, including those of aluminum, sodium, and mixtures of them. Such soaps are also used as thickeners to increase the viscosity of oils. In ancient times, lubricating greases were made by the addition of lime to olive oil.

Soap is a salt of a fatty acid. Household uses for soaps include washing, bathing, and other types of housekeeping, where soaps act as surfactants, emulsifying oils to enable them to be carried away by water. In industry they are also used in textile spinning and are important components of some lubricants. Soaps for cleaning are obtained by treating vegetable or animal oils and fats with a strong base, such as sodium hydroxide or potassium in an aqueous solution. Fats and oils are composed of triglycerides; three molecules of fatty acids attach to a single molecule of glycerol.

It is concluded that respondents have favorable response towards brand .after findings and observations I found that the customers are loyal toward the product they use. They do not switchover to other product. Their product buying decision is mainly influenced by brand of the specific product.

The success of a firm depends largely on its capability to attract consumers towards its brands. In particular, it is critical for the survival of a company to retain its current customers, and to make them loyalty the brand.

KEYWORDS: Brand, consumption, hygiene, correlation, practices, strategies

INTRODUCTION

Brand awareness is the likelihood that consumers recognize the existence and availability of a company's product or service. Creating brand awareness is one of the key steps in promoting a product. Brand awareness is particularly important when launching new products and services; and for a company to differentiate similar products and services from its competitors. Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of the target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction. Brand awareness is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions. Brand awareness includes brand recognition and brand recall performance. Brand recognition refers to the ability of the consumers to correctly differentiate the brand they previously have been exposed to. This does not necessarily require that the consumers identify the brand name. Instead, it often means that consumers can respond to a certain brand after

viewing its visual packaging images.¹ Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory. A brand name that is well known to the great majority of households is also called a household name.

The triglyceride fats first hydrolyze into free fatty acids, and then these combine with the alkali to form crude soap: an amalgam of various soap salts, excess fat or alkali, water, and liberated glycerol (glycerin). The glycerin, a useful by-product, can remain in the soap product as a softening agent, or be isolated for other uses.

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LUX

LUX is a global brand developed by Unilever. The range of products includes beauty soaps, shower gels, bath additives, hair shampoos and conditioners. Lux started as “Sunlight Flakes” laundry soap in 1899.

LIRIL

Liril is a popular soap brand sold, to a large degree, in India, and Asia, as well as a few places in Europe. The soap is currently manufactured by Hindustan Lever Limited in India. Liril launched a blue variant called Icy Cool Mint in 2002. It also tried launching an Orange variant, called Liril Orange Splash in India in 2004. Neither of these variants created much splash in the market. The company even changed agencies handling the brand, from Lowe to McCann Erickson before going back to Lowe.

LIFEBUOY

Lifebuoy is a brand of soap marketed by Unilever. Lifebuoy was originally, and for much of its history, a carbolic soap containing phenol (carbolic acid, a compound extracted from coal tar). The soaps manufactured today under the Lifebuoy brand do not contain phenol. Currently there are many variants of Lifebuoy, but still the older generation is nostalgic of the original.

DETTOL

Dettol is the trade name for a line of hygiene products manufactured by Reckitt Benckiser. It has been in use since before 1936, when it was used after surgery as an antiseptic.

Diluted, Dettol may be used to clean cuts, wounds, etc. and to disinfect environmental surfaces such as household floors and kitchen work surfaces.

GODREJ NO.1

Godrej Consumer Products Ltd is one of the leading Fast Moving Consumer Goods (FMCG) companies in India. The company is the market leader in personal, hair, household and fabric care segments. They are having their manufacturing facilities at Malanpur in Madhya Pradesh, Baddi in Himachal Pradesh, Guwahati in Assam and

Namchi in Sikkim. The company operates in two segments namely soaps and personal care. The soap segment includes the Godrej brand and other brand toilet soaps and personal care segment includes hair color, shaving cream and gel, talcum powder, deodorant, fairness cream, liquid detergent and other toiletries. They also undertake contract manufacturing of toilet soap for third parties. The company is among the largest marketer of toilet soaps in the country with leading brands such as Cinthol, Fairglow, and Godrej No 1. Fairglow, India's first fairness soap created marketing history as one of the most successful innovations.

OBJECTIVES OF THE STUDY

- **Highest consumption of soaps among the customers:**
The main objective is to identify from the following brand of soap that's is Liril, Breeze, Lux etc which one is the most preferred among the respondents, compare over the various brand of soap and analyze the highest consumption level.
- **Customer preference of hygiene soaps:**
The main objective of the research is to know the opinion of the people regarding hygiene that is cleanliness of the soap .to understand the customers' preference over hygienist whether it is Lifebuoy, Dettol and compare over them.
- **Quality and frequency of soaps purchased by customer:**
The main objective of this is to analyze the preference of the customer with regards to quality, also to know the frequency that is number of purchase made by them daily or weekly.
- **The sources of purchasing the soap towards customer:**
In this the main objective is to know which is the most preferred zone to buy the soap like street vendor and have a compare over them.
- **Price factor in buying decision of soap:**
The main objective is to identify the role of price factor in the product buying decision and also to know the role play by the price in the buying decision of soap
- **Perception of consumer:**
Objective is to understand the opinion of the respondents regarding the different soaps, to analyze their perception.
- **Factor that leads a purchase decision of the product:**
The main objective of this is to know the various factors that contribute to final decision of purchasing the product like lifebuoy, dettol, liril etc.& have a compare over them.
- **Brand endorsement plays a role in the purchase of product:**
To analyze whether the endorsement of the brand influences the purchase, to identify its role in purchasing of the product.
- **Consumer Loyalty:**
The main objective of this to know or identify the level of loyalty among the customers with regard to soap to analyze the customer loyalty with their brands of soap they use.
- **Packaging helps purchase decision:**
To know whether packaging plays a role in buying the product, to identify the level of decision influence by the packaging of the product.

➤ **Various factors leading the brand building:**

To identify the various factor that contribute to the brand building ,to analyze the factor that leads to maximum building of the brand.

METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge.

THE DATA WAS COLLECTED FROM TWO SOURCES

PRIMARY DATA:

- The collection of primary data was through SURVEY METHOD by using Google document.
- 100 Questionnaire were prepared and was distributed at random among the Customers of all range and their respondents were taken into consideration.

SECONDARY DATA:

- The source was from internet & books of advertising where the outline of topic was acknowledged.

HYPOTHESIS

H1 = the customers have a favorable responses towards brand awareness of consumer loyalty.

- The customers are loyal to the different brand of soap like lux, dettol, lifebuoy ets and also they are aware of brand which they use their product decision, their product buying decision which is influenced by brand, and they are mostly influenced by the T.V. commercials.

Ho= the customers have unfavorable responses towards brand awareness of consumer loyalty.

- The customers are not loyal to the brand which they use their product decision, their product buying decision which is not influenced by brand.

LIMITATIONS OF THE STUDY

- Very few respondents were collected by an electronic mail.
- The data is collected from questionnaire nature that is view, opinion, and perceptions etc... May be changed time, so it is not convenient for longer period.
- The time period is given for the study is 2 month. So the study is undertaken by an electronic mail by keeping in view of time period allotted.
- Because of digital mode clarification of questions was not possible. Due to which some of the respondents randomly selected any option.
- Some respondents were busy in their own work. So they could not fill my questionnaire and ignore it by saying they will fill it later on.

FINDINGS AND OBSERVATIONS

- 1) Out of the total 100 respondents investigated for this study, majority 67% of them were females whereas about 33% were found to be males.
- 2) Age of the respondents is one of the most important characteristics in understanding their views about the particular brand product of soaps. From the above chart the respondents under the age of 15-25 is 94%, whereas under the age of 25-35 are 5% and under this age 35-45 are 1% and on the other hand above 45 is 0%.
- 3) The above chart shows that number of the respondents 92% was unmarried and remaining 7% were married, where as 1% of the respondents were found to live-in.
- 4) The respondents have been classified into three groups of monthly income. The chart shows that there were almost 84% of the respondents who had between 1, 00,000 – 3, 00,000 income. About 8% had between 3, 00,000 – 5, 00,000. About other 8% had between 5, 00,000 & above.

B) Findings of the PRIMARY DATA:

- 1) The total brand preference of soaps by different persons. So maximum people like to use other soaps like LUX, DETTOL etc that is 66%.whereas 26% of people prefer to use lifebuoy, 5% prefer to use Liril and only 3% of people prefer breeze which states that this particular brand is not very popular among the peoples.
- 2) The hygiene and health protection about the soaps towards consumers in which 16% of the people prefer to use lifebuoy where as majority of people that is 84% prefer to use dettol for health protection, Which offers 100% better protection ever against germs and new age illnesses.
- 3) The data is here shows how many times people buy the different brand of soaps. In the above chart 17% of the people often purchase the soap and 38% of the people buy frequently and the rest of them 45% purchase it once in a month.
- 4) The quality of soaps interlinks with one's health or not. In this 18% of the people says No and 82% of the people says Yes that the quality of soaps are interlinks with the health.
- 5) Maximum people that is 72% of the consumer like to purchase soap from the super market and they find it very convenient to purchase from there. And 17% of the people like to purchase from others may be from whole seller or nearby stores because these stores would be located near to their house or maybe they like to purchase in bulk.
- 6) 40% of people said that price does not determines the buying behavior of consumer and 60% of the people said that price determines the buying behavior of consumer.
- 7) The above chart is about Here the 16% respondents said that the soaps are not essential for health and hygiene and 84% people said that soaps are essential for health.
- 8) 5% people chooses their soap based on the others factors,9% people chooses depends upon family,14% people chooses their soap based on the advertisement factor and majority people that is 72% of the consumer are choosing the soap based on good quality of products.

- 9) The data is about whether 29% of the people said the brand endorsements influence them to buy the product and majority people that are 71% said that the brand endorsements does not influence them to buy the product or not.
- 10) 26% population are not loyal with their buying decision or others 74% of the population are loyal to the brand which they use.
- 11) The data is about 46% of the people said purchase decision is influenced by the packaging of the product, because after packaging the product with labeling looks good and attractive and on the other side 54% of the people said purchase decision which is not influenced by the packaging product.
- 12) 7% of the people said breeze soap is available to their locality and other 7% said Liril is easily get them, 9% people said godrej no.1 is easily available to their area, lifebuoy is available for 23% of the people, and lux is easily available for 25% of the people and rest of them 29% of the consumer said dettol is very much available to their locality because dettol is a very well known international brand in many countries.

TESTING OF HYPOTHESIS

With reference to findings question numbers 1, 4, 6, 7, 9, 10, 11 resulted that the consumer are aware and loyal to the different brand of soaps.

Hence we rejected H₀ and H₁ is proved.

H₁= The customers have a favorable responses towards brand awareness of Consumer loyalty.

CONCLUSION

It is concluded that respondents have favorable response towards brand .after findings and observations I found that the customers are loyal toward the product they use. They do not switchover to other product. Their product buying decision is mainly influenced by brand of the specific product.

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