

Study on brand awareness of shampoo products



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A Study on Brand Awareness of Shampoo Products for CavinKare Pvt. Ltd P.

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Market Research, CavinKare Pvt. Ltd, Chennai Abstract In today's global market, brand awareness among consumers play a decisive role in the sales turnover of the company. Every company invest heavily in this aspect to catch the lion's share of the market.

CavinKare is one of such aspiring Fast Moving Consumer Goods companies in India, with turnover of 5000 million INR in 2006-2007. Although, CavinKare had done a lot of research on brand awareness of their hair care products, only a limited research has been reported for its new Chik and Chik Satin shampoo in Bangalore. In the present work, a study was carried out to estimate the current brand awareness and to suggest methods for improving the same. In this process, the socio economic stratum of women consumers was identified using socio economic classification grid during personal interview at individual households.

The data was collected from the target audience of 18-35 years age at 30 different places in target population through questionnaire. Pareto analysis was used to know the quality problems of major attributes. Quality Function Deployment was deployed to relate the consumer voice and technical descriptors for quality improvements in the shampoo brand. The results revealed that, the major consumer expectations were quality, benefits offered and packaging of shampoo product. Based on the results obtained, measures were suggested to improve the brand awareness from 8% to 12. %

in target population. Suggestion towards improving sales by 45.39% on focusing the lagging quality attributes of shampoo has been made. Key Words: Brand Equity, Brand Awareness, Consumer Behaviour, Quality Function Deployment Abbreviations FDI FMCG MNC P&G QFD Foreign Direct Investment Fast Moving Consumer Goods Multi-National Corporation Procter & Gamble Quality Function Deployment Brand equity refers to the marketing effects or outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name.

And, at the root of these marketing effects is consumers' knowledge. In other words, consumers' knowledge about a brand makes consumers respond differently to the marketing of the brand. The study of brand equity is increasingly popular as some marketing researchers have concluded that brands are one of the most valuable assets of the company [2]. 1. INTRODUCTION To understand better the choice of brand from the consumers' perspective it is important to have an idea of the consumers' behaviour and their view of brands. There are four types of consumer behaviour: rational, unconscious, learned and social behaviour [1].

The different behaviours are characterized by the order of the three steps: knowledge, attitude and action. Rational behaviour: If consumers have a rational behaviour, they start to get some knowledge about the product and what the market may offer. By evaluating the information they get an attitude towards the product and finally they act; either buying the product or not. Unconscious behaviour: When consumers have an unconscious

behaviour they start with an attitude towards the product and the attitude comes from emotions and feelings.

From the attitudes the consumers find information about the product and from that they get knowledge. At last they have the action, their choice.

Learned behaviour: Reflexes settle the choice of product. When the consumers choose a product they do not plan their choice; they do it by habit. Social behaviour: When consumers have a social behaviour they choose the products depending on what social environment they live in. Their lifestyle, status and influence from others decide what product they will buy.

Fig. Brand equity model Brand awareness can be measured by showing a consumer the brand and asking whether or not they knew of it beforehand.

However, in common market research practice a variety of recognition and recall measures of brand awareness are employed all of which test the brand name's association to a product category cue. This came about because most market research in SAS TECH 33 Volume 8, Issue 2, September 2009 the 20th Century was conducted by post or telephone, actually showing the brand to consumers usually required more expensive face-to-face interviews.

This has led many textbooks to conceptualize brand awareness simply as its measures, that is, knowledge that the brand is a member of a particular product category, e. g. soft-drinks. Examples of such measures include:

- Brand recognition - Either the brand name or both the brand name and category name are presented to respondents.
- Brand recall - the product category name is given to respondents who are asked to recall as many brands as possible that are members of the category.
- Top of mind brand awareness - as above, but only the first brand recalled is recorded.

There has been discussion in industry and practice about the meaning and value of various brand awareness metrics. Recently, an empirical study appeared to put this debate to rest by suggesting that all awareness metrics were systematically related, simply reflecting their difficulty, in the same way that certain questions are more difficult in academic examinations. While brand awareness scores tend to be quite stable at aggregate level, individual consumers show considerable propensity to change their responses to recall based brand awareness measures.

For top of mind recall measures, consumers give the same answer in two interviews typically only 50% of the time. Similar low levels of consistency in response have been recorded for other cues to elicit brand name responses. Brand building deals with name, term, sign, symbol or design or a combination of all these which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of the competitors. Brand-building is very crucial for FMCG companies. The consumers are reluctant to try out unknown brands and brand loyalty is fickle.

FMCG blue chips know this tenet which is why they work relentlessly towards brand-building through high power advertising. True, most commercial breaks on TV are hogged by FMCG brands. Wooing a consumer is an ongoing process and the show must go on: ad spend needs to be kept up. FMCG majors are spending between five and 12 per cent of their sales revenue on advertising and brand building. Though average sales of most leading MNC's and Indian companies in the FMCG industry have grown in only single digits over the years, their ad spend have been moving up in double digits.

The marketplace is about to see as many as 1, 600 new brands jostling with the existing ones for occupying the mind-space. And the brand battle is expected to be fought mostly on the television screen. Media inflation will continue to be in double digits. This media inflation is only for holding on to the current mind-space, not to speak of increasing the market shares. Investing in brand-building through marketing, advertising and promos will hold the key to success in the FMCG industry [3]. In recent years Indian advertising has also become more professional.

Advertising is now accepted as a necessity part of the marketing mix. This has given birth to the concept of a ' Total Plan', where advertising combines harmoniously with other elements of the marketing mix in order to successfully market a product. Thus advertising is no longer looked at in isolation from other elements of the marketing mix. One of the powerful tools to improve brand awareness is advertising. Advertising creates a twodimensional awareness about the brand name and about the product category.

Then there are functional advertisements, which talk about the value of innovation that has gone into the product. Advertisements are also used to induce changes in consumer behavior. It is not surprising that companies spend fortunes on building a brand through high-decibel advertising. Indian advertising has undergone many changes which can be classified into four distinct periods [4].

- Artistic advertising: This phase of Indian advertising continued till the mid-sixties. This was the period of sellers market in the country, competition was almost non-existent during this period.

Also, the advertisements focused mainly on certain product features only. Advertising during this period was placid and non-aggressive.

- Sales-oriented advertising: The period of midsixties to mid eighties is characterized as more aggressive, sales oriented advertising era. There was marginal shift in advertising tone and presentation style. Indian market slowly felt increasing competition which led advertising to build up distinct images for various brands. Companies also realised that advertising was a long term investment for future growth of their portfolio of products.
- Sophisticated advertising: This phase started from the mid of eighties. During this period Indian advertising started focusing on emotional values and appeals were increasingly used, advertising became more entertaining and pleasing. Advertising campaigns were increasingly coordinated with promotional mix. So during this sophisticated advertising each product tries to create a position in the consumers mind and takes into consideration not only product features but also competitors as well. Relationship building and nature in advertising: In the 21st century, there has been a phenomenal growth in advertising spending. In fact, the growth of advertising has come primarily from the growth in the consumer goods sector. In the past it was common to look upon advertising as a fashion which could cater to the upper strata of society. The reasons for this change in attributes are not difficult to find, the greater choice of brands in many-products like, personal use fashion or beauty products, household used food items and durables. CavinKare began with a young mind taking the road less taken.

In 1983 with a single product offering, CavinKare started out as a small partnership firm. More steps followed and with the innovative Entrepreneur

C. K. Ranganathan at the helm, CavinKare emerged into a successful business enterprise. The company offers quality hair care, skin care, personal care, food products and home essentials, borne out of a keen understanding of consumer needs [5]. CavinKare Ltd has pulled the advertising for two of its biggest brands, Fairever fairness cream and Nyle herbal shampoo, from long-time advertising agency, Fountainhead Communications.

Industry sources have estimated the Fairever account to be worth about Rs 12 crore, and the Nyle shampoo account to be worth about Rs 3 crore. According to the company, Fairever has a more than 12 percent share of the Rs 650 crore fairness cream market, and Nyle ranks as the fifth largest shampoo brand in the country. CavinKare has budgeted Rs 4 crore on television commercials to promote the new Chik Satin over a four-week period [6].

2. PROBLEM DEFINITION

During 1990's, CavinKare launched Chik shampoo through sachet packets; company has introduced the sachets at Rs 0. 50 which had a tremendous response from urban and rural consumers, during that time it captured the major market and acted as monopoly in the Indian market. After 1995, Hindustan Unilever has launched its Clinic Plus for Rs 0. 50 in rural and urban market. By effective implementation of marketingcommunicationmix with the help of market research and Foreign Direct Investment [FDI], Unilever Ltd has attracted major consumers of shampoo towards its product.

Apart from this P which is named for its excellent market research strategy implementation process has also created challenges by introducing its Head

and Pantene shampoo at affordable prices in Indian market. Since the Indian consumers are given different options in opting different shampoos at affordable price, which resulted in decline of Chik shampoo users. The consumers started switching over from Chik to its competitor products.

So in order to regain its urban market and rural market, CavinKare has launched Chik Satin shampoo with conditioners on 11 September 2008 at a competitive price for the target segment of 18-35 years of urban women consumers all over India [7], [8]. Due to time constraint and in order to know, whether the brand has reached the consumers, this market research on brand awareness particularly for Chik and Chik Satin shampoo has been conducted for CavinKare in Bangalore urban area. The aim of the project is “To study the Brand Awareness of Chik and Chik Satin shampoo for CavinKare Pvt.

Ltd at Bangalore”. The objectives of the study are 1. To carry out the review of literature on brand, brand awareness and consumer behaviour. 2. To study the socio economic characteristics of women consumers in Bangalore. 3. To identify the factors influencing brand awareness of Chik and Chik Satin shampoo. 4. To identify and interpret the factors involved in quality and benefits offered in the shampoo product. 5. To know the impact of brand awareness in sales improvement of the shampoo product. Methodology: Literature survey has been carried out using research journals, books and websites.

Socio economic stratum of women consumers have been identified using socio economic classification grid during personal interview at individual households. Factors influencing brand awareness of shampoo products have

been analyzed with the data collected from questionnaire. Comparative study has been carried out based on advertisement awareness with the competitor. Pareto analyses have been used to identify the major quality problems in the shampoo product. Comparative study has been carried out to know the existing and lagging quality attributes in the shampoo product with the competitor.

Quality Function Deployment has been deployed to distinguish the relationship between consumer voice and technical descriptors. The impact of brand awareness on sales improvement has been analyzed by applying the existing awareness and usage ratio in target population. Tools and Techniques: The Pareto Principle states that only a "vital few" factors are responsible for producing most of the problems. This principle can be applied to quality improvement to the extent that a great majority of problems 80% are produced by a few key causes 20%.

If we correct these few key causes, we will have a greater probability of success. Pareto analysis is applied to know the maximum quality requirements of the consumers. Quality Function Deployment (QFD) methodology is used to translate customer needs and requirements into the quality characteristics to improve quality for an existing product to develop a new consumer product [9]. Here quality function deployment is deployed in order to know the quality problems in Chik, Clinic Plus and Sunsilk shampoos.

3. ANALYSIS AND INTERPRETATION 3. Analysis on Television Advertisements CavinKare's Sponsorship Program at Doordarshan: Indian media industry has shown excellent growth both in numbers and in reach. Table 1 shows the changing trends in India's media spectrum. Table 1 Changing trends in

India's media spectrum Source: [4] Media TV Press Radio / FM Cinema Means Channels Publications Stations Theatres 1993 17 303 90 7692 2006 300+ 400+ 275+ 9650+ From the above table, it can be inferred that during 1993 there are only selected television channels for entertainment, among them Doordarshan was one and consumers had no other option for their entertainment.

But after 2006, there are more than 300 commercial channels in India; consumers have different choices for their entertainment means Percentage of brand awareness improvement through television advertisement during prime time: Television Media & Effectives on Brand [11] Ad Frequency [Prime Time] = 3 Impact = 1 Providing 3 Frequency of Ads during Prime Time $[(1/3) (4, 34, 391) (4. 6/100) (3)] = 19, 982$ Percentage of Awareness Target Population = 4, 34, 391 After Ad Awareness = 19, 982 Percentage $(19982/434391) (100) = 4.6\%$ If 3 frequencies of advertisements are given during prime time per day, the brand awareness increases by 4.6% in target population. SAS TECH 35 Volume 8, Issue 2, September 2009 Perceived Purchase Value Total Brand Awareness and number of Chik shampoo users from sample size of 300 Total brand awareness of Chik = 22 (Number of respondents) Current users of Chik = 18 Source: Brand Awareness Survey Data [From ' Oct 08' To ' Dec 08'] Awareness to Usage ratio $[22: 18] = (18/22) (19, 982)$ Perceived Purchase = 26, 349 persons Source: Brand Awareness Survey Data [From ' Oct 08' To ' Dec 08']

Table 2 Most viewed television programme during prime time in Bangalore Bangalore - Channel wise top day part Net Reach (%) 1. 2 10. 9 2. 7 2. 3 1. 5 2. 1 9. 6 9. 2 4. 6 0. 5 0. 7 Channels 9X colors NDTVIm Sahara One Sony Star

One Star Plus Zee TV Time Band 19: 30 20: 00 20: 30 21: 00 20: 30 21: 30
 21: 00 19: 30 20: 00 20: 30 21: 00 21: 30 21: 00 22: 00 21: 30 20: 00 22: 00
 20: 00 21: 30 ETV 21: 30 MAA TV 16: 00 Sun TV 21: 00 Source: [10]
 Programs CHAK DE BACHCHE BALIKA VADHU JYOTHI WOH REHNE WAALI
 MEHLON KI HUM LADKIYAN SHAKUNTALA BIDAAI CHHOTI BAHU MUKTHA
 MUKTHA MOVIE TIME KOLANGAL In sachets) = 2. 26 Target population =
 $[(18/22) (19982)] = 16349$ Source: Brand Awareness Survey Data [From ' Oct 08' To ' Dec 08'] Total consumption in sachet = $[(2. 26) (16349)] = 36949$ Increase of cost per sachet: Sales from sample = $[(62, 00, 000) (18/300) (2. 26)] = 840720$ Consumer usage after the influence of ads = 36949 Total consumption [In sachets] = $(840720+36949) = 877669$ From Survey: Only (3%) of Respondents are price sensitive = $[(877669) (3/100)] = 26330$ Net consumption per week [In Sachets] = $(877669-26330) = 8, 51, 339$ Advertisement cost per day = Rs. 1, 40, 000 Per packet ad Cost = $(11, 40, 000 / 8, 51, 339)$ Advertisement cost on Per sachet = Rs. 1. 33 Existing price of sachet = Rs. 0. 50 = Rs. 0. 50 + Rs 1. 33 Price including advertising cost = Rs. 1. 83 Discount price for [Wholesalers, Distributors and Retailers] = Rs. 0. 17 = Rs. 1. 83 + Rs. 0. 17 Total price of per sachet = Rs. 2. 00 The price per sachet has been increased to Rs. 2. 00 after including the advertisement cost in the sachets for urban market. 3. 2 Comparing Clinic Plus, Chik Satin and Chik Table 3 Recall factors in Clinic Plus shampoo SI.

No 1 2 3 Recall Factors Mother and Daughter WholefamilyPresentation is good No. of Respondents 29 6 4 % of Respondents 60% 12% 8% Cost for advertising in television during prime time Regional Channel In ETV the cost for advertising for 30 Seconds during Prime Time = Rs 3, 80, 000 Calculating

cost per sachet: Cost per sachet have been calculated by using the mean value of shampoo usage from women respondents, which is then applied to perceived purchase after advertisement awareness. The total consumption per week has been identified by multiplying frequency of shampoo usage per week and content of one sachet.

Since 3% of the respondents are price sensitive, from total consumption the 3% has been reduced. For calculating per sachet cost, total television cost has been divided by total consumption. Per week usage: Shampoo [Mean Value] = 2.26 [average usage per week] Milli Litre [ml] = 7 per sachet Total consumption per week = [(2.26) (7)] = 15.82 Source: Brand Awareness Survey Data [From ' Oct 08' To ' Dec 08'] Per week consumption Table 4

Recall factors in Chik Satin and Chik shampoo

Sl. No	1	2	3	Recall Factors
Mother and Daughter	15	3	% of Respondents	2%
Loose and Free Hair	10	6	% of Respondents	10%
Smooth and silky hair	6		% of Respondents	6%

No. of Respondents 153 % of Respondents 2% 10% 6% (From Tables 3 and 4) it can be inferred that percent of recall factors in clinic plus is more compared with Chik and Chik Satin. The reason behind this is in clinic plus the whole family is shown in the advertisement. In Indian culture the family is very important. Brands that support family values tend to be popular. Consumer care and affection are values that the Indian consumer rates much higher than for ambition and achievement. So the company should focus on sensitivity of consumers.

This is reflected in high percentage for poor quality of advertisement as stated reasons for ad avoidance. Currently it appears that consumers are neither receiving expected information value nor the entertainment value. Findings also show that the viewers do generally not prefer the longer

duration ads because the required information may get distorted or diluted [12]. Innovative Advertisement Execution Format: There are four types of innovative advertisement execution format [4]. Fig. 2 Percentage of recall factors in Chik, Chik Satin and Clinic Plus shampoo . STRONG RECALL FACTORS IN ADVERTISEMENTS Table 5 Strong recall factors in advertisements Fig. 3 Product use and benefits SI. No 1 2 3 Advertisements Vodafone Johnson & Johnson Surf Excel Recall Factors Small Dog Baby Kids % of Respondents 15 13 4 Advertisement in Figure 3 represents the product use and benefits of the shampoo product. 4. 1 Advertisement Avoidance Table 6 Advertisement avoidance SI. No Advertisements No. of Respondents watching Ads 81 86 89 85% No. of Respondents not watching Ads 19 14 11 15% 1 2 3 4 B-Class C-Class D-Class Total (Average) Fig. Slice of life Advertisement in Figure 4 represents providing solution for hair care problem From Table 5 it can be inferred that the respondents like more emotional and sensitivity recall factors in advertisements while watching television. In the advertisement 15% of respondents recalled Vodafone for its small dog during the personal interview, Johnson & Johnson was recalled for its baby shown in the advertisements and Surf Excel was recalled for the kids shown in the advertisements. So it was recommended to provide strong recall and emotional factors during advertisements.

From Table 6 it can be inferred that around 15 percent of target consumers are not interested in watching advertisements during the commercial breaks. It was very clear that the content of the advertisement was the most important criteria for the person to judge whether they wanted to see the advertisement or not. Fig. 5 Association SAS TECH 37 Volume 8, Issue 2,

September 2009 Advertisement in Figure 5 represents the consumer perception on shampoo product with use and benefits of the product. and benefits attributes to determine their impact in sales.

Table 7 explains the priority of consumer requirements in the quality and benefit attributes of shampoo. Here the attributes are converted to 100% to compare with Chik shampoo. Fig. 6 Testimonials Advertisement in Figure 6 represents the testimonials with brand celebrity. Fig. 7 Brand equity model Table 8 Existing and lagging attributes in Chik % of consumer requirements 10. 00 15. 67 2. 00 0. 33 8. 67 9. 33 6. 00 8. 67 6. 33 1. 67 11. 67 3. 67 9. 67 1. 33 5. 00 100. 00 4. 2 Analysis on Quality and Benefits Offered Pareto analysis: The Pareto Principle states that only a "vital few" factors are responsible for producing most of the problems.

This principle can be applied to quality improvement to the extent that a great majority of problems say 80%, are produced by a few key causes like 20%. If we correct these few key causes, we will have a greater probability of success. So the Pareto analysis is applied to know the quality requirements of the consumers. Table 7 Consumer expectation attributes Total number of consumers 47 35 30 29 28 26 26 19 18 15 11 6 5 4 1 300 Attributes Suitable for hair Avoid hair loss Conditioners Easy to rinse Fragrance Hair growth Less Chemicals Naturalness No rough hair Others Prevent Dandruff Price Softens hair To remove oil dirt Vitamins Grand Total

Chik % 4. 35 13. 04 0. 00 0. 00 0. 00 8. 70 4. 35 4. 35 8. 70 0. 00 8. 70 8. 70 34. 78 4. 35 0. 00 100. 00 Lagging 5. 65 2. 62 2. 00 0. 33 8. 67 0. 64 1. 65 4. 32 -2. 36 1. 67 2. 97 -5. 03 -25. 12 -3. 01 5. 00 Attributes Avoid hair loss Prevent Dandruff Suitable for hair Softens hair Hair growth Fragrance

Naturalness No rough hair Less Chemicals Vitamins Price Conditioners Others
 To remove oil dirt Easy to rinse Grand Total Percentage (%) 15. 67 11. 67 10.
 00 9. 67 9. 33 8. 67 8. 67 6. 33 6. 00 5. 00 3. 67 2. 00 1. 67 1. 33 0. 33 100.
 00

Comparing consumer expectation with Chik and its competitors: To know the existing and lagging attributes in shampoo product a comparative analysis has been done by comparing Chik and its competitors with the consumer expectation attributes. Sales weight points have been considered for corresponding quality Comparison has been done in (table 8) for the attributes of Chik with consumer expectation in order to know the existing and lagging attributes of Chik shampoo. To know the impact of quality improvements in increase of sales percentage, all the lagging attributes are multiplied with their corresponding sales weight provided by the company.

The sales weights for corresponding attributes are listed in Table 9. Table 10 shows 45. 39% of sales improvement can be made by improving the lagging attributes of Chik shampoo. Quality Function Deployment - Relationship Matrix: Customer competitive evaluations: Customer competitive evaluation prepares a competitive or strategic assessment of the business. This plan brings out the firm's competitive weaknesses, strength and identifying areas needing quality improvement. Determine the technical requirements: In this stage, customer demands were translated into technical requirements.

The objective is to translate each SAS TECH 38 Volume 8, Issue 2, September 2009 customer voice into one or more technical requirements. Here " what" question by identifying customers' requirements and " how" question by identifying the measurable and definable design features of the

consumer product. In this study, eight important quality characteristics were considered to meet customer requirements. These are performance, features, reliability, conformance, durability, serviceability, aesthetics, and quality. • • • • Table 9 Attributes with corresponding sales weight

Attributes	Avoid hair loss	Prevent Dandruff	Suitable for hair	Softens hair	Hair growth	Fragrance	Naturalness	No rough hair	Less Chemicals	Vitamins	Price	Conditioners	Others	To remove oil dirt	Easy to rinse	Grand Total	Total number of consumers	Total % of consumer requirements	Sales Weight																												
	47	35	30	29	28	26	26	19	18	15	11	6	5	4	1	300	% of consumer requirements	15.67	11.67	10.00	9.67	9.33	8.67	8.67	6.33	6.00	5.00	3.67	2.00	1.67	1.33	0.33	100.00	1.5	1.5	1.5	1.5	1.5	1.2	1.2	1.2	1.2	1.2	1.1	1.1	1.1	1.1

• Reliability of a product is the likelihood that a product will not fail within a specific time period.

This is the key element for users who need the product to work without fail. Conformance is precision with which the product or service meets the specified standards. Durability measures the length of a product's life. For shampoo, it measures how long the shampoo will keep its effectiveness of formula. Serviceability is the speed with which the product can be put into service when it breaks down, as well as the competence and behavior of the serviceperson. Aesthetics is the subjective dimension indicating the kind of response a user has to a product. It represents the individual's personal preferences.

It reflects the ways of individual's response to the look, feel and smell. A person judging the smell of a shampoo would say it is of higher quality. Table 10 Percentage of sales improvement in Chik Chik Lagging (%)

5.65	2.62	2.00	0.33	8.67	0.64	1.65	4.32	1.67	2.97	5.00	35.52
Sales Weights											
1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

5 1 1 1. 2 1. 5 1. 2 1. 2 1 1. 5 1. 2 Sales (%) 8. 48 3. 93 2. 00 0. 33 10. 40 0. 96 1. 98 5. 18 1. 67 4. 46 6. 00 45. 39 Attributes Suitable for hair Avoid hair loss Conditioners Easy to rinse Fragrance Hair growth Less Chemicals Naturalness Others Prevent Dandruff Vitamins Total •

Relationship matrix between hows and whats: After establishing the “ whats” and “ hows”, construction of house of quality continues with establishing the relationships between the customer voices and the technical requirements. To build the relationship matrix between “ hows” and “ whats”, it is necessary to establish if relationships exist between every what and every how. All relationships are categorized such as either strong, medium, or weak. A score of 9 is used to indicate a strong relationship between whats and hows.

A score of 3 signifies a moderate relationship and a square of 1 signifies a weak relationship between them. The matrix in (figure 8) shows all relationship between customer requirements and technical requirements. Quality plan: After calculating column weights, it can be seen which particular technical requirements are important to improve first, so that effort could be concentrated on them for quality improvement study. In this case, conformance was determined to be the most important technical requirement. As it is explained earlier, conformance is defined as meeting the specified standards.

For the fast moving consumer goods, consumer can have many alternative products for their preferences, therefore in order to satisfy the customer, company should meet at least required standards. 5. CONCLUSION The survey helped in understanding the consumer perception on brand

awareness and position of product in the market. It was observed that consumer's expectations were, Quality, benefits offered and packaging of shampoo product. Based on the results obtained, integrated marketing communication was suggested, as a result an improvement of 8% to 12.6% was observed in target population.

Lagging quality attributes have been identified for the improvement of sales by 45.39%. Suggestions towards improving brand awareness through quality attributes have been made. • Performance refers to the primary operating characteristics of the product or service. They are usually measurable. For a shampoo these characteristics would include the cleanliness factor such as, easy to foam or easy to rinse. Features are additional characteristics that enhance the product/service appeal to the user. Adding conditioner to the shampoo can be given as an example; brightness for normal hair or extra vitamins is being added to feed hair.

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