

# Consumer behavior essay sample

[Business](#), [Branding](#)



1. Discuss the nature of problem(s) in this case?
2. Suggest the kind of consumer research needed?

How should Golden Glow be positioned/ repositioned to bring about the desired change among consumers? Give your reasons

Anil Mahajan absent -mindedly ran his finger over the cake of soap before him. He traced the name ‘ Golden Glow’ embossed on the soap as he inhaled its unmistakable sesame fragrance. It was a small soap, almost like a bar of gold. There were no frills, no coloured packaging, and no fancy shape. Just a golden glow and the fragrance of sesame and Lucida font that quietly stated ‘ Golden Glow’.

Mahajan smiled wanly and clasped the soap in his hands, as if protecting it from an unseen predator. He was wondering with quiet concern if the 30-year-old brand would last long. Sensi India, where Mahajan was marketing manager, was taking a long, hard look at the soap, as it was proving to be a strain on resources.

There were varying stories about how Golden Glow was launched. Some said the brand was a ‘ gift’ from the departing English parent company. Others claimed that it was created for the then chairman’s British wife, as the Indian climate did not agree with her skin. They also claimed that the lady also coined the copy “ The honest soap that loves your skin” was also coined by the lady. The line had stuck through three decades. Only the visuals had changed, with newer models replacing the older ones.

Zeni was basically a speciality products company producing household hygiene, fabricare, and dental care products. Golden Glow was the only soap

in its product mix, produced and marketed by Sensi. Its reliable quality and value delivery had earned it a lot of respect in the market. Golden Glow equity was such that Sensi was known as the Golden Glow Company. Indeed, the brand name Golden Glow denoted purity, reliability, and gentle skincare.