International Brands & The Indian Consumer: A Study Of Critical Success Factors With Special Focus On Select FMCG Brands

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INTRODUCTION

The research in the International Brand Successes and Failures in India, especially for the FMCG sector is wide and scattered. The comparative study between the performances of international brands, functioning in the domestic market with an in-depth understanding of the dependant variables of factors, does not exist in India. However, there is an existence of theory on Brand Success and Failures.

The process of branding was developed to protect products from failure. This is easy to see if we trace this process back to its 19th-century origins. In the 1880s, companies such as Campbell's, Heinz and Quaker Oats were growing ever more concerned about the consumer's reaction to mass-produced products.

Brand identities were designed not only to help these products stand out, but also to reassure a public anxious about the whole concept of factory-produced goods. By adding a *'human'* element to the product, branding put the 19th century shoppers' minds at rest. They may have once placed their trust in their friendly shopkeeper, but now, they could place it in the brands themselves.

Fast-forward to the 21st century and a different picture emerges. Now, it is the brands themselves that are in trouble. They have become a victim of their own success. If a product fails, it's the brand that's at fault. They may have helped companies such as McDonald's, Nike, Coca-Cola and Microsoft build global empires, but brands have also transformed the process of marketing into one of perception-building. That is to say, image is now everything. Consumers make buying decisions based around the perception of the brand, rather than the reality of the product. While this means brands can become more valuable than their physical assets, it also means they can lose this value overnight. After all, perception is a fragile thing.

SELECT INTERNATIONAL CONSUMABLE FMCG BRANDS

The Indian market is obsessed with international brands and especially, when it comes to the FMCG sector, India is quiet lucky that it has got all the major International/Global Brands to its market. However, though India is lucky to have such brands, but the Indian consumer is very choosy in selecting the brands and especially in the consumable sector, where many brands are present, but their future is very uncertain. Indians have upgraded their standards in

Table 1: Select International Consumable FMCG Brands Market Share Matrix 2010

Sr. No	Successful Brand	International Company	Market Share	Less Successful Brand	International Company	Market Share
1	Colgate	Palmolive	38.20%	Pepsodent	P & G	18%
2	Pepsi	PepsiCo	40.40%	RC Cola	Cott Beverages	2%
3	Lays	PepsiCo	57%	Pringles	P & G	19.20%
4	Maggie Noodles	Nestle	45%	Top Ramen	Nissin Foods	20%
5	Maggie Ketchup	Nestle	53%	Heinz	H. J. Heinz Company	2.20%
6	Orbit	Wrigley	25%	Happydent	Perfetti Van Melle	17%
7	Halls	Cadbury	25%	Chlormint	Perfetti Van Melle	20%
8	Dairy Milk	Cadbury	70%	Bar One	Nestle	10%

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terms of adopting the global brands, but the consumer mostly evaluates the brands from the perspective of value-for-money criteria. It is to notice that the Indian consumer is not price sensitive; rather, he/she buys the brand based on the value that it can offer to him/her in lieu of the price he/she pays.

Thus, Table 1 presents 8- pairs of brands that have been selected based on the market share, wherein, one among the pair is a successful brand and the other is a less-successful brand in terms of the consumable FMCG category in terms of the market share it derives. It is to clarify here that the less-successful brand has not been taken as a failed brand by the author.

LITERATURE REVIEW

Companies don't blame the product, they blame the brand. It isn't the physical item sitting on the shop shelf at fault, but rather what that item represents, what it conjures up in the buyer's mind. This shift in thinking, from **product-blame to brand-blame**, is therefore, related to the way buyer behavior has changed. *'Today, most products are bought, not sold'.*

Thus, there is always a hindsight reason for the failure, but research work of advanced level is not executed due to stagnancy of the Industry, so far, it is concluded that, expanding a brand into a new market isn't just translating the tagline, the best way is to study the local tastes carefully (**Niti-Bhan & Brad Nemer/2006/5/brand-magic-in-india.**) More magnified literature outcome was published in the Harvard Business School Press (November, 2005) **(Christopher A. Bartlett and Sumantra Ghoshal, Managing Across Borders, Cambridge, Harvard Business School Press, 1989**) that, the truth is the cultural expectations, not merely languages are too often mismatched.

The consumer behaviour research conducted by **Rajeev et al. (1976)** on the purchasing behavior pattern of the consumers and their brand preferences for washing soaps among 150 consumers based in Shimla city, revealed that the education level of the consumers of washing soaps significantly influences the formation of brand loyalty. Further, **Mukesh Dhunna (1984)** conducted a study to analyze the prevalent patterns and attributes of consumers towards soft drinks and how different segments, based on age, profession, sex and income, differ in their attitudes. Information was collected from 100 respondents in Rohtak city, wherein Campa Cola had the highest awareness among the respondents. The taste of soft drinks was found to be the most important factor. The promotional campaign of Campa Cola was able to pull the consumers and force them to try it at least once. The study also revealed that consumers in the age group of 20 years were very much interested in advertisements, and those in the age group of 20-30 years were found to be taking extraordinary interest in advertisements. Most of the consumers were found to be changing their brand quite often.

Alka Gupta and Amrik Singh (1999) conducted a study on psychographic characteristics of consumers operating in four inter-dependent cultures in Jammu & Kashmir, namely, Punjabis, Dogras, Kashmiris and Hindi-speaking. The study concluded that the purchase decisions are influenced by the psychographic profiles of the consumers. It states that the efficiency of advertising depends on its match with target markets. The study has established the relationship between psychographics and advertising effectiveness through targeting divisions, advertisement writing decisions and media decisions.

Shiva Kumar and N. Meenakshi (2003) in their work on children as decision makers analyzed the purchase decision of children and parents in selected products. They observed that out of the nine products taken for the study, only in the TV channel to be viewed and the activities to be carried out by the children in their leisure time, children appeared to be the decision makers. However, in case of other products taken for the study, namely, notebooks, footwear, bicycles, comics, games, clothes and walkman, the decisions were taken by the parents or joint decisions were taken by both the parents and their children. Based on the study, they suggested that marketing executives should see that their promotional efforts are directed more towards the person taking the purchase decision. Marketers should find out the sources from where the decision makers in the family seek their information and must ensure that all the necessary information regarding the products marketed by them are available in detail.

The scattered literatures have revealed with regards the **critical success factors** for the brand to succeed in India. Firstly, the **Price**, the extrinsic cue, has received the most research attention out of all the intrinsic and extrinsic cues. Price is identified as an important index of quality as revealed by **Scitovsky, Tibor (1995)**.

In an experimental study, **Gardener (1971)** explored the degree of price-quality relationship for three products:

toothpaste, a man's shirt, and a suit. He concluded that while price did not affect the perception of product quality in case of all the three products, whether branded or not, it did affect the willingness to buy a shirt. However, Country-of-Origin effects are intangible barriers to enter new markets in the form of negative consumer bias, while they can be used as a source of competitive advantages in the form of positive consumer bias. The model derived in the study conducted by **P. A. P. Samantha Kumara & Kang Canhua (2010)** shows that consumers' expectations of foreign products have four dimensions: Economic, Informational, Conviviality and Personality. His finding reveals that when a consumer buys a foreign-made product, he considers the economic value of the product, wants more information about the product, and considers to what extent the product has an impact on social status and how the product enhances consumer personality. Third, consumer ethnocentrism is a phenomenon of the developed world. Consumers from less developed countries have repeatedly shown a marked preference for imported goods. Indians are generally perceived as clamoring for foreign brands, **Varma and Batra et al's (1998)** paper contains an account of literature that gives possible reasons for the average Indian's fondness for foreign goods. **Dang, Priya Jha and Koshy, Abraham (2004)** reveals in their research that the FMCG product category in India is witnessing severe competition like it does the US markets. A plethora of sales promotion offers are made ranging from simple price-offs to innovative contests and gift offers trying to lure the deal prone consumers. All kinds of brands in a given category-international, national, regional, and local design innovative sales promotion offers to attract consumers. For example, in the toilet soap category, Lux (international), Hamam (national), Tulsi Neem (regional), and local brands (unbranded) fight for market share by offering different schemes.

RESEARCH METHODOLOGY

❀ **Problem Statement :** To explore & identify the possible reasons of Successful & less-successful International Brands in Consumable FMCG sector in India & to suggest the curative measures and modality for better performance in the upcoming era in the FMCG sector.

❀ **Objectives of the Research**

❀ To find out the probable reasons for success and less success of the considerate brands.

❀ To identify a group of key success factors from among the successful International Brands.

❀ To study the socio - economic profile of the sample respondents.

❀ To analyze their consumption patterns with regard to select consumable FMCGs in the sample area.

❀ **Research Study:** The scrutiny was basically to strive the factors which influence the mental state of the customers while purchasing any brand or stirring at rack of products in the international malls or at any shopping centre. Moreover, international brands were surveyed in each of the FMCG industry. The brands that were selected were all consumables and so, probability of their brand recall was high as compared to others. In order to unfold or to paint the picture, questionnaire was even tested on a few Marketing Faculties. The samples were selected from four major cities of Gujarat to have an accuracy regarding results. The consumers were surveyed at malls, public places and institutions, where they were asked to fill up the questionnaire.

❀ **Sample Geography :** Samples consisted of respondents who belonged to different brands, levels, different locations and variety of experiences. Subjects were first briefed about the brands by giving them a brief introduction. Questionnaire was used as a tool for the survey. Multi-stage sampling was applied. Thus, the samples drawn in numbers and geography are as under: Ahmedabad- 123; Surat- 48 ;Vadodara- 84; Rajkot- 54

❀ **Design for the Research:** The Study was basically explorative in the initial terms, but it swivelled into a descriptive study. Qualitative research was done using this sample. But the aftermaths of the explorative research were cognitive, and further research winded to descriptive research. Thus, the research design is Descriptive. Further, in-depth and structure observations were taken. Secondary data from internet and books were collected to build an archetype. Serious efforts were put to truncate/axe response error and non-response error.

❀ **Sampling Method:** Basically, the method of sampling adopted for this research was the convenience judgmental sampling under the head of non-probability sampling, as the probability of all the customers who use FMCG products. It is the method in which the researcher judges the sample units based on his convenience and this method was best suited to the researcher as he had to make a direct walk-in through most of the customers who were shopping in the

malls, some customers were surveyed at their home and some respondents were surveyed at their respective institutions, who mainly were students.

❈ **Sampling Size:** The actual sample size decided was 400 . But out of those responses, 91 responses stood disqualified due to insufficient and/or false information provided by the respondents. Hence, these 91 respondents were not further considered for the survey to avoid any serious damage to the results. Thus, the final figure of the sample size was 309. To precede with the data collection, Survey questionnaires were hand distributed to more than 309 respondents, and were sent to the graduate university students and employees of various companies also. From the retrieved questionnaires, the researcher separated the lot into the frequent and less frequent consumers data. The researcher then conducted his analysis on 309 valid data of frequent consumers.

ANALYSIS

❈Taste As A Factor For Success : Respondents were asked about the taste of the brand in a statement form like **" I think that the taste of (Select Brand) is delicious"** to reveal their liking on the **1 to 7 where 1- Strongly Disagree and 7 - Strongly Agree**. The responses so collected are mentioned in the matrix presented in Table 2 .

Table 2: Taste As A Factor For Success

| Sr. No	Successful Brand	Mean	S. D.	Less-Successful Brand	Mean	S.D.	Further Analysis & Comments
1	Colgate	4.92	1.187	Pepsodent	4.20	0.957	Thus, t(24) =7.856, p< 0.05 (two-tailed). The mean decrease in Perceived quality was 0.72 with a 95% confidence interval ranging from 0.531 to 0.909. The eta squared statistics indicated a **large effect size**.
2	Pepsi	5.08	0.7	RC Cola	3.56	1.29	Thus t(24) =10.64, p< 0.05 (two-tailed). The mean decrease in Perceived Quality was 1.52 with a 95% confidence interval ranging from 1.23 to 1.81. The eta squared statistics indicated a **large effect size**.
3	Lays	5.00	1.22	Pringles	4.28	1.46	Thus, p< 0.05 (two-tailed). The mean decrease in Perceived Quality was 0.72 with a 95% confidence interval ranging from 0.47 to 0.97. The eta squared statistics indicated a **large effect size**.
4	Maggie Noodles	5.00	1.32	Top Ramen	4.24	1.09	Thus p< 0.05 (two-tailed). The mean decrease in Perceived Quality was 0.76 with a 95% confidence interval ranging from 0.49 to 1.03. The eta squared statistics indicated a **large effect size**.
5	Maggie Ketchup	4.56	1.16	Heinz	4.16	0.62	Thus , t(24)=2.83, p< 0.05 (two-tailed). The mean decrease in Perceived Quality was 0.4 with a 95% confidence interval ranging from 0.11 to 0.69. The eta squared statistics indicated a **large effect size**.
6	Orbit	4.52	0.82	Happydent	4.44	0.82	Thus t(24)=0.53, p> 0.05 (two-tailed). The mean decrease in Perceived Quality was 0.08 with a 95% confidence interval ranging from -0.23 to 0.39. The eta squared statistics indicated a **small effect size**.
7	Halls	4.68	1.46	Chlormint	4.68	1.46	Thus t(24)=0, p> 0.05 (two-tailed). The mean decrease in Perceived Quality was 0 with a 95% confidence interval ranging from -0.24 to 0.24. The eta squared statistics **indicated no effect size**.
8	Dairy Milk	5.68	1.44	Bar One	3.84	1.37	Thus t(24)=13.37, p< 0.05 (two-tailed). The mean decrease in Perceived Quality was 1.84 with a 95% confidence interval ranging from 1.56 to 2.12. The eta squared statistics indicated a **large effect size**.

MEAN DIFFERENCES IN PRODUCT PAIRS

1) Colgate And Pepsodent

Table 3: Mean Difference

	Price	Quality	Brand Image	Adv.	Pro.
Colgate	2.32	1.97	1.79	2.17	2.56
Pepsodent	2.35	2.08	2.04	2.27	2.58

Figure 1 : Preference of Brand Feature
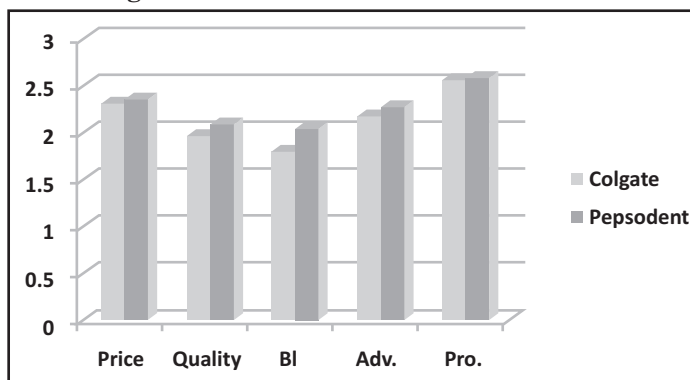
2) Pepsi and RC Cola

Table 4: Mean Difference of Pair

	Price	Quality	Brand Image	Adv.	Pro.
Pepsi	2.18	2.22	1.82	1.87	2.16
RC Cola	2.98	3.34	3.44	3.57	3.59

Figure 2 : Preference Of Brand Features
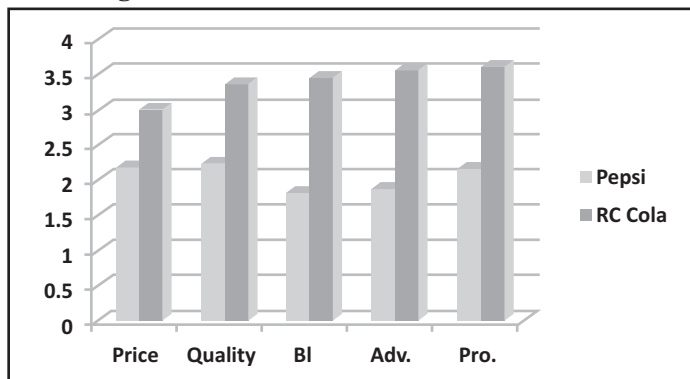
3) Lays and Pringles

Table 5: Mean Difference of Pair

	Price	Quality	Brand Image	Adv.	Pro.
Lays	2.74	1.8	1.87	1.95	2.4
Pringles	3.13	2.68	2.91	2.99	3.01

Figure 3 : Preference Of Brand Features
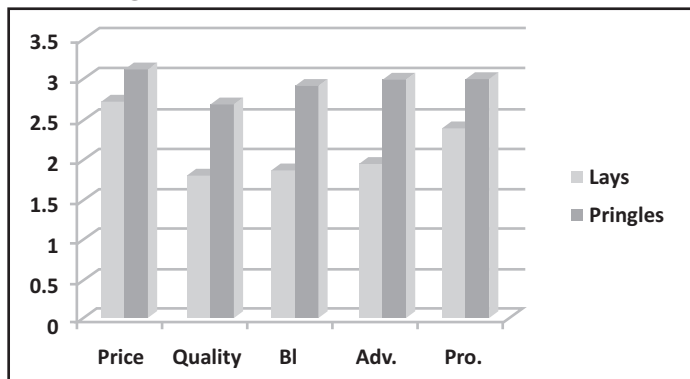
4) Maggi Noodles & Top Ramen

Table 6: Mean Difference of Pair

	Price	Quality	Brand Image	Adv.	Pro.
Maggi Noodles	1.72	1.57	1.62	1.65	1.6
Top Ramen	2.57	2.82	2.99	3.06	3.11

Figure 4 : Preference of Brand Features
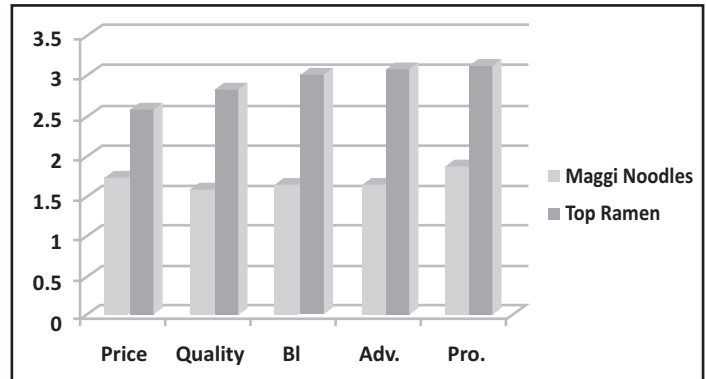
5) Maggi Ketchup & Heinz

Table 7 : Mean Difference of Pair

	Price	Quality	Brand Image	Adv	Pro
Maggi Ketchup	2.04	1.73	1.79	1.9	2.22
Heinz	2.8	2.53	2.64	2.78	2.97

Figure 5 : Preference of Brand features
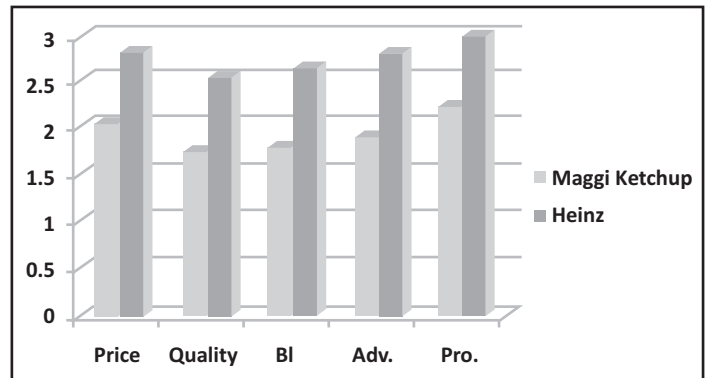
6) Orbit & Happydent

Table 8 : Mean Difference of Pair

	Price	Quality	Brand Image	Adv.	Pro.
Orbit	2.16	2.17	2.06	2.38	2.6
Happydent	2.17	2.07	2.07	1.98	2.29

Figure 6 : Preference of Brand Features
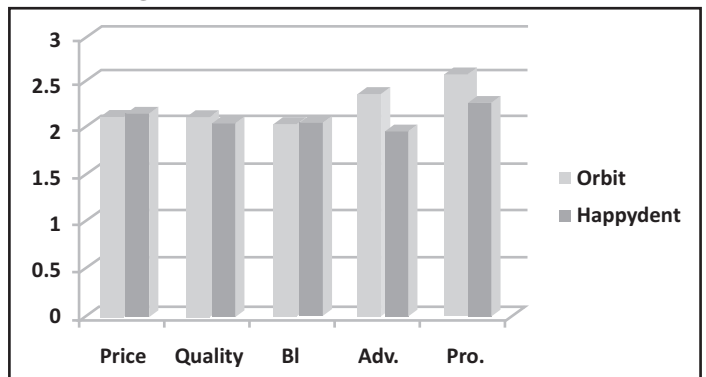
7) Halls & Chlormint

Table 9: Mean Difference of Pair

	Price	Quality	BI	Adv.	Pro.
Halls	2.04	2.15	2.18	2.45	2.75
Chlormint	1.99	2	1.98	1.91	2.21

Figure 7 : Preference of Brand features
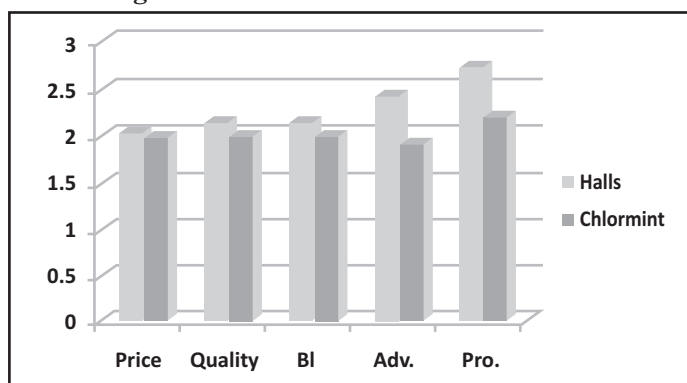
8) Dairy Milk & Bar One

Table 10 : Mean Difference of Pair

	Price	Quality	BI	Adv	Pro
Dairy Milk	2	1.5	1.44	1.57	1.97
Bar One	2.49	2.44	2.76	3	3.05

Figure 8 : Preference of Brand Features
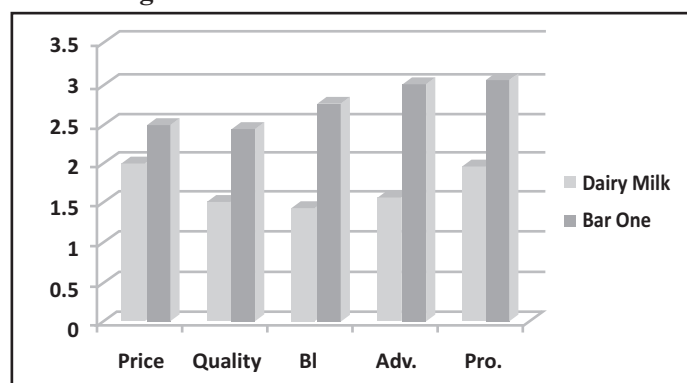
The matrix (Table 2) clearly brings out the importance of taste as a factor for success of a brand wherein brands like Dairy Milk, Maggi Ketchup, Maggi Noodles, Lays, Pepsi and Colgate carry significant liking amongst the respondents compared with their rival brands; whereas Orbit and Happydent have small difference in the buying behavior. The most prominent outcome is amongst Halls & Chlormint, where respondents are indifferent.

INTERPRETATION

❈The eight pairs (see Tables and Figures presented on Pages 8,9 and 10; Table 3- 10 and Figure 1-8) of the projected brand spectrum shows the mean values of each pair of brand in the same product category. The mean differences in the pair shows the satisfaction level of the product pair over the other paired brand with it.

❈The first product in each pair is a successful brand in the same category, wherein the latter is not a failed product, but a less successful brand from the prior one.

❈The brand Colgate and Pepsodent are well known and famous brands across the country. Still, when five variables of the product from the project scope were studied, they have a different position and values amongst the consumer behavioral set of framework. Colgate and Pepsodent are almost at par- with very less margin in their mean differences for the variables of price, advertisement and promotion level associated with the brand with mean figures at 2.32-2.35 (price), 2.17-2.27 (advertisement) and 2.56-2.58(promotion) for respective products. The significant difference in the mean value is in the quality and the brand image, with values of 1.97-2.08 and 1.79-2.04 for respective dimensions. Thus, Colgate has a higher satisfaction level.

❈Pepsi has a higher satisfaction level in terms of price and quality of the product against RC Cola, with mean values of

2.18-2.98 and 2.22-3.34 respectively. The figures depict straightaway that the brand image of Pepsi is significantly higher than that of RC Cola, with values of 1.82-3.44 respectively.

❋The overall satisfaction level of Lays is definitely more than Pringles in terms of quality, brand image, advertisements and promotions between them. The difference in the satisfaction level is for price, where the difference is low between them, so the researcher has inferred that both are considered as premium products in comparison to the price and the quantity trade-off with other market players.

❋The consumers seem highly satisfied with the brand, Maggi Noodles. Whether in terms of price, quality, advertisement and promotion, the brand has successfully established its market share in the country. The product is a leader with a very good differentiation strategy of the product and that is due to the tastemaker that is enclosed in the pack, which is used for the preparation of the noodles.

❋Maggi Ketchup and the Heinz Ketchup has a got a different satisfaction level in five parameters, where Maggi brand is again leading with leading market share. The satisfaction is majorly higher in terms of the price and the quality of the product.

❋The brands, Orbit and Happydent are the brands falling into confectionary category, where the buying behaviour is more impulse in nature. There is no significant difference that was found in the satisfaction level in terms of price, quality, brand image and promotion. However, the consumers were found to be more satisfied with Happydent advertisements than they were with that of Orbit. Happydent uses humorous appeal to catch the attention of the masses through its ads.

❋Halls and Chlormint are the brands falling into the confectionary industry, where the buying behaviour is more impulse in nature. No significant difference was found in the satisfaction level in terms of price, quality, brand image and promotion. The consumers are more satisfied with Chlormint advertisements than they were with the Orbit advertisement.

❋The brand Dairy Milk is any day a king size successful brand against Bar One. The consumers are extremely satisfied with the dimensions of price, quality, brand image, advertisement and promotion. The mean points are; 2-2.49 (price), 1.5-2.44 (quality), 1.44-2.76 (brand image), 1.57-3 (advertisements) and 1.97-3.05 (promotion).

HYPOTHESIS -1

H1: Price is a dependant variable across demography.

H0: Price is not a dependant variable across demography.

The paired comparison tables (Table 11, 12 and 13) show that there is a correlation of the product with the price, when compared with the income and age of a consumer towards the buying behaviour of the product for 0.079 and 0.067 respectively. **Thus, the Null hypothesis is accepted**.

Table 11 : Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Price_I	4.97	309	1.564	.089
	Gender	1.33	309	.486	.028
Pair 2	Price_I	4.97	309	1.564	.089
	Income	2.39	309	.901	.051
Pair 3	Price_I	4.97	309	1.564	.089
	Age	1.98	309	1.073	.061
Pair 4	Price_I	4.97	309	1.564	.089
	Work_status	2.44	309	1.075	.061

Table 12: Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Price_I & Gender	309	.041	.469
Pair 2	Price_I & Income	309	.079	.168
Pair 3	Price_I & Age	309	.067	.238
Pair 4	Price_I & Work_status	309	-.057	.319

Table 13: Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Price_I - Gender	3.641	1.619	.092	3.460	3.822	39.535	308	.000
Pair 2	Price_I - Income	2.579	1.743	.099	2.384	2.774	26.018	308	.000
Pair 3	Price_I - Age	2.997	1.837	.104	2.791	3.202	28.681	308	.000
Pair 4	Price_I - Work_status	2.531	1.948	.111	2.313	2.749	22.835	308	.000

HYPOTHESIS - 2

H1: Advertisement is a dependant variable across demography.

H0: Advertisement is not a dependant variable across demography.

Table 14: Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Adv_I	4.00	309	1.613	.092
	Gender	1.33	309	.486	.028
Pair 2	Adv_I	4.00	309	1.613	.092
	Age	1.98	309	1.073	.061
Pair 3	Adv_I	4.00	309	1.613	.092
	Work_status	2.44	309	1.075	.061
Pair 4	Adv_I	4.00	309	1.613	.092
	Family	1.91	309	.846	.048
Pair 5	Adv_I	4.00	309	1.613	.092
	Income	2.39	309	.901	.051

Table 15: Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Adv_I & Gender	309	-.023	.681
Pair 2	Adv_I & Age	309	-.083	.148
Pair 3	Adv_I & Work_status	309	.068	.232
Pair 4	Adv_I & Family	309	.135	.017
Pair 5	Adv_I & Income	309	-.017	.766

The paired comparison tables (Table 14, 15 and 16) show that there is a correlation of the product with the advertisement, when compared with the work status and family type of a consumer towards the buying behaviour of the product for 0.58 and 0.135 respectively. **Thus, the Null hypothesis is accepted.**

Table 16: Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Adv_I - Gender	2.663	1.695	.096	2.474	2.853	27.620	308	.000
Pair 2	Adv_I - Age	2.019	2.010	.114	1.794	2.244	17.664	308	.000
Pair 3	Adv_I - Work_status	1.553	1.876	.107	1.343	1.763	14.553	308	.000
Pair 4	Adv_I - Family	2.084	1.717	.098	1.892	2.276	21.339	308	.000
Pair 5	Adv_I - Income	1.602	1.860	.106	1.394	1.810	15.136	308	.000

HYPOTHESIS - 3

H1: Quality is a dependant variable across demography.

H0: Quality is not a dependant variable across demography.

Table 17 : Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Quality_I	5.81	309	1.552	.088
	Gender	1.33	309	.486	.028
Pair 2	Quality_I	5.81	309	1.552	.088
	Age	1.98	309	1.073	.061
Pair 3	Quality_I	5.81	309	1.552	.088
	Work_status	2.44	309	1.075	.061
Pair 4	Quality_I	5.81	309	1.552	.088
	Family	1.91	309	.846	.048
Pair 5	Quality_I	5.81	309	1.552	.088
	Income	2.39	309	.901	.051

Table 18 : Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Quality_I & Gender	309	-.023	.688
Pair 2	Quality_I & Age	309	.091	.111
Pair 3	Quality_I & Work_status	309	.051	.373
Pair 4	Quality_I & Family	309	-.033	.569
Pair 5	Quality_I & Income	309	.182	.001

The paired comparison tables (Table 17, 18 and 19) show that there is a correlation of the product with the quality, when compared with the income, work status and age of a consumer towards the buying behaviour of the product for 0.182, 0.051 and 0.091 respectively. **Thus, H0 is accepted and H1 is rejected**.

HYPOTHESIS - 4

H1: Promotion is a dependant variable across demography.

H0: Promotion is not a dependant variable across demography.

Table 19 : Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Quality_I - Gender	4.476	1.637	.093	4.293	4.659	48.070	308	.000
Pair 2	Quality_I - Age	3.832	1.805	.103	3.630	4.034	37.320	308	.000
Pair 3	Quality_I - Work_status	3.366	1.843	.105	3.159	3.572	32.109	308	.000
Pair 4	Quality_I - Family	3.896	1.792	.102	3.696	4.097	38.229	308	.000
Pair 5	Quality_I - Income	3.414	1.647	.094	3.230	3.599	36.451	308	.000

Table 20 : Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pro_I	4.04	309	1.658	.094
	Gender	1.33	309	.486	.028
Pair 2	Pro_I	4.04	309	1.658	.094
	Age	1.98	309	1.073	.061
Pair 3	Pro_I	4.04	309	1.658	.094
	Work_status	2.44	309	1.075	.061
Pair 4	Pro_I	4.04	309	1.658	.094
	Family	1.91	309	.846	.048
Pair 5	Pro_I	4.04	309	1.658	.094
	Income	2.39	309	.901	.051

Table 21 : Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Pro_I & Gender	309	.106	.062
Pair 2	Pro_I & Age	309	-.036	.528
Pair 3	Pro_I & Work_status	309	.051	.370
Pair 4	Pro_I & Family	309	.067	.240
Pair 5	Pro_I & Income	309	-.092	.106

Table 22 : Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Pro_I - Gender	2.702	1.677	.095	2.515	2.890	28.319	308	.000
Pair 2	Pro_I - Age	2.058	2.007	.114	1.834	2.283	18.025	308	.000
Pair 3	Pro_I - Work_status	1.592	1.929	.110	1.376	1.808	14.506	308	.000
Pair 4	Pro_I - Family	2.123	1.810	.103	1.920	2.326	20.615	308	.000
Pair 5	Pro_I - Income	1.641	1.958	.111	1.422	1.860	14.728	308	.000

The paired comparison tables (Table 20, 21 and 22) show that there is a correlation of the product with the promotion, when compared with the gender, work status and the family type of a consumer towards the buying behaviour of the product for 0.105, 0.051 and 0.067 respectively. **Thus, Ho is accepted.**

RESEARCH LIMITATIONS & SCOPE FOR FURTHER RESEARCH

The work has some limitations. First, although the study covers four major cities and sixteen international brands, generalization of the results bears risks, as the samples are not nationally representative. The relatively limited sample size of the four major cities of Gujarat may not replicate the same results if the same research is replicated in other states of India. Therefore, future research should be directed toward multiple states of India, taking the same brands. Second, the approach does not cover *"product-market outcomes"* such as price premium, market share, relative price, and *"financial-market outcomes"* such as brand's purchase price and discounted cash flow of license fees and royalties **(Ailawadi et al., 2003; Keller & Lehmann, 2001)**. Thus, future research can be directed towards the integration of these perspectives.

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