

A STUDY ON THE ADVERTISEMENTS OF SOAP BRANDS

Project Report

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By

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DECLARATION

I, **SAINCY MARIA JENSEN** hereby declare that the project entitled” **A STUDY ON THE ADVERTISEMENT OF SOAP BRANDS**”,has been prepared by me and submitted to the University of Calicut in partial fulfillment of the award of the Business Administration, is a record of research done by me under the supervision and guidance of research guide **Fr.AJO GEORGE MOOTHEDAN**,Assistant Professor Naipunnya Business School, Pongam, Koratty East,Thrissur.

I also declare that the same has not previously formed as the basic for the award of any Degree, Diploma or fellowship or other similar title to this or any other Universities.

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CHAPTER – I
INTRODUCTION

1.1 INTRODUCTION

In the competitive landscape of consumer goods, understanding and enhancing audience engagement with brand messaging is pivotal for success. This project, "To study the advertisements of soap brands" aims to explore the effectiveness of brand messaging employed by top soap brands in Kerala market in order to give insights for KP Namboodiri's Ayurvedics, a prominent name in the realm of Ayurvedic products to establish a promising way to spread their brand messages.

A company's aims and objectives are in line with effective brand message, which promotes customer loyalty, growth, and sales. It guarantees that the main business plan is supported by all brand communications. Promotes Consumers are more inclined to get devoted to a brand when they find a connection with its message. Repeat business and enduring client connections may result from this loyalty.

K P Namboodiri's Ayurvedics has established itself as a trusted brand, leveraging the rich heritage of Ayurveda to offer a range of personal care products, including soaps. Despite the brand's reputable position, the dynamic nature of consumer preferences and the increasing competition necessitate a continuous evaluation of how effectively the brand's messaging resonates with its target audience. K P Namboodiri's is often viewed as a trusted and credible brand due to its long-standing presence in the market and its commitment to Ayurvedic principles. The brand's emphasis on natural and herbal ingredients aligns with consumer preferences for health and wellness products, enhancing its credibility.

This study is designed to delve into various aspects of advertising which include marketing communication channels, advertisement recall levels and also focus on the format or content of advertising which leads to purchasing decisions. Brands try to interact with customers at vital moments, influencing their decisions. Here are a few crucial insights: The old funnel concept of a consumer starting with numerous brands and narrowing down to one is no longer applicable in today's complex market. The customer decision journey includes four phases:

In this first stage of brand awareness, consumers discover possible brands that could meet their requirements. Making a Decision, Here, analysis and investigation are useful. In order to select a product, customers evaluate features, costs, and user reviews.

Purchasing the Product, at this point in the conversion process, customers select a brand and complete the transaction. The customer's experience following a purchase affects how they view the brand going forward and how they make decisions. The necessity of consumer engagement throughout the journey is emphasized in the section on engagement matters. Sales and customer loyalty are driven by positive experiences, and a brand's ability to connect with consumers has a huge impact. The overall perception of the brand is improved by this cohesive approach.

Advertisements are intended to capture the attention of potential buyers. Effective advertisements combine images, captivating headlines, and interesting content to stand out and make an impression. Ads bring new products or services to market, increasing client awareness.

They inform potential customers about the brand's offerings and why they matter. Advertisements can pique people's interest and desire for a product or service by using intriguing storytelling and emotional appeals. This phase is critical in guiding customers from awareness to consideration. Advertisements frequently provide useful information about a product's characteristics, benefits, and uses. Educating customers allows them to make more informed purchasing decisions and comprehend how the product may fit their requirements.

Consumer perception of a brand is determined by its marketing. Good, straightforward marketing can change consumers' views and behaviors towards the brand, which in turn may influence their choice of purchases. The findings of this project will provide valuable feedback to K P Namboodiri's marketing team, enabling them to refine their communication strategies, enhance brand loyalty, and ultimately drive sales growth. A brand's message serves as a potent light in today's congested marketplace, assisting consumers as they make decisions. It molds the way that customers view a brand, impacting every step of the process, from first thought to last purchase and beyond. A brand may make the difference between becoming lost in the crowd and developing a strong relationship with its target market with a well-crafted brand message.

The first step towards a brand message's impact is raising awareness. Customers can better comprehend a brand's basic values, mission, and solution to a problem when it communicates in a clear and succinct manner. As soon as a consumer reaches the "Considering Options" stage, this early acknowledgment promotes the brand as a

possible contender. Going forward, the "Making a Choice" process is filtered by a powerful brand message. A brand message is a strategic tool with far-reaching consequences. It shapes customer perception, influences buying decisions, and fosters brand loyalty. In today's competitive landscape, a powerful and well-delivered message can be the key to unlocking long-term success. It takes great thought to create a brand statement that is effective. It must be genuine and represent the essential characteristics and ideals of the brand. The message must be conveyed consistently across all touchpoints, including packaging, advertising, and customer encounters. It's critical to comprehend the needs and goals of the target audience. The brand message builds a stronger bond and encourages brand loyalty by addressing their needs and desires directly.

K P Namboodiri's Ayurvedic have not marketed its soap varieties in any means therefore this project will give inputs for the company to create advertisements that is far more customer engaging. Furthermore, this research will contribute to the broader understanding of consumer-brand interactions in the context of Ayurvedic products, offering actionable recommendations for optimizing brand messaging in a competitive market. This project seeks to bridge the gap between K P Namboodiri's Ayurvedics and its audience by assessing the effectiveness of its soap brand messaging, thereby facilitating more meaningful and impactful consumer connections. The report will provide valuable insights into various aspects of the project, such as market trends, consumer behavior, competitor analysis, and operational efficiencies. This information helps the company make informed decisions and formulate effective strategies.

1.2 STATEMENT OF THE PROBLEM

K P Namboodiri's Ayurveda, a leading name in Ayurvedic personal care products, seeks to understand ways to effectively spread their brand message that resonates with customers. This understanding is crucial to optimize their marketing strategies and maximize customer engagement. K P Namboodiri's Ayurvedics competes in a market that is growing and has well-known soap brands. It is essential to comprehend how these rivals create and present their brand messages through in order to determine K P Namboodiri's advertising approach.

A clear understanding of customer preferences and perceptions with brand messages allows K P Namboodiri's Ayurvedics to refine their messaging strategy. This can lead to more targeted campaigns, improved brand positioning, and ultimately, increased sales.

1.3 OBJECTIVES OF THE STUDY

- 1.To assess the exposure of advertisements through marketing communication channels.
- 2.To assess the recall level of brand advertisements.
- 3.To analyze the customer preferences on the advertisement contents.

1.4 SCOPE OF THE STUDY

The scope of this study includes assessing the audience engagement with top soap brands' advertising. It focuses on analyzing customers preferences, and behaviors related to soap advertisements. This study for K P Namboodiri's Ayurvedics could hold immense value by assessing customer engagement with brand messages through advertisements of the 3 soap brands. By analyzing how consumers respond to messaging from leading competitors, K P Namboodiri's Ayurvedics can get valuable insights to refine their own advertising strategy. The study could uncover which messages resonate most with target audiences, what aspects influence engagement, and potential gaps in the competitive landscape. This knowledge would empower K P Namboodiri's Ayurvedics to craft more targeted and compelling brand messages, ultimately increasing customer engagement and brand loyalty for their Ayurvedic soap products which results in increased sales.

The study will explore the effectiveness of various strategies used by top soap brands such as Pears, Medimix and Chandrika. The study will use both quantitative and qualitative research methodologies to study the advertisement strategies. It is possible to collect a wide range of information on how customers see the messaging of various soap brands using online polls and surveys. To obtain greater understanding of what resonates with clients and what portions of communications they find inauthentic or forgettable, in-depth surveys or interviews can also be undertaken. To determine the main patterns in consumer interaction with soap brand messaging, the gathered data will be examined and analyzed.

However, the study will not delve into detailed financial analysis or production processes of the soap brands. The insights generated from this study will be specific to K P Namboodiri's Ayurvedics, providing actionable recommendations to enhance their soap marketing and advertising strategies in the market.

1.5 PURPOSE OF THE STUDY

The study aims to measure how effectively advertisements are reaching the target audience through different marketing communication channels. It seeks to understand which channels are most effective in terms of exposure. Also purpose indicates a desire to measure how well consumers remember or recall advertisements for specific brands. It aims to gauge the effectiveness of advertising efforts in terms of creating lasting impressions. Moreover, suggests an interest in understanding what types of advertisement content resonate best with consumers. It aims to identify preferences regarding the message, style, tone, and overall content of advertisements.

1.6 RESEARCH METHODOLOGY

Research methodology refers to the systematic, theoretical analysis of the methods applied to a field of study. It encompasses the principles, procedures, and techniques used to collect, analyze, and interpret data. Research methodology is crucial for ensuring the validity and reliability of research findings.

1.6.1 RESEARCH DESIGN

The research design for involves a mixed-methods approach to gather comprehensive insights. In this case, the research design is descriptive in nature. Firstly, quantitative surveys will be conducted among a representative sample of customers to assess awareness, perception, and preferences regarding soap brand advertisements. There will be a questionnaire that contains questions regarding the brand advertisement exposure, brand advertisement recall and customer preferences with soap advertisements content. A survey questionnaire will be administered to a sample of 150 participants selected through convenience sampling. The questionnaire will consist of 20 items assessing, advertising exposure, and perceived effectiveness. The survey will be self-administered and data will be analyzed using descriptive statistics, such as frequencies and percentages, to determine the proportion of respondents who have been

influenced by soap brand advertising, and to identify the most effective advertising channels. The results will provide insights into the impact of soap brand advertising on customer interaction and inform marketing strategies to enhance customer engagement.

Based on the research insights, recommendations for K P Namboodiri's Ayurvedics will be provided to enhance audience engagement and create impactful soap advertisements. Strategies may include leveraging Ayurvedic heritage, emphasizing natural ingredients, adopting digital marketing channels, and crafting messages that resonate with target demographics' values and preferences.

1.6.2 SOURCE OF DATA

Both primary and secondary data is sourced for the study. Conducting online surveys among target demographics can provide direct feedback on audience preferences, perceptions, and engagement with soap brands advertisement. Questions can cover brand advertisement recall, message effectiveness, purchase behavior, and satisfaction levels.

1.6.3 POPULATION OF THE STUDY

In the context of the research, the population of the study comprises of the 150 customers of soap brands Pears, Medimix and Chandrika, who resides in Thrissur district and are aged above eighteen years up-to 60 years. They are particularly selected because these population have greater change of exposure to brand messaging through social medias or other communication channels. They also encounter with different FMCG products on their daily basis and purchases different goods for their family and personal use.

1.6.4 SAMPLING TECHNIQUE

Convenience sampling technique is used in this study. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. It is often used when quick, easy, and inexpensive data collection is required. However, it has limitations regarding generalizability and potential bias.

1.6.5 SAMPLE SIZE

The sample size for the study include a total of 150 customers, with 50 customers each of the soap brand Pears, Medimix, Chandrika. A sample size is a subset of individuals or data points selected from a larger population or dataset, used for research, analysis, or experimentation. The sample size is typically smaller than the population size, but large enough to be representative and statistically significant.

1.6.6 PERIOD OF THE STUDY

The period of the study comprises of 56 days.

1.6.7 DATA COLLECTION

A helpful approach for obtaining data straight from a target audience is a questionnaire. In this study questionnaire is formulated. They are made up of a set of prearranged questions that can be given in person, in print, or online. The use of questionnaires offers numerous benefits. They make it possible to gather data from a large number of respondents in a successful manner, giving rise to a statistically significant portrayal of views and opinions.

Data gathering is guaranteed by the established format, which also makes analysis easier. Questions are curated by giving significant thoughts and research Enquiries are designed be precise, succinct, and devoid of prejudicial responses. A variety of question formats, such as open-ended, Likert scale, and multiple choice, yield data that is both qualitative and quantitative. The questionnaire is pilot tested in advance to make sure it successfully collects the needed data. The major drawback of this method of data collection is there may be bias and also people may not answer the questions with genuine minds and interest.

On the other hand, secondary data is collected from published sources, including newspapers, books, journals, and reports. Such sources frequently provide thorough information on a range of subjects. Information about the five soap brands are collected from advertisements and posters and company websites.

1.6.8 TOOLS OF THE ANALYSIS

Surveys and Questionnaires: These tools can gather quantitative data on audience preferences, perceptions, and engagement with soap brand messaging. They can also assess brand awareness and recall among target demographics.

Percentage analysis is a statistical technique used to analyze and interpret data by calculating the percentage of respondents or observations that fall into a particular category or respond in a certain way. It is a way to summarize and describe the data in a concise and meaningful way. In percentage analysis, the data is typically categorized into different groups or responses, and the percentage of respondents or observations in each group is calculated.

Total Weighted Rankings: It is a method used to prioritize and rank items or options based on their relative importance or performance. This approach enables the combination of multiple factors into a single score, facilitating comparison and ranking of items. TWR allows for the assignment of different weights to criteria based on their relative importance, reflecting their impact on the overall ranking. By multiplying each criterion's weight by its corresponding score and summing the products, a total weighted score is calculated, providing a comprehensive measure of each item's performance. This tool is particularly useful in analysis, as it helps to evaluate multiple criteria, assign weights, and calculate a total score, ultimately leading to a more informed decision-making process.

Bar charts: Bar charts are ideal for comparing different categories or groups within a dataset. For example, comparing the frequency of responses across different groups in a survey. By displaying data over time or across different conditions, bar charts help in visualizing trends and patterns. They effectively highlight differences between groups or categories, making it easy to identify which category has the highest or lowest values.

1.7 LIMITATION OF THE STUDY

1. Unwillingness and lack of interest shown by customers to read and understand the questions in the questionnaire.
2. Limited access to data.
3. Limitation the generalizability of findings to the broader population. The student might be restricted to readily available participants, impacting the representativeness of the sample.

1.8 INDUSTRY PROFILE

GLOBAL

In worldwide scenario, the FMCG (fast-moving consumer goods) sector includes daily necessities like food and drink, personal hygiene products, home care supplies, and more. The FMCG market is projected to develop at a compound annual growth rate (CAGR) of 5.1%, reaching a staggering \$18.94 trillion by 2031. Food and drink continue to lead the market, with personal care and home care coming in second and third.

The FMCG sector remains to be resilient and adaptable on a global scale, despite disruptions and economic downturns such as the COVID-19 pandemic. The industry's digital revolution was markedly expedited by the pandemic, with e-commerce emerging as a significant sales channel. The rising number of consumers buying online has led these businesses to invest in strong supply chain solutions and improve their online presence in order to keep up with the demand. Direct-to-consumer (D2C) models have made it possible for businesses to build closer relationships with those they serve through giving them tailored ordering experiences and encouraging brand loyalty.

Geographically, FMCG companies have a lot of room to grow in growing countries in Asia, Africa, and Latin America. These areas are generating demand for a wide variety of consumer products due to their growing middle classes, increasing urbanization, and rising disposable incomes. In contrast, premiumization and health-conscious consumerism are becoming more prevalent in developed markets in North America and Europe. These regions' growing consumer preference for ethically, sustainably, and organically produced goods is pushing FMCG companies to implement more transparent and sustainable business methods.

The FMCG sector is still largely reliant on innovation, with businesses making substantial investments in R&D to keep up with evolving demands from consumers. Artificial intelligence and data analytics together enable businesses to forecast market trends, enhance pricing tactics, and improve customer satisfaction. Furthermore, sustainability has taken front stage as FMCG firms work to lessen their environmental impact through strategies like responsible sourcing, eco-friendly packaging, and waste reduction.

TYPES OF FMCG COMPANIES

FMCG (Fast-Moving Consumer Goods) companies can be categorized into several types based on their product offerings, target markets, and business models. Here are some types of FMCG companies:

- **Food and Beverage Companies:** Manufacturers of packaged foods, snacks, and beverages (e.g., Nestle, PepsiCo, Coca-Cola)
- **Personal Care Companies:** Producers of personal hygiene products, cosmetics, and skincare products (e.g., Unilever, Procter & Gamble, L'Oréal)
- **Household Care Companies:** Manufacturers of cleaning agents, paper products, and other household essentials (e.g., Reckitt Benckiser, Henkel, SC Johnson)
- **Healthcare Companies:** Producers of over-the-counter medications, vitamins, and other health supplements (e.g., Johnson & Johnson, Pfizer, GSK)
- **Baby Care Companies:** Manufacturers of baby food, diapers, and other baby care products (e.g., Nestle, Danone, Kimberly-Clark)
- **Pet Care Companies:** Producers of pet food, treats, and other pet care products (e.g., Mars, Nestle, Purina)
- **Luxury Goods Companies:** Manufacturers of high-end personal care, beauty, and household products (e.g., LVMH, Kering, Shiseido)
- **Natural and Organic Companies:** Producers of natural and organic food, personal care, and household products (e.g., Amy's Kitchen, Seventh Generation, Burt's Bees)
- **Private Label Companies:** Manufacturers of store-brand products for retailers (e.g., Costco's Kirkland)
- **E-commerce FMCG Companies:** Online-only retailers of FMCG products (e.g., Amazon, Thrive Market, Boxed)

TOP TEN FMCG COMPANIES WITH SOAP BRANDS IN THE WORLD

- **Procter & Gamble (P&G)** - Notable brands of soap include Ivory, Olay, and Safeguard. P&G is a well-known global leader in the FMCG industry, known for its extensive line of personal care products, which includes well-known soap brands that prioritize customer trust and quality.

- Unilever - Notable Soap Brands: Dove, Lux, Lifebuoy - With its wide range of soap brands that meet different consumer demands, from hygiene to premium skincare, Unilever has a strong market position worldwide.
- Colgate-Palmolive is a well-known corporation that sells personal care goods, particularly soap brands that are well-liked for their high quality and skin-friendly attributes. Notable soap brands include Irish Spring, Palmolive, and Protex.
- Johnson and Johnson-Prominent Soap Brands: Neutrogena, Johnson's Baby Soap. A prominent force in the FMCG sector, Johnson & Johnson specializes in healthcare and personal care goods, including well-known soap brands suitable for all age groups.
- Henkel-Famous Soap Brands: Dial, Fa Henkel is a major participant in the FMCG sector, providing a range of soap brands that are renowned for their inventiveness and advantages for skin care.
- Benckiser Reckitt (RB)-Notable Soap Brands: Dettol Known for its antibacterial qualities, Dettol is a top-selling soap brand from Reckitt Benckiser, a company that specialises in home, hygiene, and health goods.
- Kao Enterprise-Famous Soap products: Biore, Curel Kao Corporation is a well-known Japanese FMCG business that has an established reputation in the personal care industry and sells soap products that focus primarily on hygiene and skincare.
- Beiersdorf-Notable Soap Brands: The German business Nivea Beiersdorf is well-known for its Nivea brand, which consists of a number of soap products that are renowned for their capacity to moisturise and protect skin
- Godrej Consumer Goods-Prominent Soap Brands: Godrej No. 1 and Cinthol Popular soap products that are well-known for their high quality and reasonable prices are produced by Godrej, an important FMCG firm in India.
- L'Oréal -Prominent Soap Brands: Vichy, LaRoche- Posay. Although L'Oréal is most recognized for its cosmetics and skincare products, it also provides high-end soap brands through its lines that are dermatologist-focused, meeting particular skincare requirements.

MARKET SIZE OF FMCG INDUSTRY WITH SOAP BRANDS IN THE WORLD

The global FMCG (Fast-Moving Consumer Goods) industry, which includes a wide range of products such as food and beverages, personal care, household items, and over-the-counter medicines, is substantial in size and continues to grow steadily. Within this vast industry, soap brands represent a significant segment, contributing to the overall market size.

The Fast-Moving Consumer Goods (FMCG) industry is a significant sector that encompasses a wide range of consumer products, including soap brands. The global FMCG market size was valued at approximately \$1.4 trillion in 2020 and is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.5% from 2020 to 2027, reaching around \$1.9 trillion by 2027.

The global FMCG industry is massive, with an estimated market size exceeding several trillion dollars. This includes revenues from various product categories, distribution channels, and geographic regions. Within the FMCG sector, soap brands constitute a notable portion, accounting for billions of dollars in sales annually.

FACTORS DRIVING MARKET SIZE

- **Population Growth and Urbanization:** The increasing global population, coupled with rapid urbanization, fuels the demand for FMCG products, including soap brands. Urban areas, with higher purchasing power and consumption patterns, are significant contributors to the market size.
- **Economic Development:** Growth in emerging economies, rising disposable incomes, and improving standards of living lead to higher consumer spending on FMCG products. As economies develop, consumers seek convenience, hygiene, and wellness, driving the demand for soap brands and other personal care items.
- **Health and Hygiene Awareness:** The growing awareness of health and hygiene, especially in light of global health crises such as the COVID-19 pandemic, has increased the demand for soap brands with antibacterial and germ-fighting properties. Consumers prioritize products that offer cleanliness, protection, and skincare benefits.

- **Innovation and Product Diversification:** FMCG companies continuously innovate and diversify their product portfolios to cater to diverse consumer needs and preferences. Soap brands introduce new formulations, variants, fragrances, and packaging designs to stay competitive and capture market share.
- **Digital Transformation:** The digital revolution has transformed the FMCG industry, including soap brands, with e-commerce platforms, online marketing, and digital advertising playing crucial roles in reaching global consumers. Digital channels expand market reach, improve accessibility, and enhance consumer engagement.

REGIONAL MARKET DYNAMICS

- **North America:** The FMCG industry in North America, including the United States and Canada, is mature but still substantial in size. Soap brands in this region focus on premium formulations, natural ingredients, and sustainability to meet consumer demands.
- **Europe:** European markets, including the UK, Germany, France, and Italy, have a strong presence of established FMCG players with diverse soap brand offerings. Health-conscious and eco-friendly trends drive market growth.
- **Asia-Pacific:** The Asia-Pacific region, encompassing countries like China, India, Japan, and Southeast Asian nations, represents a significant portion of the global FMCG market. Rapid urbanization, rising middle-class populations, and changing consumer lifestyles contribute to market expansion for soap brands.
- **Latin America:** Countries in Latin America, such as Brazil, Mexico, and Argentina, exhibit growing consumer spending on FMCG products, including soap brands. The region's economic development and increasing hygiene awareness drive market growth.

The FMCG industry with soap brands is segmented into various categories based on product types, ingredients, target demographics, and distribution channels. Market leaders in the soap segment include multinational corporations like Procter & Gamble (P&G), Unilever, Colgate-Palmolive, and Reckitt Benckiser (RB), along with regional players and niche brands.

The global FMCG industry with soap brands is poised for continued growth and innovation. Key trends shaping the future include sustainability, natural formulations, digitalization, personalized marketing, and emerging market opportunities. Companies

that adapt to changing consumer preferences, invest in R&D, and embrace digital strategies are likely to succeed and contribute to the industry's expanding market size. The market size of the global FMCG industry with soap brands is immense, driven by population growth, economic development, health awareness, and technological advancements. Soap brands play a crucial role in meeting consumer needs for cleanliness, hygiene, and skincare, contributing significantly to the overall FMCG market's size and dynamics worldwide.

FUTURE TRENDS IN WORLD SCENARIO OF FMCG INDUSTRY

- **Urbanization:** The urban population is expected to rise to 68% by 2050, leading to an increased demand for FMCG products.
- **Premiumization:** The high adoption of premium products by consumers is driving the growth of the FMCG market.
- **Digitalization:** Online shopping and e-commerce are becoming increasingly popular in the FMCG industry.
- **Sustainability:** Climate change awareness is growing among consumers, leading to a shift in their preferences toward sustainable products.
- **Omnichannel sales:** FMCG companies are adopting omnichannel sales and e-commerce to enhance customer experience.
- **Big data and analytics:** FMCG companies are using big data and analytics to improve customer experience and gain a competitive edge.
- **Artificial intelligence:** AI-powered solutions are being used in the FMCG industry to enhance customer experience and improve operational efficiency.
- **Direct distribution:** FMCG companies are adopting direct distribution channels to meet the growing customer expectations.
- **Internet of things (IoT):** IoT devices are being used in the FMCG industry to enhance direct distribution and improve customer experience.
- **Blockchain:** Blockchain technology is being used in the FMCG industry to ensure product safety and quality.
- **3D printing:** 3D printing technology is being used in the FMCG industry to enhance product customization and reduce logistics costs.

CHALLENGES FACED BY FMCG INDUSTRY

- Rising consumer demands: Companies must innovate and meet consumer expectations in the fast-paced FMCG sector.
- Low consumer spending power: Consumers are cost-conscious due to global economic uncertainties.
- Health concerns: The pandemic has shifted consumer focus towards health and wellness products.
- Government regulations: Companies must adapt to changing regulations and ensure compliance.
- Competitive market: The industry faces intense competition, with a growing number of small brands and challenger companies.
- Digitalization: Companies must adopt digital strategies to remain competitive.
- Sustainability: Consumers increasingly prioritize environmentally sustainable and socially responsible practices.
- Supply chain disruptions: Companies face challenges in managing their supply chains efficiently.
- Changing consumer behavior: Shifting consumer preferences, such as the demand for e-commerce and online shopping, pose a challenge for FMCG companies.
- Data-driven decision-making: Companies must leverage data and analytics to drive business decisions and stay competitive.

INDIAN SCENARIO

India's fast-moving consumer goods (FMCG) market is a vibrant, quickly changing industry that offers a wide variety of goods, such as food and drink, household care, personal care, and over-the-counter medications. Demand from both urban and rural areas drives a major portion of these, particularly from the personal care sector and soap brands. As the fourth-largest economic sector in India, the FMCG industry makes a substantial contribution to the GDP of the nation.

Over the past ten years, India's FMCG business has grown significantly, mostly as a result of shifting lifestyles, urbanization, and rising consumer incomes. These trends have helped the soap industry, which is vital to personal hygiene. The COVID-19 epidemic brought even more attention to how important hygiene is, which in turn

caused a spike in the market for soaps and sanitizers. During this time, hygiene and health became more important, which encouraged soap companies to develop and broaden their product lines. The Indian soap market is dominated by a few major players, each of whom has a portfolio of well-known brands that meet different consumer demands and preferences.

Leading the industry in soap sales, Hindustan Unilever Limited (HUL) offers a variety of brands, including Lux, Lifebuoy, Dove, and Hamam. Lux, a brand known for its glitz and strong legacy, is aimed towards the beauty market, whereas Lifebuoy is positioned as a health and hygiene brand. Dove emphasizes the benefits of skincare and moisturizing, while Hamam is well-known for its use of organic and conventional components.

Godrej Consumer Products Limited (GCPL), which is well-known for its brands Godrej No. 1 and Cinthol, is another important participant. Godrej Consumer Products Limited (GCPL) is a leading player in the Indian fast-moving consumer goods (FMCG) industry, with a rich history spanning over six decades. The company is renowned for its iconic brands, Godrej No. 1 and Cinthol, which have become an integral part of Indian households. Godrej No. 1, a flagship brand of GCPL, has been a popular choice among consumers for generations. The brand's emphasis on affordability and the use of natural ingredients has made it a staple in both urban and rural areas. Godrej No. 1 soap is known for its gentle and nourishing properties, making it a favorite among consumers of all ages. Cinthol, another prominent brand from GCPL's stable, is often associated with youth and energy. Launched in the 1950s, Cinthol has been a pioneer in the Indian soap market, known for its unique cinnamon fragrance and refreshing properties. Over the years, Cinthol has become synonymous with freshness and vitality, making it a popular choice among the younger generation. GCPL's success can be attributed to its commitment to quality, innovation, and customer satisfaction. The company has continuously invested in research and development, ensuring that its products meet the evolving needs of consumers. Godrej No. 1 and Cinthol have been at the forefront of this innovation, with the company introducing new variants and packaging designs to cater to changing consumer preferences. Godrej No. 1's emphasis on natural ingredients has resonated with consumers who are increasingly seeking eco-friendly and sustainable products. The brand's focus on affordability has also made it a staple in rural areas, where consumers are price-sensitive. On the other hand, Cinthol's association

with youth and energy has enabled the brand to maintain its relevance in a rapidly changing market.

While Vivel serves the mainstream market with an emphasis on nourishment and skin protection. With its Chandrika and Santoor brands, Wipro Consumer Care and Lighting is another significant player. While Santoor is well-known for its combination of turmeric and sandalwood and is marketed towards the beauty and skincare market, Chandrika is promoted as an Ayurvedic soap, drawing on traditional Indian clinical knowledge. The Indian soap industry has also witnessed the rise of a number of domestic brands that concentrate on natural and organic goods in recent years. Because they provide herbal and ayurvedic formulations, brands like Patanjali, Medimix, and Himalaya have seen tremendous growth. Yoga master Baba Ramdev founded Patanjali, which has quickly grown its market share by offering a large selection of reasonably priced, natural items. Himalaya is renowned for its all-natural, safe skincare products, while Medimix, with its roots in Ayurveda, produces soaps that claim to have medical properties. The success of FMCG companies in India is largely dependent on their distribution network. Businesses must maintain effective supply chain management to reach both urban and rural clients due to the large and diversified geographic area they operate in. Modern trade outlets, conventional retail establishments. The FMCG industry has seen a significant transformation thanks to the growth of e-commerce, which has made a wide variety of products easily accessible to customers.

COMPETITIVE LANDSCAPE IN INDIAN FMCG MARKET

The competitive landscape of the Indian FMCG market, particularly within the soap segment, is highly dynamic and marked by intense rivalry among both established and emerging brands. Dominating the market are major players like Hindustan Unilever Limited (HUL), Godrej Consumer Products Limited (GCPL), ITC Limited, and Wipro Consumer Care and Lighting, each with a portfolio of well-recognized soap brands.

HUL leads with a diverse range including Lux, Lifebuoy, Dove, and Hamam, catering to various consumer needs from beauty and skincare to health and hygiene. Lux targets the beauty-conscious segment, while Lifebuoy is synonymous with health and protection, especially heightened during the COVID-19 pandemic. Dove offers premium moisturizing benefits, and Hamam leverages traditional, natural ingredients.

GCPL's Cinthol and Godrej No.1 also command significant market share, with Cinthol emphasizing freshness and vitality and Godrej No.1 focusing on natural, affordable solutions for the masses. ITC's brands, Fiama and Vivel, cater to both premium and mass-market segments, with Fiama known for its luxury gels and bars and Vivel for nourishment and skincare.

Wipro's Santoor and Chandrika brands highlight the trend towards natural and Ayurvedic products, with Santoor leveraging the benefits of sandalwood and turmeric, and Chandrika emphasizing Ayurvedic formulations. This focus on natural ingredients is also evident in emerging brands like Patanjali, Medimix, and Himalaya, which have gained traction by promoting herbal and organic products.

E-commerce and modern retail channels have further intensified competition, enabling even niche and regional players to reach a broader audience. Companies are investing heavily in marketing, product innovation, and sustainable practices to differentiate themselves. The increasing consumer preference for eco-friendly, health-focused, and value-for-money products is pushing brands to continuously adapt and innovate, ensuring a vibrant and fiercely competitive market landscape.

MARKET SIZE

The top five soap brands in India along with their estimated market size:

- Lifebuoy (Hindustan Unilever Limited - HUL), Lifebuoy is one of the leading soap brands in India, known for its health and hygiene positioning. The market size of Lifebuoy, along with other variants like Lifebuoy Care, Lifebuoy Lemon Fresh, and Lifebuoy Total, contributes significantly to HUL's overall soap segment revenue.
- Lux (Hindustan Unilever Limited - HUL)- Lux is a premium soap brand with a wide range of variants catering to different consumer preferences. The market size of Lux, including Lux Velvet Touch, Lux International Creamy Perfection, and Lux Magical Beauty, makes it a prominent player in the Indian soap market.
- Santoor (Wipro Consumer Care and Lighting), Santoor is a popular soap brand known for its sandalwood and turmeric formulations, emphasizing skincare benefits. The market size of Santoor, along with variants like Santoor Gold, Santoor White, and

Santoor Aloe Fresh, contributes significantly to Wipro Consumer Care's soap segment revenue.

- Dettol (Reckitt Benckiser - RB), Dettol is a leading antibacterial soap brand in India, known for its germ protection properties. The market size of Dettol, including variants like Dettol Original, Dettol Cool, and Dettol Skincare, positions it as a key player in the hygiene and skincare segment.
- Cinthol (Godrej Consumer Products Limited - GCPL), Cinthol is a well-established soap brand offering freshness and vitality through its range of variants. The market size of Cinthol, including Cinthol Original, Cinthol Deo Fresh, and Cinthol Lime, contributes significantly to GCPL's soap segment revenue and brand presence in India.
- These top soap brands in India have a significant market share and consumer following, leveraging their brand equity, product innovation, and marketing strategies to maintain their competitive positions in the FMCG industry.

OVERVIEW OF FMCG MARKET SIZE

- Revenue and Growth: The FMCG industry in India has been experiencing steady growth over the years. As of recent data, the market size of the FMCG sector in India is estimated to be around USD 100-110 billion. This figure encompasses various product categories such as food and beverages, personal care, household care, and over-the-counter medicines.
- Consumer Base: India's large and growing population, coupled with rising disposable incomes, urbanization, and changing lifestyles, contributes significantly to the FMCG market size. The country's demographic dividend, with a youthful population and increasing urbanization rates, presents a vast consumer base for FMCG products.
- Rural Market: The rural market in India is a significant contributor to the FMCG industry's market size. With initiatives aimed at improving rural infrastructure, increasing rural incomes, and enhancing access to FMCG products, rural consumers' purchasing power has been on the rise. The rural market accounts for a substantial portion of FMCG sales, particularly in categories like soaps, detergents, packaged foods, and personal care products.
- Urban Consumption: Urban areas, including metropolitan cities and tier-II/III cities, are key contributors to FMCG sales. Urban consumers have higher disposable incomes,

access to a wide range of products, and preferences for premium and convenience goods. Categories such as packaged foods, beverages, skincare, and cosmetics witness significant demand from urban consumers.

FUTURE OF FMCG INDUSTRY IN INDIA

The future of the FMCG industry in India is poised for robust growth, driven by several key factors, including demographic shifts, technological advancements, evolving consumer preferences, and regulatory changes. With a burgeoning middle class, increasing disposable incomes, and rapid urbanization, the demand for FMCG products is set to rise significantly in the coming years.

One of the major growth drivers is the demographic dividend. India's large and youthful population is a significant advantage, creating a vast consumer base eager to spend on personal care, food, beverages, and household items. This demographic trend is coupled with an increasing shift towards urbanization, which is expected to boost the consumption of FMCG products as urban consumers typically have higher purchasing power and more access to a variety of goods.

Technological advancements are also playing a crucial role in shaping the future of the FMCG sector. The rise of e-commerce and digital platforms has revolutionized how FMCG products are marketed, sold, and distributed. Companies are increasingly leveraging data analytics, artificial intelligence, and machine learning to understand consumer behavior, optimize supply chains, and enhance customer engagement. This digital transformation enables FMCG companies to offer personalized shopping experiences, streamline operations, and quickly adapt to market changes.

Consumer preferences in India are evolving towards health, wellness, and sustainability. There is a growing demand for organic, natural, and eco-friendly products. This trend is compelling FMCG companies to innovate and develop products that meet these new expectations. Brands are increasingly focusing on transparency, ethical sourcing, and sustainable packaging to appeal to environmentally conscious consumers.

The rural market presents a significant growth opportunity for the FMCG sector. With government initiatives aimed at improving rural infrastructure and increasing rural

incomes, the penetration of FMCG products in rural areas is expected to grow. Companies are tailoring their products and marketing strategies to cater to rural consumers, who are becoming more brand-conscious and aspirational.

Regulatory changes and government policies will also impact the future landscape of the FMCG industry. The implementation of the Goods and Services Tax (GST) has simplified the tax structure, benefiting FMCG companies with streamlined operations and reduced logistics costs. Moreover, government initiatives such as the Make in India campaign and the push towards digitalization are fostering a conducive environment for FMCG companies to thrive.

Sustainability is another critical focus area for the future. FMCG companies in India are increasingly adopting sustainable practices, including reducing carbon footprints, minimizing waste, and using renewable energy sources. Consumers are becoming more aware of environmental issues, and companies that prioritize sustainability are likely to gain a competitive edge.

The FMCG industry in India is on a promising trajectory, supported by favorable demographic trends, technological advancements, and shifting consumer preferences towards health and sustainability. Companies that can effectively leverage these trends, innovate, and adopt sustainable practices will be well-positioned to capitalize on the opportunities in this dynamic and rapidly growing market. The future of the FMCG sector in India looks bright, with significant potential for expansion and transformation.

GOVERNMENT INITIATIVES

The Indian government is giving the FMCG industry, including soap makers, a helping hand. Their programs aim to make things run smoother for businesses and encourage eco-friendly practices. Here's how some of these initiatives impact soap brands:

GST tax reform simplifies taxes, making it cheaper to move soap around the country, ultimately lowering prices for consumers. Make in India makes it easier for soap companies to set up shop in India, giving them a bigger piece of the Indian market. Swachh Bharat Abhiyan (Clean India Mission) gets people thinking more about hygiene, which means more people buying soap. Soap companies have even joined in to promote this mission.

Digital India helps soap companies reach more customers online and manage their business better with digital tools. Financial inclusion programs put more money in people's pockets, especially in rural areas, creating a bigger market for affordable soap products. Startup India encourages new soap companies to get started and innovate in areas like new soap varieties, marketing, and eco-friendly practices. Focus on rural development boosts incomes in rural areas, creating more customers who can afford soap.

Soap companies can develop products specifically for these customers and improve how they get their products to these areas. Ayushman Bharat (healthcare initiative) makes people more aware of health issues, which can lead to a bigger market for soap as people focus more on hygiene. Soap companies can highlight the health benefits of their products to attract these customers. Sustainability goals encourage soap companies to be more eco-friendly by using less waste and finding ways to make soap with a smaller environmental footprint.

Overall, the Indian government's programs are giving the FMCG industry, and especially soap makers, a boost by making it easier to do business, reach more customers, and operate in a way that protects the environment. The Indian government has implemented various initiatives to support the growth and development of the Fast-Moving Consumer Goods (FMCG) industry in the country. One of the key initiatives is the "Make in India" program, launched in 2014, which aims to promote India as a global manufacturing hub and attract foreign investment in the FMCG sector. The government has also established several industrial corridors and smart cities to provide infrastructure and logistics support to FMCG companies.

The government has also introduced policies to improve the ease of doing business in India, such as the Goods and Services Tax (GST) and the ease of compliance with labor laws. The GST has simplified the tax structure and reduced the burden on FMCG companies, while the labor law reforms have made it easier for companies to hire and retain workers.

In addition, the government has launched several schemes to promote entrepreneurship and innovation in the FMCG sector, such as the Startup India program and the Atal Innovation Mission. These initiatives provide funding, mentorship, and other support to startups and entrepreneurs in the FMCG industry.

The government has also taken steps to promote the development of the food processing industry, which is a key segment of the FMCG sector. The Ministry of Food Processing Industries has launched several schemes, such as the National Food Processing Policy and the Food Processing Fund, to provide financial support and incentives to food processing companies.

Furthermore, the government has implemented several initiatives to promote the use of digital technologies in the FMCG industry, such as the Digital India program and the India Stack initiative. These initiatives aim to promote the use of digital payments, data analytics, and other digital technologies in the FMCG sector.

The government has also taken steps to promote sustainability and environmental responsibility in the FMCG industry. The Ministry of Environment, Forest and Climate Change has launched several initiatives, such as the Swachh Bharat Abhiyan and the Plastic Waste Management Rules, to promote waste reduction and recycling in the FMCG sector.

Overall, the Indian government's initiatives have created a supportive environment for the growth and development of the FMCG industry in India. The industry is expected to continue to grow rapidly in the coming years, driven by increasing consumer demand, urbanization, and government support.

CURRENT STATUS

The FMCG (Fast-Moving Consumer Goods) industry in India is currently experiencing a dynamic and transformative phase, marked by robust growth, evolving consumer preferences, and significant technological advancements. As one of the largest sectors in the Indian economy, it encompasses a vast range of products including food and beverages, personal care, household care, and over-the-counter medicines. The sector's growth is driven by multiple factors such as increasing disposable incomes, urbanization, a growing middle class, and the rural market's expanding consumer base.

The FMCG industry in India has shown resilience despite economic fluctuations and challenges posed by the COVID-19 pandemic. The sector witnessed a significant shift towards health and hygiene products during the pandemic, with an increased demand for sanitizers, disinfectants, and personal care items like soaps. This trend continues as

consumers remain health-conscious, preferring products that offer safety and wellness benefits.

Urbanization plays a crucial role in the industry's growth. Urban consumers, with higher disposable incomes, are willing to spend on premium and convenience products. This shift has encouraged FMCG companies to innovate and offer products that cater to urban lifestyles. Additionally, the rise of nuclear families and a busy urban workforce has led to a higher demand for ready-to-eat and convenience foods.

The digital revolution has significantly impacted the FMCG industry in India. E-commerce platforms have become vital sales channels, especially during the pandemic when physical retail faced restrictions. Companies are leveraging digital tools and technologies to enhance consumer engagement, streamline supply chains, and optimize operations. The use of data analytics and artificial intelligence allows companies to gain insights into consumer behavior, predict trends, and personalize marketing efforts.

The integration of technology in the supply chain has improved efficiency, reduced costs, and enhanced product availability. FMCG companies are increasingly adopting digital payment systems, mobile wallets, and online platforms to cater to tech-savvy consumers. This digital shift is not just limited to urban areas; rural consumers are also increasingly accessing online platforms, thereby expanding the market reach for FMCG products.

The rural market in India presents a significant growth opportunity for the FMCG sector. With government initiatives aimed at improving rural infrastructure and increasing rural incomes, the purchasing power of rural consumers has been rising. FMCG companies are focusing on affordable and small-sized packaging to cater to the rural market's price-sensitive nature. Products like sachets of shampoo, small packs of detergents, and affordable soap bars are tailored to meet rural consumers' needs.

Innovation remains a cornerstone of growth in the FMCG sector. Companies are continuously launching new products, flavors, and variants to keep up with changing consumer preferences. There is a growing trend towards natural, organic, and eco-friendly products, driven by increased consumer awareness about health and environmental sustainability. FMCG companies are investing in research and development to create products that align with these preferences, such as herbal skincare products, organic foods, and sustainable packaging solutions.

The regulatory environment in India has a profound impact on the FMCG industry. The implementation of the Goods and Services Tax (GST) has streamlined taxation, reduced logistics costs, and improved supply chain efficiency. However, companies must navigate challenges such as fluctuating raw material prices, regulatory compliance, and intense competition. The sector faces competition from both established players and new entrants, including local startups and international brands. The FMCG industry in India is thriving, driven by urbanization, rising incomes, digital transformation, and a burgeoning rural market. Companies are innovating and adapting to meet the evolving needs of health-conscious and environmentally aware consumers. The industry's future looks promising, with opportunities for growth and expansion, particularly in the rural segment and through digital channels. Sustainability and technology will continue to play pivotal roles in shaping the sector, ensuring that FMCG companies remain agile and responsive to market demands.

CHALLENGES FACED BY SOAP BRANDS IN FMCG INDUSTRY

Soap brands in the FMCG industry face a myriad of challenges that stem from evolving consumer preferences, competitive pressures, regulatory requirements, and market dynamics. These challenges require soap brands to be agile, innovative, and strategic in their approach to stay relevant and maintain market share. Consumer preferences are constantly evolving, driven by factors such as health awareness, sustainability concerns, and lifestyle changes. Soap brands must adapt to these shifting preferences by offering products that align with trends such as natural ingredients, organic formulations, and eco-friendly packaging. Meeting these demands requires investment in research and development, sourcing of sustainable raw materials, and maintaining transparency in product labeling and claims.

The FMCG industry, including the soap segment, is highly competitive with numerous players vying for market share. Established brands compete with each other as well as with new entrants, local brands, and international players. Differentiating products, building brand loyalty, and maintaining competitive pricing strategies are essential to thrive in this competitive landscape.

Price sensitivity is a significant challenge, especially in emerging markets and rural areas. Consumers often prioritize affordability over brand loyalty, leading to intense

price competition among soap brands. Balancing quality, pricing, and profitability while catering to diverse consumer segments with varying purchasing power is a constant challenge for soap brands.

The FMCG industry operates on a complex supply chain involving raw material sourcing, manufacturing, distribution, and retailing. Soap brands must manage supply chain disruptions, fluctuating raw material costs, inventory management, and logistics efficiently to ensure product availability, minimize costs, and meet consumer demand promptly.

Compliance with regulatory requirements, quality standards, and labeling regulations is a critical challenge for soap brands. The FMCG industry is subject to various regulations related to product safety, ingredient labeling, environmental impact, and advertising claims. Keeping abreast of regulatory changes, obtaining necessary certifications, and ensuring product compliance can be demanding and costly.

Building and sustaining brand loyalty amidst a plethora of choices is a continuous challenge for soap brands. Consumer loyalty is often influenced by factors such as product efficacy, brand reputation, marketing strategies, and customer experience. Soap brands must invest in brand-building activities, engage with consumers through effective marketing campaigns, and deliver consistent quality to retain customers and foster loyalty.

The digital transformation of the FMCG industry poses both opportunities and challenges for soap brands. E-commerce platforms, social media, and digital marketing have reshaped consumer behavior, offering new avenues for brand visibility, sales, and customer engagement. However, navigating the digital landscape requires investments in technology, data analytics, online presence, and omnichannel strategies to stay competitive and relevant.

Consumers are increasingly concerned about environmental sustainability, leading to a demand for eco-friendly and sustainable products. Soap brands must address sustainability challenges by adopting green practices, using biodegradable packaging, reducing carbon footprints, and promoting responsible sourcing and manufacturing processes. Meeting sustainability goals while maintaining product performance and profitability is a complex balancing act.

Continuous innovation is essential for soap brands to differentiate themselves in the market. Developing new product variants, formulations, packaging designs, and marketing strategies is crucial to capture consumer attention, drive sales, and stay ahead of competitors. However, innovation comes with risks and requires substantial investments in research, development, and testing.

Soap brands in the FMCG industry are also influenced by global economic factors such as currency fluctuations, trade policies, geopolitical tensions, and market volatility. Economic uncertainties can impact raw material prices, production costs, consumer spending, and market demand, posing challenges for soap brands to manage profitability and navigate unpredictable market conditions.

Soap brands in the FMCG industry face a complex array of challenges ranging from changing consumer preferences and intense competition to regulatory compliance, supply chain complexities, and environmental sustainability. Successfully addressing these challenges requires a strategic approach, investment in innovation, brand-building efforts, agility in adapting to market dynamics, and a focus on meeting consumer expectations effectively.

STATE SCENARIO

The FMCG (Fast-Moving Consumer Goods) industry in Kerala, a southern state in India, presents a vibrant and dynamic market characterized by diverse consumer preferences, robust distribution networks, and significant contributions to the state's economy. Kerala's unique demographic profile, high literacy rate, and socio-economic indicators create a conducive environment for the FMCG sector to thrive. The market in Kerala is influenced by factors such as urbanization, high per capita income, and a strong tradition of retail and commerce.

MARKET OVERVIEW

Kerala's FMCG market is notable for its distinct consumer behavior and preferences. The state's population, with a high literacy rate and awareness, tends to be well-informed about product choices and health considerations. This drives demand for high-quality products across various FMCG categories, including food and beverages, personal care, household care, and over-the-counter medicines.

- High demand for premium products: Kerala's consumers are willing to pay a premium for high-quality products, driving the demand for premium FMCG products.
- Growing health consciousness: The state's health-conscious population drives the demand for healthy and organic FMCG products.
- Increasing online shopping: Kerala's online FMCG market is growing rapidly, with consumers opting for the convenience of online shopping.
- Presence of local players: Kerala has a strong presence of local FMCG players, offering traditional products like coconut oil, spices, and snacks.
- Dominance of traditional channels: Traditional retail channels like kirana stores and street markets still dominate the FMCG market in Kerala.
- Increasing competition: The FMCG market in Kerala is highly competitive, with national and international players vying for market share.
- Government initiatives: The Kerala government has initiated several programs to support the growth of the FMCG industry, including subsidies for small-scale industries and infrastructure development.
- Rural market potential: Kerala's rural market offers significant potential for FMCG companies, with a large population and increasing disposable income.
- Focus on sustainability: Kerala's FMCG industry is shifting towards sustainable practices, with companies focusing on eco-friendly packaging and sourcing.

CONSUMER DEMOGRAPHICS AND PREFERENCES

- Urbanization and Per Capita Income: Kerala is one of the most urbanized states in India, with significant urban-rural linkages. The high per capita income, driven by substantial remittances from the expatriate community, contributes to higher disposable incomes. This economic stability translates into increased spending on FMCG products, with consumers showing a preference for branded and premium items.
- Health and Wellness Awareness: There is a strong awareness of health and wellness among Kerala's consumers. This is reflected in the demand for organic, natural, and health-focused products. Categories such as herbal soaps, ayurvedic personal care products, and organic foods are particularly popular. Brands that emphasize natural ingredients and health benefits find a receptive market in Kerala.

- **Cultural Influence:** Kerala's rich cultural heritage and traditions influence consumer preferences significantly. There is a high demand for traditional products like coconut oil, which is used both as an edible oil and for personal care. Additionally, festivals and cultural events boost the consumption of specific FMCG products, such as sweets, snacks, and beverages.
- **Quality:** Kerala's consumers prefer high-quality products.
- **Value:** Kerala's consumers prefer products that offer long-term value, rather than cheap alternatives with shorter lifespans.
- **Safety:** Consumers in Kerala prioritize safety and seek products that meet high safety standards, especially in categories like food and personal care.
- **Health consciousness:** Kerala's consumers prefer healthy and organic products.
- **Brand reputation:** Kerala's consumers prefer products from reputed brands.
- **Price:** Kerala's consumers consider price as a factor in their purchasing decisions.
- **Promotions:** Kerala's consumers consider promotions as a factor in their purchasing decisions.
- **Packaging:** Kerala's consumers consider packaging as a factor in their purchasing decisions.
- **Social status:** Kerala's consumers consider social status as a factor in their purchasing decisions.

KEY FMCG CATEGORIES IN KERALA

- **Food and Beverages:** This category dominates the FMCG market in Kerala, with staples like rice, spices, and packaged foods being essential. Kerala's cuisine, known for its unique flavors and ingredients, drives demand for specific food products. Packaged foods, ready-to-eat meals, and beverages such as coconut water and traditional drinks are highly popular.
- **Personal Care:** The personal care segment is robust, with significant demand for skincare, haircare, and hygiene products. Kerala's consumers prefer products that offer natural and ayurvedic benefits. Brands like Medimix, Himalaya, and Patanjali have a strong presence in this segment.
- **Household Care:** Household care products, including detergents, cleaning agents, and insect repellents, are essential in Kerala. The state's humid climate necessitates the use of effective cleaning and pest control products. Brands like Surf Excel, Vim, and Good Knight are popular choices.

RETAIL LANDSCAPE

- **Traditional Trade:** Traditional retail formats, including kirana stores and local markets, continue to play a dominant role in Kerala's FMCG distribution. These small, family-run stores are deeply embedded in the community and cater to everyday consumer needs.
- **Modern Trade:** There is a growing presence of modern retail formats such as supermarkets, hypermarkets, and convenience stores. Retail chains like Lulu Hypermarket, Reliance Fresh, and Big Bazaar have established a strong foothold, offering a wide range of FMCG products under one roof. These stores attract urban consumers seeking convenience and variety.
- **E-commerce:** The digital revolution has not spared Kerala's FMCG market. The adoption of e-commerce platforms for purchasing FMCG products is on the rise, driven by tech-savvy consumers who prefer the convenience of online shopping. Platforms like Amazon, Flipkart, and local players like Big-Basket are increasingly popular.

CHALLENGES AND OPPORTUNITIES

- **Supply Chain and Logistics:** One of the significant challenges in Kerala's FMCG market is the complex supply chain and logistics, particularly given the state's geography with its backwaters and hilly terrain. Efficient distribution and timely replenishment of stocks are critical to maintaining market presence.
- **Consumer Awareness and Preferences:** The high literacy rate and awareness among consumers mean that they are discerning about product quality and value for money. Brands need to invest in educating consumers and building trust through quality and transparency.
- **Regulatory Environment:** The regulatory environment, including GST and local taxation policies, impacts the FMCG sector. Compliance with food safety standards, packaging norms, and environmental regulations is crucial for brands operating in Kerala.
- **Sustainability and Eco-Friendliness:** There is a growing consciousness about sustainability and eco-friendliness among Kerala's consumers. This presents an

opportunity for FMCG brands to innovate with eco-friendly packaging, sustainable sourcing, and products that align with environmental values.

The FMCG industry in Kerala faces various challenges and opportunities. One of the significant challenges is the intense competition in the market, with a large number of players vying for a share of the consumer's wallet. Additionally, the industry is highly dependent on a few large players, making it vulnerable to market fluctuations. Another challenge is the fragmented retail landscape, with a large number of small-scale retailers and street vendors, making it difficult for companies to reach their target audience. Furthermore, the industry is also facing challenges in terms of supply chain management, with issues related to logistics and distribution.

Despite these challenges, the FMCG industry in Kerala also offers several opportunities. The state has a large and growing population, with an increasing disposable income, making it an attractive market for FMCG companies. Additionally, the government is also taking initiatives to support the growth of the industry, such as setting up food processing parks and providing subsidies for small-scale industries. The industry is also witnessing a shift towards premiumization, with consumers willing to pay a premium for high-quality products. Moreover, the increasing popularity of online shopping is also providing new opportunities for FMCG companies to reach their target audience.

The industry is also witnessing a trend towards health and wellness, with consumers increasingly seeking out products that are natural, organic, and healthy. This trend is expected to continue, providing opportunities for companies that can innovate and provide products that meet the changing consumer preferences. Another opportunity is the growing demand for sustainable and eco-friendly products, with consumers becoming increasingly conscious of the environmental impact of their purchases.

Overall, the FMCG industry in Kerala offers a mix of challenges and opportunities. While the industry faces intense competition and supply chain challenges, it also offers opportunities for growth, innovation, and premiumization. Companies that can adapt to the changing consumer preferences and innovate will be well-positioned to take advantage of the opportunities in the market.

FUTURE OUTLOOK

The future of the FMCG industry in Kerala looks promising, with several trends shaping the market. There is a significant shift towards digital and omnichannel retailing, providing consumers with multiple avenues to purchase products. The focus on health and wellness is expected to grow, driving demand for organic, natural, and health-oriented FMCG products.

The future outlook of the FMCG industry in Kerala is promising, with a growing population, increasing disposable income, and a shift towards premiumization and health consciousness driving demand for high-quality products. The industry is expected to witness a steady growth rate, driven by the increasing popularity of online shopping, the expansion of modern retail formats, and the growing demand for sustainable and eco-friendly products.

As consumers become more health-conscious, there will be a greater demand for natural, organic, and healthy products, providing opportunities for companies that can innovate and provide products that meet the changing consumer preferences. The demand for functional foods, beverages, and supplements that offer specific health benefits will also increase. Additionally, the government's initiatives to support the growth of the industry, such as setting up food processing parks and providing subsidies for small-scale industries, will also contribute to the industry's growth.

The FMCG industry in Kerala is also expected to witness a rise in e-commerce, with more consumers turning to online platforms to purchase daily essentials and groceries. This shift will provide opportunities for companies to develop their e-commerce capabilities and reach a wider audience. The growth of digital payment systems and logistics infrastructure will also support the growth of e-commerce in the state.

Furthermore, the industry will also witness a focus on sustainability and eco-friendliness, with consumers increasingly seeking out products that are environmentally friendly and sustainable. Companies that can innovate and provide sustainable products will be well-positioned to take advantage of this trend. The demand for products with minimal packaging, biodegradable packaging, and sustainable ingredients will increase.

The industry will also witness a shift towards premiumization, with consumers willing to pay a premium for high-quality products. This will provide opportunities for companies to develop premium products and target the growing middle-class population in Kerala. The demand for luxury and niche products will also increase, providing opportunities for companies to tap into this growing segment.

In addition, the industry will also witness the growth of modern retail formats, such as supermarkets and hypermarkets, which will provide opportunities for companies to reach a wider audience and increase their sales. The growth of modern retail formats will also lead to the development of private labels, which will provide opportunities for companies to innovate and provide products at competitive prices.

Overall, the future outlook of the FMCG industry in Kerala is positive, with a growing market, increasing demand for high-quality products, and opportunities for innovation and growth. Companies that can adapt to the changing consumer preferences and innovate will be well-positioned to take advantage of the opportunities in the market. The industry is expected to witness a steady growth rate, driven by the increasing popularity of online shopping, the expansion of modern retail formats, and the growing demand for sustainable and eco-friendly products.

1.9 COMPANY PROFILE

Company name: K P NAMBOODIRI'S AYURVEDICS

Established Year: 1925

Managing Director: Sri K Bhavadasan

Address: K P Namboodiri's Ayurvedics, KPN'S Complex, Shornur Road, Thiruvambady, Thrissur, Kerala-680 022.

COMPANY HISTORY

In 1925, Sri Kolathappally Pothayan Namboodiri (K P Namboodiri) established K P Namboodiri's, one of the most reputable brands in Kerala, at Vadakkekad village in the Thrissur District. The company's flagship brand, "Dantadhavanachooram," or ayurvedic tooth powder, quickly gained recognition as a high-quality ayurvedic dental care product. Following Sri Pothayan Namboodiri, his son Sri Raman Namboodiri assumed leadership and considerably expanded the business. Its goods gained enormous popularity in Kerala and other regions.

Sri K Bhavadasan, son of Sri Raman Namboodiri, and present Managing Director, revamped the product portfolio and gave a new look and aura to the brand, drawing on the rapport and feedback from customers. Under his leadership, the company started an ambitious expansion program mechanising manufacturing operations with world-class machinery, developing & introducing a series of new products and bringing in high-caliber professionals to the Company's fold.

Before 2007, the company sold mostly toothpaste. It then successfully developed K P Namboodiri's Herbal Toothpaste. The Herbal Gel Toothpaste by K P Namboodiri, which was released in 2009, was the next in line of products. These included items for skin, hair and oral care as well as herbal thirst quenchers and a premium, traditional Bhasmam (vibhuthi).

K P Namboodiri's falls into a combination of two industries:

- Ayurveda: This is the traditional Indian medical system that uses a holistic approach to health and wellness. K P Namboodiri's manufactures Ayurvedic medicines and personal care products based on these principles.

- Personal Care & Health Care Products: A broader industry that encompasses a wide range of products for daily use related to hygiene, cosmetics, and general well-being. While KP Namboodiris has roots in Ayurveda, their product line extends beyond strictly medicinal uses.

Products by K P Namboodiri can be found in India and beyond. Kerala, Tamil Nadu, and Karnataka are the three southern states in India where the company is well-established. Products from the company are also offered in a few retail locations in India's largest cities. Prominent e-commerce platforms also facilitate the buying of the merchandise. K P Namboodiri's products is present in the middle east countries (GCC) and also selectively across Europe, Asia and USA.

K P NAMBOODIRI'S VENTURES

- K P Namboodiri's Ayurvedics-The parent Company.
- K P NProducts-K P N Products is a wholly owned subsidiary of K P Namboodiri's Ayurvedics and is engaged in manufacturing & supply of herbal soaps and Bhasmam (Scented Vibhoothi). It is located at Palakkad, Kerala.
- Ramco Herbals Pvt. Ltd-One of the key manufacturing entities for K P Namboodiri's Ayurvedics.
- HotelDevaragam,Guruvayoor
Devaragam Resorts Pvt. Ltd. is the first hospitality project from the house of K P Namboodiri's. At Devaragam, "it is all about you". Devaragam offers the best in contemporary luxury incorporating all the facilities that a modern traveler would expect. Everything you do at Devaragam is well thought out and we provide the right mix of option to balance pilgrimage and pleasure. Our fine dine thematic restaurant "Sapthaswaram" offers some of the best North Indian, South Indian, Chinese and Continental cuisine. The banquet hall "Varnam" offers an opportunity to enjoy the true colours of the occasions be it wedding, wedding reception or birthday functions.
- K P Namboodiri's Auditorium- Established in 1999 at Vadekkekad, PO Kallloor, Thrissur District, the auditorium has a seating capacity of over 750 in two floors. The Auditorium has ample parking space and an excellent Dining Hall.
- Pothayan Namboodiri Charitable Trust-The Trust provides financial support to deserving people towards medical treatment for critical illness, assistance for marriage, education etc.

PRODUCTS OF K P NAMBOODIRI'S AYURVEDICS

- Oral Care
 - K P Namboodiri's Herbal Toothpaste
 - K P Namboodiri's Natural Salt Toothpaste
 - K P Namboodiri's Aloe Vera Toothpaste
 - K P Namboodiri's Miswak Toothpaste
 - K P Namboodiri's Mint Fresh Herbal Gel
 - K P Namboodiri's Herbal Fresh Mouthwash
 - K P Namboodiri's Herbal Fresh Mouthwash with Clove and Mint Freshness
 - K P Namboodiri's Ayurvedic Tooth Care Powder
- Skin Care
 - K P Namboodiri's Dasapushpam Herbal Soap
 - K P Namboodiri's Neem & Tulsi Herbal Soap
 - K P Namboodiri's Sandal Herbal Soap
 - K P Namboodiri's Turmeric Herbal Soap
 - K P Namboodiri's Vetiver Herbal Soap
 - K P Namboodiri's Glycerin Clear Refreshing Bath
 - K P Namboodiri's Glycerin Clear Relaxing Aroma Bath
 - K P Namboodiri's Turmeric Face Cream
 - K P Namboodiri's Kasthuri Manjal
- Hair Care
 - K P Namboodiri's Ayurvedic Hair Care Oil
 - K P Namboodiri's Ayurvedic Hair Care Shampoo
 - K P Namboodiri's Ayurvedic Anti Dandruff Shampoo
 - K P Namboodiri's Chemparathi Thaali
- Ayurvedic Thirst Quenchers
 - K P Namboodiri's Dahamukthi
 - K P Namboodiri's Pathimukam
- Generic
 - K P Namboodiri's Bhasmam (Scented Vibhoothi)

MISSION AND VISION

Our Vision

To adopt the concept of 'Back to Nature', by delivering high quality products at affordable prices.

Our Mission

To cater to the needs of consumers in oral, skin and hair care categories with high quality products embracing a truly pure herbal & Ayurvedic approach.

MARKETING DEPARTMENT INITIATIVES

K P Namboodiri's Ayurvedics, a name synonymous with traditional Ayurvedic care in India, has thrived for over eight decades. Fueling this success is a dedicated marketing department that constantly strives to bridge the gap between heritage and contemporary consumer needs.

While preserving brand heritage, the marketing team could consider a logo refresh or updated packaging that retains the essence of tradition while appealing to a younger generation.

- **Strategic Influencer Marketing:** Partnering with Ayurvedic practitioners, wellness bloggers, or social media influencers who resonate with the brand's values can create a buzz and introduce K P Namboodiri's to a wider audience.
- **Content Marketing Strategy:** Developing informative and engaging content around the benefits of Ayurveda, specific uses of products, and the rich history of the brand can educate consumers and establish K P Namboodiri's as a thought leader in the Ayurvedic space.
- **E-commerce Expansion:** Establishing a strong presence on e-commerce platforms like Amazon and Flipkart can make K P Namboodiri's products easily accessible to a wider audience, especially in urban areas.
- **Targeted Social Media Marketing:** Creating engaging social media campaigns on platforms like Facebook and Instagram can raise brand awareness, connect with potential customers, and foster a community around Ayurveda and well-being.
- **Interactive Website:** A user-friendly website with detailed product information, customer testimonials, and an online consultation option can provide a one-stop shop for consumers seeking Ayurvedic solutions.

- **Educational Campaigns:** Collaborating with health organizations or running workshops can educate consumers about the principles of Ayurveda and the effectiveness of K P Namboodiri's products in addressing specific concerns.
- **Focus on Ingredients:** Marketing materials can emphasize the use of natural, high-quality ingredients sourced sustainably, appealing to consumers seeking natural alternatives for healthcare.
- **Transparency and Credibility:** Partnering with Ayurvedic institutions or showcasing certifications can build trust in the brand's authenticity and commitment to traditional practices.
- **Product Diversification:** The marketing team could explore developing new product lines that cater to modern needs, such as stress relief solutions, organic skincare products, or travel-friendly options, while staying true to Ayurvedic principles.
- **Personalized Customer Experience:** Implementing loyalty programs or offering customized product recommendations based on consultations can enhance customer engagement and build brand loyalty.
- **Focus on Specific Needs:** Marketing campaigns could highlight how K P Namboodiri's products address specific concerns like hair loss, skin problems, or sleep issues, catering to a targeted audience.
- **Customer Relationship Management (CRM):** Implementing a strong CRM system can help the marketing team track customer interactions, address concerns promptly, and personalize future communications.
- **Community Building:** Organizing events or workshops focused on Ayurvedic wellness can create a sense of community and brand loyalty among customers.
- **Corporate Social Responsibility (CSR):** Supporting initiatives focused on sustainable sourcing practices, promoting public health awareness, or sponsoring Ayurvedic education can enhance brand image and social responsibility.

By implementing such initiatives, the marketing department of KP Namboodiri's Ayurveda effectively bridge the gap between tradition and contemporary needs. By leveraging the power of digital marketing, highlighting the unique value proposition of Ayurveda, and catering to evolving consumer preferences, the brand can ensure its continued success in the dynamic world of wellness and personal care.

FINANCIAL DEPARTMENT

Finance is the lifeblood of every organization. So, it is one of the main departments of an organization. This department makes decisions regarding funds allocation generation. The success of a finance department is when they allocate funds at the right time and earn a maximum profit. The finance manager is the head of the Finance department. The management of the organization's cash flow, cash inflow and outflow, and compliance with financial rules and policies are all important responsibilities of the finance department. It is in charge of creating and evaluating financial documents, such as cash flow statements, income statements, and balance sheets, which give a quick overview of the company's financial situation and performance.

The financial department of K.P. Namboodiri's plays a crucial role in the company's overall success and stability. It is responsible for budgeting and forecasting, which involves planning and projecting future financial performance and setting budgets for various departments. Financial reporting is another key function, where the department prepares financial statements, balance sheets, income statements, and cash flow statements to provide an accurate picture of the company's financial position. Ensuring tax compliance is also a critical task, involving adherence to tax regulations and filing requirements. The department manages accounts payable and receivable by handling incoming and outgoing payments and ensuring timely collection of receivables and efficient management of payables. Financial analysis is conducted to support decision-making, identify trends, and assess the financial viability of projects and investments. Internal controls and audits are implemented and maintained to safeguard assets and ensure compliance and accuracy through regular internal audits. Cost management involves monitoring and controlling costs to enhance profitability and efficiency. Additionally, treasury management is essential for managing the company's cash flow, investments, and financial risk. Collectively, these functions enable K.P. Namboodiri's to maintain financial health, support strategic planning, and achieve its business objectives.

PRODUCTION DEPARTMENT

Every manufacturing process of the organization takes place in the production department. "Their main function is to make the production very efficient and produce the product with the available resources. If the production function is not carried out efficiently it affects the whole functioning of the organization. The planning, scheduling, coordination, and control of the production processes are just a few of the activities carried out within the production department.

PURCHASE DEPARTMENT

The purchase department purchases the raw materials that are needed for the production. If the purchase of the product is not done properly then it affects the production and in turn, affects the functioning of the organization the purchase manager looks after the purchase of the materials. A crucial role in businesses is played by the purchasing department, sometimes referred to as the procurement department or the purchasing department, which is in charge of purchasing the goods, services, and materials needed for the efficient running of the company. The department is in charge of managing the entire procurement process, including determining needs, choosing suppliers, negotiating contracts, and guaranteeing prompt delivery of goods or service.

HR DEPARTMENT

An organization's HR (Human Resources) department plays a key role in managing a variety of matters about the organization's human resources. The department in question is in charge of supervising and assisting with personnel management during their employment. To ensure that the company recruits, develops, inspires, and keeps a skilled and motivated staff, the HR department is essential. Its main goal is to match the organization's human resources with its strategic goals and objectives, boosting employee productivity and well-being while fostering a healthy workplace culture. The workers here are classified as permanent, confirmed, and apprentice.

MARKETING DEPARTMENT

An organization's marketing activities are planned, executed, and managed by the marketing department, a functional unit inside the company. A marketing department's main goal is to produce, convey, and provide clients with value to increase demand for the company's goods and services. K P Namboodiri's has having well-developed marketing department. However, they do not maintain direct relationships with customers. They maintain it through their representative, who market the product of the company.

COMPETITORS LANDSCAPE OF KP NAMBOODIRIS AYURVEDICS

K P Namboodiri's Ayurvedics faces competition from two main categories;

1. Ayurvedic Personal Care brands
2. Generic personal Care brands

AYURVEDIC PERSONAL CARE BRANDS

Like K P Namboodiri's, these businesses produce personal care products using Ayurvedic principles. Here are few instances:

- Dabur: A well-known Indian consumer goods brand that offers a variety of Ayurvedic products, such as toothpaste, hair care, and skin care items.
- Himalaya Herbals: Another well-known Indian business that manufactures a range of Ayurvedic personal care and wellness items
- Biotique: An Indian company that sells a range of personal hygiene items infused with botanical extracts and Ayurvedic components.
- Arya Vaidya Sala Kottakkal: This reputable business has a lengthy history that dates back to 1902. They have a large selection of health supplements, personal care items, and Ayurvedic medications. They are renowned for their dedication to conventional methods and high standards of quality.
- AVP Ayurveda: Founded in 1980, AVP offers a range of Ayurvedic medicines, personal care products, and treatments. They are known for their focus on scientific research and clinical validation of their products.

GENERIC PERSONAL CARE BRANDS

- Himalaya Herbals: Another leading Indian company that produces a variety of Ayurvedic health and personal care products, including the toothpaste Himalaya Neem.
- Colgate-Palmolive: A global company that manufactures oral care products, including the leading toothpaste brand Colgate.
- Hindustan Unilever (HUL): A major player in the Indian personal care market, with the toothpaste brand Pepsodent.

MEDIMIX

Medimix, a prominent soap brand in India, holds a distinctive position in the market for its herbal formulation and therapeutic benefits. Established by the AVA Group in 1969, Medimix has built a reputation based on traditional Ayurvedic principles combined with modern skincare technology. This unique blend has resonated well with consumers seeking natural solutions for skin care, particularly those with specific dermatological needs.

Central to Medimix's appeal is its formulation enriched with potent Ayurvedic herbs known for their medicinal properties. These herbs, including sandalwood, turmeric, and neem, are celebrated in Ayurveda for their antiseptic, antibacterial, and skin-nourishing qualities. The brand's commitment to using these ingredients in their purest form underscores its dedication to quality and efficacy, appealing to health-conscious consumers looking for holistic skincare solutions.

Medimix has successfully leveraged its heritage and authenticity in its advertising and marketing strategies. The brand's advertisements often highlight its natural ingredients and their therapeutic benefits, appealing to consumers looking for alternatives to chemically laden skincare products. This messaging not only educates consumers about the benefits of Ayurveda but also positions Medimix as a trusted choice for maintaining skin health.

In terms of market presence, Medimix has maintained a strong foothold across various segments of the soap market. Its product range includes variants catering to different skin types and needs, such as normal skin, oily skin, and skincare for specific conditions like acne and blemishes. This diversification allows Medimix to address a wide

spectrum of consumer preferences and requirements, further bolstering its market position.

Beyond product formulation and marketing, Medimix has also adapted to changing consumer trends and preferences. The brand's foray into online retail and e-commerce platforms has expanded its reach to tech-savvy consumers seeking convenience and accessibility. This strategic move has not only enhanced Medimix's distribution network but also strengthened its digital presence, allowing it to engage directly with a broader audience.

Medimix's success can also be attributed to its strong brand equity and customer loyalty. Over the years, the brand has earned trust and credibility among consumers who value natural products backed by Ayurvedic principles. This loyalty is reinforced by consistent product quality, effective advertising campaigns, and a commitment to customer satisfaction.

In the competitive landscape of the skincare industry, Medimix continues to innovate and evolve. Recent initiatives include product diversification into skincare segments beyond traditional soap bars, such as body washes and face washes. These extensions capitalize on Medimix's core strengths of herbal formulations while catering to evolving consumer preferences for holistic skincare regimens.

Looking ahead, Medimix faces opportunities to further expand its market reach both domestically and internationally. With growing consumer awareness and preference for natural and sustainable skincare solutions, the brand is well-positioned to capitalize on these trends. Continued investment in research and development, innovation in product offerings, and effective communication of its brand values will be crucial in sustaining Medimix's growth trajectory and leadership in the herbal skincare segment.

Medimix soap brand exemplifies a successful integration of Ayurvedic heritage with modern skincare innovation. Its commitment to natural ingredients, therapeutic benefits, and consumer-centric marketing has solidified its position as a trusted name in the Indian skincare market. As it continues to adapt to changing market dynamics and consumer preferences, Medimix remains a beacon of quality and efficacy in the realm of herbal skincare products.

CHANDRIKA SOAP BRAND

Chandrika soap, renowned for its distinctive orange packaging and natural ingredients, has carved a niche for itself in the competitive soap market. Launched in 1940, Chandrika Soap has a rich history steeped in Ayurvedic tradition, originating from Kerala, India. Its formulation includes a blend of seven essential oils—patchouli oil, orange oil, palmarosa oil, cinnamon leaf oil, wild ginger oil, sandalwood oil, and lime peel oil—each chosen for its therapeutic benefits and aromatic qualities.

The brand's appeal lies not only in its herbal ingredients but also in its commitment to traditional Ayurvedic principles of skincare. Chandrika Soap is celebrated for its moisturizing properties, gentle cleansing action, and refreshing fragrance, making it a popular choice among consumers seeking natural and effective skincare solutions. Over the decades, Chandrika has built a loyal customer base both in India and internationally, appreciated for its authenticity and holistic approach to personal care.

In terms of advertising and brand communication, Chandrika Soap has employed various strategies to resonate with its target audience. Its advertisements often highlight the natural ingredients and their benefits, emphasizing the soap's ability to promote problem-free clear skin. The tagline "For problem-free clear skin" encapsulates the brand's promise and has become synonymous with Chandrika's identity.

The brand has leveraged both traditional and modern advertising channels to reach consumers effectively. Television advertisements have been a cornerstone of Chandrika's marketing strategy, focusing on visual storytelling and the natural appeal of its ingredients. Social media platforms have also played a crucial role in engaging with a younger demographic, showcasing customer testimonials and educational content about Ayurvedic skincare.

Chandrika Soap's packaging design, featuring vibrant orange hues and distinctive typography, reinforces its natural positioning and stands out on retail shelves. The brand's consistent visual identity across all touchpoints reinforces its authenticity and heritage, appealing to consumers looking for products rooted in traditional wisdom.

Beyond its product offerings, Chandrika Soap has extended its brand presence through community initiatives and sponsorships, aligning with its values of holistic wellness and sustainability. By participating in health and wellness events, supporting local

communities, and promoting environmental stewardship, Chandrika has fostered a deeper connection with its consumers and strengthened brand loyalty.

Chandrika Soap continues to thrive as a symbol of Ayurvedic excellence and natural skincare. Its enduring popularity can be attributed to a blend of effective product formulations, strategic advertising, and a commitment to traditional values. As it navigates the evolving landscape of consumer preferences and market dynamics, Chandrika Soap remains a beacon of heritage and trust in the skincare industry, poised to continue its legacy of promoting wellness through natural ingredients for generations to come. Chandrika Soap has employed a robust advertising strategy that blends traditional values with modern marketing techniques to resonate with its target audience. Central to its approach is a focus on Ayurvedic principles and natural ingredients, positioning itself as a brand synonymous with purity and efficacy in skincare.

Since its inception, Chandrika Soap has leveraged television advertising as a primary channel to communicate its brand message. Television commercials often feature scenic visuals of natural landscapes, evoking a sense of Ayurvedic tradition and emphasizing the natural ingredients that distinguish Chandrika Soap. These advertisements typically highlight the soap's moisturizing properties, gentle cleansing action, and the therapeutic benefits of its seven essential oils. By showcasing these elements, Chandrika reinforces its commitment to providing consumers with a holistic skincare solution rooted in centuries-old Ayurvedic wisdom.

In addition to television, Chandrika has adapted its advertising strategy to embrace digital platforms, recognizing the growing influence of social media in consumer engagement. The brand maintains a strong presence on platforms like Facebook, Instagram, and YouTube, where it shares informative content about Ayurvedic skincare, customer testimonials, and promotional campaigns. This digital approach not only enhances brand visibility but also allows Chandrika to connect with a younger demographic interested in natural and sustainable products.

The brand's messaging across all advertising channels emphasizes the tagline "For problem-free clear skin," which succinctly communicates Chandrika Soap's core benefit. This tagline has become integral to Chandrika's identity, encapsulating its promise of skincare solutions that address common concerns effectively and naturally.

Chandrika Soap also engages in experiential marketing strategies, participating in health and wellness expos, Ayurvedic conferences, and community events. These initiatives not only educate consumers about the benefits of Ayurvedic skincare but also foster direct interaction with potential customers, building trust and brand loyalty.

Packaging design plays a crucial role in Chandrika's advertising strategy, with its distinctive orange packaging and traditional typography standing out on store shelves. The packaging reinforces the brand's natural positioning and heritage, making it instantly recognizable to consumers seeking authentic Ayurvedic products.

Furthermore, Chandrika Soap has integrated customer feedback into its advertising approach, using testimonials and reviews to highlight the soap's effectiveness and customer satisfaction. By leveraging real-life experiences and endorsements, Chandrika enhances credibility and strengthens its appeal among both existing and potential customers.

Looking ahead, Chandrika Soap continues to innovate its advertising strategy while staying true to its Ayurvedic roots. By embracing digital transformation, expanding its presence across diverse advertising channels, and maintaining a steadfast commitment to quality and authenticity, Chandrika Soap is well-positioned to sustain its leadership in the natural skincare market. As consumer preferences evolve towards sustainability and holistic wellness, Chandrika's advertising strategy remains a testament to its enduring appeal and relevance in the competitive landscape of skincare products.

SWOT ANALYSIS

STRENGTH

- **Heritage and Legacy:** K P Namboodiri's has a long-standing history, tracing back to 1920, which lends credibility and trustworthiness to the brand.
- **Natural and Ayurvedic Products:** The company specializes in natural and Ayurvedic personal care products, appealing to consumers seeking organic and traditional remedies.
- **Wide Product Range:** K P Namboodiri's offers a diverse range of products including toothpaste, soaps, skincare, and haircare, catering to various consumer needs.
- **Strong Distribution Network:** The company has a well-established distribution network, both domestically and internationally, ensuring widespread availability of its products.
- **Brand Reputation:** K P Namboodiri's enjoys a positive brand reputation, known for its quality and efficacy in delivering natural solutions.

WEAKNESS

- **Limited Market Penetration:** Despite its heritage and quality products, K P Namboodiri's Ayurvedics may face challenges in penetrating new markets or reaching a wider audience beyond its traditional customer base.
- **Competition from Modern Brands:** The company competes with modern brands that offer similar natural and Ayurvedic products, requiring continuous innovation and marketing efforts to stand out.
- **Dependency on Traditional Methods:** While the use of traditional methods can be a strength, it may also limit the company's ability to adopt modern manufacturing and marketing practices, impacting efficiency and competitiveness.

OPPORTUNITIES

- **Growing Demand for Natural Products:** With increasing consumer awareness and preference for natural and organic products, K P Namboodiri's has the opportunity to capitalize on this trend and expand its customer base.

- **Expansion into New Markets:** There are opportunities for K P Namboodiri's to explore new geographical markets, both domestically and internationally, by leveraging its existing distribution network or forming strategic partnerships.
- **Diversification of Product Portfolio:** The company can explore diversifying its product portfolio by introducing new product lines or expanding into related categories within the natural and Ayurvedic segment.
- **Online Retail:** Embracing e-commerce and establishing a strong online presence can open up new avenues for sales and reach, especially among younger, digitally-savvy consumers.

THREATS

- **Intense Competition:** The natural and Ayurvedic personal care market is highly competitive, with both traditional and modern players vying for market share, posing a threat to K P Namboodiri's market position.
- **Regulatory Challenges:** Changes in regulatory requirements or compliance standards related to the manufacturing and marketing of natural and Ayurvedic products could pose challenges for the company.
- **Economic Instability:** Economic downturns or fluctuations in exchange rates can impact consumer spending habits, affecting the demand for discretionary products like personal care items.
- **Counterfeit Products:** The proliferation of counterfeit products in the market can tarnish the brand's reputation and erode consumer trust if not effectively addressed.

CHAPTER II
REVIEW OF LITERATURE & THEORETICAL FRAMEWORK

2.1 LITERATURE REVIEW

Impact of Media Advertisements on Consumer Behaviour Ramzan Sama(2023)

Says, Media advertisements have a significant impact on consumer behavior and exposure to brand ads can lead to increased brand awareness and preference among consumers. Exposure to brand ads can also influence consumer attitudes and intentions towards the brand, with repeated exposure leading to increased familiarity and liking.

The study found that media advertisements play a crucial role in shaping consumer behavior and that exposure to brand ads is a key determinant of consumer behavior. The study also highlights the importance of effective advertising strategies in increasing brand exposure and reaching a wider audience. The findings suggest that advertisers should prioritize media advertisements as a key component of their marketing strategy in order to increase brand exposure and influence consumer behavior. The study provides insights for marketers and advertisers on the importance of media advertisements in shaping consumer behavior and highlights the need for effective advertising strategies to increase brand exposure.

Deloitte's 2024 Retail Industry Outlook underscores the significance of omnichannel strategies in the FMCG sector. These strategies integrate in-store experiences with digital touchpoints to boost consumer engagement and loyalty. The report highlights that by leveraging both physical and digital channels, retailers can create a seamless and cohesive customer journey, which is crucial for maintaining consumer interest and fostering long-term loyalty in an increasingly competitive market (Deloitte, 2023).

Advertising Creativity and Its Effects: A Meta-Analysis of the Moderating Role of Modality by Desai et al. (2023). The review investigates how different modalities of advertising (e.g., video, audio, print) moderate the effects of ad creativity on consumer responses. Meta-analysis of existing studies on advertising creativity. The review found that video ads benefit most from high creativity, significantly enhancing viewer engagement and recall. In contrast, print ads rely more on informational content than creative elements. The study suggests a need for further research into interactive ad formats and cross-media effects ([Springer](#))

Food Advertisement and Dietary Choices in Adolescents: An Overview of Recent Studies" by Grammatikopoulou et al. (2023). This review synthesized findings from 19 studies between 2017 and 2022 on the influence of nutrition-related advertisements

on adolescents. The review found that exposure to unhealthy food advertisements increases the desire and intention to consume these foods. The impact of advertisements is further amplified by peer pressure and influencers, contributing to an obesogenic environment for adolescents .

Digital advertising effectiveness: A systematic literature review and future research agenda" by Kim et al. (2023). This review analyzed the effectiveness of digital advertising through a systematic review of 52 studies from 2015 to 2022. The study found that personalized and interactive digital advertisements are more effective in engaging consumers and driving sales. The review also noted the growing importance of ethical considerations and data privacy in digital advertising strategies

"The Effects of Social Media Communication and e-WOM on Brand Equity" by Alalwan et al. (2023) provides an insightful review of empirical studies that examine the impact of social media communication and electronic word-of-mouth (e-WOM) on consumer-based brand equity. The authors conducted a comprehensive review of empirical studies, analyzing various dimensions of social media interactions and e-WOM. The study addresses a critical gap in the literature by exploring how modern digital interactions—specifically through social media and e-WOM—affect consumer perceptions and, ultimately, brand equity. As businesses increasingly rely on digital platforms for marketing, understanding these dynamics becomes essential for developing effective brand strategies. The research underscores that positive e-WOM significantly boosts brand equity. When consumers share favorable reviews and experiences about a brand online, it enhances the brand’s reputation, credibility, and perceived value. This positive feedback loop encourages more consumers to trust and engage with the brand. Strategic Social Media Interactions: The study finds that strategic and well-executed social media interactions play a vital role in strengthening brand equity. Brands that actively engage with their audience, respond to queries, and participate in meaningful conversations tend to build stronger relationships with their consumers. This interaction fosters brand loyalty and enhances overall brand perception.

Rajiv Mehta in 2015 and Raj Kumar Singh and Harsh V. Verma in 2021 focuses on the impact of packaging design and visual branding on consumer perceptions and brand loyalty for FMCG (Fast-Moving Consumer Goods) goods. Both Mehta's and Singh & Verma's research emphasize the importance of aesthetic appeal in packaging

design. Consumers are drawn to visually appealing packaging that stands out on the shelves and catches their attention. Moreover, distinctive packaging helps in brand recognition, making it easier for consumers to identify and recall the brand. Packaging design serves as a vehicle for conveying brand identity and messaging. Brands can use colors, imagery, and symbols to communicate their values, positioning, and product benefits. Consistent visual branding across different product lines reinforces brand identity and strengthens consumer trust and loyalty.

Jennifer L. Aaker and Douglas M. Stayman's research Emotional branding is a powerful strategy in marketing, particularly for FMCG products where consumers often make quick decisions based on emotions and perceptions. Emotional branding helps FMCG products resonate with consumers on a deeper level. Instead of just focusing on functional benefits like quality or price, emotional branding creates a connection based on feelings, values, and aspirations. For example, a laundry detergent brand might evoke feelings of freshness, cleanliness, and comfort, appealing to consumers' desires for a cozy home environment. Emotional branding often involves storytelling and creating a narrative around the brand. This storytelling aspect helps brands convey their values, mission, and purpose in a compelling way, making them more relatable and memorable to consumers.

"Bridging the gap between time and space: Examining the impact of commercial length and frequency on advertising effectiveness" by **Yongick Jeong, Meghan Sanders, and Xinshu Zhao** focuses on the relationship between commercial length, frequency, and advertising effectiveness. The study found that longer commercials tend to have a more significant impact on brand recall and recognition compared to shorter commercials. This suggests that advertisers should consider the length of their commercials carefully to maximize effectiveness. The research also revealed that the frequency of commercial exposure plays a crucial role in advertising effectiveness. Higher frequency of exposure to commercials can lead to increased brand awareness and positive brand attitudes among consumers. The study explored the interaction effect between commercial length and frequency. It found that while longer commercials generally have a positive impact, this effect can be amplified or diminished depending on the frequency of exposure. For example, a longer commercial may be more effective if it is shown with moderate frequency rather than excessive repetition.

"The effect of emotional positivity of brand-generated social media messages on consumer attention and information sharing," published in the **Journal of Business Research, Volume 140, February 2022**, by João S. Oliveira, Kemefasu Ifie, Martin Sykora, Eleni Tsoungkou, Vitor Castro, and Suzanne Elayan: The study investigates how the emotional positivity conveyed in brand-generated social media messages influences consumer attention and their propensity to share information about the brand. The study focuses on the emotional tone of brand-generated social media content, particularly looking at messages that evoke positive emotions such as happiness, joy, excitement, or optimism. It explores how these positive emotions in social media messages affect consumer behavior. The research examines how emotional positivity influences consumer attention toward brand-generated social media messages. It considers factors such as engagement metrics (likes, shares, comments), dwell time on posts, and click-through rates to assess attention levels. Another important aspect of the study is the investigation of how emotional positivity in brand-generated social media messages impacts consumers' likelihood to share information about the brand with others. This includes sharing posts, recommending the brand, or discussing it in online and offline contexts.

"Brand message vs brand perception" (2021) mentions in order to get better and efficient results of marketing efforts that a brand owner undergo for stated intended outcomes, it is of utmost importance to clearly communicate the intended message without any ambiguities to the target audience. Brand owners have a large set of strategic tools to create a profound impact, utilizing these to the optimal level may result in intended and desired better performance of the brand. The transmission of a brand message does not guarantee its reception as intended. Consumers interpret brand messages through the lens of their own perceptions, shaped by personal experiences, cultural influences, and social contexts.

The study titled **"Elaborate short brand stories on packaging: An examination of consumer responses"** by Eeva Solja, Veronica Liljander, and Magnus Söderlund, first published on **March 3, 2018**, delves into how consumers respond to concise yet detailed brand narratives presented on product packaging. The study focuses on the power of storytelling in marketing, particularly in the context of packaging design. It explores how brands can convey meaningful and engaging narrative through concise but elaborative short stories on their product packaging. The research investigates

various aspects of consumer responses to these elaborate short brand stories. This includes emotional responses, cognitive processing, brand perceptions, purchase intentions, and overall consumer engagement with the brand. The study likely examines the specific elements of packaging design that contribute to effective storytelling. This may include the use of visuals, typography, colors, narrative structure, and language style to create a compelling brand narrative within limited space on the packaging. The research likely employs empirical methods to gather and analyze consumer data. This may involve surveys, experiments, or observational studies to measure consumer reactions and preferences regarding packaging with elaborate short brand stories compared to standard packaging without such narratives.

The impact of interactive advertising on consumer engagement, recall, and understanding: A scoping systematic review for informing regulatory science (2018) by Kristen Giombi, Catherine Viator, Juliana Hoover reveals, Research emphasizes the pivotal role of reach and exposure in advertising, facilitating broader communication and heightened brand visibility. Interactive advertising, encompassing formats like display ads, social media ads, search engine marketing, and email campaigns, is crucial for effective online outreach. Social science research within regulatory science examines consumer perceptions of risk and comprehension barriers related to advertising content. Studies indicate that interactive ads typically yield varying click-through rates, underscoring their impact on consumer engagement. The interactivity levels within ads significantly influence consumer recall, awareness, and understanding of product claims and associated risks. The nature of advertised products, spanning from consumer goods to health-related campaigns, shapes consumer interaction with advertisements. Methodologies such as observational studies, experiments, and surveys are employed to gauge consumer engagement with interactive advertising. Metrics like click-through rates, page views, and social media interactions (likes, shares, comments) serve as quantitative measures of ad reach and exposure effectiveness.

Nielsen and Euromonitor International's research (2017) underscores the importance of sustainability messaging as a key driver of consumer preferences, brand perception, market differentiation, and long-term brand loyalty in the FMCG sector. Brands that effectively communicate their sustainability initiatives are well-positioned

to meet the evolving needs and expectations of today's environmentally conscious consumers.

The Impact of Emotional Advertisements on Consumer Behavior(*Journal of Advertising Research*,2014)The study examines the impact of emotional advertisements on consumer behavior, with a focus on the role of emotions in shaping attitudes and intentions towards brands. The findings suggest that emotional advertisements are more effective in influencing consumer behavior than rational advertisements, and that positive emotions such as joy and happiness are more effective than negative emotions such as fear and guilt. The study also highlights the importance of congruence between the emotional appeal of the advertisement and the brand's personality. - Dove soap's "Real Beauty" campaign in 2004 was revolutionary for the time, showcasing real women in ads without professional makeup and lighting .

Dove: A Spotless Approach to Digital Marketing(2023),The campaign featured interactive billboard ads in the US that invited the public to vote on whether the women in the ads were "Fat or Fab" or "Wrinkled or Wonderful". Dove's use of digital marketing campaigns has won awards and increased sales, with the brand valued at \$6.5 billion in 2023.The brand's commitment to real beauty and self-acceptance continues to resonate with audiences, with campaigns that encourage user-generated content and partnerships with influencers and other brands. Customer engagement with soap ads can be increased through interactive and innovative marketing strategies that speak to the target audience and create a consistent brand message. Soap marketing strategies that focus on customer-centric and lead-generating approaches can aid in increasing sales and improving product quality. Digital marketing campaigns that educate consumers and invite engagement through social media and influencer partnerships can increase brand awareness and customer loyalty.

The Influence of Celebrity Endorsements on Consumer Behavior **Erdogan, B. Z., & Baker, M. J. (2000)**. Towards a framework for the evaluation of the effectiveness of celebrity endorsements. *Journal of Marketing Management*, The study investigates the impact of celebrity endorsements on consumer behavior, with a focus on the role of credibility, attractiveness, and similarity in shaping consumer attitudes and intentions towards brands. The findings suggest that celebrity endorsements are more effective when the celebrity is perceived as credible, attractive, and similar to the target audience,

and that the effectiveness of celebrity endorsements varies across different product categories.

The Impact of Personalization on Customer Engagement. Bolton, R. N., & Saxena-Iyer, S. (2017). Interactive services and customer engagement. *Journal of Service Research*, This study examines the role of personalization in customer engagement, revealing that personalized experiences lead to increased engagement and loyalty. The findings suggest that businesses should leverage data and analytics to create tailored experiences that meet individual customer needs.

Customer Engagement and Co-Creation Ramaswamy, V., & Ozcan, K. (2014). The co-creation paradigm. *Journal of Business Research*, This research explores the concept of co-creation and its impact on customer engagement, highlighting the benefits of collaborative value creation. The study suggests that businesses should involve customers in the value creation process to foster engagement and loyalty.

Moreover, studies exploring the impact of marketing communications on product quality perceptions have underscored the importance of aligning messaging strategies with tangible product attributes to enhance consumer trust and credibility (Chaudhuri & Holbrook, 2001). Additionally, investigations into the efficacy of quality-based differentiation strategies have revealed that firms can leverage product quality as a strategic tool to gain competitive advantage and foster brand differentiation in saturated FMCG markets (Reichheld & Sasser, 1990).

THEORETICAL FRAMEWORK

Brand Advertising

Brand advertising is a pivotal aspect of marketing strategy that aims to build and enhance the image and identity of a product or company. Unlike direct advertising, which seeks immediate sales, brand advertising focuses on long-term brand development, fostering consumer loyalty, and creating a strong, recognizable identity in the marketplace. The essence of brand advertising lies in its ability to resonate emotionally with consumers, establishing a connection that goes beyond the product's features and benefits. This connection is cultivated through various channels and creative strategies, leveraging storytelling, imagery, and consistent messaging to build a narrative that consumers can relate to and trust.

One of the fundamental goals of brand advertising is to increase brand awareness. This is achieved by ensuring that the brand's message reaches a wide audience through multiple media channels, including television, radio, print, digital platforms, and social media. Consistent exposure to the brand's messaging helps to embed the brand in the consumers' minds, making it top-of-mind when they consider purchasing products in the relevant category. This process involves creating memorable visuals, catchy slogans, and distinctive logos that are easily identifiable and can evoke positive associations with the brand.

Moreover, brand advertising aims to differentiate a product from its competitors. In a crowded marketplace, where many products may offer similar features or benefits, branding becomes the critical factor that influences consumer choice. Effective brand advertising highlights the unique aspects of the brand, whether it's through innovative product design, exceptional customer service, or a compelling brand story. This differentiation is crucial for creating a competitive edge, making the brand more appealing to its target audience and establishing a loyal customer base.

Another significant aspect of brand advertising is its role in building consumer trust and credibility. By consistently delivering quality products and maintaining a coherent brand message, companies can cultivate a sense of reliability and trustworthiness among their customers. This trust is not easily gained but is crucial for long-term success. Consumers are more likely to stick with a brand they trust, even in the face of competitive offers, because they believe in the brand's value and integrity. Brand

advertising plays a key role in reinforcing this trust by highlighting the brand's values, ethics, and commitment to quality.

The impact of digital media on brand advertising has been profound, transforming how brands connect with consumers. Social media platforms, online video channels, and interactive content have opened new avenues for engagement, allowing brands to interact with their audience in real-time, gather feedback, and build communities around their brand. This shift has also introduced new metrics for measuring brand success, such as engagement rates, social shares, and online sentiment, which provide valuable insights into consumer perceptions and preferences.

Furthermore, brand advertising is increasingly leveraging data analytics and artificial intelligence to personalize and optimize campaigns. By analyzing consumer behavior and preferences, brands can create highly targeted advertising that speaks directly to individual consumers, enhancing the relevance and effectiveness of their messages. This data-driven approach not only improves campaign performance but also strengthens the emotional connection between the brand and its customers, driving deeper engagement and loyalty.

In conclusion, brand advertising is a multifaceted strategy essential for building a strong market presence, fostering consumer loyalty, and ensuring long-term business success. It requires a blend of creativity, consistency, and strategic thinking to effectively communicate the brand's message, differentiate it from competitors, and build lasting relationships with consumers. As the marketing landscape continues to evolve, brand advertising will remain a cornerstone of effective marketing strategy, adapting to new trends and technologies to maintain its relevance and impact.

Elements of advertisements

- **Taglines and Slogans:** Memorable phrases or statements that encapsulate the brand's message and stick in the minds of consumers.
- **Mission Statements:** Concise statements that articulate the brand's purpose, values, and long-term goals.
- **Brand Stories:** Compelling narratives that communicate the brand's history, vision, and journey, connecting emotionally with consumers.

- **Value Propositions:** Clear and concise statements that highlight the unique value and benefits of the brand's products or services.
- **Brand Voice:** Consistent tone, language, and style used in all communication channels to reinforce the brand's personality and identity.
- **Visual Branding:** Visual elements such as logos, colors, typography, and imagery that reinforce the brand's message and identity.
- **Content Marketing:** Creating and sharing valuable content that aligns with the brand's message and provides value to the target audience.
- **Customer Testimonials:** Sharing positive experiences and testimonials from satisfied customers to reinforce the brand's credibility and trustworthiness.
- **Social Media Engagement:** Interacting with customers on social media platforms to convey brand messages, share updates, and build relationships.
- **Advertising Campaigns:** Developing creative and impactful advertising campaigns that communicate the brand's message effectively across different media channels.

Importance of brand advertising

- **Establishes Brand Identity:** Brand messaging helps define who you are as a brand, including your values, mission, and unique selling propositions. It communicates your brand's personality and sets you apart from competitors.
- **Connects with Target Audience:** Effective brand messaging resonates with your target audience on an emotional level. It speaks to their needs, desires, and aspirations, forging a strong connection and building brand loyalty.
- **Communicates Value Proposition:** Clear and compelling brand messaging communicates the value your products or services offer to consumers. It highlights the benefits, solutions, and outcomes that customers can expect from choosing your brand.
- **Builds Trust and Credibility:** Consistent and authentic brand messaging builds trust and credibility with consumers. When your messaging aligns with your actions and delivers on promises, it fosters trust and strengthens customer relationships.
- **Differentiates from Competitors:** Strong brand messaging helps differentiate your brand from competitors in the market. It emphasizes what makes your brand unique, why customers should choose you over alternatives, and what sets you apart in terms of quality, innovation, or customer experience.

- **Drives Purchase Intent:** Compelling brand messaging influences consumer behavior and drives purchase intent. When consumers resonate with your brand's message and perceive value, they are more likely to choose your products or services over others.
- **Supports Marketing Efforts:** Brand messaging provides a foundation for all marketing efforts, including advertising, content creation, social media campaigns, and public relations. It ensures consistency and coherence across all touchpoints, reinforcing brand identity and recall.
- **Facilitates Brand Growth:** Effective brand messaging contributes to brand equity and facilitates brand growth. It attracts new customers, retains existing ones, and encourages brand advocacy, leading to sustainable business growth and success.

Brand communication channels

Brand communication channels refer to the various platforms and mediums through which a brand interacts and communicates with its target audience. These channels play a crucial role in conveying the brand's message, values, and offerings to consumers, ultimately influencing their perceptions, behaviors, and relationships with the brand. Brand communication channels are the various platforms and mediums through which brands interact and communicate with their target audience. These channels play a crucial role in delivering brand messages, establishing brand identity, building relationships with customers, and driving business growth. Understanding the different brand communication channels and how they work is essential for developing an effective marketing strategy that reaches and engages the right audience.

Traditional media channels are the traditional forms of mass communication that have been used for decades to reach a wide audience. Television is a powerful medium for brand communication, offering visual and audio elements that can convey brand messages effectively. Television commercials, sponsored programs, and product placements are common strategies used by brands to showcase their products and services to a broad audience. Radio is another traditional channel that allows brands to reach listeners with audio advertisements, sponsorships, and promotions. Print media, including newspapers, magazines, and printed publications, provide tangible visibility for brands through advertisements, advertorials, and editorial features.

In today's digital age, digital media channels have become increasingly important for brand communication. Websites serve as central hubs where brands can showcase their

products, services, company information, and engage with customers through content, blogs, and e-commerce platforms. Social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok have transformed brand communication by enabling direct interaction with customers, sharing content, running campaigns, and building communities. Email marketing remains a powerful channel for brands to communicate with customers through personalized messages, promotions, newsletters, and updates. Search engines play a crucial role in brand communication as they help consumers discover brands and products through search engine optimization (SEO), pay-per-click (PPC) advertising, and search engine marketing (SEM) strategies.

Content marketing has emerged as a prominent brand communication channel, focusing on creating and sharing valuable, relevant, and engaging content to attract and retain customers. Blogs, videos, podcasts, infographics, and whitepapers are examples of content formats used by brands to educate, entertain, and inspire their target audience. Content marketing helps brands build authority, trust, and credibility while providing value to customers through informative and entertaining content.

Offline channels continue to play a significant role in brand communication, offering opportunities for in-person interactions and experiences. Events and sponsorships allow brands to connect with customers, industry professionals, and stakeholders through trade shows, conferences, exhibitions, and community events. Public relations (PR) is a strategic communication channel used by brands to manage their reputation, share news, announcements, and stories with the media and the public. Direct marketing encompasses direct mail, brochures, catalogs, and flyers that enable brands to target specific audiences with personalized messages, offers, and promotions.

Mobile channels have become increasingly popular for brand communication due to the widespread use of smartphones and mobile devices. Branded mobile applications offer personalized experiences, loyalty programs, and direct communication channels with customers. SMS marketing allows brands to reach customers with text messages containing promotions, alerts, reminders, and customer support interactions. Mobile advertising includes in-app ads, mobile website ads, and location-based targeting to reach consumers on their smartphones and tablets.

Emerging channels such as augmented reality (AR), virtual reality (VR), voice assistants, chatbots, and artificial intelligence (AI) are shaping the future of brand

communication. AR and VR experiences enhance brand engagement, product demonstrations, and immersive storytelling. Voice assistants like Amazon Alexa and Google Assistant provide new opportunities for brand interactions and voice search optimization. Chatbots powered by AI offer 24/7 customer support, personalized recommendations, and interactive experiences on websites and messaging platforms.

Integrated marketing communication (IMC) is a strategic approach that combines multiple brand communication channels to deliver a consistent and unified message to the target audience. IMC emphasizes the importance of synergy and coherence across all marketing efforts to maximize impact, reach, and engagement with customers. By leveraging a mix of traditional, digital, offline, mobile, and emerging channels, brands can create comprehensive and effective brand communication strategies that resonate with their audience, build brand awareness, drive customer engagement, and ultimately, achieve business objectives.

How brand communication influences customer perception

Brand communication plays a vital role in shaping customer perception. It influences how customers perceive a brand, its products or services, and its overall identity. Brand communication helps create and reinforce the brand image in the minds of customers. Consistent messaging, tone, and visuals across communication channels contribute to a cohesive brand identity that customers can recognize and relate to.

Through communication, brands convey their values, mission, and personality traits. Customers perceive brands differently based on these communicated attributes. For example, a brand that consistently communicates eco-friendly practices may be perceived as environmentally conscious by customers. Brand communication influences customers' perceptions of the brand's quality and reliability. Clear and transparent communication about product features, benefits, and guarantees can build trust and credibility with customers. Effective brand communication helps differentiate a brand from competitors. Unique selling propositions (USPs) communicated through messaging can highlight what sets the brand apart and why customers should choose it over alternatives. Brands that communicate authentically and evoke emotions can create strong emotional connections with customers. Emotional branding through storytelling, imagery, and messaging can shape how customers feel about the brand and their overall experience. Communication about pricing, promotions, and value propositions influences customers' perceptions of the brand's value. Clear

communication of value-added benefits and competitive pricing can enhance perceived value.

Brand communication sets expectations for the customer experience. Consistent messaging about customer service, support, and post-purchase interactions impacts how customers perceive the brand's overall service quality. Brand communication also plays a crucial role in managing the brand's reputation. Timely and appropriate communication during crises or challenges can mitigate negative perceptions and maintain customer trust. Communication of customer testimonials, reviews, and endorsements can influence how customers perceive the brand. Positive social proof reinforces trust and credibility. Effective brand communication fosters long-term relationships with customers. Consistent, relevant, and engaging communication builds brand loyalty and advocacy over time.

Exposure of Ads among Customers and its Importance

Exposure to advertisements is a crucial aspect of marketing, as it enables customers to become aware of products, services, and brands. This theoretical framework explores the concept of exposure of ads among customers, its importance, and the underlying theories and concepts. Advertisement recall refers to the extent to which consumers remember an advertisement after being exposed to it. It is a critical metric in marketing, indicating the effectiveness of an ad in capturing and retaining consumer attention. Higher recall rates suggest that an ad successfully made an impression, making it more likely that consumers will remember the brand or product when making purchasing decisions.

Theoretical Perspective: Media Exposure and Reach Theory

Media exposure and reach theory focus on how effectively an advertisement reaches its intended audience through various communication channels. Key concepts include:

- **Reach:** The total number of different people or households exposed to an advertisement at least once during a specific period. It is a fundamental measure of an advertisement's effectiveness.
- **Frequency:** The average number of times an individual or household is exposed to an advertisement within a given time frame. It helps in understanding how often the target audience encounters the ad.

- **Gross Rating Points (GRPs):** A standard measure in advertising, GRPs combine reach and frequency to assess the overall exposure of an advertisement. It is calculated by multiplying reach by frequency.
- **Effective Reach:** The number of people exposed to an advertisement with enough frequency to make an impact. It acknowledges that not all exposures are equally effective.
- **Selective Exposure:** This theory posits that individuals selectively expose themselves to messages that are congruent with their beliefs and attitudes. Advertisers must consider how their target audience interacts with various media channels.

By understanding these concepts, marketers can optimize their media planning and buying strategies to maximize exposure and ensure that their advertisements reach the right audience through the most effective channels.

Key Factors Influencing Advertisement Recall:

- **Emotional Engagement:** Ads that evoke strong emotions tend to be more memorable.
- **Repetition:** Frequent exposure to an ad can enhance recall.
- **Visual and Audio Elements:** The use of distinctive visuals, sounds, and jingles can aid in memorability.
- **Message Clarity:** Clear and straightforward messages are easier to remember.
- **Placement and Timing:** Strategically placed ads and timing (e.g., during prime viewing hours) can increase recall

Theoretical Perspective: Memory and Recall Theory

Memory theory and recall theory are fundamental concepts in cognitive psychology that seek to understand how humans encode, store, and retrieve information. Memory theory encompasses various models and frameworks that explain the processes and structures involved in retaining information over time. One of the most influential models is the multi-store model proposed by Atkinson and Shiffrin in 1968. This model posits that memory consists of three distinct stores: sensory memory, short-term memory (STM), and long-term memory (LTM). Sensory memory is the initial stage that holds sensory information for a very brief period, typically less than a second. Information that captures our attention moves into STM, which has a limited capacity and duration, usually lasting around 15-30 seconds. To retain information in STM, it

must be rehearsed or encoded into LTM, which has a theoretically unlimited capacity and can store information indefinitely. Another significant model is Baddeley and Hitch's working memory model, which expands on STM by introducing the concept of working memory as a multi-component system that includes the central executive, phonological loop, visuospatial sketchpad, and episodic buffer. This model highlights the dynamic and active nature of STM in manipulating and processing information.

Recall theory, on the other hand, focuses on the mechanisms and processes involved in retrieving information from memory. Recall is a type of memory retrieval that involves accessing information without explicit cues, as opposed to recognition, which involves identifying information from a set of options. Theories of recall emphasize the importance of encoding specificity, which suggests that the conditions under which information is encoded should match the conditions under which it is retrieved for optimal recall. This concept was highlighted by Tulving and Thomson's encoding specificity principle, which states that memory is most effective when information available at encoding is also present at retrieval. The levels of processing theory, proposed by Craik and Lockhart, also plays a crucial role in understanding recall. This theory suggests that the depth of processing, ranging from shallow to deep, affects how well information is remembered. Deep processing, which involves semantic encoding, leads to better recall compared to shallow processing, which involves surface-level features.

Context-dependent and state-dependent memory are other important aspects of recall theory. Context-dependent memory refers to the phenomenon where recall is improved when the physical or environmental context at retrieval matches the context at encoding. For instance, individuals are more likely to remember information learned in a specific room if they are tested in the same room. State-dependent memory, on the other hand, suggests that recall is better when an individual's internal state, such as mood or physiological condition, is consistent between encoding and retrieval. This concept is often illustrated by studies showing that information learned while intoxicated is better recalled when in the same state.

Interference theory is another critical component of recall theory, explaining how and why recall can be disrupted. There are two types of interference: proactive and

retroactive. Proactive interference occurs when old information hinders the recall of new information, while retroactive interference happens when new information disrupts the recall of old information. These interferences illustrate the competitive nature of memory retrieval, where similar pieces of information can interfere with each other, leading to forgetting or errors in recall.

The reconstructive nature of memory is a crucial aspect of recall theory, emphasizing that memory is not a perfect reproduction of past experiences but rather a reconstruction influenced by various factors. This concept is supported by Bartlett's theory of reconstructive memory, which suggests that individuals use existing knowledge and schemas to fill in gaps when recalling information. This process can lead to distortions and inaccuracies, as memories are influenced by beliefs, expectations, and external information.

In addition to these theoretical frameworks, the neural basis of memory and recall has been extensively studied, with significant insights into the brain regions and processes involved. The hippocampus plays a vital role in the consolidation of information from STM to LTM, while the prefrontal cortex is crucial for working memory and the retrieval of information. Neuroimaging studies have shown that successful recall activates specific brain regions, including the hippocampus, prefrontal cortex, and parietal lobes, highlighting the complex and distributed nature of memory retrieval processes.

Memory theory and recall theory provide comprehensive frameworks for understanding how information is encoded, stored, and retrieved. These theories underscore the complexity of memory processes, the factors that influence recall, and the neural mechanisms that underpin these cognitive functions. Together, they offer valuable insights into the nature of human memory, its strengths, and its limitations, contributing to our understanding of how we remember and forget.

- Encoding: The process by which information is transformed into a form that can be stored in memory. Effective advertisements use attention-grabbing elements, repetition, and unique messaging to enhance encoding.
- Storage: The retention of encoded information over time. Advertisers aim to create strong associations and positive emotions with their brand to facilitate long-term storage.

- **Retrieval:** The process of accessing stored information when needed. Ads that are memorable and distinctive are more likely to be retrieved by consumers when making purchase decisions.
- **Cue-Dependent Recall:** Recall is often facilitated by cues that are associated with the original information. Effective ads use visual, auditory, or contextual cues that make it easier for consumers to recall the brand.
- **Dual Coding Theory:** This theory posits that information is better remembered when it is encoded both visually and verbally. Advertisements that combine images and text can enhance recall.
- **Levels of Processing Theory:** Suggests that deeper levels of processing (e.g., semantic processing) lead to better recall. Ads that engage consumers in meaningful ways are more likely to be remembered.

Advertisement Content and its Importance

Advertisement content plays a crucial role in marketing and communication strategies for businesses. Here are some key points highlighting its importance:

- **Capturing Attention:** Effective advertisement content grabs the audience's attention quickly and effectively. It uses compelling headlines, visuals, or messages that resonate with the target audience.
- **Communicating Value:** It communicates the unique selling points (USPs) and benefits of a product or service clearly. This helps in convincing potential customers of its value and relevance to their needs.
- **Building Brand Identity:** Consistent and well-crafted advertisement content helps in building and reinforcing brand identity. It shapes how customers perceive a brand's personality, values, and offerings.
- **Driving Engagement:** Good advertisement content encourages engagement and interaction with the audience. This can include calls to action (CTAs) that prompt viewers to visit a website, make a purchase, or interact with the brand in some way.
- **Increasing Sales and Conversions:** Ultimately, the goal of advertisement content is to drive sales and conversions. By persuading potential customers and guiding them

towards a purchase decision, effective advertising can directly impact revenue generation.

- **Differentiating from Competitors:** In a competitive market, advertisement content helps differentiate a brand from its competitors. It highlights what sets the brand apart and why consumers should choose it over alternatives.
- **Adapting to Channels:** Advertisement content needs to be adapted to different channels and formats, such as social media, print, digital ads, etc. Each platform may require a different approach to maximize effectiveness.
- **Measuring Success:** Well-designed advertisement content includes metrics for measuring its success. This could involve tracking engagement rates, conversion rates, brand awareness metrics, and return on investment (ROI) to assess its impact and make necessary adjustments.

Types of advertisement contents

Advertisement content can vary widely depending on the product or service being promoted, the target audience, and the goals of the advertising campaign. Here are some common types of advertisement content:

- **Informative Content:** This type of advertisement focuses on providing information about the product or service. It typically highlights features, specifications, and benefits in a straightforward manner. Informative content is often used for products that require explanation or education.
- **Emotional Content:** Emotional advertising aims to evoke feelings and emotions in the audience. It connects with viewers on a personal level, using storytelling, empathy, or nostalgia to create a memorable impression. Emotional content is effective in building brand affinity and influencing purchase decisions.
- **Humorous Content:** Humorous advertisements use humor, wit, or satire to entertain viewers. They aim to create a positive association with the brand by making the audience laugh or smile. Humorous content can be highly engaging and shareable, increasing brand visibility and reach.
- **Aspirational Content:** Aspirational advertising showcases a lifestyle or ideal that the target audience desires. It associates the brand with success, luxury, or achievement, inspiring consumers to aspire to a certain image or status.

- **Storytelling Content:** Storytelling in advertisements involves narrating a compelling story that resonates with the audience. It often follows a protagonist's journey or experiences, emphasizing values, challenges, and resolutions that align with the brand's message.
- **User-Generated Content (UGC):** UGC involves using content created by customers or users of the product or service. It can include testimonials, reviews, or user-submitted photos/videos showcasing their experiences. UGC adds authenticity and credibility to the advertisement.
- **Demonstration Content:** Demonstration ads show the product or service in action. They illustrate how the product works, its benefits, and why consumers should consider purchasing it. Demonstrations can be effective for products with unique features or functionalities.
- **Comparative Content:** Comparative advertising directly compares the brand's product or service with competitors. It highlights advantages, differences, or superior qualities to persuade consumers to choose their offering over others.
- **Call-to-Action (CTA) Content:** CTA-focused advertisements encourage immediate action from the audience. They include clear directives such as "Buy Now," "Sign Up Today," or "Visit Our Store." CTAs are essential for driving conversions and measuring the effectiveness of the advertisement.
- **Seasonal or Promotional Content:** Seasonal advertisements capitalize on specific times of the year (e.g., holidays, events) or promotional periods (e.g., sales, discounts). They leverage seasonal themes, colors, and sentiments to attract attention and drive sales during peak times.

Theoretical Perspective: Consumer Behavior and Preference Theory

Attitude-Behavior Consistency (ABC) theory explores the relationship between a person's attitudes and their behaviors, particularly how consistent attitudes are with subsequent actions. In the context of marketing and advertisements, this theory is significant because it helps explain how and why consumers' attitudes towards a brand influence their purchasing behavior.

Attitudes: These are evaluations or feelings that individuals have towards an object, person, or concept. In marketing, attitudes often refer to how consumers feel about a

brand or product. Attitudes can be positive, negative, or neutral and are formed through experiences, beliefs, and information received about the brand.

Behavior: This refers to the actions taken by individuals, such as purchasing a product, recommending a brand to others, or engaging with a brand's content. Behaviors are often driven by underlying attitudes.

Consistency: ABC theory posits that there is a strong link between attitudes and behaviors. When consumers have positive attitudes towards a brand, they are more likely to exhibit behaviors that support the brand, such as purchasing its products, whereas negative attitudes may lead to avoidance behaviors.

Advertisements that resonate with existing consumer attitudes are more likely to be effective. For example, if a brand knows that its target audience values sustainability, creating advertisements that highlight the brand's eco-friendly practices can align with these attitudes and reinforce positive feelings towards the brand. While ABC theory primarily deals with pre-existing attitudes, advertisements also play a role in shaping and changing attitudes. By consistently delivering messages that highlight the brand's strengths, values, and benefits, advertisements can help form positive attitudes that lead to desired behaviors.

If consumers have negative attitudes towards a brand, advertisements can address these concerns directly. For example, if there is a perception that a product is overpriced, advertisements can highlight value for money, discounts, or superior quality to change these attitudes and encourage positive behaviors.

- **Theory of Planned Behavior:** Suggests that behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control. Ads that positively influence these factors can shape customer preferences.
- **Elaboration Likelihood Model (ELM):** This model posits that consumers process messages either through a central route (deep, thoughtful consideration) or a peripheral route (superficial cues). Ads that engage the central route are more likely to change attitudes and preferences. The Elaboration Likelihood Model (ELM), proposed by Richard E. Petty and John T. Cacioppo in the early 1980s, is a theory that seeks to explain how people are persuaded and how they process persuasive communications. At its core, ELM posits that there are two primary routes through which persuasion occurs: the central route and the peripheral route. These routes represent different levels of elaboration, or the extent to which a person carefully thinks about issue-relevant

arguments contained in a persuasive communication. The central route to persuasion involves a high level of elaboration, where individuals engage in careful and thoughtful consideration of the true merits of the information presented. This route is more likely to be used when the person is highly motivated and has the ability to process the information. Factors such as personal relevance, need for cognition, and the presence of a cognitive load influence whether someone will take the central route. When people process information via the central route, they tend to generate a number of cognitive responses, including supportive elaborations, counterarguments, and neutral thoughts. If the arguments presented are strong and compelling, this can lead to lasting attitude change that is resistant to counter-persuasion and is predictive of future behavior. On the other hand, if the arguments are weak, the person may generate negative cognitive responses, leading to rejection of the persuasive message and even a potential boomerang effect, where the person's attitude becomes more negative than before.

In contrast, the peripheral route to persuasion involves a lower level of elaboration. Here, individuals are not motivated or able to process information deeply. Instead of focusing on the strength of the arguments, they rely on peripheral cues, which are simple, superficial aspects of the message or the context in which it is presented. These cues can include the attractiveness or credibility of the source, the number of arguments presented (regardless of their quality), and other heuristics like social proof, scarcity, and reciprocity. The peripheral route often leads to temporary attitude change that is susceptible to counter-persuasion and may not predict future behavior as effectively as attitudes formed via the central route. Factors such as low personal relevance, distractions, and low cognitive capacity can lead individuals to take the peripheral route.

ELM suggests that the likelihood of elaboration is determined by two main factors: motivation and ability. Motivation to process a message can be influenced by personal relevance, where individuals are more likely to engage in central processing if the message is directly relevant to them. Another motivator is the individual's need for cognition, a personality trait that reflects a person's enjoyment of and engagement in thinking. People high in need for cognition are more likely to take the central route, while those low in this trait are more likely to take the peripheral route. Ability to process the message depends on factors such as the individual's prior knowledge about the topic, the clarity of the message, and the absence of distractions. For example,

complex messages or those presented in a noisy environment may reduce the ability to process information, pushing individuals toward the peripheral route.

An important aspect of ELM is that it accounts for the fact that the same persuasive message can affect different people in different ways, depending on their motivation and ability to elaborate on the information. For instance, a highly detailed and technical advertisement for a new computer will be more persuasive to a tech-savvy audience motivated to understand the nuances of the product, engaging them through the central route. In contrast, the same advertisement might persuade a less tech-savvy audience through peripheral cues like celebrity endorsements or the sleek design of the product.

Moreover, ELM also highlights that the two routes to persuasion are not mutually exclusive. Individuals may process parts of the message through the central route and other parts through the peripheral route, depending on their level of involvement with different aspects of the message. Additionally, a message that initially engages someone via the peripheral route can, over time and with increased motivation or ability, shift to the central route as the individual seeks more detailed information and engages in deeper processing.

The implications of ELM extend to various fields, including marketing, health communications, and political campaigning. For marketers, understanding that consumers process advertisements differently allows for more effective targeting. High-involvement products, such as cars or insurance, benefit from detailed information and strong arguments to engage consumers through the central route. Conversely, low-involvement products, like snacks or household items, can rely on attractive packaging and celebrity endorsements to appeal via the peripheral route.

In health communications, ELM can guide the design of campaigns to ensure that messages about health behaviors are processed effectively. For instance, smoking cessation campaigns might use strong, logical arguments and statistical evidence to appeal to individuals deeply concerned about health, engaging them through the central route. Meanwhile, campaigns targeting a broader audience might use vivid imagery and testimonials to trigger emotional responses via the peripheral route.

In political campaigning, ELM helps explain why some voters are swayed by detailed policy proposals (central route) while others are influenced by the charisma or likability of the candidate (peripheral route). Campaign strategists can tailor their messages to

match the audience's level of involvement and ability to process information, thereby maximizing persuasive impact.

Overall, the Elaboration Likelihood Model provides a comprehensive framework for understanding how persuasion works. By delineating the central and peripheral routes and the factors that influence them, ELM explains why different messages work on different people and under different circumstances. It underscores the complexity of human cognition and the multifaceted nature of persuasive communication, offering valuable insights for anyone looking to influence attitudes and behaviors.

- **Aesthetic Appeal:** The visual and emotional appeal of advertisements significantly impacts consumer preferences. Ads that are visually pleasing and emotionally resonant tend to be preferred.
- **Cultural Influences:** Consumer preferences are shaped by cultural norms and values. Ads that reflect or resonate with cultural elements are more likely to be favored by consumers.
- **Brand Personality and Image:** The personality traits and image associated with a brand influence consumer preferences. Advertisements that consistently convey a desirable brand personality can strengthen consumer preference.

Trends of customer behavior towards FMCG products

Customer behavior towards FMCG (Fast-Moving Consumer Goods) products has been evolving rapidly, driven by several key trends. One significant shift is the increasing emphasis on health and wellness, as consumers are now more conscious about the ingredients in the products they use, seeking items that are natural, organic, and free from harmful chemicals. This trend is coupled with a growing demand for sustainability, where environmentally friendly packaging and ethical sourcing practices play a crucial role in purchasing decisions. Additionally, the digital revolution has transformed shopping habits, with more customers opting for online platforms due to the convenience and wide range of options available. Personalization and tailored experiences are also becoming more important, as consumers expect brands to cater to their individual needs and preferences. Furthermore, there is a noticeable rise in brand loyalty, with customers gravitating towards brands that align with their values and provide consistent quality. The pandemic has further accelerated these changes, pushing consumers towards hygiene-centric products and leading to a spike in demand for essential goods. Overall, the FMCG sector is witnessing a dynamic shift in

consumer behavior, marked by an increased focus on health, sustainability, convenience, and personalization.

Customers expect FMCG products to meet a variety of criteria to satisfy their evolving needs and preferences. First and foremost, they look for high-quality products that deliver on their promises, ensuring consistency and reliability. Health and safety have become paramount, with consumers favoring products that are made with natural, organic, and non-toxic ingredients. They also expect transparency in labeling, wanting to know exactly what goes into the products they use.

Sustainability is another major expectation, as customers increasingly prioritize eco-friendly packaging, ethical sourcing, and environmentally responsible practices. Convenience is key, with a preference for products that save time and effort, often leading to a demand for multifunctional or easy-to-use items.

Affordability remains important, but many consumers are willing to pay a premium for products that align with their values, such as those that support social causes or have a reduced environmental impact. Additionally, customers expect seamless shopping experiences, whether online or in-store, and value personalized recommendations that cater to their individual preferences. Lastly, effective customer service and support are crucial, as consumers seek brands that provide responsive and helpful assistance when needed. Overall, FMCG customers expect a combination of quality, health, sustainability, convenience, value, and excellent service from the products they choose.

FUTURE OF ADVERTISEMENTS

The future of advertising is poised to undergo significant transformations driven by technological advancements, evolving consumer preferences, and shifting societal norms. As we move further into the digital age, advertising strategies are expected to become more personalized, immersive, and interactive, leveraging cutting-edge technologies such as artificial intelligence (AI), augmented reality (AR), and virtual reality (VR). The integration of these technologies will not only enhance the effectiveness of advertising campaigns but also redefine the way brands engage with their audiences.

One of the most prominent trends in future advertising is the increasing use of AI and machine learning. These technologies enable brands to analyze vast amounts of data to gain insights into consumer behavior and preferences. By understanding individual

consumer journeys, brands can create highly personalized advertising experiences that resonate with their target audiences on a deeper level. AI-powered algorithms can predict consumer needs and deliver tailored content at the right time and through the right channels, enhancing the overall customer experience. For instance, personalized product recommendations based on past purchase history and browsing behavior can significantly increase conversion rates and customer satisfaction.

Moreover, AI can automate various aspects of the advertising process, from content creation to ad placement. Programmatic advertising, which uses AI to automate the buying and selling of ad space, is already gaining traction and is expected to become even more sophisticated. This approach allows for real-time bidding and optimization, ensuring that ads are displayed to the most relevant audience segments. By automating these processes, brands can save time and resources while achieving better targeting and higher returns on investment.

Another key trend shaping the future of advertising is the rise of immersive technologies such as AR and VR. These technologies offer unique opportunities for brands to create engaging and memorable experiences for consumers. AR, for example, can be used to overlay digital content onto the physical world, allowing consumers to interact with products in new and exciting ways. Brands can create AR-powered mobile apps that enable users to visualize how furniture would look in their homes or how makeup products would appear on their faces. Such interactive experiences not only capture consumer attention but also drive higher engagement and conversion rates.

VR, on the other hand, offers the potential for entirely immersive experiences that transport consumers to virtual environments. Brands can create virtual showrooms, allowing consumers to explore products in a simulated space. For instance, automotive companies can offer virtual test drives, giving potential buyers a realistic sense of driving a car without leaving their homes. These immersive experiences can create a stronger emotional connection between consumers and brands, leading to increased brand loyalty and advocacy.

The future of advertising will also be heavily influenced by the proliferation of smart devices and the Internet of Things (IoT). With the increasing connectivity of everyday objects, brands will have more touchpoints to reach consumers. Smart home devices,

wearables, and connected cars present new opportunities for delivering contextually relevant ads. For example, a smart refrigerator could suggest recipe ideas based on its contents, along with targeted ads for missing ingredients. Similarly, wearable fitness trackers could deliver personalized health and wellness recommendations, along with promotions for related products and services. The ability to deliver seamless and context-aware advertising experiences will be a key differentiator for brands in the future.

In addition to technological advancements, the future of advertising will be shaped by changing consumer expectations and values. Modern consumers are increasingly conscious of social and environmental issues, and they expect brands to take a stand on these matters. Purpose-driven advertising, which aligns a brand's values with those of its audience, is becoming more important. Brands that authentically support social causes and demonstrate corporate social responsibility are likely to build stronger connections with consumers. This shift towards values-based advertising requires brands to be transparent and genuine in their messaging, as consumers can quickly identify and reject inauthentic attempts at cause marketing.

Furthermore, the rise of social media and influencer marketing will continue to play a significant role in the future of advertising. Social media platforms provide a direct and interactive way for brands to connect with their audiences. Influencers, who have built trust and credibility with their followers, can amplify brand messages and drive engagement. However, as the influencer landscape becomes more saturated, brands will need to be strategic in selecting influencers who align with their values and can authentically represent their products. Micro-influencers, who have smaller but highly engaged audiences, may become more valuable for niche targeting and building genuine connections with consumers.

The future of advertising will also see a greater emphasis on experiential marketing. Consumers increasingly seek experiences over material possessions, and brands that can create memorable and shareable experiences will have a competitive edge. Pop-up stores, brand activations, and live events provide opportunities for consumers to interact with brands in meaningful ways. These experiences can generate buzz and create a sense of community among consumers, fostering brand loyalty and advocacy. Additionally, the integration of digital elements into physical experiences, such as

interactive displays and gamification, can enhance engagement and create a seamless online-to-offline connection.

Data privacy and security will be critical considerations in the future of advertising. As consumers become more aware of how their data is being used, brands will need to prioritize transparency and build trust. Compliance with data protection regulations, such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), will be essential. Brands that prioritize ethical data practices and offer consumers control over their data will be better positioned to build long-term relationships with their audiences. Additionally, the use of blockchain technology for transparent and secure ad transactions could become more prevalent, addressing issues such as ad fraud and ensuring that advertising budgets are spent efficiently.

The future of advertising will also be characterized by the convergence of different media channels. The lines between traditional and digital media are becoming increasingly blurred, and brands will need to adopt an integrated approach to reach their audiences effectively. Cross-channel marketing strategies that deliver consistent and cohesive messages across various touchpoints will be crucial. For example, a brand's TV ad campaign should be complemented by digital ads, social media content, and in-store promotions, creating a unified brand experience. The use of advanced analytics and attribution models will help brands understand the impact of each channel and optimize their media mix for maximum effectiveness.

Voice technology is another area poised to revolutionize advertising. With the growing popularity of voice assistants such as Amazon Alexa, Google Assistant, and Apple Siri, brands have new opportunities to engage with consumers through voice-activated ads and content. Voice search is becoming more prevalent, and optimizing for voice search will be essential for brands to remain visible. Additionally, interactive voice experiences, such as branded skills and voice apps, can provide value to consumers while reinforcing brand messages. The conversational nature of voice interactions offers a unique way for brands to build relationships with their audiences and deliver personalized recommendations.

The integration of 5G technology will further accelerate the evolution of advertising. The high-speed, low-latency capabilities of 5G will enable the seamless delivery of rich media content, such as high-definition videos and interactive experiences. This will

open up new possibilities for real-time advertising and enhanced consumer engagement. For example, 5G can support the delivery of live, interactive ads during events or enable real-time product demonstrations through AR and VR. The increased connectivity and bandwidth of 5G will also facilitate the growth of smart cities, where brands can leverage data from connected infrastructure to deliver hyper-localized and contextually relevant ads.

As the advertising landscape continues to evolve, the role of creativity will remain paramount. While technology and data provide powerful tools for targeting and personalization, the ability to craft compelling and emotionally resonant stories will be the cornerstone of successful advertising. Creative storytelling that taps into universal human emotions and experiences will have the power to cut through the noise and create lasting impressions. Brands that can balance the art of storytelling with the science of data-driven insights will be best positioned to capture consumer attention and drive meaningful engagement.

The future of advertising is set to be dynamic and multifaceted, driven by technological innovations, changing consumer behaviors, and evolving societal values. AI, AR, VR, IoT, and 5G will transform the way brands connect with their audiences, creating more personalized, immersive, and interactive experiences. Purpose-driven and experiential marketing will become increasingly important as consumers seek brands that align with their values and offer meaningful interactions. Data privacy and security will be critical considerations, and brands will need to prioritize transparency and ethical data practices. The convergence of media channels and the rise of voice technology will further shape the advertising landscape, offering new opportunities for engagement. Ultimately, the brands that can combine creativity with technology and data-driven insights will be best positioned to thrive in the future of advertising.

CHAPTER III
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

Introduction

Analyzing data by percentage is a common and useful method in various fields, including marketing, finance, and social sciences. This approach allows for easy comparison and interpretation of data by expressing values as parts of a whole.

In this study 150 responses are analyzed by percentage analysis and total weighted ratings. After finding percentages from the frequency a bar chart is plotted, which gives a visual representation of the analysis. Interpretation is also given for every bar graph for more comprehensive understanding. From the interpretation suitable findings and insights are generated which can lead to recommendations for the company regarding its advertising endeavor.

Total number of respondents-150

Pears-50

Medimix-50

Lux-50

Table 3.1 -Age of respondents

Brand	18-24	25-34	35-44	45-54	55-60
Pears	11	15	10	7	7
Medimix	11	13	7	8	1
Chandrika	7	16	11	12	4

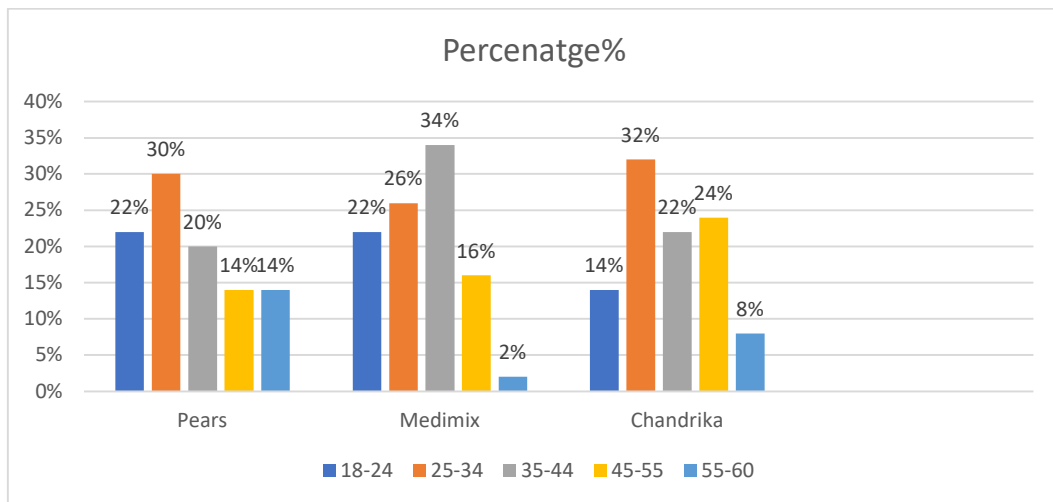


Fig 3.1 Percentage of respondents

Interpretation:

- Pears is popular among the 25-34 age group, indicating that this demographic is most engaged with the brand. The 18-24 and 55-60 age groups also show significant engagement, while the 35-44 and 45-55 age groups have the lowest engagement.
- Medimix is most popular among the 35-44 age group, showing the highest engagement in this demographic. The 25-34 and 18-24 age groups also have notable engagement, while the 55-60 age group has minimal engagement.
- Chandrika is most popular among the 25-34 age group, indicating strong engagement with this demographic. The 35-44 and 45-55 age groups also show significant engagement, while the 18-24 and 55-60 age groups have lower engagement.

Table 3.2 Gender of Respondents

Brand	Male	Female	Others
Pears	20	30	0
Medimix	9	41	0
Chandrika	17	33	0

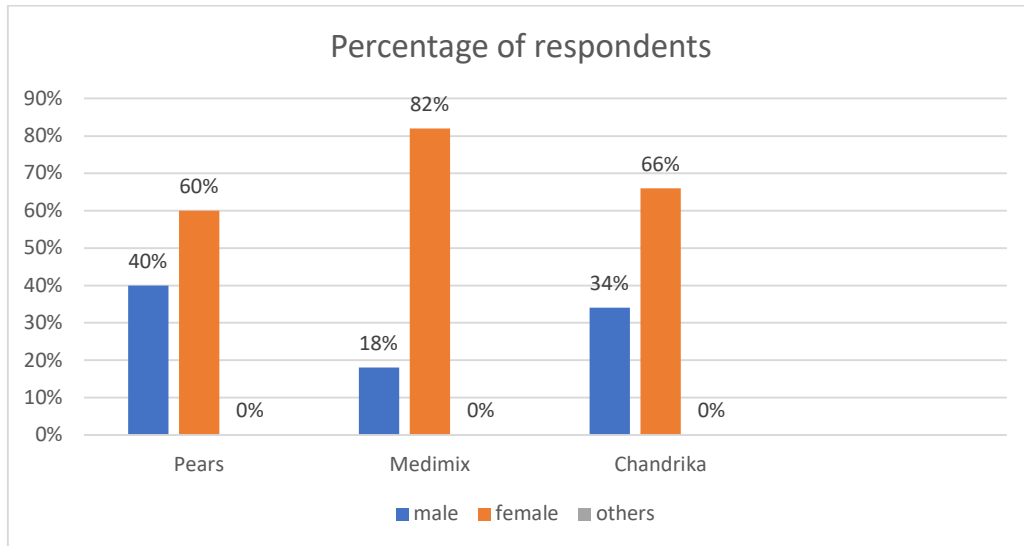


Fig 3.2 Percentage of gender of respondents

Interpretation:

- Pears customers are female respondents (60%) compared to male respondents (40%). There are no respondents identifying as others for this brand.
- Medimix is overwhelmingly popular among female respondents, with 82% of the respondents being female. Only 18% of respondents are male, and there are no respondents identifying as others for this brand.
- Chandrika also shows higher engagement among female respondents (66%) compared to male respondents (34%). Similar to the other brands, there are no respondents identifying as others.

Table 3.3 Frequency of brand message exposure among customers

	Sev /week	Daily	Few/week	Once/week	Less/week	Not at all
Pears	1	5	19	15	10	0
Medimix	2	3	19	19	6	1
Chandrika	3	2	13	16	15	1

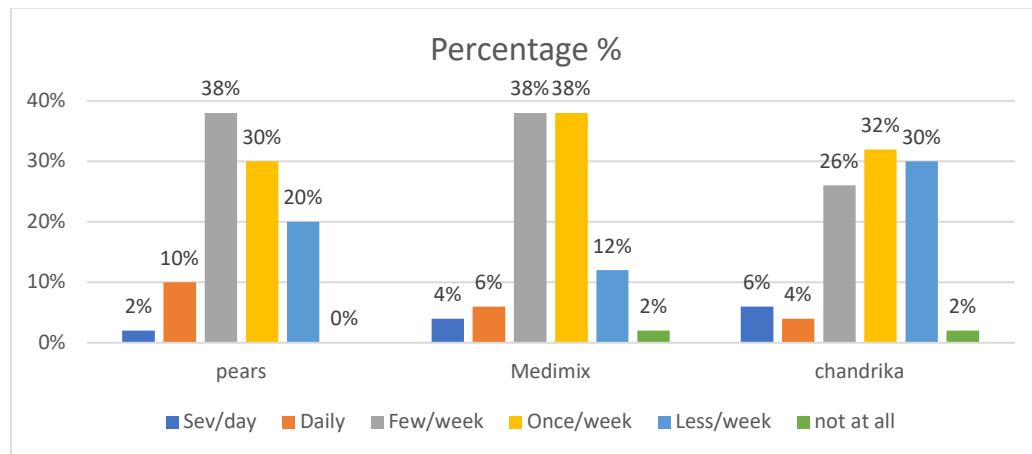


Fig 3.3 percentage of brand message exposure

Interpretation:

- The highest exposure to Pears' brand messages is once a week (38%). A significant portion of respondents also see Pears' messages less than once a week (30%) and a few times a week (20%). Daily exposure is relatively low at 10%, and only 2% of respondents are exposed several times a day.
- Medimix has equal highest exposure rates for once a week (38%) and less than once a week (38%). A smaller percentage of respondents are exposed to Lux's brand messages a few times a week (12%). Daily exposure is 6%, while 4% of respondents see the messages several times a day. Only 2% of respondents are not exposed to Lux's brand messages at all.
- The highest exposure to Chandrika's brand messages is once a week (32%). A significant number of respondents also see Chandrika's messages less than once a week (30%) and a few times a week (26%). Daily exposure is 4%, and several times a day exposure is 6%. Only 2% of respondents indicated they are not exposed to Chandrika's brand messages at all.

Table3.4.1 Rating of advertisement recall through different channels of communication

Pears

	1	2	3	4	5	Total	Total weighted rating
Television	38	5	7	0	0	231	15.4
Social Media	8	37	5	0	0	203	13.53
Print	3	6	29	10	10	148	9.86
Billboard	4	2	6	25	25	109	7.26
Influencer	2	3	1	13	13	82	5.46

Table 3.4.2 Medimix

	1	2	3	4	5	Total	Total weighted ratings
Television	37	7	3	2	1	227	15.13
Social media	9	31	8	2	0	197	13.13
Print	3	9	32	6	0	159	10.6
Billboard	4	5	4	25	12	114	7.6
Influencer	3	1	1	13	32	80	5.33

Table 3.4.3 Chandrika

	1	2	3	4	5	Total	Total weighted ratings
Television	30	8	7	2	3	216	14.4
Social media	12	27	5	4	2	193	12.86
Print	7	9	22	7	5	156	10.4
Billboard	1	6	13	23	7	121	8.06
Influencer	2	3	4	10	31	85	5.66

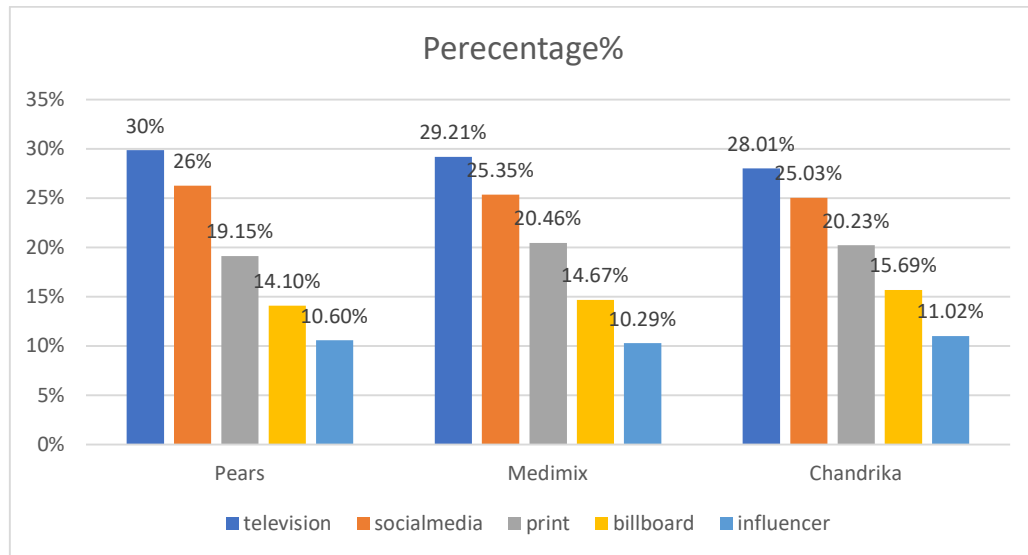


Fig 3.4 percentage of advertisement recall

Interpretation:

- For Pears, television emerges as the most effective medium, with 30% of customers recalling ads through this channel. Social media follows closely at 26%, indicating strong digital engagement. Print ads have a recall rate of 19.15%, while billboards and influencer marketing are less effective, with recall rates of 14.10% and 10.60%, respectively.
- In the case of Medimix, television again leads as the primary channel with a 29.21% recall rate, demonstrating the high impact of TV advertisements. Social media (25.35%) and print (20.46%) are also significant, reflecting their importance in Lux’s advertising strategy. Billboard ads have a recall rate of 14.67%, and influencer marketing is noted by 10.29% of customers.
- For Chandrika, television is the dominant medium, with a 28.01% recall rate. Social media follows at 25.03%, showing its effectiveness in reaching consumers. Print ads have a recall rate of 20.23%, while billboards (15.69%) and influencer marketing (11.02%) have lower but still noteworthy recall rates.

Table3.5 Frequency of customers who recall the advertisements, when they hear the soap brand name.

Soap brand	Yes (Frequency)	No(Frequency)
Pears	22	28
Medimix	10	40
Chandrika	24	26

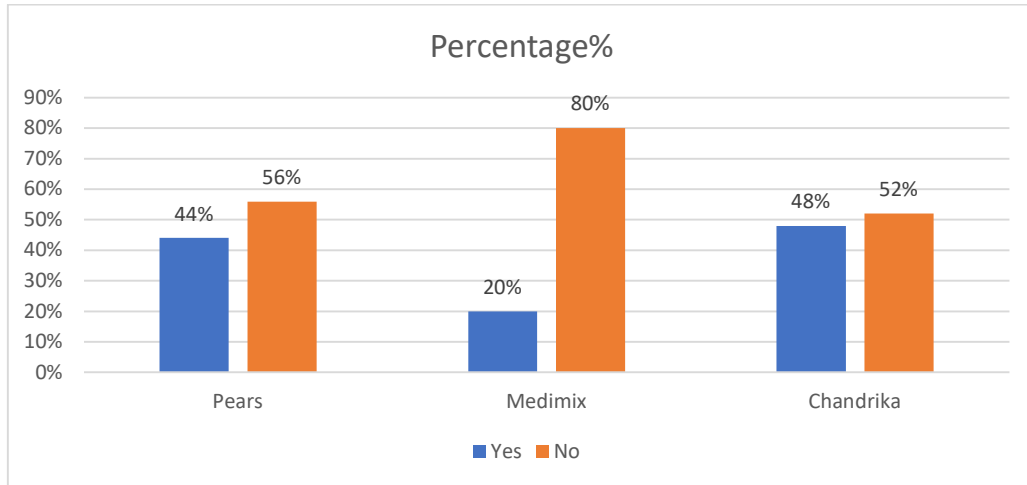


Fig 3.5 Percentage of ad recall by given only names

Interpretation:

- The customers of Pears show that 44% of them will recall the advertisements on top of their mind when they hear the brand name. But 56% of them do not recall the advertisements immediately.
- In the case of Medimix only 20% can recall the advertisements when they hear brand name the rest 80% do not recall it.
- 48% customers of Chandrika will recall the advertisements by giving only brand name, while rest 52% do not recall when given only the soap brand name.

Table 3.6 Frequency of customers who can recall brand advertisement, if given hints.

Soap	Yes	No
Pears	28	22
Medimix	15	35
Chandrika	25	25

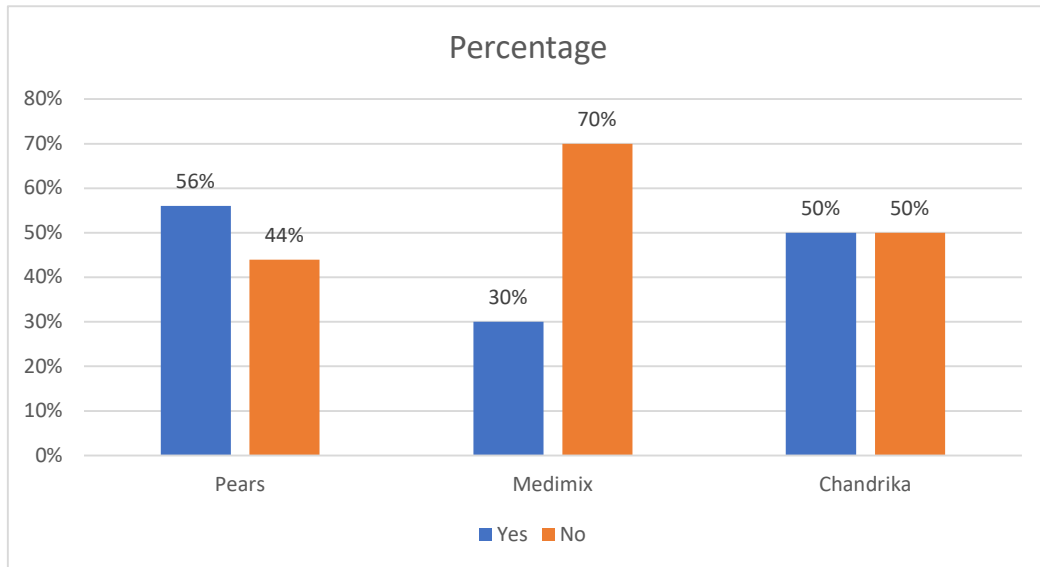


Fig 3.6 Percentage of ad recall if given hints

Interpretation:

- For the Pears soap, 56% customers will recall the advertisements when given hints and the rest 44% will not recall the advertisements even after giving hints.
- In the case of Lux very less percentage (30%) can recall the brand's advertisements when given hints and the other 70% cannot recall.
- Chandrika customers case is interesting half ,50% of them will recall when given hints while other 50% will not recall even by giving hints.

Table 3.7 Frequency of Most frequently seen brand message

	Video ads	Image based	written	testimonial
Pears	23	17	8	2
Medimix	28	16	6	0
Chandrika	18	22	7	3

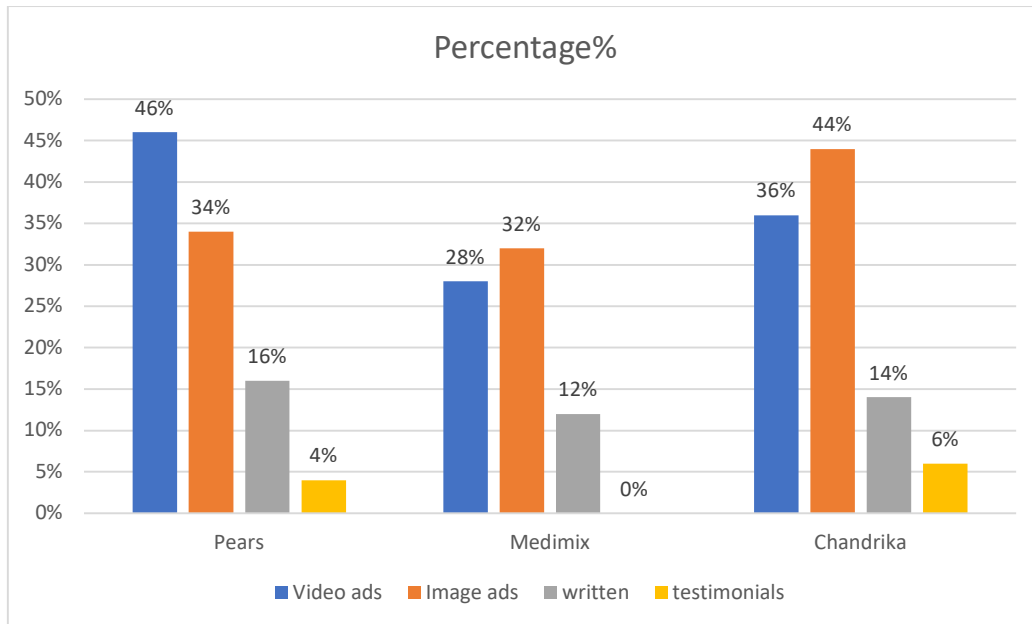


Fig 3.7 Percentage of frequently seen type of brand image

Interpretation:

- For Pears, video ads are the most popular, watched by 46% of customers. Image ads follow with 34%, while written ads and testimonials are less common at 16% and 4%, respectively.
- Medimix shows a different distribution, with image ads leading at 32%. Video ads are also significant at 28%, but written ads are notably less frequent at 12%, and there are no testimonials (0%).
- Chandrika has a high viewership of both video and image ads, at 44% and 36%, respectively. Written ads are watched by 14% of customers, and testimonials by 6%.

Table 3.8 Frequency of most recalled element among different elements of brand message

	Logo	Tagline	Characters	Music	Benefits	Aesthetics
Pears	14	11	11	2	12	0
Medimix	12	12	11	2	7	6
Chandrika	13	18	9	4	9	1

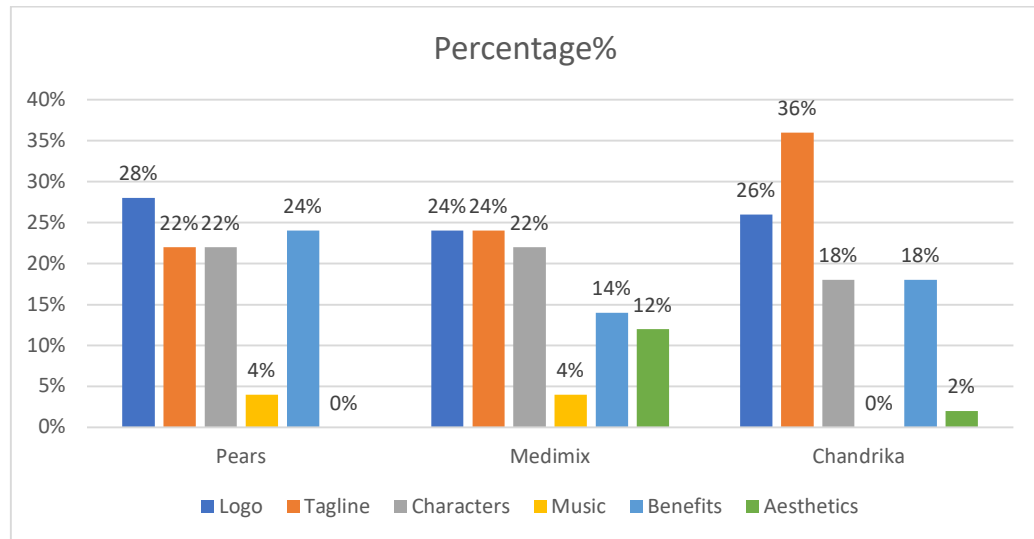


Fig 3.8 Percentage of most recalled element

Interpretation:

- For Pears, 28% of customers recall the logo, while 22% recall the tagline and characters, 4% recall the music, 24% recall the benefits, and none recall the aesthetics.
- For Medimix, 24% of customers recall the logo and tagline, 22% recall the characters, 4% recall the music, 14% recall the benefits, and 12% recall the aesthetics.
- For Chandrika, 26% of customers recall the logo, 36% recall the tagline, 18% recall the characters and benefits, and none recall the music, while 12% recall the aesthetics. This data indicates that the tagline is the most recalled element for Chandrika, the logo is most recalled for Pears, and the logo and tagline are equally recalled for Medimix.

Table 3.9 Frequency of least recalled element among different elements of brand message

	Logo	Tagline	Characters	Music	Benefits	Aesthetics
Pears	2	6	10	14	11	7
Medimix	1	8	4	19	14	4
Chandrika	0	7	2	18	12	11

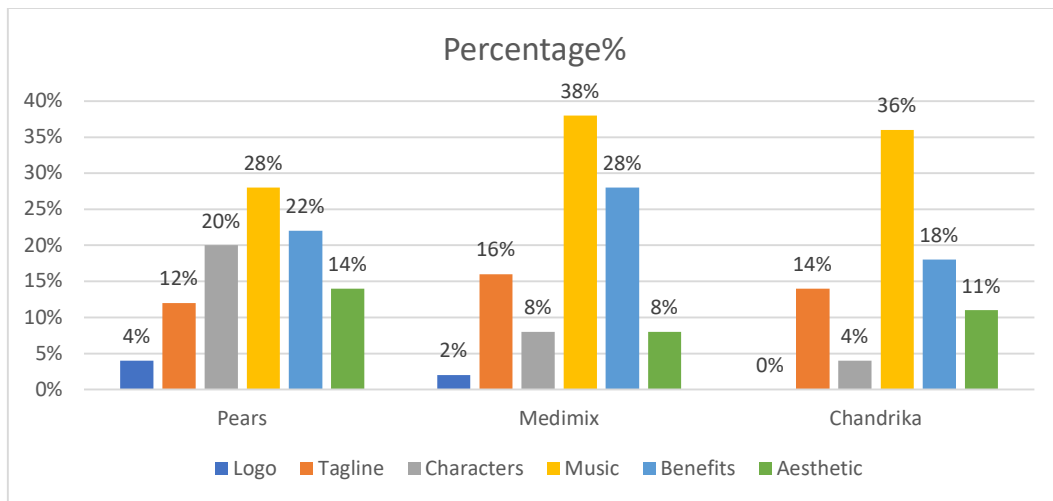


Fig 3.9 Percentage of least recalled element

Interpretation:

- For Pears the least recalled element of advertisement is its music 28% while the characters 20% and benefits 22% are also least recalled.
- In the case of Medimix also music is the least recalled 38% and benefits hold second position 28% and tagline holds the third position only 16%.
- In the case of Chandrika, Music 36% is the least recalled element in advertisement and surprisingly Logo holds 0% which means Logo is usually remembered by most people.

Table 3.10 Frequency of customers who recall the tagline

	For problem free clear skin	Nothing better than natural	Get your face the golden glow	The secret to younger looking skin
Pears	2	5	31	12
Lux	3	30	10	7
Chandrika	26	3	9	12

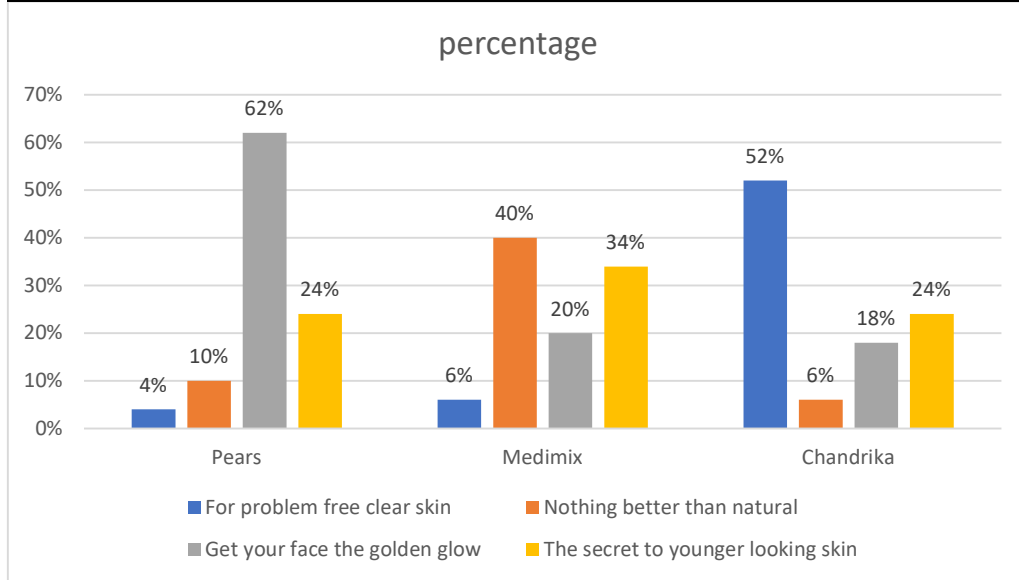


Fig 3.10 Percentage of customers who remember tagline

Interpretation:

- For pears the actual tagline is ‘Get your face the golden glow’, but 62% of the customers recalled it and the rest 38% chose wrong taglines.
- In the case of Medimix where 40% customers recall the tagline.(Nothing better than natural)
- 52% customers of Chandrika also recall their tagline. (For problem free clear skin). Thus it is evident that the taglines of Pears, Medimix and Chandrika have reached significantly among its customers.

Table 3.11 Frequency of customers who remember the advertisements with celebrity endorser

	Not at all likely	Not very likely	Somewhat likely	Very likely	Extremely likely
Pears	2	17	21	7	3
Medimix	0	14	25	8	3
Chandrika	2	17	20	11	0

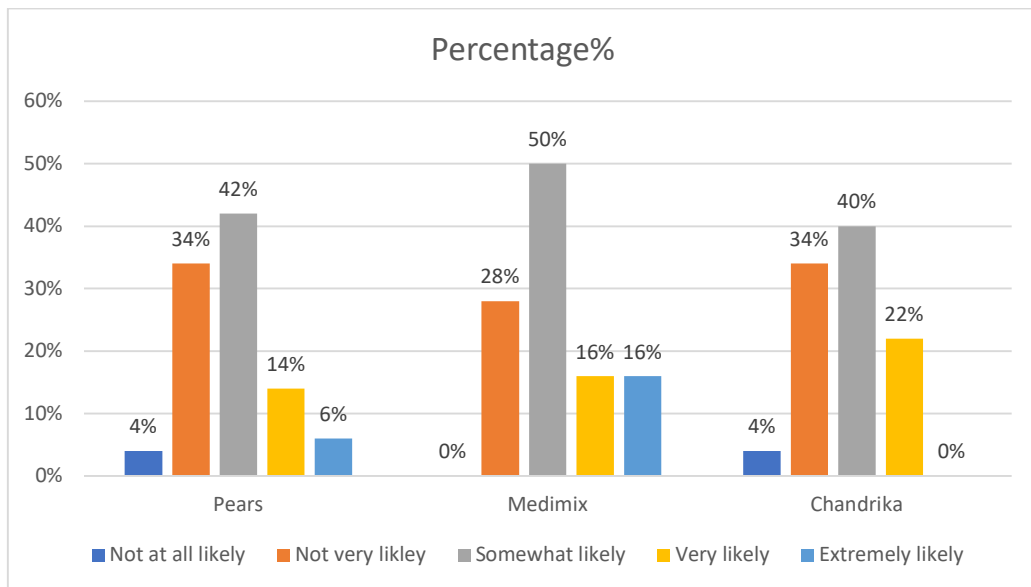


Fig 3.11 Percentage of customers who remember ads with celebrity endorser

Interpretation:

- In the case of Pears, 62% customers say they are most likely to remember a soap advertisement with a celebrity endorser in it.
- In the same way, for Medimix more than 82% of the customers remember the advertisements with celebrity endorser in it and rest 12% only says they might not remember it.
- For Chandrika, 62% memorize the advertisements with celebrities. while 38% customers do not memorize ads just because there is a celebrity endorser.

Table 3.12 Frequency of customers who switched to the soap brand after watching the advertisements

	yes	no
Pears	33%	17%
Medimix	35%	15%
Chandrika	37%	13%

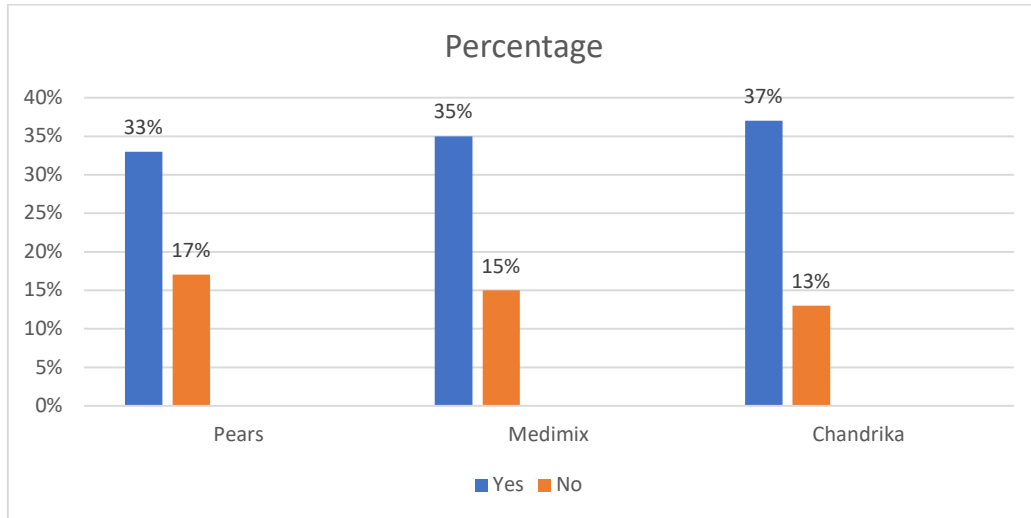


Fig 3.12 percentage of customers who switched to a brand after watching advertisement

Interpretation:

- In the case of Pears, 33% of customers chose the soap brand by watching its advertisement. The scenario is almost similar to Medimix and Chandrika also where 35% and 37% chose the brand by watching the advertisement respectively.

Table 3.13 Aspect of the brand message that influenced into purchase decision

	Benefits	Reputation	storytelling	Price	Celebrity endorsement
Pears	12	12	15	11	0
Medimix	11	19	9	8	3
Chandrika	16	14	9	9	2

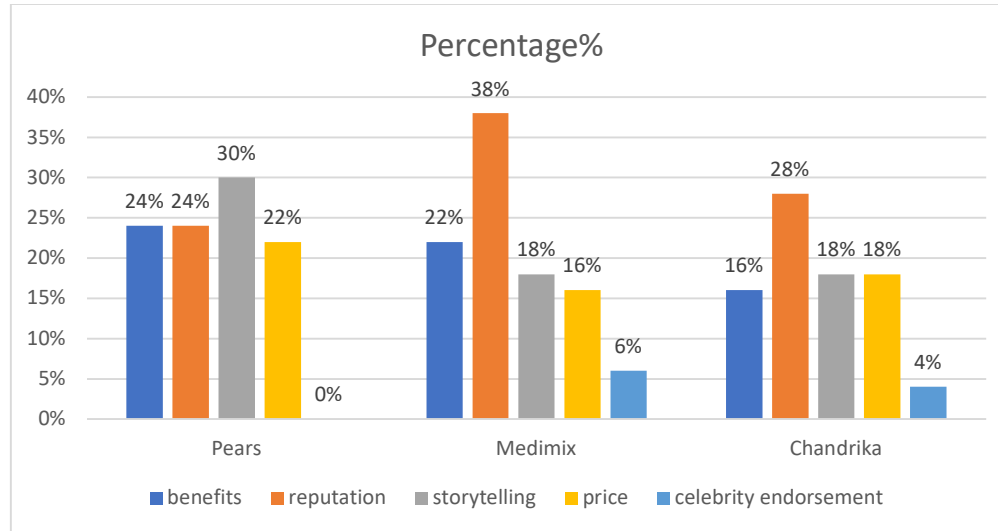


Fig 3.13 Percentage of customers influenced by elements

Interpretation:

- In the case of Pears, the characters and storytelling element influenced 30% of customers, while 24% of them were influenced by features-benefits and brand reputation respectively. Nobody was influenced by the celebrity endorsement.
- 38% of Medimix customers were influenced by the brand reputation, while 22% and 18% were influenced by features -benefits and storytelling.
- In the case of Chandrika, 28% of customers were influenced by brand reputation, while 18% were influenced by characters and storytelling and price-promotion respectively.

Fig 3.14 Frequency of formats of advertisements seen by customers

	Storytelling	Demonstration	Humorous	Emotional	Informative
Pears	1	12	14	18	5
Medimix	4	20	10	8	8
Chandrika	3	10	12	20	5

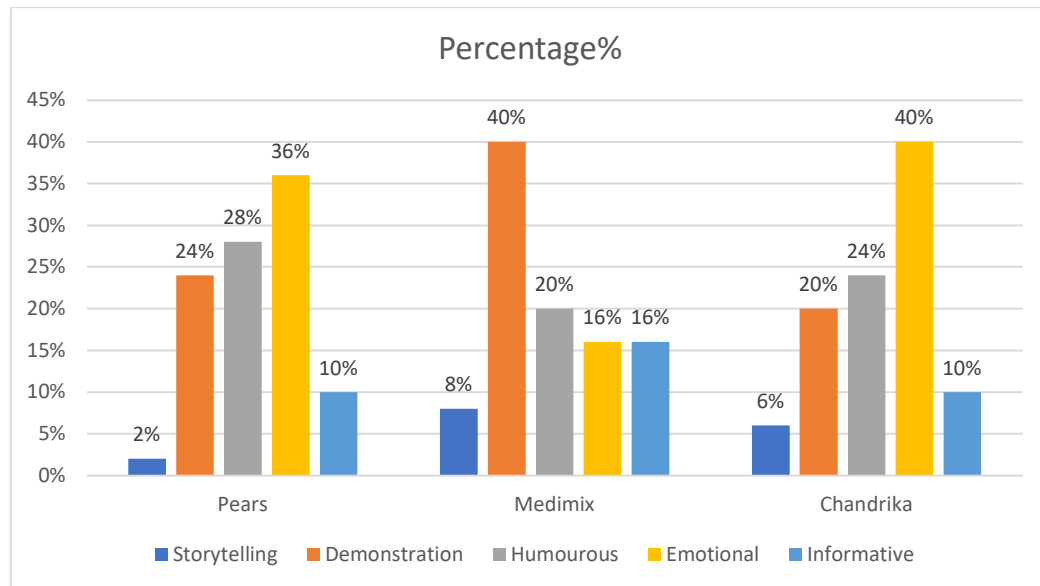


Fig 3.14 percentage of formats seen by customers

Interpretation:

- For Pears, customers believe that emotional format is used more and 28% customers says humorous content is shown.24% customers believe they watched demonstration type of content.
- In the case of Medimix soap, 40% customers watched demonstration content and 20% or less than 20% have only seen other formats in advertisement.
- Customers of Chandrika(40%) have seen emotional content more than any other type of contents That is storytelling (6%),demonstration content 20%only.

Table3.15 Frequency of contents customers look forward in advertisements to be repurchase the same brand

	Positive responses	Product features	New product	recommen dation	Environmental initiatives
Pears	14	12	12	11	1
Medmix	14	12	6	16	2
Chandrika	9	17	9	10	3

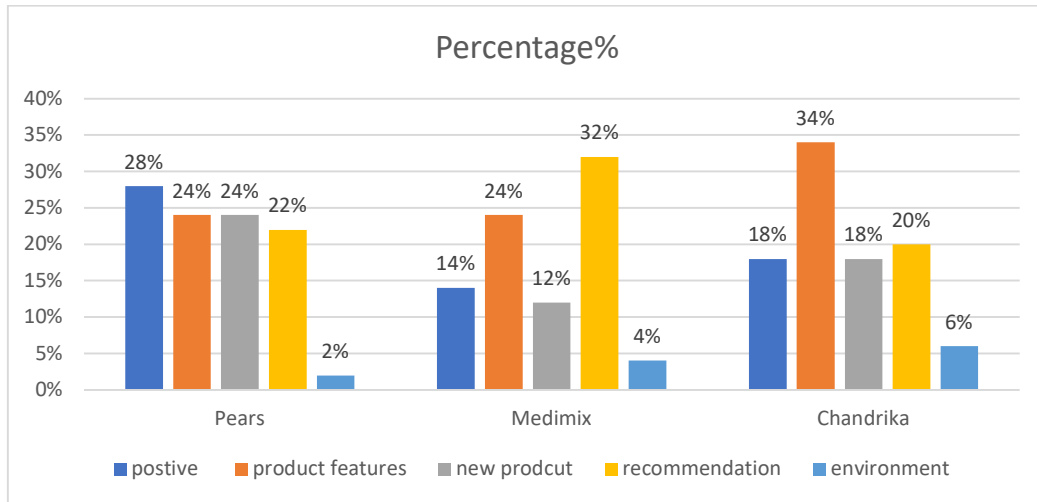


Fig 3.15 Percentage of customers, who look forward for different elements in advertisement

Interpretation:

- For Pears ,28% customers will continue using pears if the advertisements portray positive reviews, new product features and introduction of new product will influence 24% each. 2% customers give importance to environmental initiatives portrayed through advertisements.
- In the case of Medimix, Recommendation from friends or family will influence 32% of the customers and 24% are influenced by new product features shown through advertisements.
- In the case of Chandrika, 34% of them will repurchase the soap if the advertisement showcases new features of the product.

Table 3.16 Customers preferences of soap advertisement formats

Particulars	Frequency
Storytelling/Narratives	31
Demonstrations/Tutorials	24
Humorous/Entertaining	40
Emotional/Inspirational	30
Informative/Educational	25

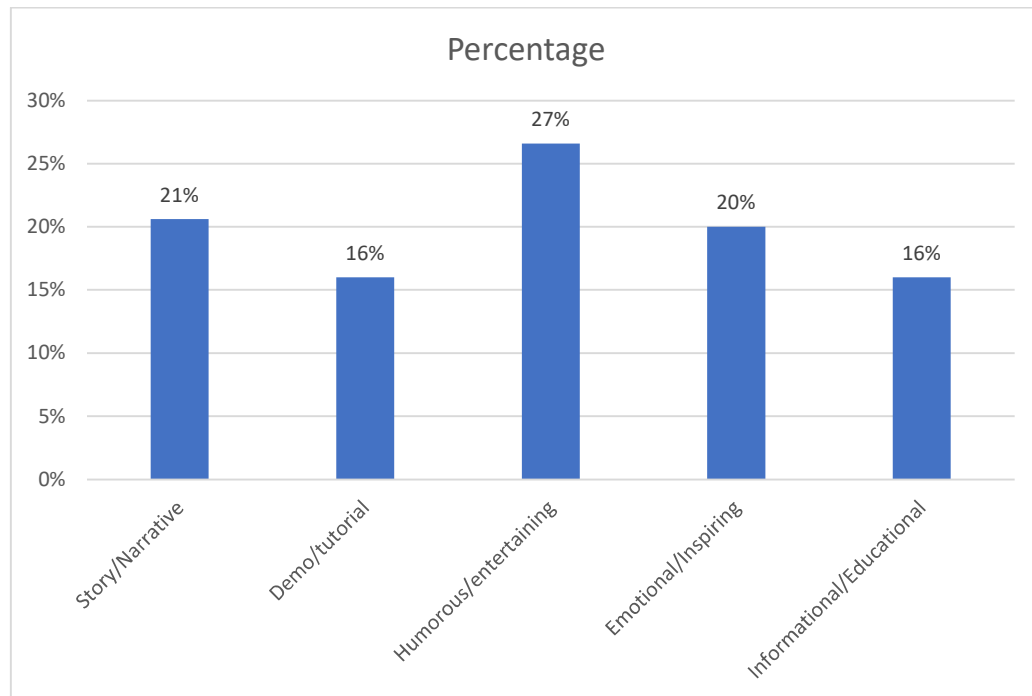


Fig 3.16 Percentage of customers who prefer different advertisement formats

Interpretation:

- 21% customers likes storytelling or narrative type of advertisement while 27% prefer humorous and entertaining content. But 16% prefer informative and educational type of content in advertisement and 16% prefers demonstration or tutorial content.

Table 3.17 Frequency of customers who choose different timeframes

Particulars	Frequency
15 seconds or less	104
30 seconds	43
60 seconds or more	3

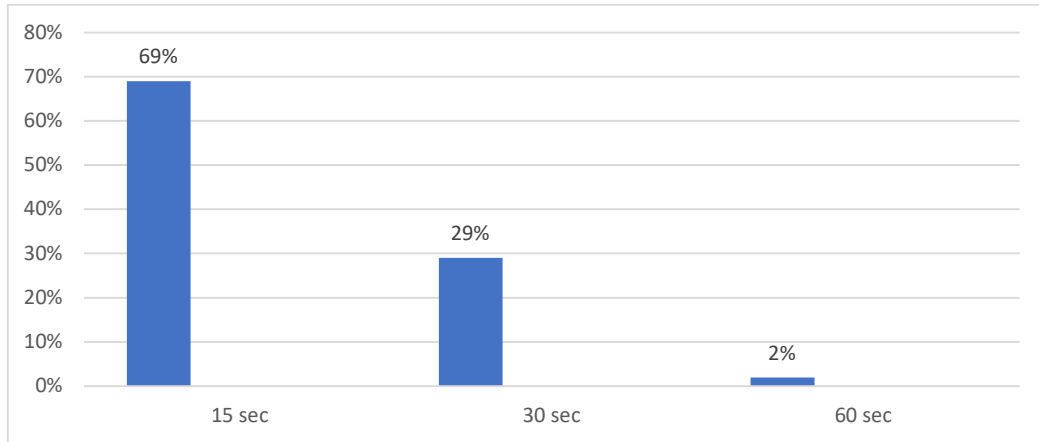


Fig 3.17 Percentage of customers who chose different timeframes

Interpretation:

- Majority of customers that is 69% only want advertisement to be less than 15 seconds, but 29% of customers prefer the advertisements to be 30 seconds approximately. Negligible 2% customers choose advertisements to be 60 seconds or more.

Table3.18 Frequency of customers who choose different visuals

Particulars	Frequency
Happy, healthy people	13
Beautiful scenery	13
Closeup of product	18
Before after comparison	96
Animated graphics	10

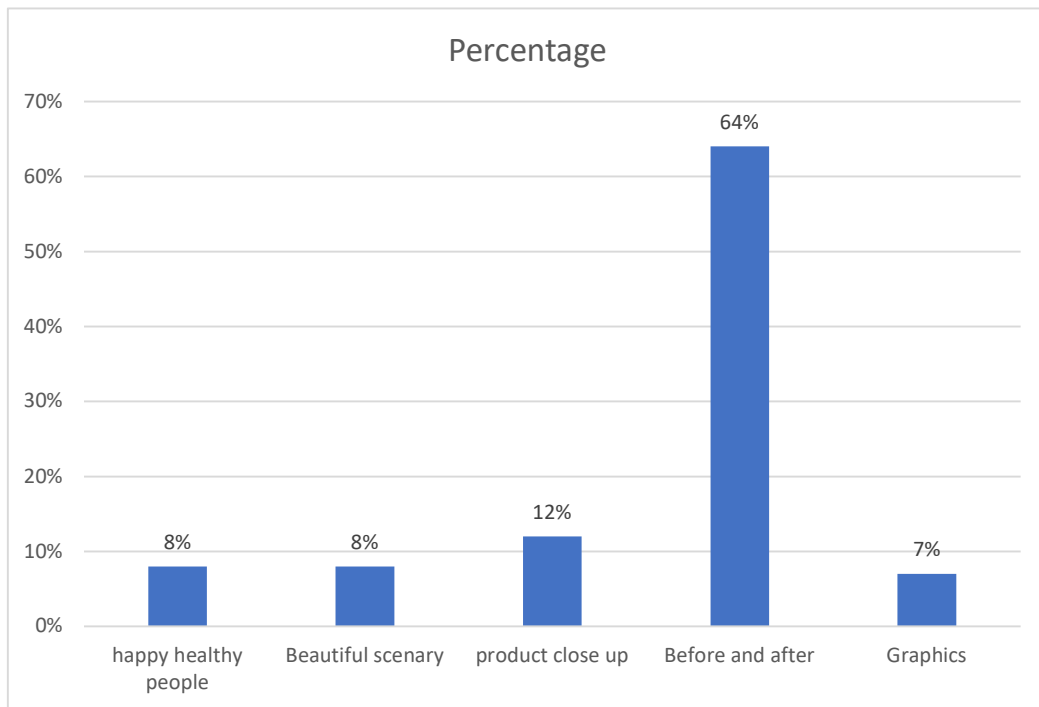


Fig 3.18 Percentage of customers who prefer different visuals

Interpretation;

- From the graph it is evident that 64% customers want to watch before and after comparison of the product rather than any other type of visuals. Only 12% customers prefer product close up and less than 8% prefer other visuals like graphics, scenery ,happy healthy people.

CHAPTER IV
FINDINGS, SUMMARY, RECOMMENDATION

FINDINGS

- All three brands, Pears, Medimix, and Chandrika, have significantly higher engagement among female respondents compared to male respondents, with Medimix showing the highest female preference at 82%.
- Pears, Medimix, and Chandrika all experience their highest brand message exposure once a week, with Medimix and Pears also having significant exposure less than once a week, while daily and several times a day, exposures remain relatively low across all three brands.
- Television is the most effective medium for ad recall across Pears, Medimix, and Chandrika, followed by social media and print, while billboards and influencer marketing have consistently lower recall rates for all three brands.
- Pears and Chandrika have relatively high immediate ad recall rates at 44% and 48% respectively, whereas Medimix lags significantly behind with only 20% of customers recalling its advertisements upon hearing the brand name.
- Pears and Chandrika have moderate recall rates with hints at 56% and 50% respectively, while Medimix significantly struggles with only 30% of customers recalling ads even with prompts.
- Pears and Chandrika both see the highest engagement with video ads at 46% and 44% respectively, while Medimix is more engaged with image ads at 32%, and written ads and testimonials remain the least popular formats across all three brands.
- Pears' customers recall the logo the most at 28%, Medimix's customers recall both the logo and tagline equally at 24%, while Chandrika's customers recall the tagline the most at 36%, highlighting different key elements of brand recognition for each soap.
- For Pears, the least recalled elements are music (28%), characters (20%), and benefits (22%); for Medimix, music is the least recalled (38%), followed by benefits (28%) and the tagline (16%); while for Chandrika, music is the least recalled (36%), and the logo holds a 0% non-recall rate, indicating it is usually well-remembered.
- It's evident that the taglines of Pears ("Get your face the golden glow"), Medimix ("Nothing better than natural"), and Chandrika ("For problem-free clear skin") have achieved significant recall among their respective customers, with Pears and Chandrika

having particularly high recall rates of 62% and 52% respectively, highlighting effective brand messaging.

- For Pears, Medimix, and Chandrika, celebrity endorsements significantly enhance advertisement recall, with 62% of Pears' customers likely to remember such ads, 82% of Medimix's customers recalling them, and 62% of Chandrika's customers also noting the impact of celebrities in ad recall, indicating the effectiveness of celebrity endorsements across these brands.
- In the cases of Pears, Medimix, and Chandrika, a significant portion of customers—33%, 35%, and 37% respectively—choose the soap brands based on watching their advertisements, highlighting the influential role of advertising in consumer decision-making for these products.
- The data suggests that for Pears, Medimix, and Chandrika, brand reputation is a significant influencing factor among customers, with storytelling elements and features/benefits also playing notable roles in consumer decision-making, whereas celebrity endorsements have minimal impact across these soap brands.
- The data indicates that emotional content is perceived as the predominant advertising format for Pears and Chandrika, while demonstration content stands out as the most watched format for Medimix, suggesting varying content preferences among customers of these soap brands.
- The data suggests that while new product features are influential across Pears, Medimix, and Chandrika advertisements, each brand shows distinct customer preferences, with Chandrika customers particularly swayed by new product features when considering repurchase.
- The data reveals a preference among customers for humorous and entertaining content (27%) and storytelling or narrative ads (21%), while a notable segment also values informative and educational (16%) and demonstration or tutorial (16%) types of advertising content.
- The majority of customers (69%) prefer advertisements to be less than 15 seconds, indicating a strong preference for concise and direct messaging in advertising, while longer formats are less favored.
- significant majority of customers (64%) prefer before and after comparisons of products over other visual types such as product close-ups or scenic graphics, emphasizing a preference for clear, demonstrative content in advertising

RECOMMENDATION

- Given the higher engagement of female customers across Pears, Medimix, and Chandrika, continue targeting this demographic with tailored messaging and campaigns that resonate with their preferences and needs.
- Focus on maintaining consistent weekly exposure for brand messages, while also considering strategies to increase exposure among less frequent viewers without overwhelming daily or multiple times a day advertising.
- Prioritize television and social media channels for advertising due to their higher recall rates compared to print, billboards, and influencer marketing. Allocate budget and resources accordingly to maximize impact.
- Improve immediate ad recall, potentially through clearer messaging or more memorable brand elements that resonate with customers upon hearing the brand name.
- Implement strategies across all brands to enhance ad recall with hints or prompts, ensuring that key messaging and brand elements are consistently reinforced to aid recall among customers.
- Leverage video ads and optimize image ads for based on their respective customer preferences. Explore creative ways to integrate written ads and testimonials more effectively across all brands.
- Incorporate compelling music, relatable characters, and highlight product benefits. These elements can significantly improve recall rates by creating memorable and engaging experiences
- Capitalize on the significant impact of celebrity endorsements by strategically integrating endorsements that align with brand values and resonate with target audiences.
- Strengthen messaging around new product features across all brands to influence customer purchase decisions effectively. Consider highlighting customer testimonials and reviews to enhance credibility and trust.
- Tailor advertising content formats to align with customer preferences for emotional content. Experiment with integrating storytelling elements across all brands for deeper customer engagement.
- Focus on creating concise advertisements under 15 seconds to cater to the majority preference, ensuring messaging is clear, impactful, and memorable within the shorter timeframe.

- Prioritize before and after comparisons in visual content creation to meet the dominant customer preference, while minimizing reliance on other less favored visual types.
- Regularly evaluate advertisement performance metrics, customer feedback, and market trends to adapt strategies dynamically. Stay agile in responding to changing consumer behaviors and competitive landscapes to maintain brand relevance and effectiveness

SUMMARY

The study focused on analyzing the advertising strategies of soap brands Pears, Medimix, and Chandrika through a combination of percentage analysis and customer questionnaires. Key findings highlighted significant demographic engagement, with all brands showing higher preference among female consumers. Television emerged as the most effective advertising medium, followed by social media and print, while billboards and influencer marketing had lower recall rates. Immediate ad recall varied across brands, with Pears and Chandrika leading. Content preferences favored video ads for Pears and Chandrika, while Medimix customers preferred image ads. The study recommended enhancing creativity and clarity in advertisements, optimizing advertising mediums, improving ad recall strategies, leveraging taglines effectively, and staying adaptable to customer preferences and market trends. These insights provide actionable recommendations for KP Namboodiri's company to strengthen their advertising strategies and enhance brand effectiveness in the competitive soap market.

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APPENDIX

APPENDIX

QUESTIONNAIRE

1. Age of respondents

- 18-24
- 25-34
- 35-44
- 45-54
- 55-60

2. Gender of respondents

- Male
- Female
- Others

3. Select a soap you recently used or used atleast once in within 6 months.

- Pears
- Medimix
- Chandrika

4. Do you watch soap advertisements?

- Yes
- No

5. On the scale 1-5 give rank to the following channels based on how well you recall seeing brand message through in past month? (1- most important till 5-least important)

	1	2	3	4	5
Television					
Social media					
Print ads					
Billboards					
Influencer Endorsement					

6. In the past month, how often do you come across advertisement for the soap brand you chose

- Several times a day
- Daily
- Few times a week
- Once a week
- Less than once a week
- Not at all

7. Where do you typically read reviews or testimonials about soap

- Brand websites
- Retailer websites
- Social media
- Blogs
- Others (Please specify)

8. Which of the following channels would you trust the most for information about soap brands.

- Television
- Online advertisements
- Social Media
- In store displays
- Outdoor advertising

9. Which of the following element do you recall the most from the ads

- Brand logo
- Slogan/Tagline
- Characters/Storyline
- Benefits/Features
- Jingles/Music
- Visual Aesthetics

10. Which of the following element do you recall the least from the ads

- Brand logo
- Slogan/Tagline
- Characters/Storyline
- Benefits/Features
- Jingles/Music
- Visual Aesthetics

11. Can you recall the advertisement of the brand when given the brand name

- Yes
- No

12. Can you recall the advertisement of the brand when given the hints

- Yes
- No

13. What do you think is the tagline of the soap brand you chose

- For pimple free clear skin
- Nothing better than natural
- Get your face the golden glow
- The secret to younger looking skin

14. How likely are you to remember an advertisement for a soap brand if it features a celebrity endorser?

- Not at all likely
- Not very likely
- Somewhat likely
- Very likely

15. Have you ever switched from your usual soap brand to specific brand after being exposed to their brand advertisements

- Yes
- No

16. Which aspect of the soap brand advertisement do you find most appealing in making a purchase decision

- Featuring product quality and benefits
- Brand reputation
- Emotional appeal and storytelling
- Price and promotions
- Celebrity endorsements

17. What format of advertisement have you seen for a soap brand

- Storytelling/narratives

- Demonstration/tutorial
- Humorous/entertaining
- Emotional/inspirational
- Informative/educational

18. What format of advertisement would you like to see in soap ads

- Storytelling/narratives
- Demonstration/tutorial
- Humorous/entertaining
- Emotional/inspirational
- Informative/educational

19. Which of the following content would make you to try or repurchase the brand again.

- Positive reviews
- Promotional offers
- New product features
- Recommendation from friends/family
- Eco friendly initiatives from brand

20. How long should you think a soap ad should be

- 15 seconds or less
- 30 seconds
- 60 seconds or more

21. What type of visuals do you want to see in a soap ads

- Happy healthy, looking people
- Beautiful scenery
- Closeup of the product

- Before and after comparisons
- Animated graphics
- Others (please specify)