CHAPTER V

ANALYSIS AND INTERPRETATION

5.1 BACKGROUND OF THE RESPONDENTS AND THEIR BRAND BEHAVIOUR IN FMCG MARKET

The present study indicates the behaviour towards the brand i.e. brand preference, brand selection and brand loyalty towards the brands in various product lines (Aaker and Biel, 1992). In the present study, the brand behaviour of the respondents includes the nature of brand preference, number of brands selected, place of purchase and highly preferred brands in FMCG (Agarwal and Rao, 1996).

The background of the respondents is essential to provide basic information about the respondents. Since the background of the respondents may influence their behaviour towards the branding in FMCG, it is included in the present study (Biel 1992; Brown and Davin 1997).

5.1.1 GENDER OF THE RESPONDENTS

One of the important profile variables of the respondents is their gender. The gender of the respondents plays an important role in the brand selection, brand affection and brand loyalty in the market (Pappu and Quester, 2006). Hence, it may have its influence on the Consumer Based Brand Equity in FMCG market. The gender of the respondents is displayed in Table 5.1.

TABLE 5.1
GENDER OF THE RESPONDENTS

S.No.	Gender	No. of Respondents	Cumulative Total	Percentage
1	Male	314	314	39.25
2	Female	486	800	60.75
	Total	**800**	**-**	**100.00**

In total, 60.75 percentage of the respondents are “Female” whereas the remaining 39.25 percentage of the respondents are “Male”. The analysis reveals that the dominant gender among the respondents is “Female” in the present study.

5.1.2 AGE OF THE RESPONDENTS

It shows the actual age of the respondents. It is included as one of the important background variable which influences the brand behaviour in FMCG market (Avis et al., 2012). The youngsters usually have more brand affection compared to the elderly respondents (Goldparb et al., 2009). It is essential to find out the association between the age

of the respondents and their brand equity in FMCG market for future policy implications (Kaufmann et al., 2016). The age of the respondents in the present study is confined to less than 25 years, 25 to 35, 35 to 45, 45 to 55 years and above 55 years. The details of age wise distribution of respondents are given in Table 5.2.

TABLE 5.2
AGE OF THE RESPONDENTS

S.No.	Age (in years)	No. of Respondents	Cumulative Total	Percentage
1	Less than 25	126	126	15.75
2	25-35	216	342	27.00
3	35-45	283	625	35.38
4	45-55	124	749	15.50
5	Above 55	51	800	6.37
	Total	**800**	**-**	**100.00**

A maximum of 35.38 percent of the respondents are in the age of "35 to 45 years" followed by "25 to 35 years" among the respondents. The respondents who are "Above 55 years" of age constitute 6.37 percentage. The analysis reveals that the dominant age of the respondents is "35 to 45 years".

5.1.3 MARITAL STATUS OF THE RESPONDENTS

The marital status of the respondents indicates the position of the respondents in their life cycle. Since the marital status leads to a lot of family commitments, it may influence their brand loyalty and brand equity in FMCG market (Batra et al., 2012). It is essential to analyse this aspect for future policy revision. In the present study, the marital status of respondents is classified into unmarried, recently married, married with kids and others. The discussion on the marital status is presented in Table 5.3.

TABLE 5.3
MARITAL STATUS OF THE RESPONDENTS

S.No.	Marital Status	No. of Respondents	Cumulative Total	Percentage
1	Unmarried	79	79	9.88
2	Recently married	132	211	16.50
3	Married with kids	542	753	67.75
4	Others	47	800	5.87
	Total	**800**	**-**	**100.00**

In total, 67.75 percentage of the respondents are in the marital status category of "Married with kids". It is followed by the category "recently married" with the percentage of

16.50. Only 9.88 percentage of the respondents are in the “Unmarried” category.

The analysis indicates that the dominant marital status of the respondents is in the “Married with kids” category and concurs with results of Baalbaki and Guzman, 2016.

5.1.4 NATIVITY OF THE RESPONDENTS

It represents the residential place of the respondents. It is classified into rural and urban areas. Since the nativity of the respondents influences their Consumer Based Brand Equity, its determinants and its outcomes in FMCG market. The distribution of respondents based on their nativity is given in Table 5.4.

TABLE 5.4
NATIVITY OF THE RESPONDENTS

S.No.	Nativity	No. of Respondents	Cumulative Total	Percentage
1	Rural	400	400	50.00
2	Urban	400	800	50.00
	Total	**800**	**-**	**100.00**

In total, 400 respondents belong to “Rural” areas whereas the remaining 400 respondents belong to “Urban” areas. Since the present study expects an equal representation from the urban and rural area respondents on their views on Consumer Based Brand Equity, the rural and urban consumer are equally distributed and concurs with Keller, 2003.

5.1.5 EDUCATIONAL QUALIFICATION OF RESPONDENTS

It shows how educated the respondents. Since the level of education of the respondents may influence the brand behaviour in FMCG market and also the Consumer Based Brand Equity, it is included as one of the background variables in the study. It is confined to higher secondary, bachelor’s degree, master’s degree, professional education, diploma and others. The distribution of respondents based on their level of education is given in Table 5.5.

TABLE 5.5
EDUCATIONAL QUALIFICATION OF RESPONDENTS

S.No.	Educational Qualification	No. of Respondents	Cumulative Total	Percentage
1	Up to Higher Secondary	227	227	28.38
2	Bachelor’s Degree	246	473	30.75
3	Master’s Degree	163	636	20.38
4	Professional Education	63	699	7.88
5	Diploma	59	758	7.38
6	Others	42	800	5.23
	Total	**800**	**-**	**100.00**

The first two dominant level of education among the respondents are "Bachelor's Degree" and "Up to Higher Secondary" with the percentage of 30.75 and 28.38 percentage respectively. The respondents with "Master's Degree" constitute 20.38 percentage, whereas only 7.88 percentage of respondents have "Professional Education".

The analysis indicates that majority of the respondents have good educational qualification and concurs with the results of Shekhar et al., 2013.

5.1.6 OCCUPATION OF THE RESPONDENTS

The nature of occupation of the respondents may lead to their brand selections and their brand loyalty behaviour in FMCG market. Hence, it is taken as one of the background variables in the present study. The occupation of the respondents in the present study is classified into house wives, students, private employment, government employment, agriculture and business. The distribution of respondents based on their occupation is shown in Table 5.6

TABLE 5.6
OCCUPATION OF THE RESPONDENTS

S.No.	Occupation	No. of Respondents	Cumulative Total	Percentage
1	Housewives	269	269	33.63
2	Students	103	372	12.88
3	Private Employment	202	574	25.25
4	Government Employment	78	652	9.75
5	Agriculture	79	731	9.88
6	Business	69	800	8.61
	Total	**800**	**-**	**100.00**

The first two dominant occupations among the respondents are "Housewives" and "Private Employment" with the percentages of 33.63 and 25.25. The respondents with the occupational background of "Students and Agriculture" constitute 12.88 percentage and 9.88 percentage respectively. The respondents with "Business" constitute 8.61 percentage.

The analysis reveals that the occupation "Housewives and Private Employment" are the most important among the respondents and concurs with the results of Aaker and Keller, 1990.

5.1.7 FAMILY SIZE OF THE RESPONDENTS

It represents the total family strength of the respondents' families. The family size of the respondents may decide the purchase behaviour, brand choice behaviour and brand equity of the respondents especially in FMCG market (Jung and Sung, 2008). It is imperative to

examine it for future policy implications. The family size is confined to less than 3, 3 to 5, 6 to 8 and above 8 in the present study. The family size of the respondents is given in Table 5.7

TABLE 5.7
FAMILY SIZE OF THE RESPONDENTS

S.No.	Family Size	No. of Respondents	Cumulative Total	Percentage
1	Less than 3	189	189	23.62
2	3-5	308	497	38.50
3	6-8	173	670	21.63
4	Above 8	130	800	16.25
	Total	**800**	**-**	**100.00**

A maximum of 38.50 percentage of the respondents have a family size of "3 to 5 members" per family. It is followed by the respondents with the family size "Less than 3 members" and "6 to 8 members'' which constitute 23.62 and 21.63 percentage of the respondents. Only 16.25 percentage of the respondents have a family size of the "Above 8''.

The analysis infers that majority of respondents have family size below "5 members per family" and concurs with the results of Keller and Lehmann, 2003.

5.1.8 NUMBER OF EARNING MEMBERS IN A FAMILY AMONG THE RESPONDENTS

It shows the total earning members in the household. The higher number of earning members per family will provide a financial cushion to the buyer in the market. It only also influences the respondents' brand behaviour and also their brand equity (King and Grace, 2010). The number of earning members per family is confined to one, two, three and more than 3. The distribution of respondents based on the number of earning members per family is shown in Table 5.8

TABLE 5.8
NUMBER OF EARNING MEMBERS IN A FAMILY AMONG THE RESPONDENTS

S.No.	Number of Earning Members In a Family	No. of Respondents	Cumulative Total	Percentage
1	One	417	417	52.13
2	Two	258	675	32.25
3	Three	88	763	11.00
4	More than 3	37	800	4.62
	Total	**800**	**-**	**100.00**

A maximum of 52.13 percentage of the respondents have "One" earning member per family. It is followed by "Two" earning members per family with the percentage of 32.25. The respondents with more than "Three" earning members per family constitute 4.62 percentage.

The analysis infers the dominance of only "One" earning member per family and concurs with the results of Maio, 2001.

5.1.9 MONTHLY INCOME OF THE HEAD OF THE HOUSEHOLD

The income of the household is the deciding factor of the brand selection, brand loyalty and brand equity in FMCG market (Vigneron, and Johnson, 2004). The higher income groups are comparatively high in the Consumer Based Brand Equity with the lower income groups (Yoo et al., 2000). The monthly income of the respondents is confined to less than Rs.15,000, Rs.15,001 to Rs.25,000, Rs.25,001 to Rs.30,000, Rs.35,001 to Rs.45,000 and above Rs.45,000. The distribution of respondents based on their monthly income of household is given in Table 5.9.

TABLE 5.9
MONTHLY INCOME OF THE HEAD OF THE HOUSEHOLD

S.No.	Monthly Income	No. of Respondents	Cumulative Total	Percentage
1	Less than Rs.15,000	117	117	14.63
2	Rs.15,001- Rs.25,000	226	343	28.25
3	Rs.25,001- Rs.35,000	168	511	21.00
4	Rs.35,001- Rs.45,000	189	700	23.63
5	Above Rs.45,000	100	800	12.49
	Total	**800**	**-**	**100.00**

A maximum of 28.25 percentage of respondents have a monthly income of "Rs.15,001 to Rs.25,000". It is followed by a monthly income of "Rs.35,001 to Rs.45,000" and "Rs.25,001 to Rs.35,000'' with percentages of 23.63 and 21.00. The respondents with the monthly income of above "Rs.45,000" constitute only 12.49 percentage.

The analysis infers that majority of the respondents are with the monthly income of "Rs.15,001 to Rs.45,000" and concurs with the results of Veloutsou et al., 2013.

5.1.10 MONTHLY FAMILY INCOME OF THE RESPONDENTS

It represents the total income of all earning members of the household. Since the family income shows the real financial capability of the respondents, it may influence the level of Consumer Based Brand Equity, its determinants and its outcomes (Hamann et al., 2007). The monthly family income of the respondents is classified into five categories. The family income of the respondents is shown in Table 5.10.

TABLE 5.10
MONTHLY FAMILY INCOME OF THE RESPONDENTS

S.No.	Monthly Family Income per Month	No. of Respondents	Cumulative Total	Percentage
1	Less than Rs.30,000	84	84	10.50
2	Rs.30,001 - Rs.60,000	164	248	20.50
3	Rs.60,001 - Rs.90,000	186	434	23.25
4	Rs.90,001- Rs.1,20,000	239	763	29.88
5	Above Rs.1,20,000	127	800	15.87
	Total	**800**	**-**	**100.00**

In total, a maximum of 29.88 percentage of respondents have a monthly family income of "Rs.90,001 to Rs.1,20,000". It is followed by a family income of "Rs.60,001 to Rs.90,000" and "Rs.30,001 to Rs.60,000" with the percentages of 23.25 and 20.05. The respondents with the family income of "Above Rs.1,20,000" constitute 15.87 percentage.

The analysis infers that the dominant range of monthly family income among the respondents is "Rs.90,001 to Rs.1,20,000" and concurs with results of Hudders et al., 2013.

5.1.11 YEARS OF EXPERIENCE IN THE PURCHASE OF FMCG

It shows the level of experience in the purchase of FMCG among the respondents. The years of experience may provide a lot of exposure, knowledge and analytical capability to select and continue with a particular brand of FMCG among the respondents (Ficher et al., 2015). Based on the years of experience in the purchase of FMCG, the respondents are classified into five groups. These are shown in Table 5.11.

TABLE 5.11
YEARS OF EXPERIENCE IN THE PURCHASE OF FMCG

S.No.	Years of Experience	No. of Respondents	Cumulative Total	Percentage
1	Less than 3 years	54	54	6.75
2	3.01-6 years	84	138	10.50
3	6.01-9 years	134	272	16.75
4	9.01-12 years	268	540	33.50
5	Above 12 years	260	800	32.50
	Total	**800**	**-**	**100.00**

Almost 65 percentage of the respondents have an experience of "Above 9 years" in the purchase of FMCG. Only 6.75 percentage of the respondents are having an experience of "Less than 3 years" in the purchase of FMCG. The respondents with an experience of "3.01 to 6 years" and "6.01 to 9" years constitute "10.50 and 16.75" percentage.

The analysis indicates that majority of respondents have an experience of "9 and more than 9 years" in purchase of FMCG and concurs with results of Ehrenberg et al., 2004.

5.1.12 RATE OF PURCHASE OF FMCG AMONG THE RESPONDENTS

The respondents may purchase so many FMCG products. The rate of purchase on the FMCG may be associated with their brand selection and the Consumer Based Brand Equity (Murphy and Dweck, 2016). The FMCG products are confined to twenty four products in the study. The respondents have asked to rate their purchase of all twenty four products on five point scale (i.e. from Strongly disagree to Strongly agree). The mean, the standard deviation and the coefficient of variation of rate of purchase of FMCG are shown in Table 5.12

TABLE 5.12
RATE OF PURCHASE OF FMCG

S.No.	Products	Mean	S.D	Coefficient of Variation (in %)
1	Fabric Wash	3.9141	0.8944	22.85
2	Utensil Cleaners	3.2029	0.3805	11.88
3	Floor Cleaners	2.9143	0.3919	13.45
4	Toilet Cleaner	3.0493	0.6032	19.78
5	Food Items	2.8841	0.5919	20.52
6	Beverage Items	3.3919	0.5088	15.00
7	Cosmetics	3.8894	0.4544	11.68
8	Oral Cares	3.9969	0.4637	11.60
9	Personal Wash	3.6673	0.4289	11.69
10	Air Fresheners	3.2168	0.3899	12.12
11	Mosquito Repellents	3.4066	0.5143	15.09
12	Hair Care	3.3942	0.4609	13.58
13	Stationeries	3.3011	0.5084	15.40
14	Perfumes	3.6699	0.4171	11.37
15	Tea	3.6884	0.4249	11.52
16	Dairy Products	3.3903	0.5142	15.17
17	Coffee	3.5403	0.3841	10.85
18	Atta	3.0117	0.4029	13.38
19	Sweets	3.1886	0.3906	12.25
20	Bottled Water	3.2441	0.4033	12.43
21	Chocolates	3.6069	0.4699	13.03
22	Biscuits	3.6243	0.4203	11.59
23	Edible Oil	3.6673	0.3999	10.90
24	Soft Drinks	3.6244	0.4173	11.52

The highly rated purchase of FMCG products have noticed in the case of "Oral Care" and "Fabric Wash" with the mean score of 3.9969 and 3.9141 respectively. It is followed by

the rate of purchase of "Cosmetics" and "Personal Wash" with the mean score of 3.8894 and 3.6673 respectively.

The higher consistency in the rate of purchase in the FMCG is seen in the case of "Edible Oil" and "Coffee" since their coefficient of variations is 10.90 percentage and 10.85 percentage respectively and concurs with results of Oliveira, et al., 2011.

5.1.13 NUMBERS OF OUTLETS VISITED TO PURCHASE THE FMCG

The number of outlets visited to purchase the FMCG among the respondents has been measured to reveal the outlets choice among them. The number of outlets is confined to less than 3, 3 to 5, 6 to 8 and above 8 outlets. The distribution of respondents visited the number of outlets of purchase the FMCG are shown in Table 5.13

TABLE 5.13
NUMBER OF OUTLETS VISITED TO PURCHASE OF FMCG

S.No.	Number of Outlets	No. of Respondents	Cumulative Total	Percentage
1	Less than 3	112	112	13.99
2	3-5	184	296	23.00
3	6-8	219	515	27.38
4	Above 8	285	800	35.63
	Total	**800**	**-**	**100.00**

A maximum of 35.63 percentage of the respondents visit more than "8 outlets" to purchase the FMCG. It is followed by "6 to 8 outlet" which is 27.38 percentage to the total. The respondents who visit "3 to 5 outlets" to purchase the FMCG constitute 23.00 percentage. The respondents who visit less than "3 outlets" to purchase of FMCG constitute 13.99 percentage.

The analysis reveals that the dominant category is the one that is with above "8 outlets" to purchase FMCG and concurs with results of Porto, R.B and Lima, 2015.

5.1.14 NUMBER OF BRANDS SELECTED IN EACH FMCG

The number of brands selected in each FMCG to reveal the level of brand preference in each product category under FMCG. The number of brands in each product category is classified into one, two and more than two. The distribution of respondents based on the number of brands selected in each FMCG is shown in Table 5.15.

TABLE 5.14
NUMBER OF BRAND SELECTED IN EACH FMCG

S.No.	Number of Brand	No. of Respondents	Cumulative Total	Percentage
1	One	284	284	35.50
2	Two	265	549	33.13
3	More than Two	251	800	31.37
	Total	**800**	**-**	**100.00**

A maximum of 35.50 percentage of the respondents select only "One" brand in each FMCG. It is followed by "Two" brands with 33.13 percentage. In total, 31.37 percentage of the respondents select "More than two" brands in each FMCG.

The analysis reveals that majority of the respondents select only one brand in each FMCG and concurs with results of Stocchi and Fuller, 2017.

5.1.15 DETAILED ENQUIRY ON THE NO. OF PRODUCTS PREFERRED IN HHCP

The number of products preferred in HHCP namely fabric wash, utensil cleaner, floor cleaner, toilet cleaner, air fresheners and mosquito repellents were rated using a 5 point likert scale. The mean, the standard deviation and the coefficient of variation of number of products preferred among the respondents are estimated separately. The results are given in Table 5.15.

TABLE 5.15
NUMBER OF PRODUCTS PREFERRED IN HHCP

S.No.	Products in HHCP	Mean	Standard Deviation	Coefficient of Variation (in %)
1	Fabric Wash	3.6919	0.3499	9.48
2	Utensil Cleaner	2.8996	0.5024	17.32
3	Floor Cleaner	3.0141	0.4117	13.65
4	Toilet Cleaner	3.8084	0.3739	9.82
5	Air Fresheners	3.7145	0.3884	10.46
6	Mosquito Repellents	3.4779	0.4224	12.15

The most number of preferred product categories in HHCP are noticed in the purchase of "Toilet Cleaners" and "Air Fresheners" with the mean score of 3.8084 and 3.7145 respectively. The lesser products preferred in HHCP are seen in the purchase of "Utensils Cleaners" and "Floor Cleaner" with the mean scores of 2.8996 and 3.0141 respectively. Higher consistency in the number of products preferred in HHCP is noticed in the case of "Toilet Cleaners" and "Fabric Wash". Since their coefficients of variations are 9.82 percent and 9.48 percent respectively.

5.1.16 DETAILED ENQUIRY ON THE NO. OF PRODUCTS PREFERRED IN PCP

The number of products preferred in the PCP category namely cosmetics, oral care, personal wash, hair care, stationery products and perfumes are rated on a 5 point likert scale. The mean, the standard deviation and the coefficient of variation of number of products preferred among the respondents are estimated separately. The results are given in Table 5.16.

TABLE 5.16
NUMBER OF PRODUCTS PREFERRED IN PCP

S.No.	Products in HHCP	Mean	Standard Deviation	Coefficient of Variation (in %)
1	Cosmetics	2.3969	0.4026	16.79
2	Oral Care	2.9979	0.2969	9.90
3	Personal Wash	2.8641	0.3445	12.03
4	Hair Care	3.1142	0.4021	12.91
5	Stationery Products	2.5656	0.3089	12.04
6	Perfumes	2.8144	0.4245	15.08

The higher numbers of products are preferred in the cases of “Hair Care” and “Oral Care” products in PCP with the mean scores of 3.1142 and 2.9979 respectively. The lesser number of products are preferred in the cases of “Cosmetics” and “Stationery” with the mean scores of 2.3969 and 2.5656 respectively. The higher consistency in the number of products preferred is noticed in the case of ‘Oral Care” since its coefficient of variation is 9.90 percent.

5.1.17 DETAILED ENQUIRY ON THE NO. OF PRODUCTS PREFERRED IN FBP

The number of products preferred in the FBP category namely snacks, tea, dairy products, coffee, atta, bottled water, sweets, health drinks, chocolate, biscuits, edible oil and soft drinks are collected using a 5 point likert scale. The mean, the standard deviation and the coefficient of variation of number of products preferred among the respondents are estimated separately. The results are given in Table 5.17.

TABLE 5.17
NUMBER OF PRODUCTS PREFERRED IN FBP

S.No.	Products in FMCG	Mean	Standard Deviation	Coefficient of Variation (in %)
1	Snacks	2.6164	0.4079	15.59
2	Tea	3.1171	0.4224	13.55
3	Dairy Products	2.51 43	0.3317	13.19
4	Coffee	2.6229	0.4347	16.57
5	Atta	2.8084	0.5441	19.37
6	Bottled Water	2.7171	0.3882	14.29
7	Sweets	2.6224	0.4694	17.89
8	Health Drinks	2.4025	0.4294	17.87

9	Chocolates	2.8184	0.3742	13.42
10	Biscuits	2.7817	0.3899	14.02
11	Edible Oil	3.3141	0.3084	9.31
12	Soft Drinks	3.1142	0.3173	10.19

The higher numbers of products in FBP category are preferred in the purchase of "Edible Oil" and "Tea" with the mean scores of 3.3141 and 3.1171 respectively. The lesser number of products in FBP are preferred in the cases of "Health Drinks" and "Dairy Products" with the mean scores of 2.4025 and 2.5143. The higher consistency in the number of products preferred is noticed in the cases of "Edible Oil" and "Soft Drinks" since their coefficients of variation are 9.31 percent and 10.19 percent respectively.

5.1.18 PLACE OF PURCHASE OF FMCG

The present analysis has made an attempt to examine the places of purchase of FMCG. The respondents are asked to mention the places of purchase of the FMCG. Multiple choices are allowed to the respondents. The place of purchase aspect is classified into departmental stores, specialty stores, shopping mall, kirana stores and others. The number of respondents who purchase the FMCG at various places is given in Table 5.18.

TABLE 5.18
PLACE OF PURCHASE OF FMCG

S.No.	Place	Number of Respondents	Percentage [800]	Rank
1	Departmental Store	314	39.25	1
2	Specialty Store	237	29.63	3
3	Shopping Mall	289	36.13	2
4	Kirana Store	204	25.50	4
5	Others	137	17.13	5
	Total	**1187**	**-**	**-**

From the 800 respondents, the places of purchase of FMCG mentioned in the present study are 1187. On an average, respondents have mentioned 1.48 places of purchase. The first ranked place of purchase of FMCG is "Departmental Store", whereas the second ranked place of purchase of FMCG is "Shopping Mall".

The next two ranked places of purchase of FMCG are "Specialty Stores" and "Kirana Stores" and concur with results of Fournier, 1998.

5.1.19 BRAND ANALYSIS OF FMCG (HHCP) – I

The selected HHCP for the analysis are fabric wash, utensil cleaners and floor cleaners. The respondents are asked to mention the brands they prefer in the mentioned three HHCP. They are permitted to mention more than one brand. The total number of respondents that preferred the brands of fabric wash, utensil cleaners and floor cleaners are illustrated.

TABLE 5.19
HIGHLY PREFERRED BRANDS IN FABRIC WASH, UTENSIL CLEANERS AND FLOOR CLEANERS

S.No.	Fabric Wash		Utensil Cleaners		Floor Cleaners	
	Brands	No. of Respondents	Brands	No. of Respondents	Brands	No. of Respondents
1	Rin	324	Vim	334	Lizol	276
2	Surf	265	Pril	289	Domex	234
3	Wheel	237	A-one	204	Dettol	206
4	Nirma	208	Dettol	189	Presto	184
5	Others	146	Others	103	Others	116

The highly preferred fabric wash brands among the respondents are "Rin" and "Surf" with 40.50 percentage and 33.12 percentage respectively. By an average, the number of brands preferred in fabric wash is 1.48 brands. In the case of utensil cleaners, the first two dominant brands are "Vim" and "Pril" with the percentages of 41.75 and 36.125 respectively. The average number of brands preferred in this case is 1.40. In the case of floor cleaners, the highly preferred brands are "Lizol" and "Domex" with the percentage of 34.50 and 29.25 respectively. On an average, the number of brands preferred by the respondents is 1.27.

The analysis reveals that the average number of brands preferred in the above said three products is greater than 1.00 and concurs with results of Puligadda et al., 2012.

5.1.20. BRAND ANALYSIS OF FMCG (HHCP) – II

The selected HHCP for the analysis are toilet cleaners, air fresheners and mosquito repellents. The respondents are asked to mention the brands they prefer in the mentioned three HHCP. They are permitted to mention more than one brand. The total number of respondents that preferred the brands of toilet cleaners, air fresheners and mosquito repellents are illustrated in Table 5.20

TABLE 5.20
HIGHLY PREFERRED BRANDS IN TOILET CLEANERS, AIR FRESHENERS AND MOSQUITO REPELLENTS

S.No.	Toilet Cleaners		Air Fresheners		Mosquito Repellents	
	Brands	No. of Respondents	Brands	No. of Respondents	Brands	No. of Respondents
1	Harpic	363	Odonil	405	Good Knight	410
2	Domex	284	Airwick Freshmatic Life Scents	324	All Out	302
3	Sanifresh	207	Solimo Home Air Fresheners Spray	124	Repel	225

4	Presto	144	Ambi Pure Air Affect	106	Mortein	148
5	Others	102	Others	102	Others	125

From the above table, it is inferred that in toilet cleaners, “Harpic” and “Domex” with 45.37 percentage and 35.5 percentage respectively have been preferred the most by the respondents. In the case of air fresheners, two brands preferred are “Odonil’ and “Airwick Freshmatic Life Scents” with 50.62 percentage and 40.5 percentage respectively. In the case of mosquito repellents purchase, the first two dominant brands are “Good Knight” and “All Out” with 51.25 percentage and 37.75 percentage respectively.

The average number of brands preferred by the respondents in toilet cleaners, air fresheners and mosquito repellents are 1.37, 1.32 and 1.51 respectively and concurs with results of. Park et al., 2013.

5.1.21 BRAND ANALYSIS OF FMCG (PCP) – I

The selected FMCG for the analysis under the PCP category are cosmetics, oral care and personal wash. The respondents are asked to mention the brands they prefer in the mentioned three PCP. They are permitted to mention more than one brand. The total number of respondents that preferred the brands of cosmetics, oral care and personal wash are illustrated in Table 5.21

TABLE 5.21
BRAND ANALYSIS IN COSMETICS, ORAL CARE AND PERSONAL WASH

S.No.	Cosmetics		Oral Care		Personal Wash	
	Brands	No. of Respondents	Brands	No. of Respondents	Brands	No. of Respondents
1	Ponds	273	Colgate	316	Mysore Sandal	366
2	Himalaya	254	Pepsodent	282	Hamam	304
3	Lakme	241	ViccoVajradanti	246	Cinthol	236
4	Fair & Lovely	233	Dabur Red	211	Dettol	211
5	Others	107	Others	165	Others	165

The first two dominant brands preferred by the respondents in the case of cosmetics are “Ponds” and “Himalaya” with the percentages of 34.13 and 31.75 respectively. In the case of oral care, these two brands are “Colgate” and “Pepsodent” with the percentages of 39.50 and 35.25. In the purchase of personal wash, the first two dominant brands are “Mysore Sandal” and “Hamam” with 45.75 percentage and 38.00 percentage.

The average number of brands preferred by the respondents in cosmetics, oral care and

personal wash are 1.39, 1.53 and 1.60 respectively and concurs with results of Torres, and Bijmolt, 2009.

5.1.22 BRAND ANALYSIS OF FMCG (PCP) – II

The selected FMCG for the analysis under the PCP category are hair care, stationery products and perfumes. The respondents are asked to mention the brands they preferred in the three FMCG mentioned above. They are permitted to mention more than one brand. The total number of respondents preferred the brands in hair care, stationery products and perfumes are illustrated in Table 5.22.

TABLE 5.22
BRAND ANALYSIS IN HAIR CARE, STATIONERY PRODUCTS AND PERFUMES

S.No.	Hair Care		Stationery Products		Perfumes	
	Brands	No. of Respondents	Brands	No. of Respondents	Brands	No. of Respondents
1	Clinic Plus	317	Apsara	289	Calvin Klein	345
2	Sunsilk	279	Camlin	263	Versace	200
3	Head & Shoulders	242	Nataraj	226	Ralph Lauren	174
4	Himalaya	206	DOMS	189	Yardley	121
5	Others	143	Others	162	Others	114

The first two dominant brands preferred by the respondents in the case of hair care are “Clinic Plus” and “Sunsilk” with the percentages of 39.62 and 34.87 respectively. In the case of stationery products, these two brands are “Apsara” and “Camlin” with the percentages of 36.12 and 32.87. In the purchase of perfumes, the first two dominant brands are “Calvin Klein” and “Versace” with 43.12 percentage and 25.00 percentage.

The average number of brands preferred by the respondents in cosmetics, oral care and personal wash are 1.48, 1.41 and 1.19 respectively and concurs with results of Mc Donald et al., 2001.

5.1.23 BRAND ANALYSIS OF FMCG (FBP) – I

The selected FMCG for the analysis under the FBP category are snacks, tea and dairy products. The respondents are asked to mention the brands they preferred in the three FMCG mentioned above. They have been permitted to mention more than one brand. The total number of respondents preferred the brands in snacks, tea and dairy products are illustrated in Table 5.23.

TABLE 5.23
BRAND ANALYSIS IN SNACKS, TEA AND DAIRY PRODUCTS

S.No.	Snacks		Tea		Dairy Products	
	Brands	No. of Respondents	Brands	No. of Respondents	Brands	No. of Respondents
1	Haldirams	314	3 Roses	279	Aavin	334
2	Bingo	262	Red Label	263	Arokya	289
3	Lays	251	Taj Mahal	233	Amul	206
4	Kurkure	243	Tata tea	165	Sakthi	163
5	Others	113	Others	134	Others	139

From the table above, it is inferred that the snacks brands, "Haldirams" and "Bingo" with 39.25 percentage and 32.75 percentage respectively. In the case of tea preferred, the two brands are "3 Roses" and "Red Label" with 34.87 percentage and 32.87 percentage respectively. In the case of dairy products purchase, the first two dominant brands are "Aavin" and "Arokya" with 41.75 percentage and 36.12 percentage respectively.

The average number of brands preferred by the respondents in cosmetics, oral care and personal wash are 1.39, 1.53 and 1.60 respectively and concurs with results of (Tiwari, 2010).

5.1.24 BRAND ANALYSIS OF FMCG (FBP) – II

The selected FMCG for the analysis under the FBP category are coffee, atta and bottled water. The respondents are asked to mention the brands they preferred in the above said three FMCG. They are permitted to mention more than one brand. The total number of respondents preferred the brands in coffee, atta and bottled water are illustrated in Table 5.24.

TABLE 5.24
BRAND ANALYSIS IN COFFEE, ATTA AND BOTTLED WATER

S.No.	Coffee		Atta		Bottled Water	
	Brands	No. of Respondents	Brands	No. of Respondents	Brands	No. of Respondents
1	Bru	311	Aashirvad	314	Bisleri	289
2	Nescafe	284	Annapurna	259	Aquafina	247
3	Kannan	206	Shakthi Bhog	234	Kinley	236
4	Continental	136	Nature Fresh Sampoorna	213	Pure life	189
5	Others	87	Others	129	Others	117

From the table above, it is inferred that the coffee brands, "Bru" and "Nescafe" with 38.88 percentage and 35.5 percentage respectively have been preferred the most by the respondents. In the case of atta preferred, the two brands are "Aashirvad" and "Annapurna" with 39.25 percentage and 32.37 percentage respectively. In the case of bottled water

purchase, the first two dominant brands are “Bisleri” and “Aquafina” with 36.12 percentage and 30.87 percentage respectively.

The average number of brands preferred by the respondents in cosmetics, oral care and personal wash are 1.28, 1.43 and 1.34 respectively and concurs with results of Aaker, 1996.

5.1.25 BRAND ANALYSIS OF FMCG (FBP) – III

The selected FMCG for the analysis under the FBP category are sweets, health drinks and chocolates. The respondents are asked to mention the brands they preferred in the above said three FMCG. They are permitted to mention more than one brand. The total number of respondents preferred the brands in sweets, health drinks, and chocolates are illustrated in Table 5.25.

TABLE 5.25
BRAND ANALYSIS IN SWEETS, HEALTH DRINKS AND CHOCOLATES

S.No.	Sweets		Health Drinks		Chocolates	
	Brands	No. of Respondents	Brands	No. of Respondents	Brands	No. of Respondents
1	Krishna Sweets	289	Horlicks	354	Dairy Milk	417
2	Adyar Ananda Bhavan	263	Boost	296	Kit Kat	392
3	Agarwal	216	Complan	281	Munch	308
4	Haldiram	208	Pediasure	199	Amul	189
5	Others	137	Others	162	Others	128

From the table above, it is inferred that the sweet brands “Krishna Sweets” and “Adyar Ananda Bhavan” with 36.12 percentage and 32.87 percentage respectively are preferred the most by the respondents. In the case of health drinks preferred, the two brands are “Horlicks” and “Boost” with 44.25 percentage and 37 percentage respectively. In the case of chocolates purchase, the first two dominant brands are “Dairy Milk” and “Kit Kat” with 52.12 percentage and 49.00 percentage respectively.

The average number of brands preferred by the respondents in cosmetics, oral care and personal wash are 1.39, 1.61 and 1.79 respectively and concurs with results of Moisescu, 2009.

5.1.26 BRAND ANALYSIS OF FMCG (FBP) – IV

The selected FMCG for the analysis under the FBP category are biscuits, edible oil and soft drinks. The respondents are asked to mention the brands they preferred in the above said three FMCG. They are permitted to mention more than one brand. The total number of respondents preferred the brands in biscuits, edible oil and soft drinks are illustrated in Table 5.26.

TABLE 5.26
BRAND ANALYSIS IN BISCUITS, EDIBLE OIL AND SOFT DRINKS

S.No.	Biscuits		Edible Oil		Soft Drinks	
	Brands	No. of Respondents	Brands	No. of Respondents	Brands	No. of Respondents
1	Britannia	414	Mr.Gold	326	Fanta	365
2	Sunfeast	265	Sundrop	261	Mirinda	324
3	Parle	184	Fortune	234	Frooti	282
4	Horlicks	116	Idayam	214	7 up	214
5	Others	54	Others	117	Others	203

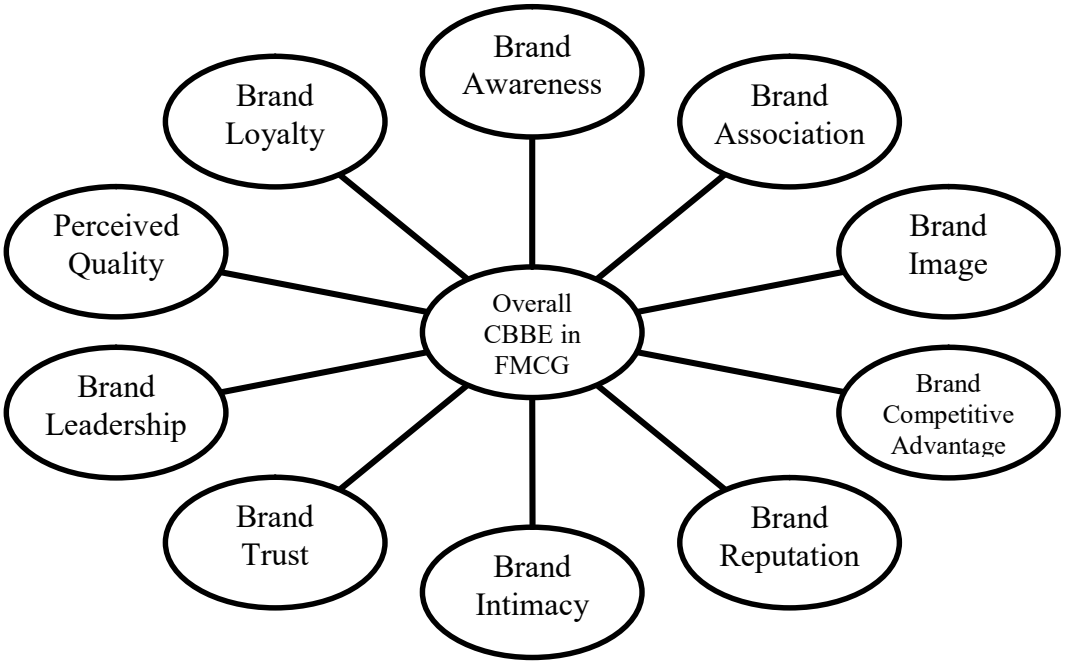
From the table above, it is inferred that the biscuits "Britannia" and "Sunfeast" with 51.75 percentage and 33.12 percentage respectively are preferred the most by the respondents. In the case of edible oil preferred, two brands are "Mr.Gold" and "Sundrop" with 40.75 percentage and 32.62 percentage respectively. In the case of Soft Drinks purchase, the first two dominant brands are "Fanta" and "Mirinda" with 45.62 percentage and 40.50 percentage respectively.

The average number of brands preferred by the respondents in cosmetics, oral care and personal wash are 1.29, 1.44 and 1.73 respectively and concurs with results of Park et al., 2013.

5.2 MEASUREMENT OF CONSUMER BASED BRAND EQUITY IN FMCG MARKET

The present concept focuses on the measurement of the Consumer Based Brand Equity (CBBE) in FMCG market. Initially the components of CBBE were measured with the help of ten components. Later, the overall CBBE in FMCG market was also measured in order to analyse the relative importance of each component of CBBE in the determination of overall CBBE in FMCG market. For this purpose, the FMCG is classified into three important product categories namely Household Care Products (HHCP), Food and Beverage Products (FBP) and Personal Care Products (PCP). The discussion in this chapter is presented in the given figure 5.1.

FIGURE 5.1
OVERALL CBBE IN FMCG



COMPONENTS OF CBBE IN FMCG

The first component of CBBE in the present study is Brand Awareness in FMCG.

5.2.1 Analysis of Brand Awareness in FMCG Market (HHCP)

Brand awareness is one of the important components of CBBE in FMCG. The analysis of brand awareness in the case of three product categories namely Household Care Products, Food & Beverage Products and Personal Care Products, has been conducted separately with the help of five variables. The respondents are asked to rate these variables at five point scale. The mean and coefficient of variation for each variable in brand awareness in HHCP have been estimated separately. The results are presented in Table 5.27

TABLE 5.27
ANALYSIS OF BRAND AWARENESS IN FMCG MARKET (HHCP)

S.No.	Variables in Brand Awareness	Minimum Score	Maximum Score	Mean	C.V (in %)
1	I recognize this particular brand better than any other brand	3.3144	3.9117	3.5102	20.11
2	I am aware of various brands	3.2996	3.8556	3.4664	18.84
3	I quickly recall the symbol or logo	3.3088	3.9089	3.5217	19.01
4	I instantly recall the slogan	3.4011	3.9224	3.6089	15.93
5	I swiftly recall the commercial jingle	3.3141	3.9108	3.6259	17.89

The table above shows the respondents minimum scores observed of the variables “I am aware of various brands” and “I quickly recall the symbol or logo” whose values are 3.2996 and 3.3088 respectively. The maximum scores have been noticed in the cases of “I

instantly recall the slogan" and "I recognize this particular brand better than any other brand" with the values of 3.9224 and 3.3088. The maximum mean scores have been noticed in the cases of "I swiftly recall the commercial jingle" and "I instantly recall the slogan" with the values of 3.6259 and 3.6089 respectively.

The maximum consistency has been seen in the cases of "I instantly recall the slogan" and "I swiftly recall the commercial jingle" since their coefficient of variation are 15.93 and 17.89 percentage respectively and concurs with results of Reynolds and Philips, 2005.

5.2.2 Analysis of Brand Awareness in FMCG Market (FBP)

The analysis of brand awareness on the Food and Beverage Products among the respondents has been measured to exhibit the level of the components of CBBE in FMCG market. It has been measured by the same five variables. The means and coefficients of variation of all five variables in the analysis of brand awareness have been measured separately. These have been presented along with the minimum and maximum score in each variable in brand awareness in Table 5.28.

TABLE 5.28
ANALYSIS OF BRAND AWARENESS IN FMCG MARKET (FBP)

S.No.	Variables in Brand Awareness	Minimum Score	Maximum Score	Mean	C.V (in %)
1	I recognize this particular brand better than any other brand	3.2141	3.9177	3.6173	14.96
2	I am aware of various brands	3.3089	3.9608	3.6299	17.03
3	I quickly recall the symbol or logo	3.2014	3.9902	3.6088	19.24
4	I instantly recall the slogan	3.2971	4.0144	3.5904	18.06
5	I swiftly recall the commercial jingle	3.3173	3.8971	3.6109	17.79

The table above shows the respondents minimum scores observed of the variables "I quickly recall the symbol or logo" and "I recognize this particular brand better than any other brand" whose values are 3.2014 and 3.2141 respectively. The maximum scores have been noticed in the cases of "I instantly recall the slogan" and "I quickly recall the symbol or logo" with the values of 4.0144 and 3.9902. The maximum values have been noticed in the cases of "I am aware of various brands" and "I recognize this particular brand better than any other brand" with the mean scores of 3.6299 and 3.6173 respectively.

The maximum consistency has been seen in the cases of "I recognize this particular brand better than any other brand" and "I am aware of various brands" since their coefficient of variations are 14.96 and 17.03 percentage respectively and concurs with results of Lassar et al., 1995.

5.2.3 Analysis of Brand Awareness in FMCG Market (PCP)

The analysis of brand awareness on PCP among the consumers has been also measured by the same five variables. In order to exhibit the analysis of brand awareness on PCP, the means and coefficient of variation of the score of each variable in brand awareness have been computed separately. These are presented along with the minimum and maximum scores for each variable of brand awareness in Table 5.29

TABLE 5.29
ANALYSIS OF BRAND AWARENESS IN FMCG MARKET (PCP)

S.No.	Variables in Brand Awareness	Minimum Score	Maximum Score	Mean	C.V (in %)
1	I recognize this particular brand better than any other brand	3.4224	4.1173	3.8144	12.89
2	I am aware of various brands	3.4089	4.0229	3.6802	15.11
3	I quickly recall the symbol or logo	3.3408	4.0971	3.6317	14.93
4	I instantly recall the slogan	3.2949	3.8664	3.6089	18.06
5	I swiftly recall the commercial jingle	3.3084	3.9011	3.6671	21.17

The table above shows the respondents minimum scores observed of the variables "I instantly recall the slogan" and "I swiftly recall the commercial jingle" whose values are 3.2949 and 3.3084 respectively. The maximum scores have been noticed in the cases of "I recognize this particular brand better than any other brand" and "I quickly recall the symbol or logo" with the values of 4.1173 and 4.0971. The maximum mean scores have been noticed in the cases of "I recognize this particular brand better than any other brand" and "I am aware of various brands" with the values of 3.8144 and 3.6802 respectively.

The maximum consistency has been seen in the cases of "I recognize this particular brand better than any other brand" and "I quickly recall the symbol or logo" since their coefficient of variation are 12.89 and 14.93 percentage respectively and concurs with results of Keller, 1993.

5.2.4 Analysis of Brand Association in the FMCG Market (HHCP)

The brand association by the consumer is treated as one of the components of CBBE in the present study. It has been examined in the three groups of products namely Household Care, Food and Beverage and Personal Care Products. The analysis of brand association is measured by the listed 5 items which have been rated on a five point scale. The mean and the coefficient of variation of each variable in brand association have been estimated in the case of HHCP. These are shown in Table 5.30

TABLE 5.30
ANALYSIS OF BRAND ASSOCIATION IN FMCG (HHCP)

S.No.	Variables in Brand Awareness	Minimum Score	Maximum Score	Mean	C.V (in %)
1	I trust the company	2.8911	3.8773	3.2919	17.73
2	I like the company	2.7044	3.8049	3.4315	18.03
3	The company really cares about its customers	2.9712	3.7182	3.3804	15.73
4	It is an honest brand	2.8642	3.6808	3.2117	19.08
5	This brand memories made me feel personally attached	3.1415	3.6544	3.3098	17.31

The table above shows the respondents' minimum scores observed of the variables "I like the company" and "It is an honest brand" whose values are 2.7044 and 2.8642 respectively. The maximum scores have been noticed in the cases of "I trust the company" and "I like the company" with the values of 3.8773 and 3.8049. The maximum mean scores have been noticed in the cases of "I like the company" and "The company really cares about its customers" with the values of 3.4315 and 3.3804 respectively.

The maximum consistency has been seen in the cases of "The company really cares about its customers" and "This brand memories made me feel personally attached" since their coefficients of variation are 15.73 and 17.31 percentage respectively and concurs with results of Belen et al., 2001.

5.2.5 Analysis of Brand Association in FMCG Market (FBP)

The five variables in brand association have been used to measure the analysis of brand association in FBP among the respondents. The mean and coefficient of variation of each variable in brand association among the consumers have been measured separately. These are presented along with the minimum and maximum scores of each variable of brand association Table 5.31

TABLE 5.31
ANALYSIS OF BRAND ASSOCIATION IN FMCG (FBP)

S.No.	Variables in Brand Association	Minimum Score	Maximum Score	Mean	C.V (in %)
1	I trust the company	3.1709	3.8624	3.6224	18.23
2	I like the company	3.2244	3.9042	3.5817	11.72
3	The company really cares about its customers	3.9093	3.7983	3.6022	15.08
4	It is an honest brand	3.2949	3.8117	3.5949	16.49
5	This brand memories made me feel personally attached	3.2817	3.9884	3.5862	17.33

The table above shows the respondents' minimum scores observed of the variables "I trust the company" and "I like the company" whose values are 3.1709 and 3.2244 respectively. The maximum scores have been noticed in the cases of "This brand memories made me feel personally attached" and "I like the company" with the values of 3.9884 and 3.9042. The maximum mean scores have been noticed in the cases of "I trust the company" and "The company really cares about its customers" with the values of 3.6224 and 3.6022 respectively.

The maximum consistency has been seen in the cases of "I like the company" and "The company really cares about its customers" since their coefficient of variations are 11.72 and 15.08 percentage respectively and concurs with results of Kim et al., 2003.

5.2.6 Analysis of Brand Association in FMCG Market (PCP)

The analysis of brand association in PCP among the respondents has also been done with the help of same five variables. The mean score and coefficient of variation of each variable in brand association among the respondents are computed separately. The computed results have been presented in Table 5.32

TABLE 5.32
ANALYSIS OF BRAND ASSOCIATION IN FMCG (PCP)

S.No.	Variables in Brand Association	Minimum Score	Maximum Score	Mean	C.V (in %)
1	I trust the company	3.6173	4.1732	3.8173	15.99
2	I like the company	3.5088	4.2089	3.7934	17.03
3	The company really cares about its customers	3.5241	4.1908	3.6887	19.11
4	It is an honest brand	3.6224	4.1084	3.6979	20.03
5	This brand memories made me feel personally attached	3.5099	4.0073	3.6249	18.02

The table above shows the respondents' minimum scores observed of the variables "This brand memories made me feel personally attached" and "I like the company" whose values are 3.5099 and 3.5088 respectively. The maximum scores have been noticed in the cases of "I like the company" and "The company really cares about its customers" with the values of 4.2089 and 4.1908. The maximum mean scores have been noticed in the cases of "I trust the company" and "I like the company" with the values of 3.8173 and 3.7934 respectively.

The maximum consistency has been seen in the cases of "I trust the company" and "I like the company" since their coefficient of variation are 15.99 and 17.03 percentage and concurs with results of Biedenbach and Marell, 2009.

5.2.7 Analysis of Brand Image in FMCG Market (HHCP)

The brand image is one of the important components of CBBE in the present study. The analysis of brand image in FMCG market has been done with the help of six variables. Initially, the analysis of brand image in HHCP was measured. The included variables were rated on a five point scale. The mean and the co-efficient of variation of the analysis of brand image in HHCP have been computed separately. The results are given in Table 5.33

TABLE 5.33
ANALYSIS OF BRAND IMAGE IN FMCG (HHCP)

S.No.	Variables in Brand Image	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand has a positive image	2.4043	3.1802	2.6903	16.17
2	The brand has a strong image	2.3669	3.1737	2.6039	17.36
3	The brand has consistency in its image	2.5142	3.0454	2.6743	14.08
4	The brand has more familiarity than any other brand	2.5904	3.0246	2.7365	15.92
5	The brand has memorable logo	2.5336	3.0884	2.7818	16.33
6	The brand encourages relationship	2.4963	3.1173	2.6896	18.02

The table above shows the respondents' minimum scores observed of the variables "The brand has a positive image" and "The brand has a strong image" whose values are 2.4043 and 2.3669 respectively. The maximum scores have been noticed in the cases of "The brand has a positive image" and "The brand has a strong image" with the values of 3.1802and 3.1737. The maximum mean scores have been noticed in the cases of "The brand has memorable logo" and "The brand has more familiarity than any other brand" with the values of 2.7818 and 2.7365 respectively.

The maximum consistency has been seen in the cases of "The brand has consistency in its image" and "The brand has more familiarity than any other brand" since their coefficients of variation are 14.08 and 15.92 percentage and concurs with results of Karbaspar and Saeideh, 2010.

5.2.8. Analysis of Brand Image in FMCG Market (FBP)

The analysis of brand image in FBP among the respondents is discussed with the help of same six variables. The mean and co-efficient of variation of the analysis of brand image in FBP have been done for each variable. The results along with the minimum and maximum scores on the analysis of brand image in FBP are illustrated in Table 5.34

TABLE 5.34
ANALYSIS OF BRAND IMAGE IN FMCG (FBP)

S.No.	Variables in Brand Image	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand has a positive image	2.7082	3.4514	3.1042	19.03
2	The brand has a strong image	2.5143	3.3889	2.9623	14.39
3	The brand has consistency in its image	2.5024	3.2771	2.8647	16.25
4	The brand has more familiarity than any other brand	2.6997	3.5176	3.0885	17.33
5	The brand has memorable logo	2.5473	3.3693	2.9963	18.09
6	The brand encourages relationship	2.5242	3.2842	2.8972	15.11

The table above shows the respondents' minimum scores observed of the variables "The brand has a strong image" and "The brand has consistency in its image" whose values are 2.5143 and 2.5024 respectively. The maximum scores have been noticed in the cases of "The brand has more familiarity than any other brand" and "The brand has a positive image" with the values of 3.5176 and 3.4514. The maximum mean scores have been noticed in the cases of "The brand has a positive image" and "The brand has more familiarity than any other brand" with the values of 3.1042 and 3.0885 respectively.

The maximum consistency has been seen in the cases of "The brand has astrong image" and "The brand encourages relationship" since their coefficient of variation are 14.39 and 15.11 percentage (Buil, et al., 2013).

5.2.9 Analysis of Brand Image in FMCG Market (PCP)

The analysis of brand image of Personal Care Products is done among the respondents with the help of the same six variables. The respondents have been asked to rate these variables on a five point scale. The mean and coefficient of variation of each variable has been estimated separately. The result along with the minimum and maximum scores of each variable in brand image of PCP is given in Table 5.35

TABLE 5.35
ANALYSIS OF BRAND IMAGE IN FMCG (PCP)

S.No.	Variables in Brand Image	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand has a positive image	2.7073	3.8994	3.3559	17.03
2	The brand has a strong image	2.6904	3.7796	3.3802	18.63
3	The brand has consistency in its image	2.7308	3.7083	3.2669	20.43
4	The brand has more familiarity than any other brand	2.7886	3.7597	3.3117	19.43
5	The brand has memorable logo	2.8117	3.8043	3.3243	18.09
6	The brand encourages relationship	2.6163	3.7032	3.2649	17.94

The table above shows the respondents' minimum scores observed of the variables "The brand encourages relationship" and "The brand has a strong image" whose values are 2.6904 and 2.6163 respectively. The maximum scores have been noticed in the cases of "The brand has a positive image" and "The brand has memorable logo" with the values of 3.8994 and 3.8043. The maximum mean scores have been noticed in the cases of "The brand has a strong image" and "The brand has a positive image" with the values of 3.3802 and 3.3559 respectively.

The maximum consistency has been seen in the cases of "The brand has a positive image" and "The brand encourages relationship" since their coefficient of variations are 17.03 and 17.94 percentage and concurs with results of Londone, et al., 2016.

5.2.10 Analysis of Brand Competitive Advantage in FMCG Market (HHCP)

It shows the competitive advantages availed of the brand by the consumers in the three groups of FMCG. It is one of the important components of CBBE in FMCG (Pedeliento, et al., 2015). It is examined by six variables which have been rated on a five point scale. The mean and the coefficient of variation in each variable have been estimated separately. These are presented in Table 5.36

TABLE 5.36
ANALYSIS OF BRAND COMPETITIVE ADVANTAGE IN FMCG (HHCP)

S.No.	Variables in Competitive Advantage	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand has cost leadership strategy	2.8449	3.8996	3.3494	17.03
2	The brand renders competitive service strategy	2.7024	3.9443	3.3901	16.29
3	The brand provides competitive technology	2.7639	3.8083	3.2673	18.94
4	The brand has a strong customer base	2.8732	3.8604	3.3646	15.41
5	The brand assures uniqueness from its competitors	2.8996	3.9141	3.4014	17.93
6	The brand delivers superior benefits than other brands	2.7344	3.8547	3.2965	16.34

The table above shows the respondents' minimum scores observed of the variables "The brand delivers superior benefits than other brands" and "The brand renders competitive service strategy" whose values are 2.7344 and 2.7024 respectively. The maximum scores have been noticed in the cases of "The brand renders competitive service strategy" and "The brand assures uniqueness from its competitors" with the values of 3.9443 and 3.9141. The maximum mean scores have been noticed in the cases of "The brand renders competitive

service strategy" and "The brand assures uniqueness from its competitors" with the values of 3.3901 and 3.4014 respectively.

The maximum consistency has been seen in the cases of "The brand has a strong customer base" and "The brand renders competitive service strategy" since their coefficient of variations are 15.41 and 16.29 percentage and concurs with results of Shah et al., 2012.

5.2.11 Analysis of Competitive Advantage in FMCG Market (FBP)

The analysis of competitive advantage is examined with the help of same six variables. The mean and the coefficient of variation of each variable in brand competitive advantage especially in FBP have been estimated. The computed results are given in Table 5.37.

TABLE 5.37
ANALYSIS OF BRAND COMPETITIVE ADVANTAGE IN FMCG (FBP)

S.No.	Variables in Competitive Advantage	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand has cost leadership strategy	2.5141	3.0869	2.7393	18.99
2	The brand renders competitive service strategy	2.3884	3.1122	2.7082	15.03
3	The brand provides competitive technology	2.3096	3.0443	2.5843	14.08
4	The brand has a strong customer base	2.4032	3.1088	2.5901	16.93
5	The brand assures uniqueness from its competitors	2.4173	3.0245	2.6486	21.43
6	The brand delivers superior benefits than other brands	2.4975	3.1846	2.5886	18.42

The table above shows the respondents' minimum scores observed of the variables "The brand provides competitive technology" and "The brand renders competitive service strategy" whose values are 2.3096 and 2.3884 respectively. The maximum scores have been noticed in the cases of "The brand delivers superior benefits than other brands" and "The brand renders competitive service strategy" with the values of 3.1846 and 3.1122. The maximum mean scores have been noticed in the cases of "The brand has cost leadership strategy" and "The brand renders competitive service strategy" with the values of 2.7393 and 2.7082 respectively.

The maximum consistency has been seen in the cases of "The brand provides competitive technology" and "The brand renders competitive service strategy" since their coefficient of variations are 14.08 and 15.03 percentage and concurs with results of Tolba and Hassan, 2009.

5.2.12 Analysis of Brand Competitive Advantage in FMCG Market (PCP)

The brand competitive advantage faced by the respondents in Personal Care Products is examined by the same six variables which have been rated on a five point scale. The mean and the coefficient of variation in each variable in brand competitive advantage among the consumers have been measured separately. The computed results are given in Table 5.38.

TABLE 5.38
ANALYSIS OF BRAND COMPETITIVE ADVANTAGE IN FMCG (PCP)

S.No.	Variables in Competitive Advantage	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand has cost leadership strategy	2.7173	3.5849	3.1889	17.32
2	The brand renders competitive service strategy	2.8042	3.4673	3.2046	13.99
3	The brand provides competitive technology	2.7963	3.5088	3.2171	15.08
4	The brand has a strong customer base	2.8174	3.6172	3.2088	14.91
5	The brand assures uniqueness from its competitors	2.6889	3.4173	3.0943	19.39
6	The brand delivers superior benefits than other brands	2.6042	3.5044	3.0541	16.34

The table above shows the respondents' minimum scores observed of the variables "The brand delivers superior benefits than other brands" and "The brand assures uniqueness from its competitors" whose values are 2.6042 and 2.6689 respectively. The maximum scores have been noticed in the cases of "The brand has a strong customer base" and "The brand has cost leadership strategy" with the values of 3.6172 and 3.5849. The maximum mean scores have been noticed in the cases of "The brand provides competitive technology" and "The brand has a strong customer base" with the values of 3.2171 and 3.2088 respectively.

The maximum consistency has been seen in the cases of "The brand renders competitive service strategy" and "The brand has a strong customer base" since their coefficient of variations are 13.99 and 14.91 percentage and concurs with results of Walsh, et al., 2015.

5.2.13 Analysis of Brand Reputation in FMCG Market (HHCP)

The brand reputation of a brand in FMCG generated by the marketers is one of the components of Consumer Based Brand Equity (Ogha and Tan, 2009). It is measured with the help of five variables which have been rated on a five point scale. The mean and the coefficient of variation in brand reputation in Household Care Products among the respondents have been measured separately. The results are shown in Table 5.39.

TABLE 5.39
ANALYSIS OF BRAND REPUTATION IN FMCG MARKET (HHCP)

S.No.	Variables in Brand Reputation	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand stays on the top of the industry needs	2.6446	3.1886	2.7676	14.08
2	The brand engages in social responsibility	2.5117	3.2441	2.7848	15.39
3	The brand builds strong brand loyalty	2.4844	3.1094	2.6693	16.11
4	The brand offers excellent customer service	2.4903	3.1241	2.5884	18.02
5	The brand provides the pleasure of ownership	2.5406	3.1394	2.6011	14.92

The table above shows the respondents' minimum scores observed of the variables "The brand builds strong brand loyalty" and "The brand offers excellent customer service" whose values are 2.4844 and 2.4903 respectively. The maximum scores have been noticed in the cases of "The brand engages in social responsibility" and "The brand stays on the top of the industry needs" with the values of 3.2441 and 3.1886. The maximum mean scores have been noticed in the cases of "The brand engages in social responsibility" and "The brand stays on the top of the industry needs" with the values of 2.7848 and 2.7676 respectively.

The maximum consistency has been seen in the cases of "The brand stays on the top of the industry needs" and "The brand provides the pleasure of ownership" since their coefficient of variation are 14.08 and 14.92 percentage and concurs with results of Zhang, 2015.

5.2.14 Analysis of Brand Reputation in FMCG Market (FBP)

The analysis of brand reputation in FBP is also measured by the same five variables. The minimum and the maximum scores of each variable in brand reputation in FBP have been noticed. The mean and the coefficient of variation in the level of variables in brand reputation in FBP have been computed separately. The computed figures are shown in Table 5.40.

TABLE 5.40
ANALYSIS OF BRAND REPUTATION IN FMCG MARKET (FBP)

S.No.	Variables in Brand Reputation	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand stays on the top of the industry needs	2.8144	3.6173	3.1443	12.89
2	The brand engages in social responsibility	2.5043	3.4042	2.9097	15.77
3	The brand builds strong brand loyalty	2.4117	3.2145	2.8616	18.39
4	The brand offers excellent customer service	2.6044	3.3026	2.9213	12.46
5	The brand provides the pleasure of ownership	2.3996	3.0845	2.7809	16.34

The table above shows the respondents' minimum scores observed of the variables "The brand provides the pleasure of ownership" and "The brand builds strong brand loyalty" whose values are 2.3996 and 2.4117 respectively. The maximum scores have been noticed in the cases of "The brand stays on the top of the industry needs" and "The brand engages in social responsibility" with the values of 3.6173 and 3.4042. The maximum mean scores have been noticed in the cases of "The brand stays on the top of the industry needs" and "The brand offers excellent customer service" with the values of 3.1443 and 2.9213 respectively.

The maximum consistency has been seen in the cases of "The brand offers excellent customer service" and "The brand stays on the top of the industry needs" since their coefficient of variations are 12.46 and 12.89 percentage and concurs with results of Pitta and Katsamis, 1995.

5.2.15 Analysis of Brand Reputation in FMCG Market (PCP)

The analysis of brand reputation in Personal Care Products among the respondents is also measured with the help of same five variables. The variables have been rated by the respondents on a five point scale. The mean score and the coefficient of variation of each variable have been computed. The results are presented along with the minimum and maximum scores of each variable of brand reputation in Table 5.41.

TABLE 5.41
ANALYSIS OF BRAND REPUTATION IN FMCG MARKET (PCP)

S.No.	Variables in Brand Reputation	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand stays on the top of the industry needs	2.8919	3.8414	3.3919	14.32
2	The brand engages in social responsibility	2.9944	3.8965	3.4504	16.99
3	The brand builds strong brand loyalty	2.9032	3.9142	3.4117	12.88

4	The brand offers excellent customer service	2.9117	3.9703	3.4802	14.55
5	The brand provides the pleasure of ownership	2.9044	3.9542	3.4917	16.04

The table above shows the respondents' minimum scores observed of the variables "The brand builds strong brand loyalty" and "The brand stays on the top of the industry needs" whose values are 2.9032 and 2.8919 respectively. The maximum scores have been noticed in the cases of "The brand offers excellent customer service" and "The brand provides the pleasure of ownership" with the values of 3.9703 and 3.9542. The maximum mean scores have been noticed in the cases of "The brand provides the pleasure of ownership" and "The brand offers excellent customer service" with the values of 3.4917 and 3.4802 respectively.

The maximum consistency has been seen in the cases of "The brand builds strong brand loyalty" and "The brand stays on the top of the industry needs" since their coefficient of variations are 12.88 and 14.32 percentage and concurs with results of Feldwick, 1996.

5.2.16 Analysis on Brand Intimacy in FMCG Market (HHCP)

The brand intimacy is the counterpart of Consumer Based Brand Equity. The analysis of intimacy in FMCG has been estimated with the help of five variables. It has been observed in the case of Household Care, Food and Beverage and Personal Care Products. The mean and coefficient of variation of each variable in brand intimacy especially in HHCP among the respondents have been measured separately. They are presented along the minimum and maximum scores of each variable in HHCP in Table 5.42.

TABLE 5.42
ANALYSIS OF BRAND INTIMACY IN FMCG (HHCP)

S.No.	Variables in Brand Intimacy	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand builds strong emotional bonds	2.4117	3.0738	2.8117	17.08
2	The brand reflects an aspirational image	2.6414	3.0144	2.6246	16.03
3	The brand creates long lasting relationship	2.6025	3.1802	2.8304	13.69
4	The brand enables personal fulfillment	2.5088	3.0417	2.7663	12.14
5	The brand reminds the customer of fond memories	2.5328	3.1144	2.6709	18.02

The table above shows the respondents' minimum scores observed of the variables "The brand builds strong emotional bonds" and "The brand enables personal fulfillment" whose values are 2.4117 and 2.5088 respectively. The maximum scores have been noticed in

the cases of "The brand reminds the customer of fond memories" and "The brand creates long lasting relationship" with the values of 3.1144 and 3.1802. The maximum mean scores have been noticed in the cases of "The brand creates long lasting relationship" and "The brand builds strong emotional bonds" with the values of 2.8304 and 2.8117 respectively.

The maximum consistency has been seen in the cases of "The brand enables personal fulfillment" and "The brand creates long lasting relationship" since their coefficient of variations are 12.14 and 13.69 percentage and concurs with results of Farquhar and Ijiri, 1993.

5.2.17 Analysis on Brand Intimacy in FMCG Market (FBP)

The analysis of brand intimacy in FBP is also measured by using the same five variables. The mean and the co-efficient of variation in the analysis of brand intimacy of all the five variables in FBP have been estimated separately. The results are presented along with the minimum and maximum scores of each variable in brand intimacy in Table 5.43.

TABLE 5.43
ANALYSIS OF BRAND INTIMACY IN FMCG (FBP)

S.No.	Variables in Brand Intimacy	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand builds strong emotional bonds	2.1455	2.8494	2.5043	12.79
2	The brand reflects an aspirational image	2.2079	2.8046	2.5117	13.32
3	The brand creates long lasting relationship	2.1819	2.7902	2.4548	15.04
4	The brand enables personal fulfillment	2.0997	2.6846	2.3646	14.34
5	The brand reminds the customer of fond memories	2.1549	2.6073	2.3557	11.79

The table above shows the respondents' minimum scores observed of the variables "The brand enables personal fulfillment" and "The brand builds strong emotional bonds" whose values are 2.0997 and 2.1455 respectively. The maximum scores have been noticed in the cases of "The brand builds strong emotional bonds" and "The brand reflects an aspirational image" with the values of 2.8494 and 2.8046. The maximum mean scores have been noticed in the cases of "The brand reflects an aspirational image" and "The brand builds strong emotional bonds" with the values of 2.5117 and 2.5043 respectively.

The maximum consistency has been seen in the cases of "The brand reminds the customer of fond memories" and "The brand builds strong emotional bonds" since their coefficient of variations are 11.79 and 12.79 percentage and concurs with results of Gordon et al., 1994.

5.2.18 Analysis on Brand Intimacy in FMCG Market (PCP)

The analysis of brand intimacy in PCP is also measured with the help of the same five variables. The mean and the coefficient of variation in each variable in brand intimacy in PCP have been estimated separately along with the minimum and maximum scores of each variable. These are given in Table 5.44.

TABLE 5.44
ANALYSIS OF BRAND INTIMACY IN FMCG (PCP)

S.No.	Variables in Brand Intimacy	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand builds strong emotional bonds	2.6973	3.8086	3.4231	17.36
2	The brand reflects an aspirational image	2.7034	3.7944	3.4089	16.75
3	The brand creates long lasting relationship	2.6409	3.7565	3.4117	13.09
4	The brand enables personal fulfillment	2.6824	3.7808	3.4507	11.77
5	The brand reminds the customer of fond memories	2.7606	3.8117	3.3848	18.01

The table above shows the respondents' minimum scores observed of the variables "The brand creates long lasting relationship" and "The brand enables personal fulfillment" whose values are 2.6409 and 2.6824 respectively. The maximum scores have been noticed in the cases of "The brand reminds the customer of fond memories" and "The brand builds strong emotional bonds" with the values of 3.8117 and 3.8086. The maximum mean scores have been noticed in the cases of "The brand enables personal fulfillment" and "The brand builds strong emotional bonds" with the values of 3.4507 and 3.4231 respectively.

The maximum consistency has been seen in the cases of "The brand enables personal fulfillment" and "The brand creates long lasting relationship" since their coefficient of variations are 11.77 and 13.09 percentage and concurs with results of Leuthesser, et al., 1995.

5.2.19 Analysis on Brand Trust in FMCG Market (HHCP)

The brand trust is one of important components of Consumer Based Brand Equity in FMCG. The analysis of brand trust in FMCG has been discussed for all three types of products under FMCG namely Household Care, Food and Beverage and Personal Care Products. The analysis of brand trust in HHCP is measured by five variables which have been rated on a five point scale. The mean and coefficient of variation of each variable in brand trust on HHCP is estimated separately and presented in Table 5.45.

TABLE 5.45
ANALYSIS OF BRAND TRUST IN FMCG (HHCP)

S.No.	Variables in Brand Trust	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I trust this brand always	2.5664	3.2463	2.8108	14.28
2	I feel good when I use this brand	2.6026	3.3399	2.7246	12.69
3	I feel secure when I buy this brand because I know that it will never let me down	2.5041	3.2084	2.7315	11.36
4	I am committed to this brand	2.4173	3.1892	2.7686	16.24
5	The brand provides the belief of safety, honesty and reliability	2.4086	3.1496	2.7502	17.33

The table above shows the respondents' minimum scores observed of the variables "The brand provides the belief of safety, honesty and reliability" and "I am committed to this brand" whose values are 2.4086 and 2.4173 respectively. The maximum scores have been noticed in the cases of "I feel good when I use this brand" and "I trust this brand always" with the values of 3.3399 and 3.2463. The maximum mean scores have been noticed in the cases of "I trust this brand always" and "I am committed to this brand" with the values of 2.8108 and 2.7686 respectively.

The maximum consistency has been seen in the cases of "I feel secure when I buy this brand because I know that it will never let me down" and "I feel good when I use this brand" since their coefficient of variations are 11.36 and 12.69 percentage and concurs with results of Srivastava et al., 1991.

5.2.20 Analysis on Brand Trust in FMCG Market (FBP)

The analysis of brand trust in FBP among the respondents is using the same five variables. The respondents have been asked to rate these variables on a five point scale. The mean and the coefficient of variation of each variable in brand trust in FBP have been estimated separately. The results prepared along with the minimum and maximum scores of each variable in brand trust are illustrated in Table 5.46.

TABLE 5.46
ANALYSIS OF BRAND TRUST IN FMCG (FBP)

S.No.	Variables in Brand Trust	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I trust this brand always	2.8186	3.3969	3.1406	14.69
2	I feel good when I use this brand	2.4173	3.2669	2.8244	11.73
3	I feel secure when I buy this brand because I know that it will never let me down	2.7036	3.4154	3.0626	15.02
4	I am committed to this brand	2.6134	3.3083	2.9544	18.34
5	The brand provides the belief of safety, honesty and reliability	2.5933	3.2449	2.9217	16.89

The table above shows the respondents' minimum scores observed of the variables "I feel good when I use this brand" and "The brand provides the belief of safety, honesty and reliability" whose values are 2.4173 and 2.5933 respectively. The maximum scores have been noticed in the cases of "I feel secure when I buy this brand because I know that it will never let me down" and "I trust this brand always" with the values of 3.4154 and 3.3969. The maximum mean scores have been noticed in the cases of "I trust this brand always" and "I feel secure when I buy this brand because I know that it will never let me down" with the values of 3.1406 and 3.0626 respectively.

The maximum consistency has been seen in the cases of "I feel good when I use this brand" and "I trust this brand always" since their coefficient of variations are 11.73 and 14.69 percentage and concurs with results of Thakor and Lavack, 2003.

5.2.21 Analysis on Brand Trust in FMCG Market (PCP)

The analysis of brand trust in PCP among the respondents is also examined by the same five variables. The mean score and the coefficient of variation in the analysis of brand trust especially of all the five variables in PCP have been estimated separately. The results are presented along with the minimum and maximum score of each variable in brand trust in Table 5.47.

TABLE 5.47
ANALYSIS OF BRAND TRUST IN FMCG (PCP)

S.No.	Variables in Brand Trust	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I trust this brand always	2.6911	3.9419	3.4241	19.42
2	I feel good when I use this brand	2.3088	3.8943	3.3616	15.03
3	I feel secure when I buy this brand because I know that it will never let me down	2.7141	3.9244	3.3802	17.39
4	I am committed to this brand	2.7606	3.9088	3.3415	14.08
5	The brand provides the belief of safety, honesty and reliability	2.8146	3.8642	3.3044	16.92

The table above shows the respondents' minimum scores observed of the variables "I feel good when I use this brand" and "I trust this brand always" whose values are 2.3088 and 2.6911 respectively. The maximum scores have been noticed in the cases of "I trust this brand always" and "I feel secure when I buy this brand because I know that it will never let me down" with the values of 3.9419 and 3.9244. The maximum mean scores have been noticed in the cases of "I trust this brand always" and "I feel secure when I buy this brand because I know that it will never let me down" with the values of 3.4241 and 3.3802 respectively.

The maximum consistency has been seen in the cases of "This brand treats customer well" and "I feel I can trust this brand completely" since their coefficient of variations are 14.08 and 15.03 percentage and concurs with results of Washburn and Plank, 2002.

5.2.22 Analysis on Brand Leadership in FMCG Market (HHCP)

The analysis of brand leadership in FMCG is discussed for three groups of products namely Household Care, Food and Beverage and Personal Care Products. It is measured by five variables which have been rated on a five point scale. The mean and the coefficient of variation of all five variables in brand leadership in HHCP have been estimated separately. The results are presented along with the minimum and maximum scores of each variable in brand leadership in Table 5.48.

TABLE 5.48
ANALYSIS OF BRAND LEADERSHIP IN FMCG (HHCP)

S.No.	Variables in Brand Leadership	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand responds to constant change and creates it	3.0177	3.8489	3.4709	16.89
2	The brands provides commitment and excellence in leadership	3.2088	3.7117	3.4566	11.37
3	The brand aims with the need to give back to the society	3.0245	3.7869	3.3894	15.49
4	The brand creates trustworthiness	3.1179	3.8045	3.4802	16.03
5	This brand is the leader in all types of FMCG	3.0546	3.8173	3.7414	18.24

The table above shows the respondents' minimum scores observed of the variables "The brand responds to constant change and creates it" and "The brand aims with the need to give back to the society" whose values are 3.0177 and 3.0245 respectively. The maximum scores have been noticed in the cases of "The brand responds to constant change and creates it" and "This brand is the leader in all types of FMCG" with the values of 3.8489 and 3.8173. The maximum mean scores have been noticed in the cases of "This brand is the leader in all types of FMCG" and "The brand creates trustworthiness" with the values of 3.7414 and 3.4802 respectively.

The maximum consistency has been seen in the cases of "The brands provides commitment and excellence in leadership" and "The brand aims with the need to give back to the society" since their coefficient of variations are 11.37 and 15.49 percentage and concurs with results of Swait, et al., 1993.

5.2.23 Analysis on Brand Leadership in FMCG Market (FBP)

For the Food and Beverage Products, the analysis of brand leadership among the respondents is done with the help of the same five variables. The mean score on each variable in brand leadership and its coefficient of variation have been estimated separately. The results are presented in Table 5.49.

TABLE 5.49
ANALYSIS OF BRAND LEADERSHIP IN FMCG (FBP)

S.No.	Variables in Brand Leadership	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand responds to constant change and creates it	2.6973	3.4173	3.0892	15.08
2	The brands provides commitment and excellence in leadership	2.5142	3.2908	3.2196	17.36
3	The brand aims with the need to give back to the society	2.4084	3.2674	2.8109	16.91
4	The brand creates trustworthiness	2.5509	3.1789	2.8472	18.43
5	This brand is the leader in all types of FMCG	2.6172	3.4079	3.0886	20.11

The table above shows the respondents' minimum scores observed of the variables "The brand aims with the need to give back to the society" and "The brands provides commitment and excellence in leadership" whose values are 2.4084 and 2.5142 respectively. The maximum scores have been noticed in the cases of "The brand responds to constant change and creates it" and "This brand is the leader in all types of FMCG" with the values of 3.4173 and 3.4079. The maximum mean scores have been noticed in the cases of "The brands provides commitment and excellence in leadership" and "The brand responds to constant change and creates it" with the values of 3.2196 and 3.0892 respectively.

The maximum consistency has been seen in the cases of "The brand responds to constant change and creates it" and "The brand aims with the need to give back to the society" since their coefficient of variations are 15.08 and 16.91 percentage and concurs with results of Berry, 2000.

5.2.24 Analysis on Brand Leadership in FMCG Market (PCP)

The analysis of brand leadership in PCP is also measured by the same five variables which have been rated on a five point scale. The mean and the co-efficient of variation of each variable in brand leadership have been computed separately. The results shown along with the minimum and maximum scores of each variable in brand leadership are presented in Table 5.50

TABLE 5.50
ANALYSIS OF BRAND LEADERSHIP IN FMCG (PCP)

S.No.	Variables in Brand Leadership	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand responds to constant change and creates it	2.8414	3.8666	3.4546	16.89
2	The brands provides commitment and excellence in leadership	2.9014	3.9248	3.4868	20.17
3	The brand aims with the need to give back to the society	2.5099	3.9391	3.4901	18.84
4	The brand creates trustworthiness	2.6269	3.9676	3.4737	17.03
5	This brand is the leader in all types of FMCG	2.7179	3.8088	3.4084	21.29

The table above shows the respondents' minimum scores observed of the variables "The brand aims with the need to give back to the society" and "The brand creates trustworthiness" whose values are 2.5099 and 2.6269 respectively. The maximum scores have been noticed in the cases of "The brand creates trustworthiness" and "The brand aims with the need to give back to the society" with the values of 3.9676 and 3.9391. The maximum mean scores have been noticed in the cases of "The brand aims with the need to give back to the society" and "The brands provides commitment and excellence in leadership" with the values of 3.4901 and 3.4868 respectively.

The maximum consistency has been seen in the cases of "The brand responds to constant change and creates it" and "The brand creates trustworthiness" since their coefficient of variations are 16.89 and 17.03 percentage and concurs with results of Burmann, et al., 2009.

5.2.25 Analysis on Perceived Quality in FMCG Market (HHCP)

The perceived quality is one of the components of Consumer Based Brand Equity. The analysis of perceived quality in all three product categories under FMCG has been done separately. The analysis of perceived quality is using five variables which are rated on a five point scale. The mean and the coefficient of variation of each variable in perceived quality in HHCP have been estimated separately. The results are illustrated in Table 5.51.

TABLE 5.51
ANALYSIS OF PERCEIVED QUALITY IN FMCG (HHCP)

S.No.	Variables in Perceived Quality	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand offers high quality products with good performance	2.5419	3.1717	2.6869	15.92
2	The brand meets the conformity with specifications	2.6624	3.2088	2.7048	13.64
3	Consistency in quality is assured	2.5083	3.2691	2.7811	14.82

4	The brand offers reliable services	2.4185	3.1903	2.7504	11.73
5	The brand fulfills individual's expectations	2.5299	3.2441	2.7676	16.83

The table above shows the respondents' minimum scores observed of the variables "Consistency in quality is assured" and "The brand offers reliable services" whose values are 2.5083 and 2.4185 respectively. The maximum scores have been noticed in the cases of "The brand offers reliable services" and "The brand offers high quality products with good performance" with the values of 3.1903 and 3.1717. The maximum mean scores have been noticed in the cases of "Consistency in quality is assured" and "The brand fulfills individual's expectations" with the values of 2.7811 and 2.7676 respectively.

The maximum consistency has been seen in the cases of "The brand offers reliable services" and "The brand meets the conformity with specifications" since their coefficient of variations are 11.73 and 13.64 percentage and concurs with results of Dyson et al., 1996.

5.2.26 Analysis on Perceived Quality in FMCG Market (FBP)

The analysis of perceived quality in FBP has been done by the same five variables. These have been rated on a five point scale. The mean score and the coefficient of variation of the perceived quality in FBP have been computed separately. The results are presented along with the minimum and maximum scores of all five variables in FBP in Table 5.52.

TABLE 5.52
ANALYSIS OF PERCEIVED QUALITY IN FMCG (FBP)

S.No.	Variables in Perceived Quality	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand offers high quality products with good performance	2.2117	3.0145	2.6173	14.33
2	The brand meets the conformity with specifications	2.3496	3.2673	2.6809	19.36
3	Consistency in quality is assured	2.2088	3.2089	2.7174	17.01
4	The brand offers reliable services	2.2179	3.2236	2.7038	16.02
5	The brand fulfills individual's expectations	2.2848	3.2904	2.7646	18.73

The table above shows the respondents' minimum scores observed of the variables "Consistency in quality is assured" and "The brand offers high quality products with good performance" whose values are 2.2088 and 2.2117 respectively. The maximum scores have been noticed in the cases of "The brand meets the conformity with specifications" and "The brand meets the conformity with specifications" with the values of 3.2904 and 3.2673. The maximum mean scores have been noticed in the cases of "The brand fulfills individual's expectations" and "Consistency in quality is assured" with the values of 2.7646 and 2.7174 respectively.

The maximum consistency has been seen in the cases of "The brand offers high quality products with good performance" and "The brand offers reliable services" since their coefficient of variations are 14.33 and 16.02 percentage and concurs with results of Gil, et al., 2007.

5.2.27 Analysis on Perceived Quality in FMCG Market (PCP)

Five variables in perceived quality have been used to analyze the perceived quality of Personal Care Products. The mean and the coefficient of variation of each variable in perceived quality of PCP have been estimated separately. The computed mean and the coefficient of variation of each variable are shown in Table 5.53.

TABLE 5.53
ANALYSIS OF PERCEIVED QUALITY IN FMCG (PCP)

S.No.	Variables in Perceived Quality	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand offers high quality products with good performance	2.5441	3.8943	3.2446	16.72
2	The brand meets the conformity with specifications	2.5179	3.9042	3.2509	13.94
3	Consistency in quality is assured	2.5088	3.8809	3.2411	14.33
4	The brand offers reliable services	2.6393	3.8178	3.2306	19.03
5	The brand fulfills individual's expectations	2.4039	3.8673	3.1889	17.18

The table above shows the respondents' minimum scores observed of the variables "The brand fulfills individual's expectations" and "Consistency in quality is assured" whose values are 2.4039 and 2.5088 respectively. The maximum scores have been noticed in the cases of "The brand meets the conformity with specifications" and "The brand offers high quality products with good performance" with the values of 3.9042 and 3.8943. The maximum mean scores have been noticed in the cases of "The brand meets the conformity with specifications" and "The brand offers high quality products with good performance" with the values of 3.2509 and 3.2446 respectively.

The maximum consistency has been seen in the cases of "The brand meets the conformity with specifications" and "Consistency in quality is assured" since their coefficient of variations is 13.94 and 14.33 percentage and concurs with results of Holbrook, 1992.

5.2.28 Analysis of Brand Loyalty in FMCG Market (HHCP)

The analysis of brand loyalty in FMCG is one of the components of CBBE included for the present study (Srinivasan, et al., 2005). It is estimated with the help of five variables which have been rated on a five point scale. The mean and the coefficient of variation of all

five variables of brand loyalty in HHCP among the respondents have been estimated separately. The results are shown in Table 5.54.

TABLE 5.54

ANALYSIS OF BRAND LOYALTY IN FMCG (HHCP)

S.No.	Variables in Brand Loyalty	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I will consider this brand to be my first choice in all my future purchases	2.6634	3.2173	2.8184	17.32
2	The brand balances the need for growth with the need for being responsible	2.4036	3.1889	2.6099	16.69
3	The brand rewards loyal customers	2.5142	3.3414	2.7695	19.08
4	This brand creates high brand recognition	2.4608	3.2604	2.7088	18.42
5	I would strongly recommend this brand to anyone	2.4173	3.3496	2.8173	16.93

The table above shows the respondents' minimum scores observed of the variables "The brand balances the need for growth with the need for being responsible" and "I would strongly recommend this brand to anyone" with the values of 2.4036 and 2.4173 respectively. The maximum scores have been noticed in the cases of "I would strongly recommend this brand to anyone" and "The brand rewards loyal customers" with the score of 3.3496 and 3.3414. The maximum mean scores have been noticed in the cases of "I will consider this brand to be my first choice in all my future purchases" and "I would strongly recommend this brand to anyone" with the mean scores of 2.8184 and 2.8173 respectively.

The maximum consistency has been seen in the cases of "The brand balances the need for growth with the need for being responsible" and "I would strongly recommend this brand to anyone" since its coefficient of variation is 16.69 and 16.93 percentage and concurs with results of (Rajasekar and Nalina, 2008).

5.2.29 Analysis of Brand Loyalty in FMCG Market (FBP)

The analysis of brand loyalty in FBP among the respondents is measured with the help of the same five variables. The mean and the coefficient of variation in the analysis of brand loyalty have been measured for each variable in it. The results are presented along with their minimum and maximum score in Table 5.55.

TABLE 5.55

ANALYSIS OF BRAND LOYALTY IN FMCG (FBP)

S.No.	Variables in Brand Loyalty	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I will consider this brand to be my first	2.3117	2.8999	2.6144	15.91

	choice in all my future purchases				
2	The brand balances the need for growth with the need for being responsible	2.4042	2.9049	2.6547	16.02
3	The brand rewards loyal customers	2.5041	3.1122	2.8044	18.44
4	This brand creates high brand recognition	2.3088	2.8514	2.5756	13.94
5	I would strongly recommend this brand to anyone	2.2266	2.7089	2.4733	17.09

The table above shows the respondents' minimum scores observed of the variables "I would strongly recommend this brand to anyone" and "This brand creates high brand recognition" whose values are 2.2266 and 2.3088 respectively. The maximum scores have been noticed in the cases of "The brand rewards loyal customers" and "The brand balances the need for growth with the need for being responsible" with the values of 3.1122 and 2.9049. The maximum mean scores have been noticed in the cases of "The brand rewards loyal customers" and "The brand balances the need for growth with the need for being responsible" with the values of 2.8044 and 2.6547 respectively.

The maximum consistency has been seen in the cases of "This brand creates high brand recognition" and "I will consider this brand to be my first choice in all my future purchases" since their coefficient of variations are 13.94 and 15.91 percentage and concurs with results of Jourdan, 2002.

5.2.30 Analysis of Brand Loyalty in FMCG Market (PCP)

The same five variables in brand loyalty are used to measure the brand loyalty in PCP. The mean score of each variable in brand loyalty and its co-efficient of variation have been estimated separately. These are given in Table 5.56.

TABLE 5.56
ANALYSIS OF BRAND LOYALTY IN FMCG (PCP)

S.No.	Variables in Brand Loyalty	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I will consider this brand to be my first choice in all my future purchases	2.4173	3.4088	2.9054	14.09
2	The brand balances the need for growth with the need for being responsible	2.3099	3.2949	2.7956	15.17
3	The brand rewards loyal customers	2.7117	3.3018	3.0517	18.43
4	This brand creates high brand recognition	2.6117	3.2818	2.9468	19.07
5	I would strongly recommend this brand to anyone	2.4245	3.3244	2.8745	16.34

The table above shows the respondents' minimum scores observed of the variables "The brand balances the need for growth with the need for being responsible" and "I will

consider this brand to be my first choice in all my future purchases" whose values are 2.3099 and 2.4173 respectively. The maximum scores have been noticed in the cases of "I will consider this brand to be my first choice in all my future purchases" and "I would strongly recommend this brand to anyone" with the values of 3.4088 and 3.3244. The maximum mean scores have been noticed in the cases of "The brand rewards loyal customers" and "This brand creates high brand recognition" with the values of 3.0517 and 2.9468 respectively.

The maximum consistency has been seen in the cases of "I will consider this brand to be my first choice in all my future purchases" and "The brand balances the need for growth with the need for being responsible" since their coefficient of variations are 14.09 and 15.17 percentage and concurs with results of Dick and Basu, 1994.

5.2.31 VALIDITY OF DATA AND VARIABLES IN EACH COMPONENT OF CBBE

The validity of data in each component of CBBE has been justified by the KMO measure of sampling adequacy and significance of chi-square value in Bartlett's Test of Sphericity. The content validity and the convergent validity of variables in each component of CBBE have been tested by Composite Reliability and Average Variance Extracted. The internal consistency in each component has been justified by Cronbach Alpha. The results are given in Table 5.57

TABLE 5.57
KMO MEASURE, BARTLETTS TEST, COMPOSITE RELIABILITY AND AVE OF VARIOUS COMPONENTS OF CBBE

S.No.	Components of CBBE	Number of Variables	KMO Measure of Sampling Adequacy	Bartletts Chi-square Value	Cronbach Alpha	Composite Reliability	Average Variance Extracted
1	Brand Awareness	5	0.7669	89.09 (0.0208)	0.7841	0.7549	0.5656
2	Brand Association	5	0.7403	12.39 (0.0044)	0.8144	0.7902	0.5859
3	Brand Image	6	0.7739	109.08 (0.007)	0.8012	0.7811	0.5201
4	Brand Competitive Advantage	6	0.7503	94.39 (0.0173)	0.7749	0.7502	0.5089
5	Brand Reputation	5	0.7179	109.36 (0.0044)	0.7991	0.7733	0.5541
6	Brand Intimacy	5	0.7246	96.86 (0.0179)	0.7819	0.7545	0.5646
7	Brand Trust	5	0.7308	84.43 (0.0308)	0.7402	0.7241	0.5171
8	Brand Leadership	5	0.7669	86.71 (0.0293)	0.7514	0.7302	0.5291
9	Perceived Quality	5	0.7292	117.07 (0.0011)	0.8049	0.7817	0.5673
10	Brand Loyalty	5	0.7409	81.09 (0.0301)	0.7241	0.7022	0.5141

'P' values are in brackets.

The KMO measured are greater than 0.70 and the chi-square values are significant at five and less than 5 percentage level which justify the validity of data for further analysis. The Composite Reliability and Average Variance Extracted of each component of CBBE are greater than its minimum threshold of 0.50 and 0.50 respectively.

The Cronbach Alpha values of all ten components of CBBE are greater than 0.70 which justify the internal consistency in each component of CBBE and concurs with results of Hyun and Kim, 2011.

5.2.32 ANALYSIS OF COMPONENTS OF CBBE IN FMCG

The analysis of components of CBBE in HHCP, FBP and PCP has been examined by the mean scores of all the ten components of CBBE. These are given in Table 5.58.

TABLE 5.58
ANALYSIS OF COMPONENTS OF CBBE AMONG RESPONDENTS

S.No.	Components of CBBE	Mean Score in			'F' statistics
		HHCP	FBP	PCP	
1	Brand Awareness	3.5466	3.6115	3.6805	1.0224
2	Brand Association	3.3251	3.5975	3.7244	1.3996
3	Brand Image	2.6994	2.9855	3.3173	3.9446*
4	Brand Competitive Advantage	3.3448	2.6432	3.1613	1.6173
5	Brand Reputation	2.6822	2.9236	3.4452	4.1173*
6	Brand Intimacy	2.7408	2.4382	3.4158	3.8917*
7	Brand Trust	2.7571	2.9807	3.3624	4.2088*
8	Brand Leadership	3.4477	3.0111	3.4627	3.4409*
9	Perceived Quality	2.7382	2.6968	3.2312	3.6844*
10	Brand Loyalty	2.7448	2.6245	2.9148	0.8189

*Significant at five percentage level.

In HHCP, the highly viewed components of CBBE are brand awareness and brand leadership with the mean values of 3.5466 and 3.4477 respectively. In the case of FBP, these components are brand awareness and brand association since their mean scores are 3.6115 and 3.5975 respectively. In the case of PCP, these two are brand association and brand awareness with the mean scores of 3.7244 and 3.6805.

The significant differences among the three groups of products have been noticed in the level on brand image, brand reputation, brand intimacy, brand trust, brand leadership and perceived quality since their 'F' statistics are significant at five percentage level and concurs with results of Christodoulides and de Cheranatony, 2010.

5.2.33 DISCRIMINANT VALIDITY AMONG THE COMPONENTS OF CBBE

Before examining the impact of various components of CBBE on the overall CBBE in FMCG, it is essential to examine the discriminant validity among the components of CBBE in order to avoid the multi-collinearity problems in future impact analysis. The mean of AVE and square of correlation co-efficient between all possible pairs of ten components of CBBE have been estimated separately. The results are shown in Table 5.59.

TABLE 5.59
DISCRIMINANT VALIDITY OF COMPONENTS OF CBBE

S.No.	**Mean of AVE** / **Square of Correlation Co-efficient**	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*8*	*9*	*10*
1	Brand Awareness		0.5758	0.5429	0.5373	0.5599	0.5651	0.5414	0.5474	0.5665	0.5399
2	Brand Association	0.5451		0.5530	0.5474	0.5700	0.5752	0.5515	0.5575	0.5766	0.5500
3	Brand Image	0.5011	0.5439		0.5145	0.5371	0.5424	0.5186	0.5246	0.5437	0.5171
4	Brand Competitive Advantage	0.5102	0.4914	0.5011		0.5315	0.5368	0.5130	0.5190	0.5381	0.5115
5	Brand Reputation	0.4973	0.4811	0.4822	0.5266		0.5594	0.5356	0.5416	0.5607	0.5341
6	Brand Intimacy	0.4732	0.4903	0.4706	0.4557	0.5171		0.5409	0.5469	0.5659	0.5394
7	Brand Trust	0.4849	0.4726	0.4911	0.4786	0.4736	0.5224		0.5231	0.5422	0.5156
8	Brand Leadership	0.4711	0.4902	0.4424	0.4882	0.4566	0.4736	0.5021		0.5482	0.5216
9	Perceived Quality	0.4804	0.4966	0.5014	0.5117	0.4806	0.4911	0.4862	0.5302		0.5407
10	Brand Loyalty	0.4911	0.5021	0.4802	0.4739	0.4506	0.4717	0.5026	0.5041	0.5311	

The mean of AVE between brand awareness and brand association (0.5758) is greater than their square of correlation co-efficient (0.5451). The mean of AVE between perceived quality and brand loyalty (0.5447) is higher than their square of correlation co-efficient (0.5311). The mean of AVE between brand reputation and brand intimacy (0.5594) is greater than their square of correlation co-efficient (0.5266). The similar types of result are seen in all possible pairs of components of CBBE which reveal the high degree of mutual exclusiveness among the ten determinants of CBBE.

5.2.34 OVERALL CONSUMER BASED BRAND EQUITY IN FMCG MARKET

5.2.35 Level of Overall CBBE on FMCG Market (HHCP)

The level of overall CBBE in FMCG market is discussed under the group of three product categories namely Household Care Products, Food and Beverage Products and Personal Care Product. The level of overall CBBE is examined by seven variables. These are rated on a five point scale. The mean and the coefficient of variables of each variable in overall CBBE on HHCP were computed initially. The details are summarized in Table 5.60.

TABLE 5.60
LEVEL OF OVERALL CBBE ON FMCG MARKET (HHCP)

S.No.	Variables in Overall CBBE	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I prefer this brand even though other brands are available with the same features	2.1779	2.9969	2.6784	19.44
2	Even though other brands are not much different from this brand, it seems smarter to choose this brand	2.2545	3.0414	2.5803	20.22
3	I prefer this brand even though the other brands are also equally good	2.2303	2.9708	2.6893	18.03
4	It makes better sense to choose this brand instead of any other brands with same features	2.3117	2.9886	2.7117	14.33
5	My faith rests on this brand even though the other brands are equally good	2.3045	2.8557	2.6546	13.11
6	I have a sense of security with this brand compared to other brands	2.2667	3.0886	2.7032	14.68
7	I possess a sense of pride to buy this brand in comparison with others	2.1733	3.0245	2.6471	19.02

The table above shows the respondents' minimum scores observed of the variables "I possess a sense of pride to buy this brand in comparison with others" and "I prefer this brand even though other brands are available with the same features" whose values are 2.1733 and 2.1779 respectively. The maximum scores have been noticed in the cases of "I have a sense

of security with this brand compared to other brands" and "Even though other brands are not much different from this brand, it seems smarter to choose this brand" with the values of 3.0886 and 3.0414. The maximum mean scores have been noticed in the cases of "It makes better sense to choose this brand instead of any other brands with same features" and "I have a sense of security with this brand compared to other brands" with the values of 2.7117 and 2.7032 respectively.

The maximum consistency has been seen in the cases of "My faith rests on this brand even though the other brands are equally good" and "It makes better sense to choose this brand instead of any other brands with same features" since their coefficient of variations are 13.11 and 14.33 percentage and concurs with results of De Mortanges and Van Riel, 2003.

5.2.36 Level of Overall CBBE in FMCG Market (FBP)

The level of overall CBBE in Food and Beverage Products category is examined by the mean and the coefficient of variation of all seven variables in overall CBBE. The mean and the coefficient of variation of each variable in overall CBBE in FBP have been estimated separately. The minimum and maximum scores of variables in overall CBBE have been estimated. The results are shown in Table 5.61.

TABLE 5.61
LEVEL OF OVERALL CBBE IN FMCG MARKET (FBP)

S.No.	Variables in Overall CBBE	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I prefer this brand even though other brands are available with the same features	2.4088	3.3088	2.9919	14.21
2	Even though other brands are not much different from this brand, it seems smarter to choose this brand	2.2173	3.2969	3.0414	16.89
3	I prefer this brand even though the other brands are also equally good	2.1177	3.4546	2.8644	18.24
4	It makes better sense to choose this brand instead of any other brands with same features	2.3861	3.3084	2.8902	16.39
5	My faith rests on this brand even though the other brands are equally good	2.3242	3.2676	2.8041	13.17
6	I have a sense of security with this brand compared to other brands	2.5161	3.4108	3.0117	14.24
7	I possess a sense of pride to buy this brand in comparison with others	2.3969	3.3969	2.9242	19.33

The table above shows the respondents' minimum scores observed of the variables "I prefer this brand even though the other brands are also equally good" and "Even though other

brands are not much different from this brand, it seems smarter to choose this brand" whose values are 2.1177 and 2.2173 respectively. The maximum scores have been noticed in the cases of "I prefer this brand even though the other brands are also equally good" and "I have a sense of security with this brand compared to other brands" with the values of 3.4546 and 3.4108. The maximum mean scores have been noticed in the cases of "I have a sense of security with this brand compared to other brands" and "Even though other brands are not much different from this brand, it seems smarter to choose this brand" with the values of 3.0117 and 3.0414 respectively.

The maximum consistency has been seen in the cases of "My faith rests on this brand even though the other brands are equally good" and "I prefer this brand even though other brands are available with the same features" since their coefficient of variations are 13.17 and 14.21 percentage respectively and concurs with results of Dedeoglu, et al., 2019.

5.2.38 Level of Overall CBBE in FMCG Market (PCP)

The level of overall CBBE on Personal Care Products among the respondents is measured with the help of the same seven variables. The mean and the coefficient of variables of each variable in overall CBBE in PCP have been estimated separately. The minimum score and its maximum scores are summarized along with its mean and the coefficient of variation in the Table 5.62.

TABLE 5.62
LEVEL OF OVERALL CBBE IN FMCG MARKET (PCP)

S.No.	Variables in Overall CBBE	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I prefer this brand even though other brands are available with the same features	2.5773	3.6546	3.4171	15.14
2	Even though other brands are not much different from this brand, it seems smarter to choose this brand	2.6084	3.7041	3.3898	16.82
3	I prefer this brand even though the other brands are also equally good	2.4171	3.8173	3.4542	11.79
4	It makes better sense to choose this brand instead of any other brands with same features	2.5496	3.7309	3.3088	17.32
5	My faith rests on this brand even though the other brands are equally good	2.6717	3.8451	3.2771	14.08
6	I have a sense of security with this brand compared to other brands	2.8608	3.8696	3.3414	16.39
7	I possess a sense of pride to buy this brand in comparison with others	2.5141	3.8414	3.4711	21.43

The table above shows the respondents' minimum scores observed of the variables "I possess a sense of pride to buy this brand in comparison with others" and "I prefer this brand even though the other brands are also equally good" whose values are 2.4171 and 2.5141 respectively. The maximum scores have been noticed in the cases of "I have a sense of security with this brand compared to other brands" and "My faith rests on this brand even though the other brands are equally good" with the values of 3.8696 and 3.8451. The maximum mean scores have been noticed in the cases of "I possess a sense of pride to buy this brand in comparison with others" and "I prefer this brand even though the other brands are also equally good" with the values of 3.4711 and 3.4542 respectively.

The maximum consistency has been seen in the cases of "I prefer this brand even though the other brands are also equally good" and "My faith rests on this brand even though the other brands are equally good" since their coefficient of variations are 11.79 and 14.08 percentage respectively and concurs with results of Konecrick and Gartner, 2007.

5.2.38 VALIDITY OF VARIABLES IN OVERALL CONSUMER BASED BRAND EQUITY

The validity of variables included in overall CBBE in FMCG has been examined by the KMO measure of sampling adequacy, Bartletts' Test of Sphericity, Cronbach Alpha, Factor Loading of Variables, Composite Reliability and Average Variance Extracted. The actual values and their respective bench marking of various tests are given in Table 5.63.

TABLE 5.63
CONTENT AND CONVERGENT VALIDITY OF VARIABLES IN OVERALL CBBE

S.No.	Particulars	Actual	Bench marking
1	Number of variables	7	–
2	KMO measure of sampling adequacy	0.7142	0.60
3	Bartletts chi-square value significance	106.33 (0.0072)	≤0.05
4	Cronbach alpha	0.7892	≥0.70
5	Factor loading of variables	>0.60	≥0.50
6	Composite reliability	0.5971	≥0.50
7	Average Variance Extracted (AVE)	0.5454	≥0.50

The KMO measure of sampling adequacy is greater than 0.60 whereas the Bartletts' chi-square value is significant at one percentage level. Both these results indicate validity of variables for analysis. The Cronbach Alpha is greater than 0.70 which leads the internal consistency. The Factor Loading of Variables in overall CBBE is greater than 0.60 which leads the Content Validity.

The Composite Reliability and AVE are greater than 0.50 and 0.50 respectively and concur with results of Lee and Yew, 2011.

5.2.39 LEVEL OF OVERALL CBBE IN FMCG MARKET

The level of overall CBBE in FMCG market has been discussed with the help of the mean and the coefficient of variation of the scores on CBBE namely Household Care, Food and Beverage, and Personal Care Products. The scores of overall CBBE on the above said three product categories have been estimated separately from the mean score of variables in overall CBBE of the respective product category. The computed results are shown in Table 5.64.

TABLE 5.64
LEVEL OF OVERALL CBBE AMONG THE RESPONDENTS

S.No.	Nature of products	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	Household Care Products [HHCP]	2.1733	3.0886	2.6664	16.73
2	Food & Beverage Products [FBP]	2.1177	3.4546	2.9326	17.04
3	Personal Care Products [PCP]	2.4171	3.8696	3.3800	14.32
	Overall	2.1177	3.8696	2.9930	16.71

The Higher level of CBBE has been noticed in the case of Personal Care Products since its mean score is 3.3800. It is followed by the Food and Beverage Products with the mean score of 2.9326. Higher consistency has been seen in the case of overall CBBE of PCP since its coefficient of variation is 14.32 percentage. The overall CBBE of FMCG product is only at a moderate level (Pappu et al., 2005) since its mean score is only 2.9930.

5.2.40 IMPACT OF COMPONENTS OF CBBE ON THE OVERALL CBBE IN HHCP

Multiple Regression Analysis was applied to identify the important predictors of CBBE in HHCP. The included dependent variable is the score on overall CBBE in Household Care Products whereas the included independent variables are the score on all ten components of CBBE in HHCP. The Least Square Method was adapted to findout the regression co-efficient of each component of CBBE on the overall CBBE in Household Care Products. The regression equation is:

Y – $a + b_1 x_1 + b_2 x_2 + \ldots\ldots b_{10} x_{10} + e$

Whereas Y – Score on overall CBBE in HHCP

$X_1, X_2, \ldots X_{10}$ – Score on all ten determinants of CBBE in HHCP

$b_1, b_2, \ldots b_{10}$ – Regression coefficient of each of the ten determinants of CBBE in HHCP

a – intercept and

e – error term

The result of Multiple Regression Analysis is presented in Table 5.65.

TABLE 5.65
RESULT OF REGRESSION ANALYSIS IN HHCP

S.No.	Variables	β	Standard Error	Beta	't' Value	Significance	R^2	'F' Statistics
	Constant	1.2645	0.1989		6.3574	0.0000	0.7873	14.3683*
1	Brand Awareness	0.3514	0.1089	0.3028	3.2268	0.0145		
2	Brand Association	0.2604	0.1911	0.2314	1.3626	0.1842		
3	Brand Image	0.2969	0.0886	0.2706	3.3510	0.0119		
4	Brand Competitive Advantage	0.2765	0.1024	0.2544	2.7002	0.0403		
5	Brand Reputation	0.1909	0.1345	0.1711	1.4193	0.1399		
6	Brand Intimacy	0.1543	0.1088	0.1302	1.4182	0.1304		
7	Brand Trust	0.2676	0.0704	0.2414	3.8011	0.0019		
8	Brand Leadership	0.2045	0.1887	0.1822	1.0837	0.2142		
9	Perceived Quality	0.2906	0.1091	0.2733	2.7134	0.0382		
10	Brand Loyalty	0.2411	0.1825	0.2241	1.3211	0.1209		

According to the results shown in the table above, brand awareness, brand image, brand competitive advantage, brand trust and perceived quality have a significant relationship with the overall Consumer Based Brand Equity in Household Care Products because the 'p' value of these variables are less than 0.05. Higher significant impact on the Overall Consumer Based Brand Equity has been created by brand awareness and perceived value since their beta values are 0.3028 and 0.2733. The R^2 value is 0.7873 which infers that the changes in the overall CBBE in HHCP is acceptable to an extent of 78.73 percentage (Pike, et al., 2010).

5.2.41 IMPACT OF COMPONENTS OF CBBE ON THE OVERALL CBBE IN PCP

The Multiple Regression Analysis has been applied to examine the cause and effect relationship between the components of CBBE and overall CBBE in PCP. The least square method has been followed to identify the relative contribution of each component of CBBE in the determination of overall CBBE in PCP. The fitted regression model is:

Y – $a + b_1 x_1 + b_2 x_2 + \ldots\ldots b_{10} x_{10} + e$

Whereas Y – Score on overall CBBE in PCP

$X_1, X_2, \ldots X_{10}$ – Score on all ten determinants of CBBE in PCP

$b_1, b_2, \ldots b_{10}$ – Regression coefficient of independent variables

a – intercept and e – error term

The computed regression co-efficient of each determinant of CBBE, its standard error, statistical significance, co-efficient of determination and 'F' statistics are summarized in Table 5.66.

TABLE 5.66
RESULT OF REGRESSION ANALYSIS IN PCP

S.No.	Variables	β	Standard Error	Beta	't' Value	Significance	R^2	'F' Statistics
	Constant	0.8145	0.0806		10.1055	0.0045	0.8434	18.0941*
1	Brand Awareness	0.3942	0.0842	0.3723	4.6817	0.0184		
2	Brand Association	0.3011	0.0541	0.2841	5.5656	0.0133		
3	Brand Image	0.2966	0.0603	0.2702	4.9187	0.0124		
4	Brand Competitive Advantage	0.2604	0.1441	0.2401	1.8070	0.0806		
5	Brand Reputation	0.1944	0.0733	0.1724	2.6521	0.0399		
6	Brand Intimacy	0.1433	0.1039	0.1211	1.3792	0.1796		
7	Brand Trust	0.2846	0.0734	0.2602	3.8774	0.0501		
8	Brand Leadership	0.2403	0.1973	0.2149	1.2179	0.2144		
9	Perceived Quality	0.3117	0.1024	0.2844	3.0439	0.0133		
10	Brand Loyalty	0.2641	0.0729	0.2206	3.3758	0.0102		

Out of the ten components of CBBE of PCP, seven components have significant contribution to the changes in overall CBBE of PCP because their level of significance is less than 0.05. Out of the seven components of CBBE, the highly influencing are brand awareness and perceived value since their beta values are 0.3723 and 0.2844. They are by the components of CBBE namely brand association and brand image with the beta value of 0.2841 and 0.2702 respectively. The change in the components of CBBE in PCP explains the changes in overall CBBE in PCP to an extent of 84.34 percentage since their R^2 is 0.8434 (Pike and Bianchi, 2016).

5.2.42 IMPACT OF COMPONENTS OF CBBE ON THE OVERALL CBBE IN FBP

The present analysis has made an attempt to examine the influence of various components of CBBE on the overall CBBE in Food and Beverage Products with the help of Multiple Regression Analysis. The included dependent variable for this analysis is the score on overall Consumer Based Brand Equity and the included independent variables are the score on ten components of CBBE in FBP. It is imperative to examine the relative contribution of each component of CBBE in the determination of CBBE in FBP for future policy implication. The Multiple Regression Analysis has been administered for this purpose. The results are summarized in Table 5.67.

TABLE 5.67
RESULT OF REGRESSION ANALYSIS IN FBP

S.No.	Variables	β	Standard Error	Beta	't' Value	Significance	R^2	'F' Statistics
	Constant	1.0145	0.1804		5.6236	0.0000	0.8042	18.0454*
1	Brand Awareness	0.3663	0.1342	0.3394	2.7295	0.0209		
2	Brand Association	0.2969	0.0849	0.2703	3.4971	0.0173		
3	Brand Image	0.3241	0.0706	0.3044	4.5907	0.0089		
4	Brand Competitive Advantage	0.2173	0.1406	0.1902	1.5455	0.1802		
5	Brand Reputation	0.2699	0.1749	0.2303	1.5432	0.1845		
6	Brand Intimacy	0.2804	0.1074	0.2642	2.6108	0.0308		
7	Brand Trust	0.2563	0.0903	0.2311	2.8383	0.0174		
8	Brand Leadership	0.1917	0.1542	0.1703	1.2432	0.2149		
9	Perceived Quality	0.2887	0.1024	0.2646	2.8193	0.0245		
10	Brand Loyalty	0.2544	0.1892	0.2308	1.3446	0.1759		

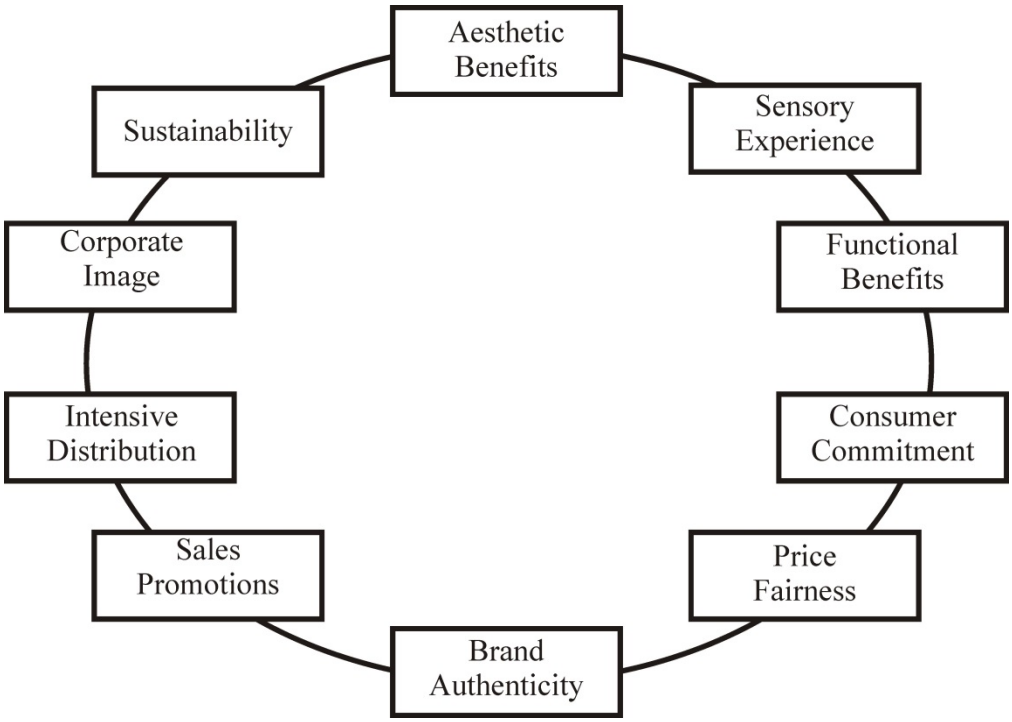
The changes in the components of CBBE explain the changes in overall CBBE in FBP to an extent of 80.42 percentage since its R^2 is 0.8042. The changes in overall CBBE in FBP has been explained by the changes in the brand awareness, brand association, brand image, brand intimacy, brand trust and perceived value since their level of significance are less than 0.05. The highly influencing components of CBBE on the overall CBBE in FBP are brand awareness and brand image since their regression coefficients are 0.3394 and 0.3044 respectively. The next two important components that influence the overall CBBE in FBP are brand association and perceived value since their regression coefficients are 0.2703 and 0.2646 respectively (Seric, et al., 2017).

5.3 DETERMINANTS OF CONSUMER BASED BRAND EQUITY IN FMCG AND THEIR INFLUENCE ON CBBE

It is essential to discuss the various determinants of the Consumer Based Brand Equity in FMCG market for the future marketing strategy development (Bauer, et al., 2005). The determinants of CBBE related to product qualities and attributes in brand equity (Baalbaki and Guzman, 2016). It may also be related to the marketing activities implemented by the company and also the image of the company (Berthan et al., 2008). The Customer Commitment and Price Fairness in the market may also play an equal role in the building of CBBE (Broniarczyk and Alba, 1994). In the present study, the included determinants of CBBE in FMCG market are shown in Figure 5.2

FIGURE 5.2

DETERMINANTS OF CBBE



5.3.1 ANALYSIS OF AESTHETIC BENEFITS IN FMCG MARKET (HHCP)

The aesthetic benefits in FMCG are included as important determinants of CBBE (Hsu, et al., 2012). It is measured by the five variables which have been rated on a five point scale. The mean and the coefficient of variation of all five variables in Aesthetic Benefits in HHCP have been computed separately. The computed mean, coefficient of variation, minimum value and maximum value in each variable of Aesthetic Benefits is shown in Table 5.68.

TABLE 5.68
ANALYSIS OF AESTHETIC BENEFITS IN FMCG (HHCP)

S.No.	Variables in Aesthetic Benefits	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand logo is pleasing	2.2145	3.6141	2.8249	11.89
2	The brand logo brings delight	2.3886	3.4082	2.7145	16.84
3	The brand logo encourages a strong emotional response	2.6143	3.7189	2.9249	15.43
4	The brand has an attractive logo	2.5949	3.6243	2.8124	14.82
5	The brand logo fills with positive experiences	2.3684	3.5149	2.7019	15.09

From the table above, the minimum scores by the respondents among the Aesthetic Benefits variables in HHCP have been noticed in "The brand logo is pleasing" and "The brand logo fills with positive experiences" with the values of 2.2145 and 2.3684 respectively. The maximum scores have been noticed in the cases of "The brand logo encourages a strong emotional response" and "The brand has an attractive logo" with the values of 3.7189 and 3.6243. The maximum mean scores have been noticed in the cases of "The brand logo encourages a strong emotional response" and "The brand logo is pleasing" with the values of 2.9249 and 2.8249 respectively. The maximum consistency has been seen in the cases of "The brand logo is pleasing" and "The brand has an attractive logo" since their coefficient of variations are 11.89 percentage and 14.82 percentage respectively (Krautz, 2017).

5.3.2 ANALYSIS OF AESTHETIC BENEFITS IN FMCG MARKET (FBP)

The respondents view on Aesthetic Benefits in Food and Beverage Products has been done by the same five variables. The mean and the coefficient of variation of all the five variables of Aesthetic Benefits in FBP have been computed separately. The resulted mean, coefficient of each variable in Aesthetic Benefits, the minimum score and the maximum score are presented in Table 5.69.

TABLE 5.69
ANALYSIS OF AESTHETIC BENEFITS IN FMCG (FBP)

S.No.	Variables in Aesthetic Benefits	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand logo is pleasing	2.2445	2.9033	2.5714	12.93
2	The brand logo is pleasing	2.2409	2.8609	2.5906	14.36
3	The brand logo encourages a strong emotional response	2.3114	2.8557	2.5813	15.11
4	The brand has an attractive logo	2.4029	2.9493	2.6739	17.34
5	The brand logo fills with positive experiences	2.3989	3.0141	2.7405	19.33

From the table above, the minimum scores by the respondents among the aesthetic benefits in FBP have been noticed in "The brand logo brings delight" and "The brand logo is pleasing" with the values of 2.2409 and 2.2445 respectively. The maximum scores have been noticed in the cases of "The brand logo fills with positive experiences" and "The brand has an attractive logo" with the values of 3.0141 and 2.9493. The maximum mean scores have been noticed in the cases of "The brand logo fills with positive experiences" and "The brand has an attractive logo" with the values of 2.7405 and 2.6739 respectively. The maximum consistency has been seen in the cases of "The brand logo is pleasing" and "The brand logo is pleasing" since their coefficient of variations are 12.93 percentage and 14.36 percentage respectively (Lasser, et al., 1995).

5.3.3 ANALYSIS OF AESTHETIC BENEFITS IN FMCG MARKET (PCP)

The analysis on Aesthetic Benefits in PCP has been done with the help of five variables which have been rated on a five point scale. The mean and the coefficient of variation of each variable in Aesthetic Benefits have been computed separately along with its minimum and maximum score. The computed figures are shown in Table 5.70.

TABLE 5.70
ANALYSIS ON VARIABLES IN AESTHETIC BENEFITS IN PCP

S.No.	Variables in Aesthetic Benefits	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand logo is pleasing	2.3669	3.7143	3.1179	15.14
2	The brand logo brings delight	2.6907	3.6692	3.2088	12.92
3	The brand logo encourages a strong emotional response	2.7344	3.6049	3.1408	13.05
4	The brand has an attractive logo	2.5842	3.6402	3.1123	16.02
5	The brand logo fills with positive experiences	2.4693	3.6977	3.0843	19.17

From the table above, the minimum scores by the respondents among the Aesthetic Benefits in PCP have been noticed in "The brand logo is pleasing" and "The brand logo fills with positive experiences" with the values of 2.3669 and 2.4693 respectively. The maximum scores have been noticed in the cases of "The brand logo is pleasing" and "The brand logo fills with positive experiences" with the values of 3.7143 and 3.6977. The maximum mean scores have been noticed in the cases of "The brand logo brings delight" and "The brand logo encourages a strong emotional response" with the values of 3.2088 and 3.1408 respectively. The maximum consistency has been seen in the cases of "The brand logo brings delight" and "The brand logo encourages a strong emotional response" since their coefficient of variations are 12.92 percentage and 13.05 percentage respectively (Mitchell, et al., 2013).

5.3.4 ANALYSIS ON SENSORY EXPERIENCE IN FMCG MARKET (HHCP)

The analysis on Sensory Experience in FMCG has been discussed for HHCP, FBP and PCP. The analysis of sensory experience in HHCP is done with the help of five variables which have been measured on a five point scale. The mean and the coefficient of variations of each variable of Sensory Experience in HHCP have been computed separately. The results are given in Table 5.71.

TABLE 5.71
ANALYSIS ON VARIABLES IN SENSORY EXPERIENCE IN FMCG (HHCP)

S.No.	Variables in Sensory Experience	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand builds a stormy impression	2.6644	3.2084	2.9171	18.99
2	The brand develops a visual sense	2.5089	3.1809	2.8459	14.02
3	The brand creates interest to deal	2.6209	3.1969	2.9052	17.34
4	The brand appeals to my senses	2.5176	3.2804	2.9011	16.11
5	The brand creates impulsive buying behavior	2.5641	3.2949	2.9254	15.32

From the above table, the minimum scores by the respondents among the sensory experience in HHCP have been noticed in “The brand develops a visual sense” and “The brand appeals to my senses” with the values of 2.5089 and 2.5176 respectively. The maximum scores have been noticed in the cases of “The brand creates impulsive buying behavior” and “The brand appeals to my senses” with the values of 3.2949 and 3.2804. The maximum values have been noticed in the cases of “The brand creates impulsive buying behavior” and “The brand builds a stormy impression” with the mean scores of 2.9254 and 2.9171 respectively. The maximum consistency has been seen in the cases of “The brand develops a visual sense” and “The brand creates impulsive buying behavior” since their coefficient of variations are 14.02 percentage and 15.32 percentage respectively (Oh, 2000).

5.3.5 ANALYSIS ON SENSORY EXPERIENCE IN FMCG MARKET (FBP)

The analysis of Sensory Experience in FBP is done with the help of the same five variables which have been rated on a five point scale. The mean score of each variable in Sensory Experience has been computed separately along with its coefficient of variation. The computed mean of each variable in Sensory Experience, its minimum score and maximum score are presented in Table 5.72

TABLE 5.72
ANALYSIS ON VARIABLES IN SENSORY EXPERIENCE IN FMCG (FBP)

S.No.	Variables in Sensory Experience	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand builds a stormy impression	2.6173	3.3844	3.0172	16.33
2	The brand develops a visual sense	2.7039	3.4173	3.0649	13.94
3	The brand creates interest to deal	2.7644	3.4886	3.1886	14.92
4	The brand appeals to my senses	2.6843	3.5844	3.1394	11.22
5	The brand creates impulsive buying behavior	2.6904	3.4889	3.0945	18.14

From the table above, the minimum scores by the respondents among the sensory experience variables in FBP have been noticed in "The brand builds a stormy impression" and "The brand appeals to my senses" with the values of 2.6173 and 2.6843 respectively. The maximum scores have been noticed in the cases of "The brand appeals to my senses" and "The brand create impulsive buying behavior" with the values of 3.5844 and 3.4889. The maximum mean scores have been noticed in the cases of "The brand creates impulsive buying behavior" and "The brand develops a visual sense" with the values of 3.0945 and 3.0649 respectively. The maximum consistency has been seen in the cases of "The brand appeals to my senses" and "The brand develops a visual sense" since its coefficient of variations are 11.22 percentage and 13.94 percentage respectively (Mitchell, et al., 2013).

5.3.6 ANALYSIS ON SENSORY EXPERIENCE IN FMCG MARKET (PCP)

In PCP the same five variables have been done in Sensory Experience. The variables are rated on a five point scale. The mean and the coefficient of variation of each variable in sensory experience in PCP have been done separately. The results are presented along with its minimum score and maximum score in each variable in Table 5.73

TABLE 5.73
ANALYSIS ON VARIABLES IN SENSORY EXPERIENCE IN FMCG (PCP)

S.No.	Variables in Sensory Experience	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand builds a stormy impression	2.7669	3.7309	3.2544	13.39
2	The brand develops a visual sense	2.7804	3.8564	3.3209	16.44
3	The brand creates interest to deal	2.8117	3.8099	3.3144	18.09
4	The brand appeals to my senses	2.8409	3.7996	3.3205	11.24
5	The brand creates impulsive buying behavior	2.8911	3.8142	3.3516	16.39

From the table above, the minimum scores by the respondents among the sensory experience variables in PCP have been noticed in "The brand develops a visual sense" and

"The brand builds a stormy impression" with the values of 2.7804 and 2.7669 respectively. The maximum scores have been noticed in the cases of "The brand develops a visual sense" and "The brand creates interest to deal" with the values of 3.8564 and 3.8099. The maximum mean scores have been noticed in the cases of "The brand creates impulsive buying behavior" and "The brand creates interest to deal" with the values of 3.3516 and 3.3144 respectively. The maximum consistency has been seen in the cases of "The brand appeals to my senses" and "The brand builds a stormy impression" since their coefficient of variations are 11.24 percentage and 13.39 percentage respectively (Netemeyer, et al., 2004).

5.3.7 ANALYSIS OF FUNCTIONAL BENEFITS IN FMCG MARKET (HHCP)

The aspect of Functional Benefits has been included as one of the determinants of CBBE in FMCG (Githrie and Kim, 2008). They have been examined in all three types of product categories namely Household Care Products, Food and Beverage Products and Personal Care Products. It is done with the help of six variables which are rated on a five point scale. The mean and the coefficient of variations of all six variables in Functional Benefits have been estimated separately. The results are given in Table 5.74

TABLE 5.74
ANALYSIS ON VARIABLES IN FUNCTIONAL BENEFITS OF FMCG (HHCP)

S.No.	Variables in Functional Benefits	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	This brand is highly reliable	2.6169	3.3173	2.9714	18.42
2	This brand performs better than other brands	2.7034	3.2969	2.9973	15.17
3	This brand makes better products than its competitors	2.7296	3.3179	3.0245	16.03
4	Products from this brand are found to be positively related to customer satisfaction	2.6908	3.4045	3.0592	14.33
5	The quality of this brand is to be trusted	2.7344	3.3044	3.0174	18.99
6	I have a personal connection with this brand	2.6884	3.3197	3.0088	15.09

From the above table, the minimum scores by the respondents among the Functional Benefit in HHCP have been noticed in "This brand is highly reliable" and "I have a personal connection with this brand" with the values of 2.6169 and 2.6884 respectively. The maximum scores have been noticed in the cases of "Products from this brand are found to be positively related to customer satisfaction" and "I have a personal connection with this brand" with the values of 3.4045 and 3.3197. The maximum mean scores have been noticed in the cases of "Products from this brand are found to be positively related to customer satisfaction" and "This brand makes better products than its competitors" with the values of 3.0592 and 3.0245

respectively. The maximum consistency has been seen in the cases of "Products from this brand are found to be positively related to customer satisfaction" and "This brand performs better than other brands" since their coefficient of variations are 14.33 percentage and 15.17 percentage respectively (Supphellen, 2000).

5.3.8 ANALYSIS OF FUNCTIONAL BENEFITS IN FMCG MARKET (FBP)

The analysis of Functional Benefit in FBP is also done with the help of same six variables which have been rated on a five point scale. The mean and the coefficient of variation of each variable in Functional Benefit in FBP have been estimated separately. The results are shown with the minimum score and maximum score of each variable in Functional Benefit in Table 5.75

TABLE 5.75
ANALYSIS ON VARIABLES IN FUNCTIONAL BENEFITS OF FMCG (FBP)

S.No.	Variables in Functional Benefits	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	This brand is highly reliable	2.4124	3.0141	2.7139	17.33
2	This brand performs better than other brands	2.4093	3.1179	2.7654	13.94
3	This brand makes better products than its competitors	2.5208	3.2242	2.8704	12.09
4	Products from this brand are found to be positively related to customer satisfaction	2.5117	3.1285	2.8245	14.02
5	The quality of this brand is to be trusted	2.5288	3.0986	2.8103	11.79
6	I have a personal connection with this brand	2.5943	3.1074	2.8642	18.44

From the table above, the minimum scores by the respondents among the functional benefits variable in FBP have been noticed in "This brand is highly reliable" and "This brand performs better than other brands" with the values of 2.4124 and 2.4093 respectively. The maximum scores have been noticed in the cases of "This brand makes better products than its competitors" and "Products from this brand are found to be positively related to customer satisfaction" with the values of 3.2242 and 3.1285. The maximum mean scores have been noticed in the cases of "This brand makes better products than its competitors" and "I have a personal connection with this brand" with the values of 2.8704 and 2.8642 respectively. The maximum consistency has been seen in the cases of "The quality of this brand is to be trusted" and "This brand makes better products than its competitors" since their coefficient of variations are 11.79 percentage and 12.09 percentage respectively (Wang, et al., 2008).

5.3.9 ANALYSIS OF FUNCTIONAL BENEFITS IN FMCG MARKET (PCP)

The analysis of views on Functional Benefits in PCP has been done with the help of the same six variables. The mean and the coefficient of variations of all six variables in functional benefits have been computed separately. The resulted mean, coefficient of variation, minimum score and maximum score of the variables in PCP are illustrated in Table 5.76.

TABLE 5.76
ANALYSIS ON VARIABLES IN FUNCTIONAL BENEFITS OF FMCG (PCP)

S.No.	Variables in Functional Benefits	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	This brand is highly reliable	3.0145	3.9099	3.4626	16.39
2	This brand performs better than other brands	3.1108	3.8248	3.4655	12.55
3	This brand makes better products than its competitors	3.1295	3.9117	3.5209	19.08
4	Products from this brand are found to be positively related to customer satisfaction	3.1308	3.8667	3.5011	17.33
5	The quality of this brand is to be trusted	3.1442	3.8903	3.5158	11.24
6	I have a personal connection with this brand	3.1697	3.9545	3.5644	18.09

From the table above, the minimum scores by the respondents among the functional benefit in PCP have been noticed in “This brand is highly reliable” and “This brand performs better than other brands” with the values of 3.0145 and 3.1108 respectively. The maximum scores have been noticed in the cases of “I have a personal connection with this brand” and “This brand makes better products than its competitors” with the values of 3.9545 and 3.9117. The maximum mean scores have been noticed in the cases of “I have a personal connection with this brand” and “This brand makes better products than its competitors” with the values of 3.5644 and 3.5209 respectively. The maximum consistency has been seen in the cases of “The quality of this brand is to be trusted” and “This brand performs better than other brands” since their coefficient of variations is 11.24 percentage and 12.55 percentage respectively (Seetharaman, et al., 2001).

5.3.10 ANALYSIS OF CUSTOMER COMMITMENT IN FMCG MARKET (HHCP)

The analysis of Customer Commitment in FMCG market is one of the important determinants of CBBE. The analysis of customer commitment in HHCP is done with the help of six variables which have been rated on a five point scale. The mean and the coefficient of variation of each variable in Customer Commitment have been estimated separately. The

results are presented along with the minimum score and maximum score of each variable of Customer Commitment in Table 5.77.

TABLE 5.77
ANALYSIS ON VARIABLES IN CUSTOMER COMMITMENT IN FMCG (HHCP)

S.No.	Variables in Customer Commitment	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand commitment is inspired by dedication	2.4175	3.2908	2.8354	18.77
2	The brand creates reciprocal relationship	2.5082	3.4041	2.9617	19.04
3	The brand retains the customers with positive feelings	2.5317	3.3919	2.9694	17.89
4	The brand inspires more than just loyalty	2.5904	3.2546	2.9233	14.02
5	The brand creates continuous customer commitment	2.5246	3.1143	2.8294	15.01
6	The customers become committed with values of the brand	2.4609	3.0973	2.7841	16.39

From the table above, the minimum scores by the respondents among Customer Commitment in HHCP have been noticed in “The customers become committed with values of the brand” and “The brand commitment is inspired by dedication” with the values of 2.4609 and 2.4175 respectively. The maximum scores have been noticed in the cases of “The brand creates reciprocal relationship” and “The brand retains the customers with positive feelings” with the values of 3.4041 and 3.3919. The maximum mean scores have been noticed in the cases of “The brand retains the customers with positive feelings” and “The brand creates reciprocal relationship” with the values of 2.9694 and 2.9617 respectively. The maximum consistency has been seen in the cases of “The brand inspires more than just loyalty” and “The brand creates continuous customer commitment” since their coefficient of variations are 14.02 percentage and 15.01 percentage respectively (Rios and Riquelme, 2010).

5.3.11 ANALYSIS OF CUSTOMER COMMITMENT IN FMCG MARKET (FBP)

The analysis of Customer Commitment in Food and Beverage Products has been done with the help of same six variables. The respondents have been asked to rate these variables on a five point scale. The mean and the coefficient of variations of each variable have been computed separately along with the minimum score and maximum score of variables in Customer Commitment. The results are given in Table 5.78

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TABLE 5.78
ANALYSIS ON VARIABLES IN CUSTOMER COMMITMENT IN FMCG (FBP)

S. No.	Variables in Customer Commitment	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand commitment is inspired by dedication	2.2141	2.9108	2.5614	18.43
2	The brand creates reciprocal relationship	2.1779	2.8845	2.5346	15.09
3	The brand retains the customers with positive feelings	2.2028	2.8309	2.5154	12.06
4	The brand inspires more than just loyalty	2.2176	2.8441	2.5321	14.22
5	The brand creates continuous customer commitment	2.2044	2.8603	2.5399	16.11
6	The customers become committed with values of the brand	2.2545	2.8747	2.5647	19.37

From the above table, the minimum scores by the respondents among Customer Commitment in FBP have been noticed in "The brand retains the customers with positive feelings" and "The brand creates continuous customer commitment" with the values of 2.2028 and 2.2044 respectively. The maximum scores have been noticed in the cases of "The brand commitment is inspired by dedication" and "The brand creates reciprocal relationship" with the values of 2.9108 and 2.8845. The maximum mean scores have been noticed in the cases of "The customers become committed with values of the brand" and "The brand commitment is inspired by dedication" with the values of 2.5647 and 2.5614 respectively. The maximum consistency has been seen in the cases of "The brand retains the customers with positive feelings" and "The brand inspires more than just loyalty" since their coefficient of variations are 12.06 percentage and 14.22 percentage respectively (Christodoulides, et al., 2015).

5.3.12 ANALYSIS OF CUSTOMER COMMITMENT IN FMCG MARKET (PCP)

The analysis of Customer Commitment in Personal Care Products has been done with the help of the same six variables. The mean score in each variable in Customer Commitment has been estimated along with its co-efficient of variation. The minimum score and maximum score of each variable of Customer Commitment have been identified. These are given in Table 5.79

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TABLE 5.79
ANALYSIS ON VARIABLES IN CUSTOMER COMMITMENT IN FMCG (PCP)

S.No.	Variables in Customer Commitment	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand commitment is inspired by dedication	2.6039	3.3998	3.0174	12.49
2	The brand creates reciprocal relationship	2.7044	3.4514	3.1409	13.62
3	The brand retains the customers with positive feelings	2.7608	3.5059	3.1647	14.82
4	The brand inspires more than just loyalty	2.7964	3.5466	3.2089	11.49
5	The brand creates continuous customer commitment	2.7088	3.6133	3.1708	18.42
6	The customers become committed with values of the brand	2.7244	3.6509	3.1854	20.07

From the above table, the minimum scores by the respondents among Customer Commitment in PCP have been noticed in “The brand retains the customers with positive feelings” and “The brand inspires more than just loyalty” with the values of 2.7608 and 2.7964 respectively. The maximum scores have been noticed in the cases of “The customers become committed with values of the brand” and “The brand creates continuous customer commitment” with the values of 3.6509 and 3.6133. The maximum mean scores have been noticed in the cases of “The brand inspires more than just loyalty” and “The customers become committed with values of the brand” with the values of 3.2089 and 3.1854 respectively. The maximum consistency has been seen in the cases of “The brand inspires more than just loyalty” and “The brand commitment is inspired by dedication” since their coefficient of variations are 11.49 and 12.49 percentage respectively (Fischer, et al., 2015).

5.3.13 ANALYSIS OF PRICE FAIRNESS IN FMCG MARKET (HHCP)

The Price Fairness is included as one of the determinants of CBBE in the present study. It has been examined in all three groups of products namely Household Care Products, Food and Beverage Products and Personal Care Products. The analysis of Price Fairness in FMCG has been measured with the help of six variables. The mean and the coefficient of variations of all the six variables of Price Fairness in HHCP have been computed separately. The computed figures are given in Table 5.80.

TABLE 5.80
ANALYSIS ON VARIABLES IN PRICE FAIRNESS IN FMCG (HHCP)

S. No.	Variables In Price Fairness	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand offers competitive price	3.1447	3.5894	3.3686	18.64
2	The price of this brand is reasonable	3.2084	3.6699	3.4491	15.03
3	The brand provides a comfortable price	3.2441	3.7245	3.4904	14.22
4	The brand justifies the value of price	3.2089	3.7088	3.4663	13.99
5	The brand has cost effective pricing	3.2554	3.8014	3.5399	16.84
6	The brand price is consistent with its commitment value	3.2671	3.8141	3.5459	17.86

From the above table, the minimum scores by the respondents among the Price Fairness in HHCP have been noticed in "The brand offers competitive price" and "The price of this brand is reasonable" with the values of 3.1447 and 3.2084 respectively. The maximum scores have been noticed in the cases of "The brand price is consistent with its commitment value" and "The brand has cost effective pricing" with the values of 3.8141 and 3.8014. The maximum mean scores have been noticed in the cases of "The brand price is consistent with its commitment value" and "The brand has cost effective pricing" with the values of 3.5459 and 3.5399 respectively. The maximum consistency has been seen in the cases of "The brand justifies the value of price" and "The brand provides a comfortable price" since their coefficient of variations are 13.99 percentage and 14.22 percentage respectively (Hamann, et al., 2007).

5.3.14 ANALYSIS OF PRICE FAIRNESS IN FMCG MARKET (FBP)

The analysis of Price Fairness in FBP has been done with the help of the same six variables. The respondents have been asked to rate these variables on a five point scale. The mean and the coefficient of variation of each variable of Price Fairness in FBP have been computed separately. The resulted mean and the coefficient of variation of the variables are shown in Table 5.81.

TABLE 5.81
ANALYSIS ON VARIABLES IN PRICE FAIRNESS IN FMCG (FBP)

S. No.	Variables In Price Fairness	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand offers competitive price	2.9194	3.8844	3.4149	17.39
2	The price of this brand is reasonable	2.9022	3.7689	3.3394	19.02
3	The brand provides a comfortable price	2.8647	3.8776	3.3801	14.43
4	The brand justifies the value of price	2.8809	3.8849	3.3845	18.33
5	The brand has cost effective pricing	2.8645	3.8011	3.3317	19.22
6	The brand price is consistent with its commitment value	2.9397	3.8684	3.4174	20.11

From the above table, the minimum scores by the respondents among the Price Fairness in FBP have been noticed in “The brand has cost effective pricing” and “The brand provides a comfortable price” with the values of 2.8645 and 2.8647 respectively. The maximum scores have been noticed in the cases of “The brand justifies the value of price” and “The brand offers competitive price” with the values of 3.8849 and 3.8844. The maximum mean scores have been noticed in the cases of “The brand price is consistent with its commitment value” and “The brand offers competitive price” with the values of 3.4174 and 3.4149 respectively. The maximum consistency has been seen in the cases of “The brand provides a comfortable price” and “The brand offers competitive price” since their coefficient of variations are 14.43 percentageand 17.39 percentage respectively (Hudders, et al., 2013).

5.3.15 ANALYSIS OF PRICE FAIRNESS IN FMCG MARKET (PCP)

The analysis of views on Price Fairness in Personal Care Products in the present study is done with the help of six variables which have been rated on a five point scale by the respondents. The mean and the co-efficient of variation in each variable in Price Fairness in PCP have been estimated separately. The computed results are illustrated in Table 5.82.

TABLE 5.82
ANALYSIS ON VARIABLES IN PRICE FAIRNESS IN FMCG (PCP)

S.No.	Variables In Price Fairness	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand offers competitive price	2.6162	3.3444	2.9751	16.39
2	The price of this brand is reasonable	2.7289	3.4039	3.0654	18.42
3	The brand provides a comfortable price	2.7045	3.4177	3.0573	11.08
4	The brand justifies the value of price	2.7633	3.3088	3.0367	13.22
5	The brand has cost effective pricing	2.6889	3.1177	2.9171	14.99
6	The brand price is consistent with its commitment value	2.7046	3.3148	2.9809	17.33

From the above table, the minimum scores by the respondents among the Price Fairness in PCP have been noticed in “The brand offers competitive price” and “The brand has cost effective pricing” with the values of 2.6162 and 2.6889 respectively. The maximum scores have been noticed in the cases of “The brand provides a comfortable price” and “The price of this brand is reasonable” with the values of 3.4177 and 3.4039. The maximum mean scores have been noticed in the cases of “The price of this brand is reasonable” and “The brand provides a comfortable price” with the values of 3.0654 and 3.0573 respectively. The maximum consistency has been seen in the cases of “The brand provides a comfortable price” and “The brand justifies the value of price” since their coefficient of variations are 11.08 percentage and 13.22 percentage respectively (Keller, 2016).

5.3.16 ANALYSIS OF SALES PROMOTION IN FMCG MARKET (HHCP)

The aspect of Sales Promotion in FMCG has been included as one of the important determinants of CBBE. The importance of Sales Promotion in HHCP, FBP and PCP has been examined separately. The analysis of importance given on Sales Promotion in building the CBBE is done with the help of twelve variables which are rated on a five point scale. The mean and coefficient of variation of each variable in Sales Promotion have been computed separately. The results are given in Table 5.83.

TABLE 5.83
ANALYSIS OF VARIABLES IN SALES PROMOTIONS IN FMCG (HHCP)

S.No.	Variables in SP	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I use brochures to select the brand	2.8141	3.2426	3.0349	14.93
2	I use information sheet to select the brand	2.8299	3.1708	3.0117	16.08
3	Discounts lead to brand selection	2.7884	3.2044	2.9933	17.39
4	I use the price lists to select the brand	2.8094	3.1817	2.9904	18.24
5	Free offers lead to the selection of the brand	2.8229	3.1046	2.9642	13.42
6	Warranties lead to the selection of the brand	2.8117	3.1482	2.9817	15.99
7	Samples motivate to the selection of the brand	2.7639	3.1546	2.9568	16.04
8	Demonstration guide leads to the selection of the brand	2.7504	3.1809	2.9654	17.39
9	I use the coupons to select the brand	2.7949	3.1997	2.9907	19.24
10	Cash refunds lead to the selection of the brand	2.8233	3.2026	3.0154	18.06
11	Prizes & gifts motivate the selection of the brand	2.8144	3.2434	3.0256	17.37
12	Contests lead to the selection of the brand	2.7086	3.2699	2.9944	18.18

From the above table, the minimum scores by the respondents among the sales promotion in HHCP have been noticed in “Contests lead to the selection of the brand” and “Demonstration guide leads to the selection of the brand” with the values of 2.7086 and 2.7504 respectively. The maximum scores have been noticed in the cases of “Contests lead to the selection of the brand” and “Prizes & gifts motivate the selection of the brand” with the values of 3.2699 and 3.2434. The maximum mean scores have been noticed in the cases of “I use brochures to select the brand” and “Prizes & gifts motivate the selection of the brand” with the values of 3.0349 and 3.0256 respectively. The maximum consistency has been seen in the cases of “Free offers lead to the selection of the brand” and “I use brochures to select

the brand" since their coefficients of variations are 13.42 percentage and 14.93 percentage respectively (Ko, et al., 2013).

5.3.17 ANALYSIS OF SALES PROMOTION IN FMCG MARKET (FBP)

The analysis of importance given on Sales Promotion in FBP has been also done by the same twelve variables on a five point likert scale. The mean score of each variable in Sales Promotion has been computed separately along with its coefficient of variation. The resulted mean scores, minimum score and maximum score of each variable of Sales Promotion in FBP are shown in Table 5.84.

TABLE 5.84
ANALYSIS OF VARIABLES IN SALES PROMOTIONS IN FMCG (FBP)

S.No.	Variables in SP	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I use brochures to select the brand	2.9444	3.2426	3.0788	15.39
2	I use information sheet to select the brand	2.5673	3.2086	2.7491	16.49
3	Discounts lead to brand selection	2.6776	2.9084	2.9733	19.24
4	I use the price lists to select the brand	2.5441	3.2617	2.8456	18.04
5	Free offers lead to the selection of the brand	2.9088	3.4409	3.1758	17.33
6	Warranties lead to the selection of the brand	2.1445	2.6608	2.4241	16.09
7	Samples motivate to the selection of the brand	2.6088	2.9969	2.8233	15.88
8	Demonstration guide leadsto the selection of the brand	2.2445	2.9414	2.5907	11.44
9	I use the coupons to select the brand	2.9969	3.6446	3.3139	10.93
10	Cash refunds lead to the selection of the brand	2.4504	3.0886	2.7654	12.94
11	Prizes & gifts motivate the selection of the brand	2.6886	3.4141	3.0514	15.22
12	Contests lead to the selection of the brand	2.6941	3.3996	3.0448	17.88

From the above table, the minimum scores by the respondents among the Sales Promotion in FBP have been noticed in "Warranties lead to the selection of the brand" and "Demonstration guide leads to the selection of the brand" with the values of 2.1445 and 2.2445 respectively. The maximum scores have been noticed in the cases of "I use the coupons to select the brand" and "Free offers lead to the selection of the brand" with the values of 3.6446 and 3.4409. The maximum mean scores have been noticed in the cases of "I use the coupons to select the brand" and "Free offers lead to the selection of the brand" with the values of 3.3139 and 3.1758 respectively. The maximum consistency has been seen in

the cases of “I use the coupons to select the brand” and “Demonstration guide leads to the selection of the brand” since their coefficients of variations are 10.93 percentage and 11.44 percentage respectively (Muhlhacher, et al., 2016).

5.3.18 ANALYSIS OF SALES PROMOTION IN FMCG MARKET (PCP)

In the case of Personal Care Products, the variables of importance given on Sales Promotion have been estimated with the help of twelve variables. The respondents have been asked to rate these variables on a five point scale. The mean score of each variable of Sales Promotion has been estimated along with its co-efficient of variation. The resulted figures are presented in Table 5.85.

TABLE 5.85
ANALYSIS OF VARIABLES IN SALES PROMOTIONS IN FMCG (PCP)

S.No.	Variables in PCP	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I use brochures to select the brand	3.1445	3.9942	3.5649	11.29
2	I use information sheet to select the brand	3.0889	3.8449	3.4642	18.69
3	Discounts lead to brand selection	3.2144	2.8554	3.5308	17.03
4	I use the price lists to select the brand	3.1997	3.9145	3.5604	16.89
5	Free offers lead to the selection of the brand	3.0446	3.8617	3.4643	11.73
6	Warranties lead to the selection of the brand	3.1731	2.8504	3.5142	12.08
7	Samples motivate to the selection of the brand	3.2244	2.9048	3.5617	13.27
8	Demonstration guide leads to the selection of the brand	3.2088	2.9717	3.5042	14.28
9	I use the coupons to select the brand	3.1794	3.9088	3.5403	15.42
10	Cash refunds lead to the selection of the brand	3.2041	3.8944	3.5504	14.99
11	Prizes & gifts motivate the selection of the brand	3.1408	3.9208	3.5399	19.07
12	Contests lead to the selection of the brand	3.1664	3.9094	3.5596	20.11

From the above table, the minimum scores by the respondents among the sales promotion in PCP have been noticed in “Free offers lead to the selection of the brand” and “I use information sheet to select the brand” with the values of 3.0446 and 3.0889 respectively. The maximum scores have been noticed in the cases of “I use brochures to select the brand” and “Prizes & gifts motivate the selection of the brand” with the values of 3.9942 and 3.9208. The maximum mean scores have been noticed in the cases of “I use brochures to select the brand” and “Samples motivate to the selection of the brand” with the values of 3.5649 and

3.5617 respectively. The maximum consistency has been seen in the cases of "I use brochures to select the brand" and "Free offers lead to the selection of the brand" since their coefficients of variations are 11.29 percentage and 11.73 percentage respectively (Oliveria, et al., 2011).

5.3.19 ANALYSIS OF BRAND AUTHENTICITY IN FMCG MARKET (HHCP)

Brand Authenticity has been included as one of the determinants of CBBE in FMCG. It is done with the help of the six variables which have been rated on a five point scale. Initially, the mean score of each variable in brand authenticity in HHCP has been computed separately along with its co-efficient of variation. The minimum score and maximum score of each variable in Brand Authenticity have been also pointed out. These are given in Table 5.86.

TABLE 5.86
ANALYSIS OF VARIABLES IN BRAND AUTHENTICITY IN FMCG (HHCP)

S.No.	Variables in Brand Authenticity	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I continue to use the brand, brand being faithful to itself.	2.4914	3.0244	2.7514	17.38
2	I like the genuineness of the brand	2.5209	3.0199	2.7309	15.06
3	The brand has a clear and consistent message	2.5117	3.0306	2.7723	18.04
4	The brand is motivated by caring and responsibility	2.4802	3.0117	2.7451	11.39
5	This is a brand that adds meaning to people's lives	2.5346	3.0244	2.7759	12.09
6	This is a brand that accomplishes its value promise	2.5089	3.0066	2.7604	21.33

From the table above, the minimum scores by the respondents among the brand authenticity variables in HHCP have been noticed in "The brand is motivated by caring and responsibility" and "I continue to use the brand, brand being faithful to itself." with the values of 2.4802 and 2.4914 respectively. The maximum scores have been noticed in the cases of "The brand has a clear and consistent message" and "This is a brand that adds meaning to people's lives" with the values of 3.0306 and 3.0244. The maximum mean scores have been noticed in the cases of "This is a brand that adds meaning to people's lives" and "The brand has a clear and consistent message" with the values of 2.7759 and 2.7723 respectively. The maximum consistency has been seen in the cases of "The brand is motivated by caring and responsibility" and "This is a brand that adds meaning to people's lives" since their coefficient of variations are 11.39 percentage and 12.09 percentage respectively (Vazquez, et al., 2002).

5.3.20 ANALYSIS OF BRAND AUTHENTICITY IN FMCG MARKET (FBP)

The same six variables have been used to measure the analysis of Brand Authenticity variables in FBP. These have been rated on a five point scale. The mean and the coefficient of variation of each variable in Brand Authenticity have been estimated in the case of Food and Beverage Products. The resulted mean and coefficient of variation of each variable in Brand Authenticity and the respective minimum and maximum score are shown in Table 5.87.

TABLE 5.87
ANALYSIS OF VARIABLES IN BRAND AUTHENTICITY IN FMCG (FBP)

S.No.	Variables in Brand Authenticity	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I continue to use the brand, brand being faithful to itself.	2.6734	3.2089	2.9417	12.39
2	I like the genuineness of the brand	2.5049	3.2644	2.8842	21.08
3	The brand has a clear and consistent message	2.5697	3.3017	2.9354	17.14
4	The brand is motivated by caring and responsibility	2.5804	3.2733	2.9254	20.22
5	This is a brand that adds meaning to people's lives	2.5917	3.3249	2.9547	11.33
6	This is a brand that accomplishes its value promise	2.6442	3.3416	2.9904	18.42

From the table above, the minimum scores by the respondents among the brand authenticity variables in FBP have been noticed in "I like the genuineness of the brand" and "The brand has a clear and consistent message" with the values of 2.5049 and 2.5697 respectively. The maximum scores have been noticed in the cases of "This is a brand that accomplishes its value promise" and "The brand has a clear and consistent message" with the values of 3.3416 and 3.3017. The maximum mean scores have been noticed in the cases of "This is a brand that accomplishes its value promise" and "This is a brand that adds meaning to people's lives" with the values of 2.9904 and 2.9547 respectively. The maximum consistency has been seen in the cases of "This is a brand that adds meaning to people's lives" and "I continue to use the brand, brand being faithful to itself." since their coefficient of variations are 11.33 percentage and 12.39 percentage respectively (Washburn and Plank, 2002).

5.3.21 ANALYSIS OF BRAND AUTHENTICITY IN FMCG MARKET (PCP)

In the case of Personal Care Products, the analysis of views on Brand Authenticity is done with the help of same six variables which are rated on a five point scale. The mean and the coefficient of variation of each variable in Brand Authenticity have been estimated separately. The results are shown in Table 5.88.

TABLE 5.88
ANALYSIS OF VARIABLES IN BRAND AUTHENTICITY IN FMCG (PCP)

S.No.	Variables in Brand Authenticity	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I continue to use the brand, brand being faithful to itself.	2.8183	3.6086	3.2144	12.09
2	I like the genuineness of the brand	2.7022	3.7044	3.2097	11.44
3	The brand has a clear and consistent message	2.8143	3.7299	3.2733	14.93
4	The brand is motivated by caring and responsibility	2.7903	3.6699	3.2394	16.94
5	This is a brand that adds meaning to people's lives	2.7334	3.6414	3.1852	17.08
6	This is a brand that accomplishes its value promise	2.7842	3.7199	3.2544	19.26

From the table above, the minimum scores by the respondents among the brand authenticity variables in PCP have been noticed in "I like the genuineness of the brand" and "This is a brand that adds meaning to people's lives" with the values of 2.7022 and 2.7334 respectively. The maximum scores have been noticed in the cases of "The brand has a clear and consistent message" and "This is a brand that accomplishes its value promise" with the values of 3.7299 and 3.7199. The maximum mean scores have been noticed in the cases of "The brand has a clear and consistent message" and "This is a brand that accomplishes its value promise" with the values of 3.2733 and 3.2544 respectively. The maximum consistency has been seen in the cases of "I like the genuineness of the brand" and "I continue to use the brand, brand being faithful to itself" since their coefficient of variations are 11.44 percentage and 12.09 percentage respectively (Tong and Hawley, 2009).

5.3.22 ANALYSIS OF INTENSIVE DISTRIBUTION IN FMCG MARKET (HHCP)

The analysis of views on Intensive Distribution as a determinant of CBBE in FMCG has been discussed with the help of eight variables. The variables have been rated on a five point scale. The mean score of each variable in Intensive Distribution especially in HHCP have been estimated separately along with its coefficient of variation. The computed results are presented in Table 5.89.

TABLE 5.89
ANALYSIS OF VARIABLES IN INTENSIVE DISTRIBUTION IN FMCG (HHCP)

S.No.	Variables in Intensive Distribution	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	A large number of sellers for the brand exist in several location	2.5049	3.2983	2.8954	12.09
2	A broad market for the brand is available to ensure widespread availability	2.5143	3.1809	2.8452	16.42
3	Sales volume of the brand is high which in turn boosts revenue	2.4088	3.1943	2.8117	14.08
4	Numerous convenient orientations are provided by the brand	2.4907	3.2055	2.8542	21.44
5	The brand visibility is high in every store	2.6224	3.2143	2.9153	18.24
6	The brand is available from a small vendor to a big store	2.6033	3.2499	2.9252	15.33
7	Search time for the consumers is reduced	2.6139	3.1689	2.8904	13.99
8	The brand is available wherever the customer travels to	2.4633	3.0482	2.7536	17.69

From the table above, the minimum scores by the respondents among the intensive distribution variables in HHCP have been noticed in “Sales volume of the brand is high which in turn boosts revenue” and “The brand is available wherever the customer travels to” with the values of 2.4088 and 2.4633 respectively. The maximum scores have been noticed in the cases of “A large number of sellers for the brand exist in several location” and “The brand is available from a small vendor to a big store” with the values of 3.2983 and 3.2499. The maximum mean scores have been noticed in the cases of “The brand is available from a small vendor to a big store” and “The brand is available from a small vendor to a big store” with the values of 2.9252 and 2.9153 respectively. The maximum consistency has been seen in the cases of “A large number of sellers for the brand exist in several locations” and “Search time for the consumers is reduced” since their coefficients of variations are 12.09 percentage and 13.99 percentage respectively (Fan, 2000).

5.3.23 ANALYSIS OF INTENSIVE DISTRIBUTION IN FMCG MARKET (FBP)

The analysis of importance given on Intensive Distribution in FBP is done with the help of same eight variables which have been rated on a five point scale. The mean and the coefficient of variation of each variable in Intensive Distribution in FBP have been estimated separately along with the co-efficient of variation. The computed results are presented along with the minimum score and the maximum score of each variable in Intensive Distribution at FBP are shown in Table 5.90.

TABLE 5.90
ANALYSIS OF VARIABLES IN INTENSIVE DISTRIBUTION IN FMCG (FBP)

S.No.	Variables in Intensive Distribution	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	A large number of sellers for the brand exist in several location	2.7949	3.8441	3.3154	11.22
2	A broad market for the brand is available to ensure widespread availability	2.6088	3.7039	3.1566	16.09
3	Sales volume of the brand is high which in turn boosts revenue	2.6244	3.7244	3.1789	14.39
4	Numerous convenient orientations are provided by the brand	2.6403	3.7939	3.2156	17.33
5	The brand visibility is high in every store	2.6549	3.8019	3.2254	18.29
6	The brand is available from a small vendor to a big store	2.6328	3.7414	3.1873	20.14
7	Search time for the consumers is reduced	2.6919	3.8227	3.2554	14.03
8	The brand is available wherever the customer travels to	2.7604	3.8904	3.3256	16.51

From the table above, the minimum scores by the respondents among the intensive distribution variables in FBP have been noticed in “A broad market for the brand is available to ensure widespread availability” and “Sales volume of the brand is high which in turn boosts revenue” with the values of 2.6088 and 2.6244 respectively. The maximum scores have been noticed in the cases of “The brand is available wherever the customer travels to” and “A large number of sellers for the brand exist in several locations” with the values of 3.8904 and 3.8441. The maximum mean scores have been noticed in the cases of “The brand is available wherever the customer travels to” and “Search time for the consumers is reduced” with the values of 3.3256 and 3.2554 respectively. The maximum consistency has been seen in the cases of “A large number of sellers for the brand exist in several location” and “Search time for the consumers is reduced” since their coefficient of variations are 11.22 percentage and 14.03 percentage respectively (Chaudhuri and Holbrook, 2001)

5.3.24 ANALYSIS OF INTENSIVE DISTRIBUTION IN FMCG MARKET (PCP)

The analysis of views on Intensive Distribution in PCP has been examined by the same eight variables. The respondents have been asked to rate these variables on a five point scale. The mean score and the co-efficient of variation of each variable in Intensive Distribution have been computed separately in the case of PCP. The computed figures are presented in Table 5.91.

TABLE 5.91
ANALYSIS OF VARIABLES IN INTENSIVE DISTRIBUTION IN FMCG (PCP)

S.No.	Variables in Intensive Distribution	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	A large number of sellers for the brand exist in several location	2.3949	3.1417	2.7654	20.44
2	A broad market for the brand is available to ensure widespread availability	2.3082	3.2209	2.7659	16.33
3	Sales volume of the brand is high which in turn boosts revenue	2.4108	3.1084	2.7808	18.02
4	Numerous convenient orientations are provided by the brand	2.4292	3.1696	2.7959	14.23
5	The brand visibility is high in every store	2.4649	3.1426	2.8141	16.69
6	The brand is available from a small vendor to a big store	2.5717	3.1804	2.8757	18.11
7	Search time for the consumers is reduced	2.5246	3.1942	2.8599	14.29
8	The brand is available wherever the customer travels to	2.5844	3.2246	2.9144	15.39

From the table above, the minimum scores by the respondents among the Intensive Distribution variables in PCP have been noticed in “A broad market for the brand is available to ensure widespread availability” and “A large number of sellers for the brand exist in several location” with the values of 2.3082 and 2.3949 respectively. The maximum scores have been noticed in the cases of “The brand is available wherever the customer travels to” and “A broad market for the brand is available to ensure widespread availability” with the values of 3.2246 and 3.2209. The maximum mean scores have been noticed in the cases of “The brand is available wherever the customer travels to” and “The brand is available from a small vendor to a big store” with the values of 2.9144 and 2.8757 respectively. The maximum consistency has been seen in the cases of “Numerous convenient orientations are provided by the brand” and “Search time for the consumers is reduced” since their coefficient of variations are 14.23 percentage and 14.29 percentage respectively (Sasmita and Suta, 2015).

5.3.25 ANALYSIS OF CORPORATE IMAGE IN FMCG MARKET (HHCP)

The Corporate Image of the producer is one of the important determinants of CBBE in FMCG market. The analysis of corporate image attached with the buyers in three categories of FMCG products has been done with the help of five variables. The respondents have been instructed to follow a five point likert scale to evaluate all the five variables. The mean and the coefficient of variation of all five variables in Corporate Image have been computed separately and presented in Table 5.92.

TABLE 5.92
ANALYSIS OF VARIABLES IN CORPORATE IMAGE IN FMCG (HHCP)

S.No.	Variables in Corporate Image	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I am convinced about all the products because of the brand	2.4088	3.2142	2.8149	16.89
2	I am attached with the institutional image of the brand	2.4217	3.1908	2.8046	11.02
3	The brand assures that I am buying the best	2.5029	3.1711	2.8349	17.44
4	The company speaks and communicates through its image	2.5144	3.1402	2.8245	15.43
5	The brand is closely associated with an organization's environment	2.5909	3.1845	2.8941	18.45

From the table above, the minimum scores by the respondents among the Corporate Image variables in HHCP have been noticed in "I am convinced about all the products because of the brand" and "I am attached with the institutional image of the brand" with the values of 2.4088 and 2.4217respectively. The maximum scores have been noticed in the cases of "I am convinced about all the products because of the brand" and "I am attached with the institutional image of the brand" with the values of 3.2142 and 3.1908. The maximum mean scores have been noticed in the cases of "The brand is closely associated with an organization's environment" and "The brand assures that I am buying the best" with the values of 2.8941 and 2.8349 respectively. The maximum consistency has been seen in the cases of "I am attached with the institutional image of the brand" and "The company speaks and communicates through its image" since their coefficient of variations are 11.02 percentage and 15.43 percentage respectively (Baltas, 1997).

5.3.26 ANALYSIS OF CORPORATE IMAGE IN FMCG MARKET (FBP)

The same five variables have been to measure the importance given on Corporate Image for the creation of Consumer Based Brand Equity in FBP. The average score of each variable in Corporate Image and its coefficient of variation are presented along with its minimum score and maximum score in Table 5.93.

TABLE 5.93
ANALYSIS OF VARIABLES IN CORPORATE IMAGE IN FMCG (FBP)

S.No.	Variables in Corporate Image	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I am convinced about all the products because of the brand	2.3414	3.0496	2.6917	15.44
2	I am attached with the institutional image of the brand	2.2045	3.1173	2.6604	11.03
3	The brand assures that I am buying the best	2.4033	3.2465	2.8256	18.44

4	The company speaks and communicates through its image	2.3379	3.0969	2.7159	16.22
5	The brand is closely associated with an organization's environment	2.3845	3.1085	2.7456	19.09

From the table above, the minimum scores by the respondents among the corporate image variables in FBP have been noticed in "I am attached with the institutional image of the brand" and "The company speaks and communicates through its image" with the values of 2.2045 and 2.3379 respectively. The maximum scores have been noticed in the cases of "The brand assures that I am buying the best" and "I am attached with the institutional image of the brand" with the values of 3.2465 and 3.1173. The maximum mean scores have been noticed in the cases of "The brand assures that I am buying the best" and "The brand is closely associated with an organization's environment" with the values of 2.8256 and 2.7456 respectively. The maximum consistency has been seen in the cases of "I am attached with the institutional image of the brand" and "I am convinced about all the products because of the brand" since their coefficient of variations are 11.03 percentage and 15.44 percentage respectively (Bao, et al., 2011).

5.3.27 ANALYSIS OF CORPORATE IMAGE IN FMCG MARKET (PCP)

The importance given on Corporate Image in the creation of Consumer Based Brand Equity in PCP has been examined with the use of the same five variables. All these variables have been rated on a five point scale by the respondents to evaluate it. The mean and the coefficient of variation of each variable in Corporate Image in PCP have been estimated separately along with its minimum score and maximum score. These are given in Table 5.94.

TABLE 5.94
ANALYSIS OF VARIABLES IN CORPORATE IMAGE IN FMCG (PCP)

S.No.	Variables in Corporate Image	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I am convinced about all the products because of the brand	2.6844	3.8414	3.2699	21.33
2	I am attached with the institutional image of the brand	2.5177	3.9044	3.2109	16.04
3	The brand assures that I am buying the best	2.5802	3.9262	3.2554	20.17
4	The company speaks and communicates through its image	2.6209	3.9081	3.2659	14.33
5	The brand is closely associated with an organization's environment	2.6949	3.9416	3.3156	18.42

From the table above, the minimum scores by the respondents among the corporate image variables in PCP have been noticed in "The brand assures that I am buying the best" and "I am attached with the institutional image of the brand" with the values of 2.5802 and

2.5177 respectively. The maximum scores have been noticed in the cases of "The brand is closely associated with an organization's environment" and "The brand assures that I am buying the best" with the values of 3.9416 and 3.9262. The maximum mean scores have been noticed in the cases of "The brand is closely associated with an organization's environment" and "I am convinced about all the products because of the brand" with the values of 3.3156 and 3.2699 respectively. The maximum consistency has been seen in the cases of "The company speaks and communicates through its image" and "I am attached with the institutional image of the brand" since their coefficient of variations are 14.33 percentage and 16.04 percentage respectively (Beristain and Zorrilla, 2011).

5.3.28 ANALYSIS OF SUSTAINABILITY IN FMCG MARKET (HHCP)

The analysis of Sustainability attached with a brand in FMCG market plays an important role in level of CBBE. Hence, it has been included as one of the important determinants. It is estimated by six items which have been rated on a five point likert scale. The mean and the coefficient of variation of each variable in Sustainability in HHCP have been estimated the results appropriate are presented along with the minimum score and maximum score of each variable in Table 5.95.

TABLE 5.95
ANALYSIS OF VARIABLES IN SUSTAINABILITY IN FMCG (HHCP)

S.No.	Variables in Sustainability	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand is environmentally safe	2.4144	2.8117	2.6024	13.44
2	This brand is healthy	2.3093	2.9343	2.6155	16.32
3	It is a reputed brand	2.3692	2.8996	2.6402	20.88
4	This brand is environmentally responsible	2.4025	2.9084	2.6673	14.33
5	This brand is socially responsible	2.3815	2.8504	2.7044	16.02
6	This brand is consistent and has been fulfilling its promises for a long time	2.3964	2.9969	2.8155	17.03

From the table above, the minimum scores by the respondents among Sustainability variables in HHCP have been noticed in "This brand is healthy" and "It is a reputed brand" with the values of 2.3093 and 2.3692 respectively. The maximum scores have been noticed in the cases of "This brand is consistent and has been fulfilling its promises for a long time" and "This brand is healthy" with the values of 2.9969 and 2.9343.

The maximum mean scores have been noticed in the cases of "This brand is consistent and has been fulfilling its promises for a long time" and "This brand is socially responsible" with the values of 2.8155 and 2.7044 respectively. The maximum consistency has been seen in the cases of "The brand is environmentally safe" and "This brand is environmentally

responsible" since their coefficient of variations are 13.44 percentage and 14.33 percentage respectively (Dick, et al., 1995).

5.3.29 ANALYSIS OF SUSTAINABILITY IN FMCG MARKET (FBP)

The analysis of importance given on Sustainability in FBP in the determination of CBBE in the present study is examined with the help of the same six items. These are rated on a five point scale. The mean and the coefficient of variation of each item in Sustainability have been computed separately. The results are given with its minimum score and maximum score in Table 5.96.

TABLE 5.96
ANALYSIS OF VARIABLES IN SUSTAINABILITY IN FMCG (FBP)

S.No.	Variables in Sustainability	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand is environmentally safe	2.7144	3.1099	2.9151	19.22
2	This brand is healthy	2.6033	3.0044	2.8242	17.06
3	It is a reputed brand	2.5039	3.0842	2.8041	14.33
4	This brand is environmentally responsible	2.6111	3.1173	2.8646	20.33
5	This brand is socially responsible	2.3667	3.0889	2.7245	21.44
6	This brand is consistent and has been fulfilling its promises for a long time	2.4508	3.2667	2.8664	14.08

From the table above, the minimum scores by the respondents among sustainability variables in FBP have been noticed in "This brand is consistent and has been fulfilling its promises for a long time" and "This brand is socially responsible" with the values of 2.4508 and 2.3667 respectively. The maximum scores have been noticed in the cases of "This brand is consistent and has been fulfilling its promises for a long time" and "This brand is environmentally responsible" with the values of 3.2667 and 3.1173. The maximum mean scores have been noticed in the cases of "This brand is consistent and has been fulfilling its promises for a long time" and "This brand is environmentally responsible" with the values of 2.8664 and 2.8646 respectively. The maximum consistency has been seen in the cases of "This brand is consistent and has been fulfilling its promises for a long time" and "It is a reputed brand" since their coefficient of variations are 14.08 percentage and 14.33 percentage respectively (Faircloth, et al., 2011).

5.3.30 ANALYSIS OF SUSTAINABILITY IN FMCG MARKET (PCP)

The same six items in Sustainability in PCP have been rated on a five point scale. The mean and the coefficient of variation of all six variables in Sustainability have been computed separately along with its minimum score and maximum score. These are presented in Table 5.97.

TABLE 5.97
ANALYSIS OF VARIABLES IN SUSTAINABILITY IN FMCG (PCP)

S.No.	Variables in Sustainability	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	The brand is environmentally safe	2.9141	3.9549	3.4511	14.33
2	This brand is healthy	2.8666	3.9644	3.4172	16.99
3	It is a reputed brand	2.7494	3.8961	3.3299	16.02
4	This brand is environmentally responsible	2.7886	3.8332	3.3108	21.34
5	This brand is socially responsible	2.8179	3.8174	3.3204	19.04
6	This brand is consistent and has been fulfilling its promises for a long time	2.8594	3.7089	3.2841	16.33

From the table above, the minimum scores by the respondents among sustainability variables in PCP have been noticed in "It is a reputed brand" and "This brand is environmentally responsible" with the values of 2.7494 and 2.7886 respectively. The maximum scores have been noticed in the cases of "This brand is healthy" and "The brand is environmentally safe" with the values of 3.9644 and 3.9549. The maximum mean scores have been noticed in the cases of "The brand is environmentally safe" and "This brand is healthy" with the values of 3.4511 and 3.4172 respectively. The maximum consistency has been seen in the cases of "The brand is environmentally safe" and "It is a reputed brand" since their coefficient of variations are 14.33 percentage and 16.02 percentage respectively (Huang and Huddleston, 2009).

5.3.31 VALIDITY TEST ON VARIOUS DETERMINANTS OF CBBE

The validity of variables included in each determinant of CBBE in FMCG has been tested by the KMO Measure of Sampling Adequacy, Bartlett's' Test of Sphericity, Composite Reliability, Average Variance Extracted (AVE) and Cronbach Alpha. The result of various tests and the number of variables included in each determinant of CBBE are given is Table 5.98.

TABLE 5.98
KMO MEASURE, BARTLETT'S TEST, CRONBACH ALPHA, COMPOSITE RELIABILITY AND AVE

S.No.	Determinants of CBBE	No. of Variables	KMO Measure of Sampling Adequacy	Bartletts Test of Sphericity	Cronbach Alpha	Composite Reliability	AVE
1	Aesthetic Benefits	5	0.6765	90.73 (0.0245)	0.7973	0.7604	0.5659
2	Sensory Experience	5	0.6417	81.53 (0.0241)	0.7502	0.7245	0.5211

3	Functional Benefits	6	0.6841	101.33 (0.0173)	0.7996	0.7714	0.5733
4	Customer Commitment	6	0.6603	89.29 (0.0294)	0.7804	0.7549	0.5604
5	Price Fairness	6	0.6802	97.03 (0.0244)	0.7999	0.7634	0.5687
6	Brand Authenticity	6	0.6841	94.39 (0.0209)	0.7901	0.7649	0.5249
7	Sales Promotions	12	0.7414	124.06 (0.0000)	0.8141	0.7902	0.5803
8	Intensive Distribution	8	0.7117	106.69 (0.0124)	0.7996	0.7704	0.5717
9	Corporate Image	5	0.6309	81.33 (0.0424)	0.7414	0.7201	0.5192
10	Sustainability	6	0.6545	86.39 (0.0317)	0.7596	0.7296	0.5249

'p' values are in brackets.

The KMO measure of Sampling Adequacy of all the 10 determinants of CBBE is greater than 0.60 which justifies the validity of data for further analysis. The significance of chi-square in Bartlett's Test of Sphericity of each component is at five and less than five percentage levels which indicate the validity of all the ten determinants of CBBE are justified. Since its Composite Reliability and Average Variance Extracted are greater than its standard minimum of 0.5 and 0.50 respectively. The Cronbach Alpha of all the ten determinants of CBBE is greater than 0.60 which assures the internal consistency of each determinant of CBBE.

5.3.32 RESPONDENTS' VIEWS ON THE VARIOUS DETERMINANTS OF CBBE IN FMCG MARKET

The respondents' views on the ten determinants of CBBE in all three groups of products of FMCG have been examined by their mean score. The score of each determinant in all three groups of FMCG products has been drawn from the mean score of the variables of each determinant. The mean score of each determinant of CBBE in HHCP, FBP and PCP has been estimated separately along with its 'F'statistics. These are shown in Table 5.99.

TABLE 5.99
VIEW ON VARIOUS DETERMINANTS OF CBBE IN FMCG

S.No.	Determinants of CBBE	Mean Score in			F-Statistics
		HHCP	FBP	PCP	
1	Aesthetic Benefits	2.8232	2.6315	3.1328	6.1173*
2	Sensory Experience	2.8989	3.1009	3.3124	3.8841*
3	Functional Benefits	3.0131	2.8081	3.5051	7.9032*
4	Customer Commitment	2.8839	2.5414	3.1481	6.0873*
5	Price Fairness	3.4764	3.3786	3.0054	1.7414

6	Brand Authenticity	2.7564	2.9386	3.3259	2.9173*
7	Sales Promotions	2.9937	2.9031	3.5245	3.4666*
8	Intensive Distribution	2.8614	3.2325	2.8215	1.7909
9	Corporate Image	2.8346	2.7378	3.2635	4.2084*
10	Sustainability	2.6742	2.8332	3.3523	3.8667*

*Indicates that the 'p' values are equal to or less than 5 percentage.

In the case of Household Care Products, the highly viewed determinants of CBBE are 'Price Fairness' and 'Functional Benefits' with their mean scores 3.4764 and 3.0131 respectively. In the case of Food and Beverage Products, these are 'Price Fairness' and 'Intensive Distribution' with their mean score of 3.3786 and 3.2325 respectively. In the case of PCP, these two are 'Sales Promotions' and 'Functional Benefits' with the mean scores of 3.5245 and 3.5051 respectively. The significant differences among the three groups of products have been noticed in the cases of eight out of ten determinants of CBBE since their 'F' statistics are significant at five percentage level.

5.3.33 DISCRIMINANT VALIDITY AMONG THE DETERMINANTS OF CBBE

The scores of all the determinants of CBBE in all the three group of products in FMCG have been included to test the mutual exclusiveness among these ten determinants of CBBE. These have been tested by the mean of Average Variance Extracted and the square of correlation coefficient between all the possible pairs of determinants of CBBE. The results are given in Table 5.100.

TABLE 5.100

DISCRIMINANT VALIDITY AMONG THE DETERMINANTS OF CBBE

S.No.	Mean of AVE Square of Correlation Co-efficient	1	2	3	4	5	6	7	8	9	10
1	Aesthetic Benefits		.5435	.5696	.5632	.5673	.5354	.5731	.5688	.5426	.5454
2	Sensory Experience	.5244		.5472	.5408	.5449	.5230	.5507	.5464	.5202	.5230
3	Functional Benefits	.4886	.5302		.5669	.5710	.5491	.5768	.5725	.5463	.5491
4	Customer Commitment	.4672	.5011	.5411		.5646	.5427	.5703	.5661	.5398	.5426
5	Price Fairness	.4714	.4818	.4902	.5502		.5468	.5745	.5702	.5439	.5468
6	Brand Authenticity	.4804	.4902	.4556	.4799	.5088		.5526	.5483	.5221	.5249
7	Sales Promotions	.4818	.4209	.4673	.4802	.4802	.5171		.5760	.5498	.5526
8	Intensive Distribution	.4999	.4342	.4544	.4545	.4706	.4919	.5508		.5455	.5483
9	Corporate Image	.4509	.4727	.4886	.4703	.4882	.4971	.5014	.5311		.5221
10	Sustainability	0.4737	.4864	.4545	.4503	.4991	.4882	.5014	.4996	.5099	

The mean of AVE between Aesthetic Benefits and Sensory Experience (0.5435) is higher than the square of correlation between them (0.5244). The mean of AVE between Customer Commitment and Price Fairness (0.5426) is higher than their Square of Correlation Co-efficient (0.4703). The mean of AVE between Corporate Image and Sustainability (0.5221) is greater than its Square of Correlation Coefficient (0.3099). The same type of results has been noticed in the case of all possible pairs of determinants of CBBE. It assures the degree of mutual exclusiveness among the determinants of CBBE which is essential to avoid the multi-collinearity problems in impact analysis.

5.3.34 IMPACT OF DETERMINANTS OF CBBE ON OVERALL CBBE IN HHCP

In the case of Household Care Products, the determinants of Consumer Based Brand Equity have their relative contribution to determine the overall CBBE in HHCP. It is essential to examine the impact for future policy implications. The multiple regression analysis has been administrated to evaluate the impact. In order to eliminate the problem of multi-collinearity, the discriminant validity among the determinants of CBBE has been already

examined. The included dependent variable in the Multiple Regression Analysis is the score on the overall CBBE in HHCP. The included independent variables are the score on all ten determinants of CBBE in HHCP. The results of multiple regression analysis are summarized in Table 5.101.

TABLE 5.101
IMPACT OF DETERMINANTS OF CBBE ON OVERALL CBBE IN HHCP

S.No.	Variables	β	Standard Error	Beta	't'value	Significance	R^2	F-Statistics
	Constant	0.7641	0.2341	--	3.2639	0.2818	0.7504	8.9942*
1	Aesthetic Benefits	0.1946	0.1846	0.1702	1.0542	0.2739		
2	Sensory Experience	0.1308	0.1547	0.1122	0.8455	0.3506		
3	Functional Benefits	0.3149	0.0806	0.2949	3.9069	0.0218		
4	Customer Commitment	0.1732	0.1689	0.1502	1.4255	0.1973		
5	Price Fairness	0.3544	0.0549	0.3314	6.4554	0.0019		
6	Brand Authenticity	0.2149	0.1902	0.1891	1.1298	0.2439		
7	Sales Promotions	0.2806	0.0506	0.2614	5.5455	0.0076		
8	Intensive Distribution	0.2914	0.0802	0.2702	3.6334	.0193		
9	Corporate Image	0.1711	0.1849	0.1503	0.9254	0.3249		
10	Sustainability	0.1971	0.1773	0.1717	1.1116	0.3017		

The significant 't' values have been noticed in the cases of Functional Benefits, Price Fairness, Sales Promotions and Intensive Distribution. It reveals that the above said four determinants of CBBE are significantly influencing the overall CBBE in HHCP. Out of the four significant determinants, the highly influencing determinants are Price Fairness and Functional Benefits since their 'β' values are 0.3314 and 0.2949 respectively. The changes in the determinants of CBBE explain the changes in the overall CBBE in HHCP to an extent of 75.04 percentage since their R^2 is 0.7504 (Jara and Cliquet, 2012).

5.3.35 IMPACT OF DETERMINANTS OF CBBE ON OVERALL CBBE IN FBP

In the case of Food and Beverage Products (FBP), the determinants of CBBE may have their effect on the overall CBBE in FBP. It is essential to discuss this cause and effect relationship for the creation of future marketing policies and strategies. The relative importance of each determinant of CBBE in FBP in the determination of overall CBBE in FBP has been done with the help of Multiple Regression Analysis.

The score of overall CBBE in FBP has been taken as the score of dependent variable. The scores of all ten determinants of CBBE in FBP have been treated as the scores of independent variables. The results of Multiple Regression Analysis are summarized in Table 5.102.

TABLE 5.102
IMPACT OF DETERMINANTS OF CBBE ON OVERALL CBBE IN FBP

S.No.	Variables	β	Standard Error	Beta	't' Value	Significance	R^2	F-Statistics
	Constant	0.9717	0.2904	--	3.3461	0.0173	0.7842	9.3962*
1	Aesthetic Benefits	0.2299	0.0664	0.2014	2.4623	0.0189		
2	Sensory Experience	0.1739	0.1549	0.1503	1.1227	0.2809		
3	Functional Benefits	0.1408	0.1663	0.1174	0.8622	0.3944		
4	Customer Commitment	0.1555	0.1029	0.1321	1.5112	0.2603		
5	Price Fairness	0.2904	0.0846	0.2694	3.4336	0.0243		
6	Brand Authenticity	0.1342	0.1177	0.1073	1.1402	0.2931		
7	Sales Promotions	0.3442	0.1029	0.3241	3.3449	0.0154		
8	Intensive Distribution	0.3306	0.0886	0.3104	3.7314	0.0128		
9	Corporate Image	0.3639	0.0647	0.3423	5.6244	0.0091		
10	Sustainability	0.1418	0.1734	0.1202	0.8178	0.2548		

The significantly influencing determinants of CBBE in FBP on the overall CBBE are Aesthetic Benefits, Price Fairness, Sales Promotions, Intensive Distribution and Corporate Image since its regression coefficient are significant at five and less than five percentage level. Out of the significant determinants, the highly influencing determinants on the overall CBBE in FBP are corporate image and sales promotions since its 'β' values are 0.3423 and 0.3241 respectively. The changes in the determinants of CBBE in FBP explain the changes in the overall CBBE in FBP to an extent of 78.42 percentage since its R^2 is 0.7842. (Pappu and Quester, 2006).

5.3.36 IMPACT OF DETERMINANTS OF CBBE ON OVERALL CBBE IN PCP

The present analysis has made an attempt to examine the cause and effect relationship between the determinants of CBBE and the overall CBBE in PCP. Multiple Regression Analysis has been administered to examine such relationship. The score of overall CBBE in PCP has been treated as the score of dependent variable. The included independent variables are the scores of all ten determinants of CBBE in PCP. Before the application of Multiple Regression Analysis, the degree of mutual exclusiveness among the ten determinants of CBBE has been established. It avoids the limitation of Multi Collinearity problem in Regression Analysis.

The executed regression analysis has resulted in unstandardize regression co-efficient (B), standard error, standardized regression co-efficient (β), t-value, its significance, co-efficient of variation (R^2) and 'F'statistics. The results are shown in Table 5.103

TABLE 5.103
IMPACT OF DETERMINANTS OF CBBE ON OVERALL CBBE IN PCP

S.No.	Variables	β	Standard Error	Beta	't'Value	Significance	R^2	F-Statistics
	Constant	1.1414	0.0979	--	11.6588	0.0000	0.8359	21.2943*
1	Aesthetic Benefits	0.2969	0.0731	0.2741	4.0616	0.0244		
2	Sensory Experience	0.2872	0.0642	0.2504	4.4735	0.0209		
3	Functional Benefits	0.3806	0.1011	0.3614	3.7646	0.0311		
4	Customer Commitment	0.2455	0.1939	0.2217	1.2666	0.1897		
5	Price Fairness	0.2734	0.1021	0.2502	2.6778	0.0417		
6	Brand Authenticity	0.1842	0.1667	0.1616	1.1049	0.1997		
7	Sales Promotions	0.2544	0.0733	0.2329	3.4707	0.0278		
8	Intensive Distribution	0.2739	0.0802	0.2502	3.4152	0.0291		
9	Corporate Image	0.3644	0.0997	0.3414	3.6549	0.0139		
10	Sustainability	0.1841	0.1939	0.1614	0.9495	0.4138		

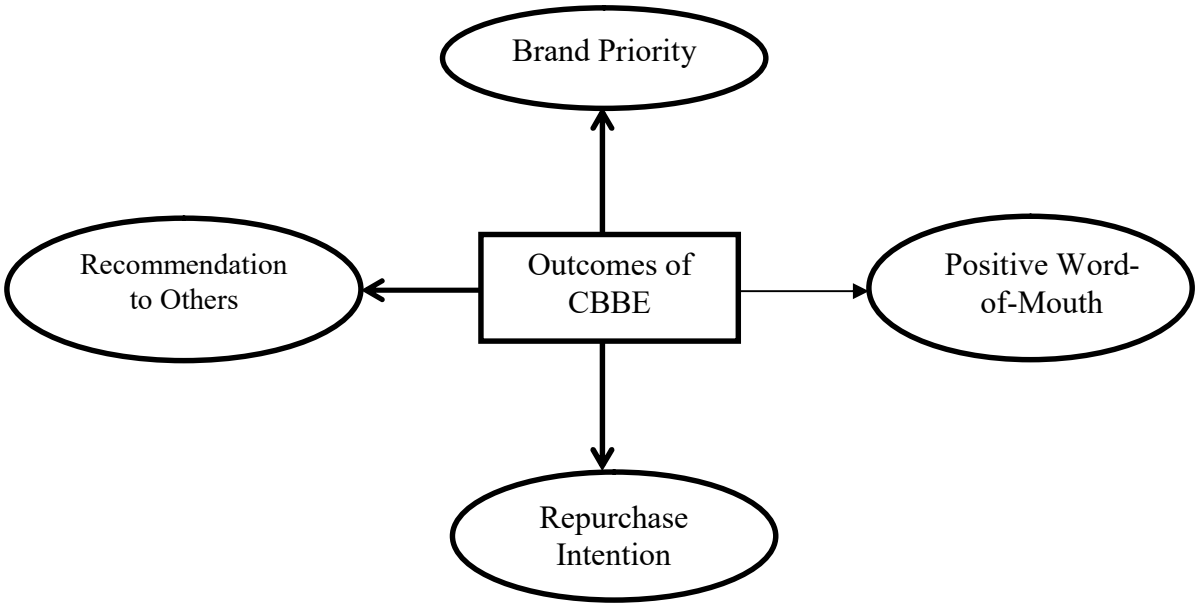
The changes in the ten determinants of CBBE in PCP explain the changes in overall CBBE in PCP to an extent of 83.59 percentage since its R^2 is 0.8359. The significant 'F' statistics justifies the validity of fitted regression model. Out of ten determinants of CBBE, seven have significant contribution in the overall CBBE in PCP since its 't' statistics have been significant at five and less than five percentage. Out of seven significant determinants,

the highly influencing determinants of CBBE on the overall CBBE in PCP have been Functional Benefits and Corporate Image since their 'β' values are 0.3614 and 0.3414 respectively. The analysis reveals the significant role of determinants of CBBE in the overall CBBE in PCP (Meyers, 2003).

5.4 OUTCOMES OF CONSUMER BASED BRAND EQUITY AND ITS IMPACTS IN FMCG MARKET

The expected consequences of the establishment of CBBE in FMCG market are generally customer satisfaction and building of customers based brand loyalty (Mittal and Kamakuna, 2012). The levels of customers are measured by the various consumers' responses on the brand (Yu and Dean, 2001). It includes the personal responses of consumers and persuades others to buy the brand (Shirsavar et al., 2012). Both are highly essential for the marketers. In the present study, the customers have been analysed by brand priority, positive word-of-mouth, repurchase intention and recommend to others. These are shown in given figure 5.3.

FIGURE 5.3
OUTCOMES OF CBBE



5.4.1 ANALYSIS OF BRAND PRIORITY IN FMCG MARKET (HHCP)

Brand priority given by the consumers is one of the important consequences of CBBE in FMCG market (Ngo et al., 2014). The present study examines it using four items. The respondents have been asked to rate these variables on a five point scale as per their perception on them. The minimum, maximum and mean scores of each variable in brand priority have been computed separately along with its co-efficient of variation. These are shown in Table 5.104

TABLE 5.104
ANALYSIS OF BRAND PRIORITY VARIABLES OF FMCG (HHCP)

S.No.	Variables in Brand Priority	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I have strong aspirational quality towards the brand	2.3094	3.1689	2.7769	16.97
2	I have a strong attachment with the brand	2.2117	3.3044	2.7031	14.03
3	The brand enhances me in credibility and trust	2.1084	3.2693	2.7644	18.25
4	I don't feel like switching; the brand motivates me in future purchase	2.4133	3.3125	2.9083	19.33

From the table above, the minimum scores by the respondents in brand priority in HHCP have been noticed in "The brand enhances me in credibility and trust" and "I have a strong attachment with the brand" with the values of 2.1084 and 2.2117 respectively. The maximum scores have been noticed in the cases of "I don't feel like switching; the brand motivates me in future purchase" and "I have a strong attachment with the brand" with the values of 3.3125 and 3.3044. The maximum mean scores have been noticed in the cases of "I don't feel like switching; the brand motivates me in future purchase" and "I have strong aspirational quality towards the brand" with the values of 2.9083 and 2.7769 respectively. The maximum consistency has been seen in the cases of "I have a strong attachment with the brand" and "I have strong aspirational quality towards the brand" since their coefficients of variation are 14.03 percentage and 16.97 percentage respectively (Musekiwa, et al., 2010).

5.4.2 ANALYSIS OF BRAND PRIORITY IN FMCG MARKET (FBP)

The brand priority in FBP among the customers has been separately examined with the help of four items. These items have been rated on a five point likert scale. The minimum, the maximum and the mean scores of each variable in brand priority in FBP among the customers have been computed separately along with its, co-efficient of variation. These are shown in Table 5.105.

TABLE 5.105
ANALYSIS OF VARIABLES IN BRAND PRIORITY OF FMCG (FBP)

S.No.	Variables in Brand Priority	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I have strong aspirational quality towards the brand	2.2917	3.6445	3.1043	13.42
2	I have a strong attachment with the brand	2.3694	3.7434	3.2609	15.09
3	The brand enhances me in credibility and trust	2.3989	3.6089	3.2345	16.32
4	I don't feel like switching; the brand motivates me in future purchase	2.4173	3.6117	3.1789	21.43

From the table above, the minimum scores by the respondents in brand priority in FBP been noticed in "I have strong aspirational quality towards the brand" and "I have a strong attachment with the brand" with the values of 2.2917 and 2.3694 respectively. The maximum scores have been noticed in the cases of "I have a strong attachment with the brand" and "I have strong aspirational quality towards the brand" with the values of 3.7434 and 3.6445. The maximum mean scores have been noticed in the cases of "I have a strong attachment with the brand" and "The brand enhances me in credibility and trust" with the values of 3.2609 and 3.2345 respectively. The maximum consistency has been seen in the cases of "I have strong aspirational quality towards the brand" and "I have a strong attachment with the brand" since their coefficient of variation are 13.42 percentage and 15.09 percentage respectively (Sanyal and Datta, 2011).

5.4.3 ANALYSIS OF BRAND PRIORITY IN FMCG MARKET (PCP)

The analysis of brand priority in PCP among the respondents has been done separately with the help of the mean and the coefficients of variation of all four variables of brand priority. The minimum score and maximum score of all four variables of brand priority have been estimated separately. The computed results are given in Table 5.106.

TABLE 5.106
ANALYSIS OF VARIABLES IN BRAND PRIORITY OF FMCG (PCP)

S.No.	Variables in Brand Priority	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I have strong aspirational quality towards the brand	2.6409	3.7919	3.3734	16.84
2	I have a strong attachment with the brand	2.5414	3.6868	3.3093	17.17
3	The brand enhances me in credibility and trust	2.6996	3.8141	3.4028	19.02
4	I don't feel like switching; the brand motivates me in future purchase	2.7084	3.8028	3.3245	21.33

From the table above, the minimum scores by the respondents in brand priority in PCP been noticed in "I have a strong attachment with the brand" and "I have strong aspirational quality towards the brand" with the values of 2.5414 and 2.6409 respectively. The maximum scores have been noticed in the cases of "The brand enhances me in credibility and trust" and "I don't feel like switching; the brand motivates me in future purchase" with the values of 3.8141 and 3.8028. The maximum mean scores have been noticed in the cases of "The brand enhances me in credibility and trust" and "I have strong aspirational quality towards the brand" with the values of 3.4028 and 3.3734 respectively. The maximum consistency has been seen in the cases of "I have strong aspirational quality towards the

brand" and "I have a strong attachment with the brand" since their coefficient of variation are 16.84 percentage and 17.17 percentage respectively (Panchal, et al., 2012).

5.4.4 ANALYSIS OF POSITIVE WORD-OF-MOUTH IN FMCG MARKET (HHCP)

The positive word-of-mouth from the consumers is an expected outcome of CBBE established by the marketers. The study has made an attempt to analyse it with the help of five items (variables) which have been rated on a five point scale by the respondents. The minimum, the maximum and the mean scores of each variable of positive word-of-mouth among the respondents have been computed along with its coefficient of variation. These are given in Table 5.107.

TABLE 5.107
ANALYSIS OF VARIABLES IN POSITIVE WOM IN FMCG (HHCP)

S.No.	Variables in Positive Word of Mouth	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I share positive message about the brand	2.4094	3.4511	2.8741	12.44
2	I am willing to communicate the positive experiences	2.5411	3.2144	2.9745	10.55
3	I always have a positive feeling and emotional connection towards the brand	2.4113	3.8246	2.8691	12.54
4	I share a strong and positive image of the brand	2.8741	3.8150	2.8741	18.64
5	I have no hesitation to talk about the brand	2.6849	3.2415	2.8603	13.54

From the table above, the minimum scores by the respondents in positive word of mouth in HHCP been noticed in "I share positive message about the brand" and "I share a strong and positive image of the brand" with the values of 2.4094 and 2.8741 respectively. The maximum scores have been noticed in the cases of "I always have a positive feeling and emotional connection towards the brand" and "I share a strong and positive image of the brand" with the values of 3.8246 and 3.8150. The maximum mean scores have been noticed in the cases of "I am willing to communicate the positive experiences" and "I share positive message about the brand" with the values of 2.9745 and 2.8741 respectively. The maximum consistency has been seen in the cases of "I am willing to communicate the positive experiences" and "I share positive message about the brand" since their coefficient of variation are 10.55 percentage and 12.44 percentage respectively (Wang and Finn, 2013).

5.4.5 ANALYSIS OF POSITIVE WORD-OF-MOUTH IN FMCG MARKET (FBP)

The positive word-of-mouth on the brands in Food and Beverage Products among the consumers is one of the outcomes of the building of CBBE by the marketers. It is measured

with the help of five variables which have been rated on a five point scale. The mean score of each variable in positive word-of-mouth among the consumers has been measured along with the identification of minimum and maximum values in each variable. These are presented in Table 5.108.

TABLE 5.108
ANALYSIS OF VARIABLES IN POSITIVE WOM IN FMCG (FBP)

S.No.	Variables in Positive Word of Mouth	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I share positive message about the brand	2.8144	3.3066	3.1024	14.08
2	I am willing to communicate the positive experiences	2.7635	3.4024	3.1173	15.91
3	I always have a positive feeling and emotional connection towards the brand	2.7309	3.2996	3.0996	16.43
4	I share a strong and positive image of the brand	2.7644	3.2117	3.0244	14.29
5	I have no hesitation to talk about the brand	2.8339	3.3084	3.1843	17.39

From the table above, the minimum scores by the respondents in positive word of mouth in FBP have been noticed in "I always have a positive feeling and emotional connection towards the brand" and "I am willing to communicate the positive experiences" with the values of 2.7309 and 2.7635 respectively. The maximum scores have been noticed in the cases of "I am willing to communicate the positive experiences" and "I have no hesitation to talk about the brand" with the values of 3.4024 and 3.3084. The maximum mean scores have been noticed in the cases of "I have no hesitation to talk about the brand" and "I am willing to communicate the positive experiences" with the values of 3.1843 and 3.1173 respectively. The maximum consistency has been seen in the cases of "I share positive message about the brand" and "I share a strong and positive image of the brand" since their coefficient of variation are 14.08 percentage and 14.29 percentage respectively (Hanzaee and Asadolahi, 2012).

5.4.6 ANALYSIS OF POSITIVE WORD-OF-MOUTH IN FMCG MARKET (PCP)

The analysis of positive words-of-mouth on the brand in PCP among the consumers has also been done in the present study. The mean and coefficient of variation of each variable have been measured separately along with its minimum and maximum values. The details are shown in Table 5.109.

TABLE 5.109
ANALYSIS OF VARIABLES IN POSITIVE WOM IN FMCG (PCP)

S.No.	Variables in Positive Word of Mouth	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I share positive message about the brand	2.9039	3.8644	3.3999	16.34
2	I am willing to communicate the positive experiences	2.9244	3.7143	3.2896	19.02
3	I always have a positive feeling and emotional connection towards the brand	2.8843	3.7029	3.3145	15.39
4	I share a strong and positive image of the brand	2.8904	3.7642	3.4171	17.44
5	I have no hesitation to talk about the brand	2.9171	3.8173	3.4245	18.03

From the table above, the minimum scores by the respondents in positive word of mouth in PCP have been noticed in "I always have a positive feeling and emotional connection towards the brand" and "I share a strong and positive image of the brand" with the values of 2.8843 and 2.8904 respectively. The maximum scores have been noticed in the cases of "I have no hesitation to talk about the brand" and "I share positive message about the brand" with the values of 3.8173 and 3.8644. The maximum mean scores have been noticed in the cases of "I have no hesitation to talk about the brand" and "I share a strong and positive image of the brand" with the values of 3.4245 and 3.4171 respectively. The maximum consistency has been seen in the cases of "I always have a positive feeling and emotional connection towards the brand" and "I share positive message about the brand" since their coefficient of variation are 15.39 percentage and 16.34 percentage respectively (Huang and Sonigollu, 2014).

5.4.7 ANALYSIS OF REPURCHASE INTENTION IN FMCG MARKET (HHCP)

The repurchase intention is one of the expected outcomes of CBBE in FMCG market (Pitta and Prevel, 1995). The analysis of repurchase intentions in the case of Household Care Products among the respondents is done by seven variables which have been rated on a five point scale. The mean and the coefficient of variation of each variable in repurchase intention in HHPC have been computed separately. The details are shown in Table 5.110

TABLE 5.110
ANALYSIS OF REPURCHASE INTENTION IN FMCG MARKET (HHCP)

S.No.	Variables in Repurchase Intention	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I will repeat purchasing the same brand	2.4179	3.2676	2.8173	16.39
2	I always search for the same brand in its outlets	2.6633	3.2547	2.7969	15.48
3	I have better image built in my mind about this brand	2.5239	3.1793	3.7233	18.03
4	I have faith on the quality of the brand	2.5044	3.0996	2.7886	18.42
5	I am attracted by the brand	2.6843	3.2114	2.8245	19.07
6	My attraction & impression with the same brand lasts forever	2.7103	3.1179	2.8033	14.02
7	I am very strong in this brand applications	2.4103	3.2089	2.8293	17.93

From the table above, the minimum scores by the respondents in repurchase intention in HHCP have been noticed “I am very strong in this brand applications” and “I will repeat purchasing the same brand” with the values of 2.4103 and 2.4179 respectively. The maximum scores have been noticed in the cases of “I will repeat purchasing the same brand” and “I always search for the same brand in its outlets” with the values of 3.2676 and 3.2547. The maximum mean scores have been noticed in the cases of “I am very strong in this brand applications” and “I have better image built in my mind about this brand” with the values of 2.8293 and 3.7233 respectively. The maximum consistency has been seen in the cases of “My attraction & impression with the same brand lasts forever” and “I always search for the same brand in its outlets” since their coefficient of variation are 14.02 percentage and 15.48 percentage respectively (Pullig, et al., 2006).

5.4.8 ANALYSIS OF REPURCHASE INTENTION IN FMCG MARKET (FBP)

In the case of Food and Beverage Products, the level of repurchase intention among the consumers has been measured by the same seven variables. The mean and the coefficient of variation of each variable in repurchase intention among the consumers have been measured separately. The minimum and the maximum scores of each variable in repurchase intention in FBP have also been identified. The results are summarized in Table 5.111.

TABLE 5.111
ANALYSIS OF REPURCHASE INTENTION IN FMCG MARKET (FBP)

S.No.	Variables in Repurchase Intention	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I will repeat purchasing the same brand	2.6602	3.3474	3.0117	14.34
2	I always search for the same brand in its outlets	2.5178	3.3607	2.9676	17.17
3	I have better image built in my mind about this brand	2.8244	3.4173	3.1703	16.89
4	I have faith on the quality of the brand	2.8099	3.4088	3.2171	14.24
5	I am attracted by the brand	2.9141	3.4176	3.1816	16.34
6	My attraction & impression with the same brand lasts forever	2.8403	3.5043	3.2208	18.97
7	I am very strong in this brand applications	2.8676	3.4433	3.2011	20.11

From the table above, the minimum scores by the respondents among repurchase intention in FBP have been noticed in “I always search for the same brand in its outlets” and “I will repeat purchasing the same brand” with the values of 2.5178 and 2.6602 respectively. The maximum scores have been noticed in the cases of “My attraction & impression with the same brand lasts forever” and “I am very strong in this brand applications” with the values of 3.5043 and 3.4433. The maximum mean scores have been noticed in the cases of “My attraction & impression with the same brand lasts forever” and “I have faith on the quality of the brand” with the values of 3.2208 and 3.2171 respectively. The maximum consistency has been seen in the cases of “I have faith on the quality of the brand” and “I will repeat purchasing the same brand” since their coefficient of variation are 14.24 percentage and 14.34 percentage respectively (Jing, et al., 2014).

5.4.9 ANALYSIS OF REPURCHASE INTENTION IN FMCG MARKET (PCP)

The analysis of repurchase intention in PCP has been also done with the same seven variables. The minimum, the maximum score in each variable, its mean score and its co-efficient of variations have been estimated separately. The results are illustrated in Table 5.112

TABLE 5.112
ANALYSIS OF REPURCHASE INTENTION IN FMCG MARKET (PCP)

S.No.	Variables in Repurchase Intention	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I will repeat purchasing the same brand	2.8142	3.8606	3.4084	18.41
2	I always search for the same brand in its outlets	2.8603	3.8545	3.4249	16.42
3	I have better image built in my mind about this brand	2.8545	3.9343	3.5142	17.39
4	I have faith on the quality of the brand	2.8646	3.9714	3.5673	15.03
5	I am attracted by the brand	2.7803	3.7771	3.4117	16.24
6	My attraction & impression with the same brand lasts forever	2.7919	3.8919	3.5099	21.43
7	I am very strong in this brand applications	2.8646	3.8018	3.6212	19.17

From the table above, the minimum scores by the respondents among repurchase intention in PCP have been noticed in “I am attracted by the brand” and “My attraction & impression with the same brand lasts forever” with the values of 2.7803 and 2.7919 respectively. The maximum scores have been noticed in the cases of “I have faith on the quality of the brand” and “I have better image built in my mind about this brand” with the values of 3.9714 and 3.9343. The maximum mean scores have been noticed in the cases of “I am very strong in this brand applications” and “I have faith on the quality of the brand” with the values of 3.6212 and 3.5673 respectively. The maximum consistency has been seen in the cases of “I have faith on the quality of the brand” and “I am attracted by the brand” since their coefficient of variation are 15.03 percentage and 16.24 percentage respectively (Severi and Ling, 2013).

5.4.10 ANALYSIS OF RECOMMENDATION TO OTHERS IN FMCG MARKET (HHCP)

The analysis of recommendation to others is one of the components of CBBE in FMCG market. The analysis of recommendation to others in the HHCP is has been done with the help of five variables. The variables have been rated on a five point scale. The means and the co-efficient of variation of all five variables in recommendation to others in HHCP have been computed separately. The results are given in Table 5.113

TABLE 5.113
ANALYSIS OF RECOMMENDATION TO OTHERS IN FMCG (HHCP)

S.No.	Variables in Recommendation to Others	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I will create brand awareness and build trust on this brand among those who seek advice	2.1771	3.2414	2.6167	18.44
2	I will recommend my friends and families to buy the products of this brand	2.2393	3.3086	2.5089	17.39
3	I will communicate brand values through a brand story	2.3044	3.2989	2.7803	14.33
4	I am more concerned about the brand prosperity	2.2894	3.2414	2.7415	15.03
5	I will create brand awareness and build trust on this brand among those who seek advice	2.2974	3.2139	2.5061	16.04

From the table above, the minimum scores by the respondents in recommendation to others in HHCP have been noticed in "I will create brand awareness and build trust on this brand among those who seek advice" and "I will recommend my friends and families to buy the products of this brand" with the values of 2.1771 and 2.2393 respectively. The maximum scores have been noticed in the cases of "I will recommend my friends and families to buy the products of this brand" and "I will communicate brand values through a brand story" with the values of 3.3086 and 3.2989. The maximum mean scores have been noticed in the cases of "I will communicate brand values through a brand story" and "I am more concerned about the brand prosperity" with the values of 2.7803 and 2.7415 respectively. The maximum consistency has been seen in the cases of "I will communicate brand values through a brand story" and "I am more concerned about the brand prosperity" since their coefficients of variation are is 14.33 percentage and 15.03 percentage respectively (Tariq, et al., 2017).

5.4.11 ANALYSIS OF RECOMMENDATION TO OTHERS IN FMCG MARKET (FBP)

The analysis of recommendation to others in Food and Beverage Products among the consumers has also been measured by the same five variables. The mean scores and the coefficient of variation of all five variables in recommendation to others in FBP among the consumers have been computed separately along with their minimum and maximum scores. The computed figures are shown in Table 5.114.

TABLE 5.114
ANALYSIS OF RECOMMENDATION TO OTHERS IN FMCG (FBP)

S.No.	Variables in Recommendation to Others	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I will create brand awareness and build trust on this brand among those who seek advice	2.5443	3.5045	3.0989	17.86
2	I will recommend my friends and families to buy the products of this brand	2.5089	3.4771	2.9691	16.93
3	I will communicate brand values through a brand story	2.4541	3.3996	2.9842	15.43
4	I am more concerned about the brand prosperity	2.4024	3.4024	2.8414	19.08
5	I will create brand awareness and build trust on this brand among those who seek advice	2.4969	3.2441	2.8042	17.23

From the table above, the minimum scores by the respondents in recommendation to others in FBP have been noticed in “I am more concerned about the brand prosperity” and “I will communicate brand values through a brand story” with the values of 2.4024 and 2.4541 respectively. The maximum scores have been noticed in the cases of “I will create brand awareness and build trust on this brand among those who seek advice” and “I will recommend my friends and families to buy the products of this brand” with the values of 3.5045 and 3.4771. The maximum mean scores have been noticed in the cases of “I will create brand awareness and build trust on this brand among those who seek advice” and “I will communicate brand values through a brand story” with the values of 3.0989 and 2.9842 respectively. The maximum consistency has been seen in the cases of “I will communicate brand values through a brand story” and “I will recommend my friends and families to buy the products of this brand” since their coefficient of variation are 15.43 percentage and 16.93 percentage respectively (Wu and Ho, 2014).

5.4.12 ANALYSIS OF RECOMMENDATION TO OTHERS IN FMCG MARKET (PCP)

The analysis of recommendation to others in PCP among the consumers has also been examined by the same five variables. The variables have been rated on a five point scale. The mean and coefficient of variation of each variable in recommendation to others have been measured separately. The minimum score and maximum score of each variable among the customers have also been identified. These are summated in Table 5.115.

TABLE 5.115
ANALYSIS OF RECOMMENDATION TO OTHERS IN FMCG (PCP)

S.No.	Variables in Recommendation to Others	Minimum Score	Maximum Score	Mean	C.V. (in %)
1	I will create brand awareness and build trust on this brand among those who seek advice	2.6994	3.7242	3.2545	17.99
2	I will recommend my friends and families to buy the products of this brand	2.7034	3.7563	3.3088	18.02
`3	I will communicate brand values through a brand story	2.8117	3.7969	3.4124	15.49
4	I am more concerned about the brand prosperity	2.8033	3.8028	3.5042	16.03
5	I will create brand awareness and build trust on this brand among those who seek advice	2.6546	3.8414	3.5443	17.19

From the table above, the minimum scores by the respondents in recommendation to others in PCP have been noticed in “I will create brand awareness and build trust on this brand among those who seek advice” and “I will create brand awareness and build trust on this brand among those who seek advice” with the values of 2.6546 and 2.6994 respectively. The maximum scores have been noticed in the cases of “I will create brand awareness and build trust on this brand among those who seek advice” and “I am more concerned about the brand prosperity” with the values of 3.8414 and 3.8028. The maximum mean scores have been noticed in the cases of “I will create brand awareness and build trust on this brand among those who seek advice” and “I am more concerned about the brand prosperity” with the values of 3.5443 and 3.5042 respectively. The maximum consistency has been seen in the cases of “I will communicate brand values through a brand story” and “I am more concerned about the brand prosperity” since their coefficient of variation are 15.49 percentage and 16.03 percentage respectively (Sharma, et al., 2015).

5.4.13 VALIDITY TEST ON VARIOUS OUTCOMES OF CBBE

The validity of data for analysis of each outcome, the content validity and convergent validity of variables in each outcome have been examined with the help of KMO measure of Sampling Adequacy, Cronbach Alpha, Composite Reliability and Average Variance Extracted. The abovesaid details are computed for each outcome of CBBE and presented in Table 5.116.

TABLE 5.116
KMO, BARTLETTS TEST, CR AND AVE OF VARIOUS OUTCOMES OF CBBE

S.No.	Outcomes of CBBE	Number of Variables	KMO Measure of Sampling Adequacy	Bartletts Chi-square value	Cronbach Alpha	Composite Reliability	Average Variance Extracted
1	Brand Priority	4	0.6882	112.03 (0.0079)	0.7949	0.5899	0.5602
2	Positive Word-of-Mouth	5	0.6473	84.99 (0.0209)	0.7542	0.5402	0.5213
3	Repurchase Intention	7	0.6503	88.44 (0.0173)	0.7311	0.5314	0.5142
4	Recommendation to Others	5	0.6673	89.55 (0.0109)	0.7608	0.5511	0.5402

'P' value are in brackets.

The KMO of all four outcomes of CBBE are greater than their minimum threshold of 0.60 (Rindell, et al., 2011) which assure the validity of data for analysis. The Bartletts Chi-square values of all four outcomes are significant at 5 and at less than 5 percentage level which also support the validity of outcome for analysis. The convergent validity has been assured since the Composite Reliability and the AVE of each outcome of CBBE is greater than 0.50 percentage and 50.00 percentage respectively (Fornell and Larcker, 1981). The Cronbach alpha values of all outcomes are greater than their standard minimum of 0.70 which assures the internal consistency (Nunnally and Bernstein, 1994).

5.4.14 RESPONDENTS' VIEWS ON VARIOUS OUTCOMES OF CBBE IN ALL THREE PRODUCT CATEGORIES

The level of outcomes of CBBE in all the three types of products under FMCG has been estimated by the mean scores of all four outcomes of CBBE. The score of each outcome of CBBE has been estimated by the mean score of variable in each outcome. The mean score of each outcome in HHCP, FBP and PCB have been estimated separately along with its 'F' statistics. The results are shown in Table 5.117.

TABLE 5.117
RESPONDENTS VIEW ON VARIOUS OUTCOMES OF CBBE

S.No.	Outcomes	Mean Score in			'F' Statistics
		HHCP	FBP	PCP	
1	Brand Priority	2.7932	3.1946	3.3525	5.0972 (0.0309)
2	Positive Word-of-Mouth	2.7976	3.1056	3.3691	6.3441 (0.0241)
3	Repurchase Intention	2.7976	3.1386	3.4939	5.1773 (0.0249)
4	Recommendation to Others	2.6856	2.9396	3.4048	5.2241 (0.0211)

'P' value in brackets.

In the case of Household Care Products, the highly viewed outcomes of CBBE among the consumers are Positive Word-of-Mouth and Repurchase Intention with the mean scores of 2.7976 and 2.7976 respectively. In the case of Food and Beverage Products, these are Brand Priority and Repurchase Intention with the mean scores of 3.1946 and 3.1386 respectively. In the Personal Care Products, these variables are Repurchase Intention and Recommendation to Others with the mean scores of 3.4939 and 3.4048 respectively. The significant differences among the three groups of FMCG have been noticed on the view on all four outcomes of CBBE since its 'F' statistics are significant at five percentage level (Ranjbarian and Kaboli, 2012).

5.4.15 DISCRIMINANT VALIDITY AMONG THE FOUR OUTCOMES OF CBBE

The degree of mutual exclusiveness among the four outcomes of CBBE has been examined by the discriminant validity. It has been done by the comparison of mean of AVE and square of correlation co-efficient between all the possible pairs of outcomes of CBBE. If the mean of AVE is greater than its square of correlation co-efficient between the pairs of outcomes of CBBE, its discriminant validity will be confirmed. The results are shown in Table 5.118.

TABLE 5.118
DISCRIMINANT VALIDITY AMONG OUTCOMES OF CBBE

S.No.	Mean of AVEs / Square of Correlation Co-efficient	1	2	3	4
1	Brand Priority		0.5408	0.5372	0.5502
2	Positive Word-of-Mouth	0.5121		0.5178	0.5308
3	Repurchase Intention	0.5011	0.5017		0.5272
4	Recommendation to Others	0.4958	0.4773	0.5124	

The mean of AVE between the Brand Priority and Positive Word-of-Mouth (0.5408) is greater than its square of correlation co-efficient (0.5121). The mean of AVE between Repurchase Intention and Recommendation to Others (0.5272) is greater than its square of correlation co-efficient (0.5124). The same types of results have been noticed in all possible pairs of outcomes of CBBE. It reveals the discriminant validity among the four outcomes of CBBE (Hosserni, 2010).

5.4.16 OVERALL OUTCOMES OF CBBE IN FMCG MARKET

The overall outcomes of CBBE in FMCG market among the respondents have been measured by the mean score of all variables in four important outcomes of CBBE. The score of overall outcomes of CBBE in the purchase of HHCP, FBP and PCP have been computed separately. The results are shown in Table 5.119.

TABLE 5.119
SCORE ON OVERALL OUTCOMES OF CBBE AMONG THE RESPONDENTS (SOOC)

S.No.	SOOC	Number of Respondents in			Total
		HHCP	FBP	PCP	
1	Less than 2.00	266	190	140	596
2	2.01-3.00	417	217	157	791
3	3.01-4.00	68	304	397	769
4	Above 4.00	49	89	106	244
	Total	800	800	800	2400

The important scores of overall outcomes of CBBE in FMCG are 2.01 to 3.00 and 3.01 to 4.00 which covers 32.96 percentage and 32.04 percentage tothe total of 2400. In the purchase of HHCP, the first two SOOC are 2.01 to 3.00 and less than 2.00 which constitute 52.13 and 33.25 percentage to the total of 800. In the purchase of FBP, the first two score of overall outcomes of CBBE are 2.01 to 3.00 and 3.01 to 4.00 which include 27.13 percentage and 38.00 percentage to the total of 800 consumers respectively. In the purchase of PCP, these two dominant score of overall outcomes of CBBE are 3.01 to 4.00 and 2.01 and 3.00 which cover 49.63 percentage and 19.63 percentage to the total of 800. The analysis reveals that the level of overall outcomes of CBBE is higher in the purchase of PCP compared to the level of overall outcomes of CBBE in the purchase of FBP and HHCP.

5.4.17 IMPACT OF DETERMINANTS OF CBBE ON OUTCOMES OF CBBE IN HHCP

The present study has made an attempt to measure the direct and indirect effects of various determinants of CBBE on the overall outcomes of CBBE through two steps. The first has been the application of the Structural Equation Modeling (PLS-SEM) technique through smart PLS 3.0 to validate the measurement and structural model. The steps followed to validate the measurement and structural model (Hair et al., 2017). It establishes the criteria for determining internal consistency, convergent and discriminant validity, significance and collinearity.

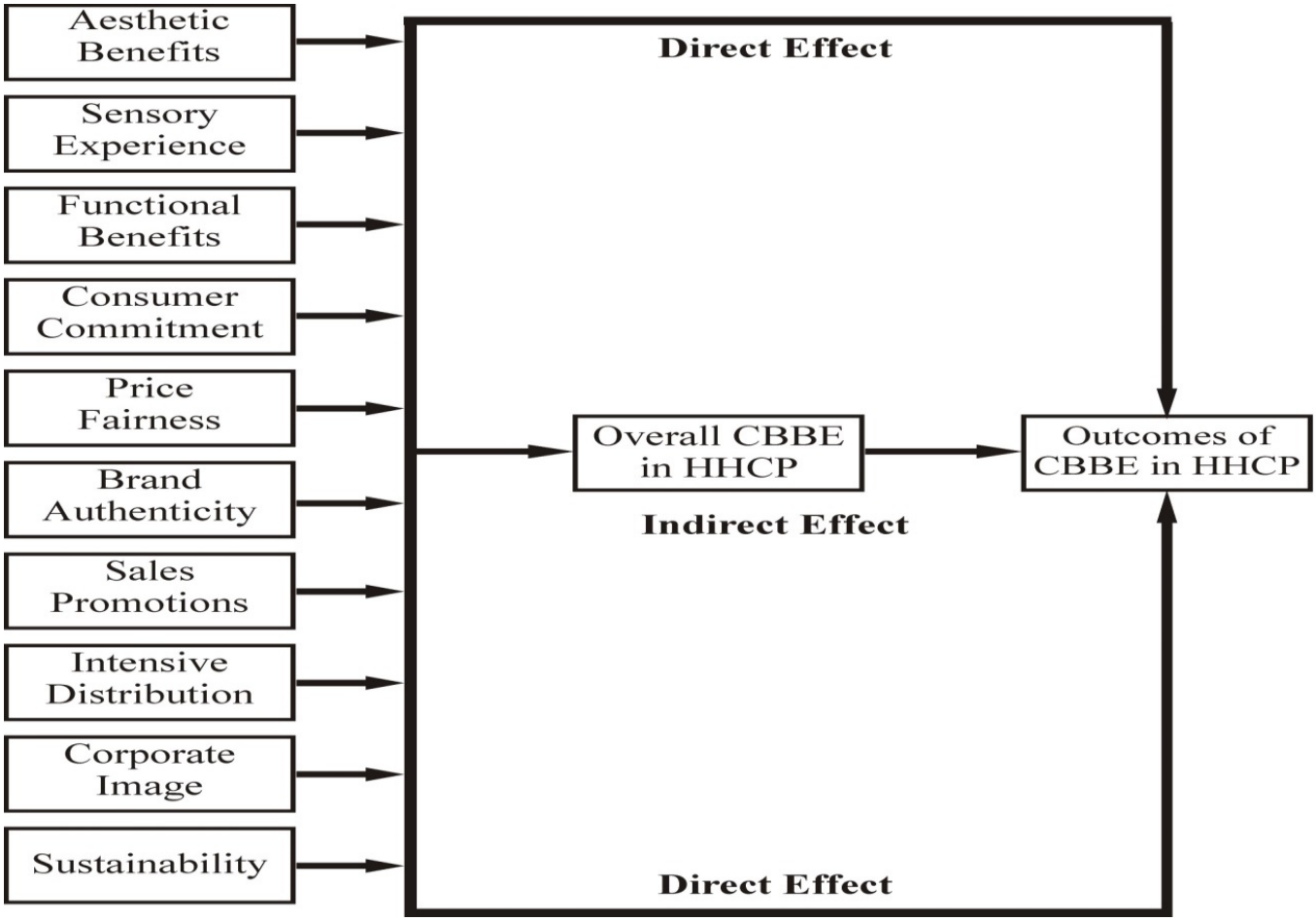
The second stage has involved the data analysis of moderation through the macro process model parameters (Hayes 2018). It is used to measure the indirect effect of latent variables through the mediator variable. The Ordinary Least-Square (OLS) has been used to search the direct effect also (Hayes, et al., 2017). In the present study, the variables used are:

1. Independent variables: All determinants of CBBE in HHCP.
2. Mediator variable: Overall CBBE in HHCP
3. Dependent variable: Overall outcomes of CBBE in HHCP.

The path diagram of the variables included in the present analysis is shown in figure 5.4

FIGURE 5.4

MODEL AND ITS FIT IN HHCP



The diagram above shows the flow of single and double lines from independent to dependent variables. The thick line indicates the direct effect and the thin line indicates the indirect effect.

Before the application of SEM, the internal consistencies of all construct are preceded by Cronbach Alpha which is greater than its standard minimum. The Convergent Validity has been proved by the Composite Reliability and Average Variance Extracted. The content

validity has been verified by the Standardized Factor loading of variables in each construct which are greater than 0.60. The collinearity analysis of structural model has been performed by both Variance Inflation Factor (VIF) values and also the discriminant validity among the latent variables (independent variables). The VIF value of all independent variables (determinants of CBBE) are lower than 5.00. The discriminant validity is also assured by the higher mean AVE between a pair of determinants of CBBE than its square of correlation co-efficient (Shah, 2012).

The model fit in the present analysis is tested by various indices like chi-square significance, GFI, TLI, CFI and RMSEA. The actual (computed) and benchmark of each fit index is summarized in Table 5.120.

TABLE 5.120
MODEL FIT INDICES IN HHCP

Chi-square Significance	GFI	TLI	CFI	RMSEA
0.0173	0.8142	0.9345	0.9504	0.0542
Std: ≤0.05	Std: >0.7	Std: >0.9	Std: >0.9	Std: <0.1

Source: Maccallum, Procure and Sugawara (1996).

The chi-square value of the fitted path model is significant at 2 percentage level which is less than the bench mark of 0.05. The GFI (0.8142) is greater than its minimum threshold of 0.70. The TLI and CFI are greater than its standard minimum of 0.90. The RMSEA is lesser than its standard minimum of 0.10 i.e. (0.0542). All these results have indicated the validity of fitted structural equation model.

5.4.18 PATH CO-EFFICIENT RELEVANCE IN HHCP

Initially, the path co-efficient and the relevance in the direct effect have been searched. The concerned path co-efficient, its 't' value and its 'P' values are shown in Table 5.121.

TABLE 5.121
PATH CO-EFFICIENT RELEVANCE IN HHCP (DIRECT EFFECT)

S.No.	Path to Overall Outcomes of CBBE	Path Co-efficient	t-value	p-value
1	Aesthetic Benefits	0.0968	0.4919	0.5869
2	Sensory Experience	0.1121	0.3402	0.4345
3	Functional Benefits	0.5114	16.6889	0.0000
4	Customer Commitment	0.0886	0.4024	0.6129
5	Price Fairness	0.4029	14.3084	0.0000
6	Brand Authenticity	0.1024	0.7192	0.3826
7	Sales Promotions	0.4824	18.7317	0.0000

8	Intensive Distribution	0.4709	17.0224	0.0000
9	Corporate Image	0.1133	0.9963	0.2841
10	Sustainability	0.0745	0.7173	0.3538

The significantly and directly influencing determinants of CBBE in HHCP on the overall outcomes of CBBE (OCBEE) in HHCP are Functional Benefits, Price Fairness, Sales Promotions and Intensive Distribution since its 'p' values are lesser than 0.05. The highest direct effect is made by Functional Benefits of HHCP and Sales Promotions since its path co-efficients are 0.5114 and 0.4824 respectively (Akkucuk and Esmacili, 2016).

5.4.19 MULTIPLE MEDIATION ANALYSIS

The mediatory effects have also been verified through the indirect relationship between the determinants of CBBE and outcomes of CBBE. The indirect effects of each determinant of CBBE on the outcomes of CBBE through the overall CBBE have been estimated by structural equation modeling. The indirect effect, its statistical significance and the total effect of each determinants of CBBE have been estimated.

TABLE 5.122
INDIRECT AND TOTAL EFFECT OF DETERMINANTS OF CBBE ON OCBBE IN HHCP

S.No.	Determinants	Indirect Effect (path co-efficient)	t-value	p-value	Direct Effect (path co-efficient)	Total Effect
1	Aesthetic Benefits	0.2916	8.9411	0.0173	0.0968	0.3884
2	Sensory Experience	0.0645	0.4542	0.6739	0.1121	0.1766
3	Functional Benefits	0.3645	14.0334	0.0000	0.5114	0.8759
4	Customer Commitment	0.1142	2.4565	0.0349	0.0886	0.2028
5	Price Fairness	0.3889	17.8941	0.0000	0.4029	0.7918
6	Brand Authenticity	0.0702	0.6382	0.5444	0.1024	0.1726
7	Sales Promotions	0.4177	20.0141	0.0000	0.4824	0.9001
8	Intensive Distribution	0.5422	23.0943	0.0000	0.4709	1.0131
9	Corporate Image	0.3049	10.3914	0.0109	0.1133	0.4182
10	Sustainability	0.0841	0.4773	0.6304	0.0745	0.1586
	Total	2.6428			2.4553	5.0981

` The result demonstrates that the significant indirect effect has been made by Aesthetic Benefits, Functional Benefits, Customer Commitment, Price Fairness, Sales Promotions Intensive Distribution and Corporate Image since their 'p' values are less than 0.05. The highest indirect effect has been made by Intensive Distribution and Sales Promotions since their path co-efficients are 0.5422 and 0.4177 respectively. The total indirect and direct

effects made by the determinants of CBBE on its outcomes are 2.6428 and 2.4553 respectively. The higher indirect effect reveals the importance of mediator variable i.e., overall CBBE between the determinants and outcomes of CBBE in HHCP. The highest total effect has been made by Intensive Distribution and Sales Promotions since their total effects are 1.0131 and 0.9001 respectively (Hayes et al., 2017).

5.4.20 HYPOTHESES FRAMED IN SEM I FOR HHCP

The hypotheses framed in SEM I for HHCP have been presented below.

H_1 : There is no significant influence of determinants of CBBE on the overall CBBE in HHCP

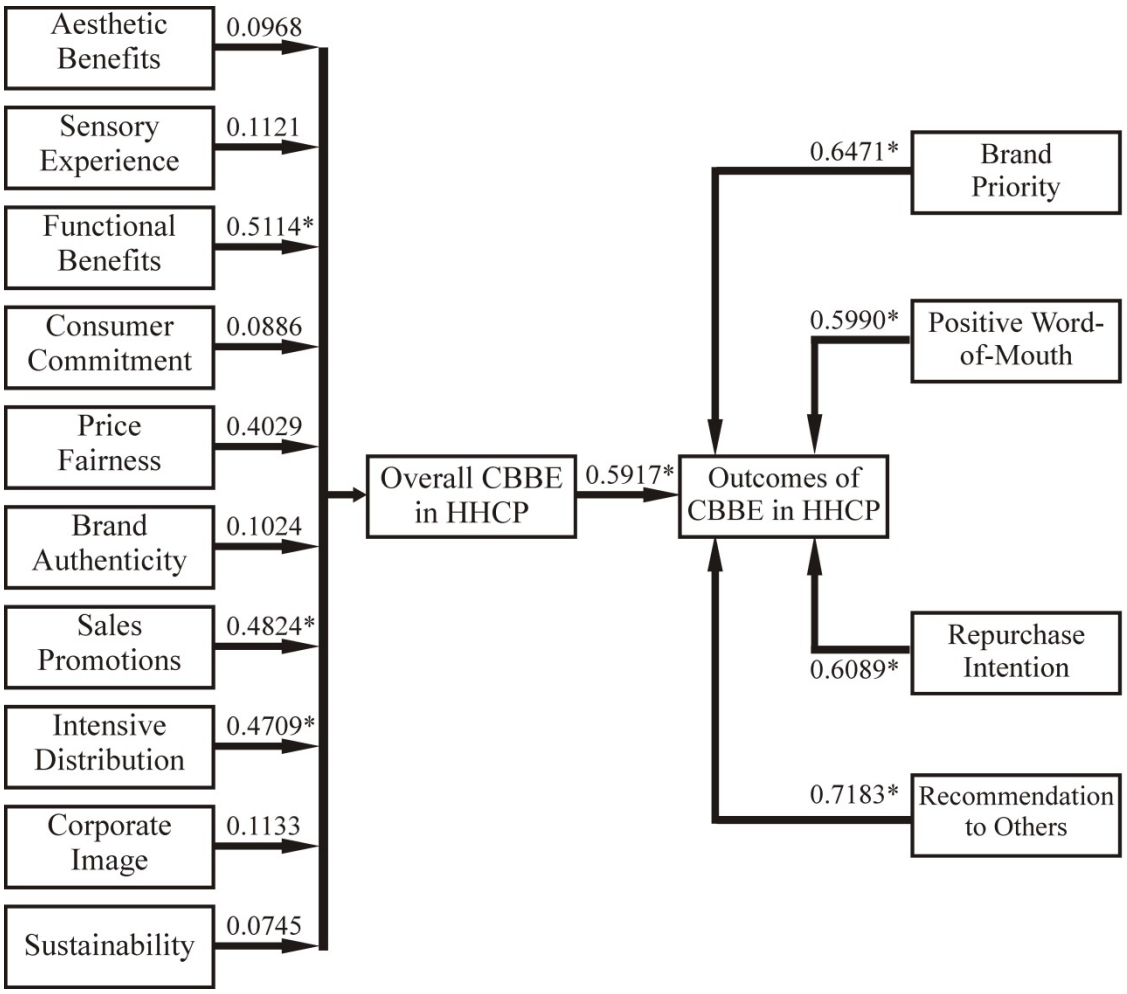
H_2 : There is no significant impact of overall CBBE on the outcomes of CBBE in HHCP

H_3 : There is no significant correlation between the components of outcomes of CBBE

The path co-efficients have been estimated to prove the first two hypotheses whereas the standardized factor loading has been used to prove the third hypothesis.

The path co-efficients of various determinants of CBBE and its subsequent effect on the outcomes of CBBE are presented in the given path diagram, Figure 5.5.

FIGURE 5.5
PATH DIAGRAM OF OUTCOMES OF CBBE AND THEIR DETERMINANTS IN HHCP



* Significant at five percentage level.

The first H_N is rejected in the case of functional benefits and sales promotions since their path co-efficients are significant at five percentage level. The second H_N is also rejected since the overall CBBE has a significant effect on the outcomes of CBBE in HHCP. The four components of the outcomes of CBBE are significantly correlated with the overall outcomes of CBBE since their standardized factor loadings are significant at five percentage level.

5.4.21 LINKAGE BETWEEN DETERMINANTS OF CBBE, OVERALL CBBE AND OUTCOMES OF CBBE IN FBP

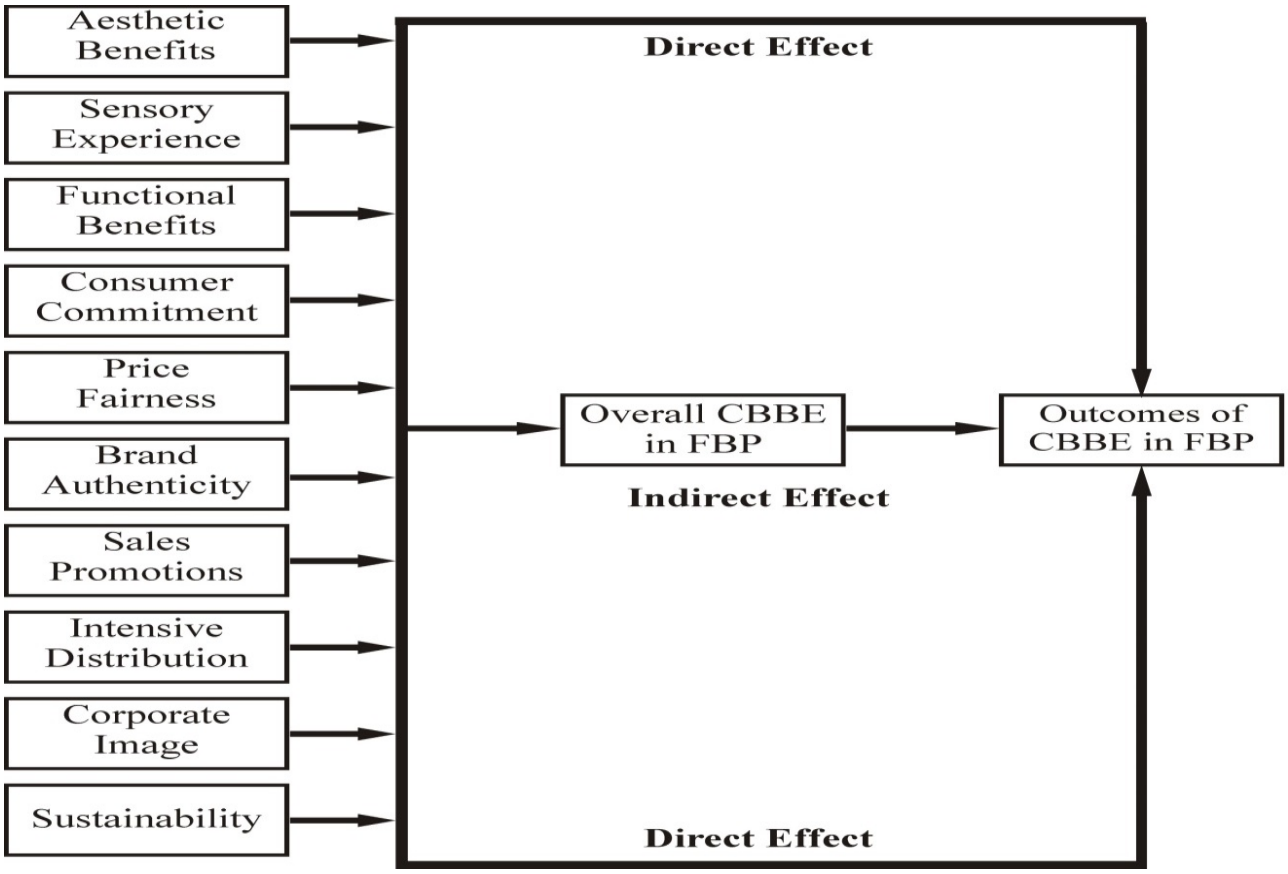
The linkage between the determinants of CBBE in Food and Beverage Products (FBP), overall CBBE and its outcome have been examined with the help of Structural Equation Modeling. The validity of variables in the constructs is checked by Cronbach Alpha, Content Validity and Convergent Validity. Second stage, the discriminant validity among the determinants of CBBE in FBP is verified by the variance inflation factor, the

comparison of mean of AVE and square of correlation between each pair of the determinants of CBBE.

The fitted model is justified by the fit indices at the third stage. Fourth stage, the path co-efficient relevance in FBP (direct effect) has been estimated. At the final stage, the indirect effect of determinants of CBBE on the outcomes of CBBE through the overall CBBE and the total effect of determinants of CBBE are computed. The path diagram is given in Figure 5.6.

FIGURE 5.6

MODEL AND ITS FIT IN FBP



The validity of variables in each construct included for the analysis namely ten determinants of CBBE in FBP, overall CBBE and overall outcomes of CBBE has been proved by its internal consistency since their Cronbach Alpha are greater than 0.70. The content validity has also been proved since the standardized factor loading of variables in each construct are greater than 0.60. The convergent validity has been justified since the composite reliability and average variance extracted of each construct are greater than 0.50 and 0.50 respectively.

The model fit has been examined by the significance of chi-square, GFI, TLI, CFI and RMSEA. The computed and bench marking figures are presented in Table 5.123.

TABLE 5.123
MODEL FIT INDICES IN FBP

Chi-square Significance	GFI	TLI	CFI	RMSEA
0.0129	0.8549	0.9419	0.9646	0.0643
Std: ≤0.05	Std: >0.70	Std: >0.90	Std: >0.90	Std: <0.10

The chi-square value of the fitted model is significant at one percentage level which is far less than 5%. The GFI and TLI (0.8549 and 0.9419) are greater than their minimum threshold of 0.70 and 0.90 respectively. The CFA (0.9646) of the model is greater than 0.90 whereas the RMSEA (0.0643) is less than its standard minimum of less than 0.10. All these results indicates the validity of fitted path model through the SEM (Bagozzi, and Yi,1988).

5.4.22 PATH CO-EFFICIENT RELEVANCE IN FBP

The direct effects of determinants of CBBE in FBP on the overall outcomes of CBBE in FBP have been examined by the help of multiple regression analysis especially through the ordinary least square method. The computed path co-efficient, its 't' statistics and its 'p' values are summarized in Table 5.124.

TABLE 5.124
PATH CO-EFFICIENT RELEVANCE IN FBP (DIRECT EFFECT)

S.No.	Path to Overall Outcome of FBP	Path co-Efficient	t-value	p-value
1	Aesthetic Benefits	0.2949	2.9173	0.0245
2	Sensory Experience	0.1145	1.0344	0.2894
3	Functional Benefits	0.1028	0.9429	0.3413
4	Customer Commitment	0.1639	1.4908	0.1674
5	Price Fairness	0.3841	7.3466	0.0097
6	Brand Authenticity	0.0984	0.8117	0.3949
7	Sales Promotions	0.4117	8.9416	0.0000
8	Intensive Distribution	0.5017	14.8943	0.0000
9	Corporate Image	0.3979	8.9042	0.0045
10	Sustainability	0.1241	1.0996	0.1843

The significant path co-efficients have been noticed in the case of Aesthetic Benefit, Price Fairness, Sales Promotion, Intensive Distribution and Corporate Image since their 'F' values are less than 0.05. It shows that the above said determinants are significantly and directly influencing the outcomes of CBBE in FBP. The important significant determinants are intensive distribution and sales promotions since their path co-efficients are 0.5017 and 0.4117 respectively (Baldarf, et al., 2002).

5.4.23 MULTIPLE MEDIATION ANALYSIS

The significant role of mediator variable namely overall CBBE between the determinants of CBBE and outcomes of CBBE has been examined by SEM. The indirect

effect (path co-efficient), its 't' value, its 'p' value and the total effect of each determinant of CBBE in FBP have been estimated separately. The results are shown in Table 5.125.

TABLE 5.125
INDIRECT AND TOTAL EFFECT OF DETERMINANTS OF CBBE ON OCBBE IN FBP

S.No.	Determinants	Indirect Effect (path co-efficient)	t-value	p-value	Direct Effect (path co-efficient)	Total Effect
1	Aesthetic Benefits	0.4049	14.2942	0.0000	0.2949	0.6998
2	Sensory Experience	0.1408	0.3969	0.1804	0.1145	0.2553
3	Functional Benefits	0.3414	8.9432	0.0173	0.1028	0.4442
4	Customer Commitment	0.1303	1.7117	0.1139	0.1639	0.2942
5	Price Fairness	0.4241	15.0316	0.0000	0.3841	0.8082
6	Brand Authenticity	0.1131	1.0886	0.2886	0.0984	0.2115
7	Sales Promotions	0.5636	18.4023	0.0000	0.4117	0.9753
8	Intensive Distribution	0.5808	19.1341	0.0000	0.5017	1.0825
9	Corporate Image	0.2997	3.1442	0.0406	0.3979	0.6976
10	Sustainability	0.1402	1.7341	0.1089	0.1241	0.2643
	Total	3.1389			2.5940	5.7329

The significant indirect effect on OCBBE in FBP has been made by Aesthetic Benefit, Functional Benefit, Price Fairness, Sales Promotion, Intensive Distribution and Corporate Image since the path co-efficients are significant at five or less than five percentage. The highest indirect effect is made by Intensive Distribution and Sales Promotions since their path co-efficients are 0.5808 and 0.5636 respectively. The highest total effect has been made by intensive distribution and sales promotions since their total effects are 1.0825 and 0.9753 respectively. The indirect effect of determinants of CBBE in FBP is higher (3.1389) than its direct effect (2.5940) on the outcomes of CBBE in FBP.

5.4.24 HYPOTHESES FRAMED IN SEM-II FOR FBP

The null hypotheses framed in SEM-II for FBP have been summarized below.

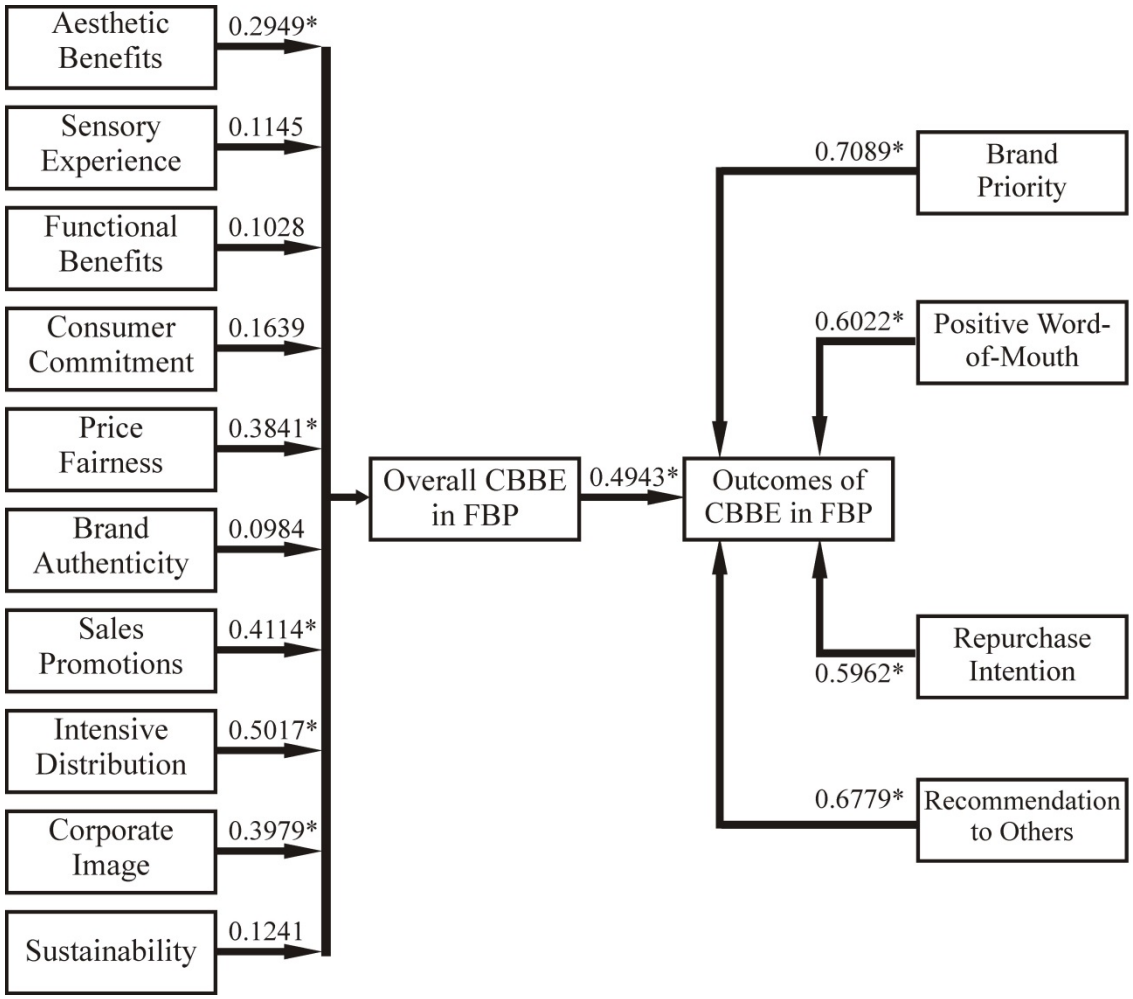
H_1 : There is no significant impact of determinants of CBBE on the overall CBBE in FBP

H_2 : There is no significant impact of overall CBBE on its overall outcomes of CBBE in FBP

H_3 : There is no significant relationship between the components of outcomes of CBBE and the overall CBBE in FBP.

The above said hypotheses have been verified with the help of Structural Equation Modeling. The results presented in the Figure 5.7.

FIGURE 5.7
PATH DIAGRAM OF OUTCOMES OF CBBE AND ITS DETERMINANTS IN FBP



* Significant at five percentage level.

All the three null hypotheses formulated for the study have been rejected. It infers that the determinants of CBBE namely Aesthetic Benefits, Price Fairness, Sales Promotions, Intensive Distribution and Corporate Image significantly play a role in the determination of overall CBBE in FBP market. The overall CBBE significantly influences the outcomes of CBBE. All the four components of outcomes of CBBE have been significantly correlated with the outcomes of CBBE in FBP.

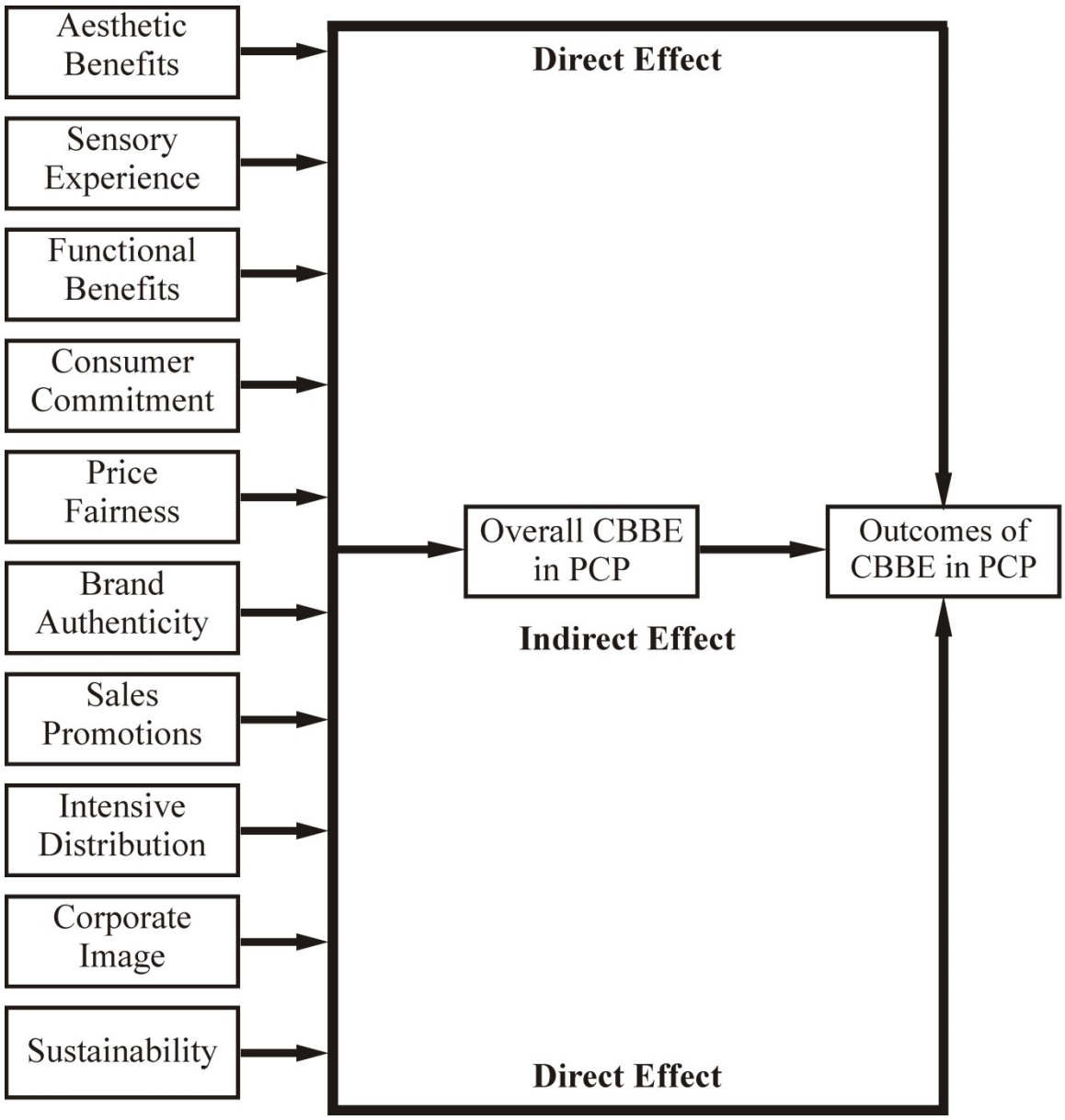
5.4.25 ROLE OF DETERMINANTS AND OVERALL CBBE IN PCP AND ITS OUTCOMES

The present analysis has made an attempt to examine the role of determinants of CBBE and overall CBBE on their outcome with the help of structural equation modeling (SEM). The SEM has been adopted to examine the direct effect, indirect effect and total effect of determinants of CBBE on the outcomes of CBBE in Personal Care Products (PCP). The independent variables included for the SEM is the score of all the ten determinants of CBBE. The mediator variable in the analysis is the overall CBBE in PCP. The dependent variable added for the SEM is the score of overall outcomes of CBBE in PCP (Chan, et al., 2015).

The SEM has been executed at various stages. In the first stage, the validity of variables in each construct (dependent, mediator and independent variables) has been checked along with its discriminant validity. In the second stage, the fitness of the model has been developed for the study with the help of fit indices. In the third stage, the direct effect of determinants of CBBE has been assessed. In the final stage, the indirect effect and total effect have been examined. The developed SEM model is shown in the given figure 5.8.

FIGURE 5.8

MODEL AND ITS FIT IN PCP



The validity of the constructs have been checked by the Cronbach Alpha (greater than 0.70), the content validity (standardized factor loading in each construct is greater than 0.60) and the convergent validity (composite reliability and average variance extracted are greater than 0.50). The discriminant validity has been proved by the VIF (lower than 5.00) and the mean of AVE of all pairs of independent variables is greater than their square of correlation co-efficient. The validity model developed for the study is examined by various fit indices. The results are given in Table 5.126.

TABLE 5.126
MODEL FIT INDICES IN PCP

Chi-square significance	GFI	TLI	CFI	RMSEA
0.0.229	0.8694	0.9649	0.9844	0.0249
Std: ≤0.05	Std: >0.70	Std: >0.90	Std: >0.90	Std: <0.10

The chi-square value of the model development for SEM is significant at two percentage level which is less than its standard minimum of 5 percentage. The GFI and TLI (0.8694 and 0.9649) are greater than their respective bench marks of 0.70 and 0.90. The CFI (0.9844) is higher than its minimum threshold of 0.90. The RMSEA (0.0249) is less than its standard minimum of 0.10. All these indices show the validity of fitted path model.

5.4.26 PATH CO-EFFICIENT RELEVANCE IN PCP

The direct effect of determinants of CBBE on the outcomes of CBBE in PCP has been examined initially. The resulted path co-efficient, the 't' statistics and the 'p' value of each determinants of CBBE in PCP are summarized in Table 5.127.

TABLE 5.127
PATH CO-EFFICIENT RELEVANCE IN PCP (DIRECT EFFECT)

S.No.	Path to Overall Outcome of PCP	Path co-Efficient	t-value	p-value
1	Aesthetic Benefits	0.3296	13.0788	0.0000
2	Sensory Experience	0.3604	14.1193	0.0000
3	Functional Benefits	0.4147	18.0884	0.0000
4	Customer Commitment	0.1889	1.7349	0.0709
5	Price Fairness	0.4108	16.1339	0.0109
6	Brand Authenticity	0.1307	1.1734	0.1433
7	Sales Promotions	0.4294	18.6942	0.0000
8	Intensive Distribution	0.4408	20.1403	0.0000
9	Corporate Image	0.3917	12.0489	0.0244
10	Sustainability	0.0973	0.8673	0.4793

The significant direct effect on the outcomes of CBBE has been made by Aesthetic Benefits, Sensory Experience, Functional Benefits, Price Fairness, Sales Promotions, Intensive Distribution and Corporate Image since their 'p' values are less than 0.05. The highest effect on the outcomes of CBBE in percentage has been made by Intensive Distribution and Sales Promotions since their path co-efficients are 0.4408 and 0.4294 respectively (Foroudi, et al., 2018).

5.4.27 MULTIPLE MEDIATION ANALYSIS

The mediation effects of overall CBBE in PCP have been examined by structural equation modeling. The indirect effect (path co-efficient) of each determinant of CBBE on the outcomes of CBBE through overall CBBE, its statistical significance and total effect have been estimated separately. The computed results are shown in Table 5.128.

TABLE 5.128
INDIRECT EFFECT AND TOTAL EFFECT OF DETERMINANTS OF CBBE ON OCBBE IN PCP

S.No.	Determinants	Indirect Effect (path co-efficient)	t-value	p-value	Direct Effect (path co-efficient)	Total Effect
1	Aesthetic Benefits	0.3904	14.9819	0.0000	0.3296	0.7200
2	Sensory Experience	0.3415	8.9082	0.0294	0.3604	0.7019
3	Functional Benefits	0.6209	18.3844	0.0000	0.4147	1.0356
4	Customer Commitment	0.4011	12.1339	0.0103	0.1889	0.5900
5	Price Fairness	0.3246	13.4024	0.0146	0.4108	0.7354
6	Brand Authenticity	0.2209	1.7882	0.0899	0.1307	0.3516
7	Sales Promotions	0.5906	21.0436	0.0000	0.4294	1.0200
8	Intensive Distribution	0.5817	17.3945	0.0000	0.4408	1.0225
9	Corporate Image	0.2949	9.2063	0.0000	0.3917	0.6866
10	Sustainability	0.1697	1.4423	1.5633	0.0973	0.2670
	Total	3.9363			3.1943	7.1306

The result reveals that the significant indirect effect on outcomes of CBBE in PCP has been made by Aesthetic Benefits, Sensory Experience, Functional Benefits, Customer Commitment, Price Fairness, Sales Promotions and Intensive Distribution since their path co-efficients are significant at five or less than 5 percentage level. The higher indirect effect has been made by Sales Promotions and Intensive Distribution since their path co-efficients are 0.5906 and 0.4817 respectively. In total, the indirect effect of determinants of CBBE on the outcomes of CBBE in PCP is higher (3.9363) compared to the direct effect (3.1943).

5.4.28 HYPOTHESES FRAMED IN SEM-III FOR PCP

In the PCP market, the analysis of SEM has been used to verify the following null hypotheses.

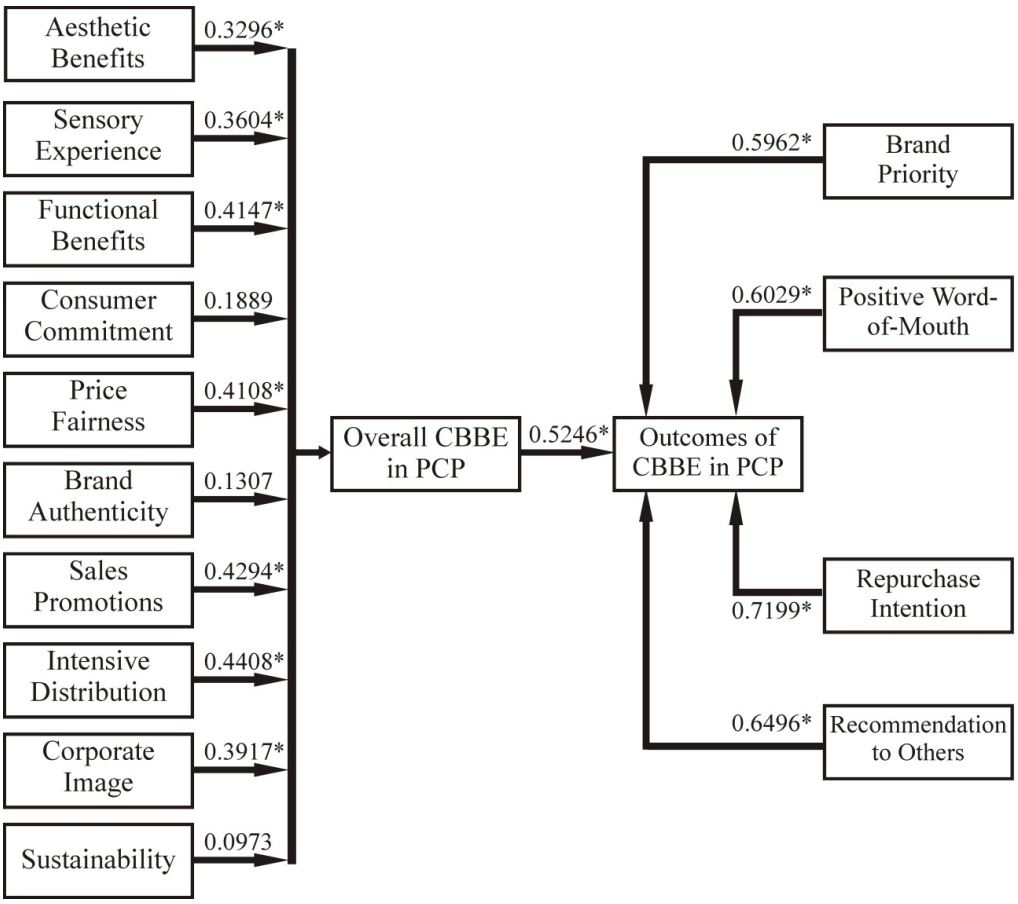
H_N1 : There is no significant influence of determinants of CBBE on the overall CBBE in PCP market

H_N2 : There is no significant impact of overall CBBE in PCP market on the outcomes of CBBE in PCP market and

H_N3 : There is no significant relationship between the four components of overall outcomes of CBBE and the overall outcomes of CBBE in PCP market.

The analysis has been carried out with the help of SEM. The results are presented in the given path diagram, Figure 5.9.

FIGURE 5.9
PATH DIAGRAM OF OUTCOMES OF CBBE AND THEIR DETERMINANTS IN PCP



* Significant at five percent level.

The null hypotheses have been disproved since the path co-efficients of independent variables on dependent variable is significant. It infers that the determinants of CBBE namely Aesthetic Benefits, Sensory Experience, Functional Benefits, Price Fairness, Sales Promotions, Intensive Distribution and Corporate Image have a significant influence on overall CBBE in PCP market. The overall CBBE significantly influenced the outcomes of CBBE. All the four components of CBBE's outcome have been significantly related with the overall outcomes of CBBE in PCP market.