Brand Preference - A Study with special reference to FMCG Products

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Abstract

This paper deals with the Brand Preference with reference to FMCG products. FMCG has come out as a major product category in rural utilization. The present rural market has been growing progressively over the years and is now higher than the city area for the FMCG products. The researcher has taken the FMCG products viz., Toothpaste, Toilet soaps, Hair oils, Detergent Powder and shampoo. The study variables such as demographic factors, brand preference, brand awareness and brand image have been studied by the researcher. Out of the total variables, the researcher wanted to study the factors influencing brand preferences and also to study the relationship between demographic factors and brand preferences. 180 samples have been taken for this study and statistical tools such as chi-square test and multiple regression analysis were administered. The author found that brand image and brand awareness are highly influencing brand preference.

Keywords: Brand preference, Brand awareness and brand image.