

# BRAND AWARENESS OF PERSONAL CARE PRODUCTS ON FMCG TOWARDS IMPLEMENTATION OF GST- A STUDY IN ERODE DISTRICT OF TAMILNADU

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## ABSTRACT

The present article has been made to attempt the brand awareness of personal care products on FMCG towards after implementation of GST in Erode district. In This study of research revealed how the consumer perceived about the brand awareness for taking decision to purchase the personal care products in FMCG after implementation of GST. For this purpose 50 customers are taken as respondents from Erode District based on the convenience sampling method. The consumer plays a vital role for every FMCG products especially personal care products survival with brand awareness of FMCG on GST. So the researcher concluded that consumer perception influence to brand awareness of personal care products.

**Key Words:** FMCG, GST, Customers, Brand awareness and personal care products

## INTRODUCTION OF THE STUDY

Brand awareness indicates how customers can remember or recognize a brand. Brand awareness is a key consideration in consumer behavior, advertising management, branding management, and strategy development. Consumer's ability to recognize or remember a brand is essential in purchasing decision-making. In order to build brand awareness, a complete strategy is developed including the logo, symbols, and all images and related messages. Brand awareness is a key indicator of market performance for a competitive brand. Given the importance of brand awareness in consumer purchasing decisions, marketers have developed a number of metrics designed to measure brand awareness and other brand health measures. Brand awareness relates to the functions of brand awareness and other brand health measures. Brand awareness relates to the functions of brand identities in the memory of consumers and can be measured by the extent to which consumers can recognize the brand under different circumstances. Brand awareness is also essential to understanding the consumer buying decision process. Strong branding awareness can be an indicator of brand success. Brand awareness is the degree of familiarity between consumers about product life and availability (*Gopinath, 2019*).

## REVIEW OF LITERATURE

**Arslan & Altuna (2010)** defined a brand image with a positive and negative attitude toward a brand. The clients brain unexpectedly or when they remember their memories. They have a view that there are three. The aspects of the brand image that make the whole picture of the brand that are; positive, strength and privacy.

**Lee, Lee and Wu (2011)** clarified the image of the brand as a reflection of the public personality and its convictions. The brand image is an important aspect towards buying expectations. It drives customers to spend more on the brand having a good brand image. It helps consumers choose whether or not the brand is their best choice. They are forced to make buying expectations several times.

**Katona, Zubcsek, & Sarvary (2011)** found the design of electronic communications used within social online Media allows looking at how an individual can influence the other. They also found that these patterns are of great benefit to advertisers who are looking for new popular marketing strategies to encourage new users Product deployment.

### OBJECTIVES OF THE STUDY

- ✚ To know the Brand Awareness of personal Care Products on FMCG on GST

### PERIOD OF THE STUDY

The research period was three months from February to March.

### METHODOLOGY Sample Frame:

The research has been conduct in Erode district of Tamilnadu. The respondents are taken from the customers using personal care products. 50 respondents are selected on convenient sampling method due to population is large size.

### Hypothesis of study

- ✚ There is no significant Relationship between Gender and consumer buying behavior after GST
- ✚ There is no significant Relationship between age and consumer buying behavior.

### Data Collection Method:

Primary data evaluated by structured questionnaire. This research was travel out fully in survey method through questionnaires.

### Statistical Tools

The primary data were received and analyzed. A pilot study was operated with the questionnaires' review for the items analysis. The validity and reliability of the questionnaires were evaluated. The outputs of scale were examined working out by the Cronbach's Alpha.

### Chi-Square Test

	Calculated Value
Pearson chi-square	$0.086 > 0.05$
	$0.098 > 0.05$
	$0.093 > 0.05$
	$0.0915 > 0.05$

### Relationship between Gender and buying behavior

Since the calculated value is higher than table value ( $0.086 > 0.05$ ) rejected the null hypothesis and there is significant difference between gender and buying behavior.

### Relationship between Age and buying behavior

Since the calculated value is higher than table value ( $0.098 > 0.05$ ) rejected the null hypothesis and there is significant difference between Age and buying behavior.

### Relationship between income and purchase of buying behavior on personal product

Since the calculated value is higher than table value ( $0.093 > 0.05$ ) accepted the hypothesis and there is significant difference between family income and purchase of buying behavior on personal care products.

### Relationship between marital status and purchase of buying behavior on personal product

Since the calculated value is more than table value ( $0.0915 > 0.05$ ) accepted the hypothesis and there is significant difference between marital status of respondent and purchase of buying behavior on personal care products.

### Conclusion

The consumer brand awareness is apparently decreasing in recent times, attributed to several factors, viz., sophisticated advertising appeals and heavy media support, similarity of products in form, content, price, communication, sales promotion tactics of mass displays, coupons, and price specials that appeal to consumer impulse buying, general fickle mindedness of consumers in buying behavior, growth of new products competing for shelf space and consumer attention.

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