

# BRAND AWARENESS AND BRAND PERCEPTION OF CHEWING GUMS IN CONFECTIONERY MARKET

---

Ms Vandana Gupta,  
Ms Manisha Chowdhury

## Abstract

This study emphasizes upon the Brand Awareness and Brand Perception of different chewing gum brands in the Indian Confectionery market and how it influences consumers in their purchase decision. The main purpose of this study is to empirically examine the relationship between brand awareness, perception and consumer behaviour with very high data representativeness particularly because chewing gums are a low-involvement product category. The project studies the variety of perception in different category of people towards the product, how and why they relate to the product. The project also aims to portray how different brands stand in the entire brand landscape, how sensory and experiential attributes related to a product category demonstrated via emotional integration in ads wins the vote of consumers and also the most important factor in brand building.

## Introduction

In 2009, the confectionery industry of India was ranked 25<sup>th</sup> and has lately come to be known as one of the well developed and significant food processing sector in the nation. The reason behind this growth can be credited to the liberalization which entered India in 1990's which suddenly bought a boom in the economy and

opened the gates for global trade and exposure. This has in fact led several MNC's to plan their investment in India's confectionery market, further changing and transforming the face and the dynamics of this particular industry. Lately, the chewing gum industry is estimated at Rs 1600 Crores, and a projected growth rate of 25 per cent.

As per a latest research report on "Indian Confectionery Market Analysis", the confectionery market in India is undergoing many rapid/quick changes in terms of ongoing green trends plus dynamic consumer behaviour patterns across demographics. The latest mall culture in one tier and two tier cities has substantially changed the lifestyle of consumers in India where there is noticeable growth in consumer spending is certainly benefitting the confectionery industry at the present. It is interesting to note that with many MNC companies entering the Indian confectionery market the consumers enjoy the luxury of choosing from among a pool of brands whereas the companies have to face tough competition. However, the companies still have a respite because with the increase in competition there is also substantial increase the consumer's per capita income with the launch of new

and innovative products with fairly affordable price tags, & creating of brand awareness among the potential buyers through sales promotion tools like advertisements and promotional campaigns. Out of the results of a many research efforts it has been estimated that in the near future what will fuel growth in Indian confectionery industry will be the social trend of gifting confectionery products on festivals and occasions and the country's half the population which comprises of the untapped rural market. Supported by such factors, the confectionery market in India is projected to grow rather shoot up to a CAGR of at least more than 18% during the period of 2012-2015.

By and large, the confectionery market in India can be categorized /segmented into 3 major segments: Chocolate, the gum market and Sugar confectionery. These categories are then divided into various other sub-segments. This data has been facilitated by the researchers who have conducted a study on the confectionery market throughout, category wise and also sub-category wise, and have provided market prediction cum forecast (in terms of vol. & value both) up till 2015. Out of all the categories and sub categories of the Indian confectionery market, the chewing gum market is projected to grow at the fastest rate, by value, in the upcoming years.

It is not surprising that now many domestic and MNC's would be fighting and gearing

for gaining larger market share and profit from the growing confectionery market/ industry in India. In the subsequent paragraphs the project report gives a brief about major companies in the chewing gum market, and the competitive landscape in the chewing gums segment, which includes the major brands and its product portfolio. The research, has been specifically designed to understand the brand awareness and brand perception of chewing gums in confectionery market , primarily analyzes the brand landscape in the industry and how exactly the various brands stand in relation to each other where consumer awareness and preference are concerned. At the same time the project highlights the perception the consumers have formed for various brands. This way, this dissertation report provides an inclusive and in-depth analysis of confectionery market in India with respect to chewing gums and which can also help the companies to position themselves more clearly in the mind of the consumers.

Awareness and Perception are the two key variables cum metrics that any company would use to measure their brand equity.

Awareness in simple basic terms is about the question that "how many people know about my brand?" Usually, awareness is

measured through mass surveys that ask participants a series of questions like - "What brand comes to your mind if you want to buy mobile phone?" This would also show the brand recall value most naturally. In general, companies measure Unaided awareness i.e. percentage of respondents who recall a brand when there is no display of any advertisements or hint about the brand to the respondents. For top brands like Cadbury, Coke, KFC, McDonalds the awareness will be close to 100%.

### **Context of the Study**

The process of perception starts with an object in the real world, termed as distal stimulus or distal object. "By means of light, smell, taste, touch, the object stimulates the body's sensory organs." Context of study is to explore the importance of developing a brand. In this report the basic premise is to find out the sensory and experiential attributes involved in developing perception about the brand at the same time evaluate whether advertisements and brand awareness have role to play in perception formation. An e.g. could be "a person looking at a burger. The burger itself is the distal stimulus. When light from the burger enters a person's eye and stimulates their retina, such stimulation is the proximal stimulus. The image of the burger reconstructed by the brain of the person is the percept." Another e.g. could

be a fire alarm.

The alarm is the distal stimulus. "The sound stimulating a person's auditory receptors is the proximal stimulus, and the brain's interpretation of this as the ringing of an alarm is the percept." Such different kinds of sensations such as taste, sound, are the "sensory modalities".

Awareness, attitudes, and usage (AAU) metrics relate implicitly to what is called as the Hierarchy of Effects, an assumption that consumers go through three sequential stages from lack of awareness, to initial purchase of a product, and then brand loyalty. In total, these AAU variables allow companies to track trends in customer knowledge & attitudes.

Creation of brand awareness is the primary objective of advertising at the beginning of any product's life cycle, and has a significant influence on consumer buying behaviour. Marketers gauge the levels of awareness, depending upon whether the consumer in a given study is influenced by a brand, advertising, product's category or usage situation. Typical questions might be "Have you heard of Brand XYZ?" or "What brand comes to mind when you think 'laptops'?"

Awareness is specifically the percentage of potential customers/consumers who recognize or can name a given brand. Marketers usually research brand

J

recognition on an 'aided' or 'prompted' level, asking questions as, Have you heard of Apple?, they may also measure 'Unaided' or 'unprompted' awareness, asking questions as, Which mobile phone manufacturer comes to your mind?. This is top of mind awareness/spontaneous brand recall where only the 1st brand recalled is recorded.

## Literature Review

### Concept of Branding

Logo Design works, 2007: The concept of branding is of great significance for marketers as well as the consumers. It is through branding that a consumer is able to differentiate between various available goods and services available in the market place. Customers understand brand through associations and attitude formation and with the easy information available about the brands which in turn build their trust with time.

Dolak, 2003; Kotler & Armstrong, 2004: In today's time branding is used strategically meaning that they are used to create and build emotional attachments to products and with companies. The modern concept of branding grew out of the consumer packaged goods industry and the process of branding has come to include much more than just creating a way to identify a product or company.

Srinivasan, Park & Chang, 2005: Basically brands build perceptions in a manner that the consumers are easily able to

differentiate between various products in the market place. Any brand is called as strong if it is able to deliver products and services consistently for which the customers are able to build trust and can rely upon the brand promise being made.

### Brand Equity

David Aaker, 1991; Neal & Strauss, 2008: When it comes to business assets and liabilities, the terms, can't stay away for long. Of all the assets what matters most are the ones which are intangible. A business running on the principles where it maintains and augments a loyal customer base, symbols and slogan to create a recall and brand name to develop an identity is a business which is actually growing and its management has a robust plan to survive in the future. These intangible attributes strengthen the personality and underlying image of the business. It creates the perception of business in the minds of its customers be it a product or a service.

Pitta & Katsanis, 1995: To create brand equity a brand manager first lays an environment of brand awareness this is typically done by creating a buzz and advertisement by the help of a number of channels. This helps in creating a positive brand image which is further enhanced by walking the talk, which is, giving what is being advertised.

### Factors that Influences Brand Equity:

The following are the five major factors said by Aaker to influence the Brand Equity. Brand Equity works similar as assets and liabilities of the company. It can enhance or reduce and is always floating.

Aaker (1991) originally outlined five components of brand equity:

1. Name Awareness: Share of mind.
2. Perceived Quality: Seen as better / best fit for me (functionality, trust, long lasting).
3. Brand Loyalty: Enduring preference.
4. Positive Associations: Sponsorships, admired people using the product, corporate citizenship.
5. Other Assets: Trade mark's, exclusive channels, merchandising systems.

### Brand Awareness

Aaker, 1996: Brand awareness refers to the recall a consumer can make about the name of the brand. Bovee et al, 1995: It is also a measure of the portion of pie (market) that is aware of the brand name. Stryfom et al., 1995: Awareness can be created or increased depending on the need and agenda of the company. This is usually done by repetitive advertising and publicity campaigns. Brand awareness provides a number of competitive advantages for the marketer such as:

A known Brand creates an environment of familiarity for the consumer. Thus, it helps in trust building.

Name awareness can be taken as sign of

presence, substance and commitment. The prominence of a brand will decide if it is recalled when the purchasing process begins. Brand awareness studies can be performed by analysing and measuring different channels such as social media, market perception, recall as well as market acceptance.

These factors can tell us how a brand is being perceived:

**Brand recognition:** When a consumer can vividly relate to or confirm relation to brand to which he or she have previously been exposed to then we can say that the Brand has recognition. It requires that consumers can give for the brand being previously seen or heard. **Brand recall:** When a consumer can retrieve the name of a brand from the memory given the product category then we can confirm that the brand recall for the brand exists. It has be exact, for the brand succeeds in creating a recall only if the recall is exact.

**Top-of-mind brand:** Given a product classification, the first name which comes to a consumers mind is his top of the mind brand.

**Dominant Brand:** The ultimate awareness of the brand when a product category is announced to the consumer becomes a dominant brand.

Therefore the biggest challenge is to build awareness and presence in the market which is both economic and efficient. Brand awareness changes the customer perspective and thus can change the

buying decisions.

Aaker & Joachimsthaler said that “People like the familiar and are prepared to ascribe all sorts of good attitudes to items those are familiar to them”

Brand Awareness and Consumer/Brand Loyalty

Market Research Worldwide, 2009: Brand awareness affects the way consumer loyalty and decision-making is done by influencing the creation of strength of brand associations and the brand image created in the mind of consumers through the different information attached to the brand. These positive adjectives of information play vital role in most of the buying decisions.

Studies and research have continuously focused on a point that brand loyalty can't just be created without brand awareness. Awareness creating brand differentiation will help create an image in the minds of the consumers which in turn forces the buying decision.

Awareness is created in different ways; companies usually use aided and Unaided awareness. Image and brand marketing research studies are used to determine the extent to which consumers are familiar and keep a positive opinion about the company's products or services. It is an evident fact that in industries companies with the highest awareness levels also have biggest market share.

In the Market Research Worldwide, 2009, It was clearly mentioned that awareness levels is a measure whether consumers

know about a product and company associated with it or not. This directly corresponds to the public image of a company and thus sales.

## **Research Methodology and Procedures**

### **Research Objectives:**

1. To find out the influence of brand awareness on the purchase decision of the consumers
2. To find out the highest brand recall value in terms of frequencies of the chewing gums available in India
3. To interpret the stimuli of consumers towards the chewing gums
4. To understand the perception of consumers towards the chewing gums
5. To gauge the brand loyalty of the consumers
6. To identify the most important factor in creating brand awareness

### **Research Design**

Exploratory & Descriptive research – The research has been carried out through primary exploratory research first in order to gain first- hand information on brand awareness and perception of chewing gums in India and so be able to form a brand landscape. The exploratory research is followed by the causal research which is descriptive type. Also, single cross-sectional research design is adopted.

### **Sampling Design**

A questionnaire was constructed for the

survey. A combination of scaling technique is used-Likert scale, nominal scale, ordinal scale etc. Some of the questions are open-ended and some are close-ended.

**Population & Sampling Technique:**

Sample frame- all the regular chewing gum eaters

Sample population- all the regular chewing gum eaters in NCR (NOIDA) region

Sampling technique - quasi sampling - quota sampling

Sample size - 150

**SETTING QUOTA's:**

- India's population is 1.47 billion in 2014 i.e 1470000000 Cr.
- Out of this population, let's say 10% of the population comprises of chewing gum eaters i.e. 14,70,00,000 Cr
- Now let's say every 20th person in the population frame is a regular chewing gum eater -  $14,70,00,000 / 20 = 73,50,000$  (this is after taking into account the rural population also)
- Sex ratio is 1000 male per 943 females
- Age structure – 2009
  - 0-14 yrs = 31.1% = 31
  - 15-64 = 63.6% = 64
  - 65 and over = 5.3% = 5
- NOIDA census to understand demographics and assign quotas- Population of Noida in 2011: 642,381
- Out of this population let's say 10 % of the population comprises of chewing gum eaters i.e. 64238.1
- Therefore, regular gum eaters =  $64238/20 = 32,119$ 
  - Male - 289,804 and Female - 352,577
  - Sex Ratio - 822 females per 1000 males
- Composition of males and females

therefore becomes : (45% Females & 55% males )

**QUOTA 1 - GENDER**

Males =  $150 * 10/18 = 83.3 = 83$

Females =  $150 * 8/18 = 66.6 = 67$

**QUOTA 2 - AGE**

0-6 yrs = 13% = 19

7-14yrs = 18 % = 27

15-64 yrs = 64% = 96

65 and over = 5 % = 8

**QUOTA 3 – MULTI-LAYERING in GENDER**

0-14yrs - Sex ratio = male

$190,075,426/\text{female } 172,799,553 = 52\%$

males & 48% females = 24M & 22F

15-64 yrs - Sex ratio = male

$381,446,079/\text{female } 359,802,209 = 51\%$

males & 49% females = 49M & 47F

65 and over = male  $29,364,920/\text{female}$

$32,591,030 = 61955950 = 47\%$  males &

53% females = 3M & 5F

**DATA COLLECTION PROCEDURE:**

- Type of Data: Exclusively Primary Data
- Methods of collecting Primary Data: Questionnaire
- Methods for filling questionnaire: targeted at regular chewing gum eaters in the Noida NCR Region

**Instruments Used:**

The instruments used for the survey are:

- Questionnaire.
- MS Excel for charts & diagrams, Frequency analysis
- SPSS software for relationship analysis

**DATA ANALYSIS AND INTERPRETATION**

**Q1) Rate your awareness about the following chewing gums available in the market.**

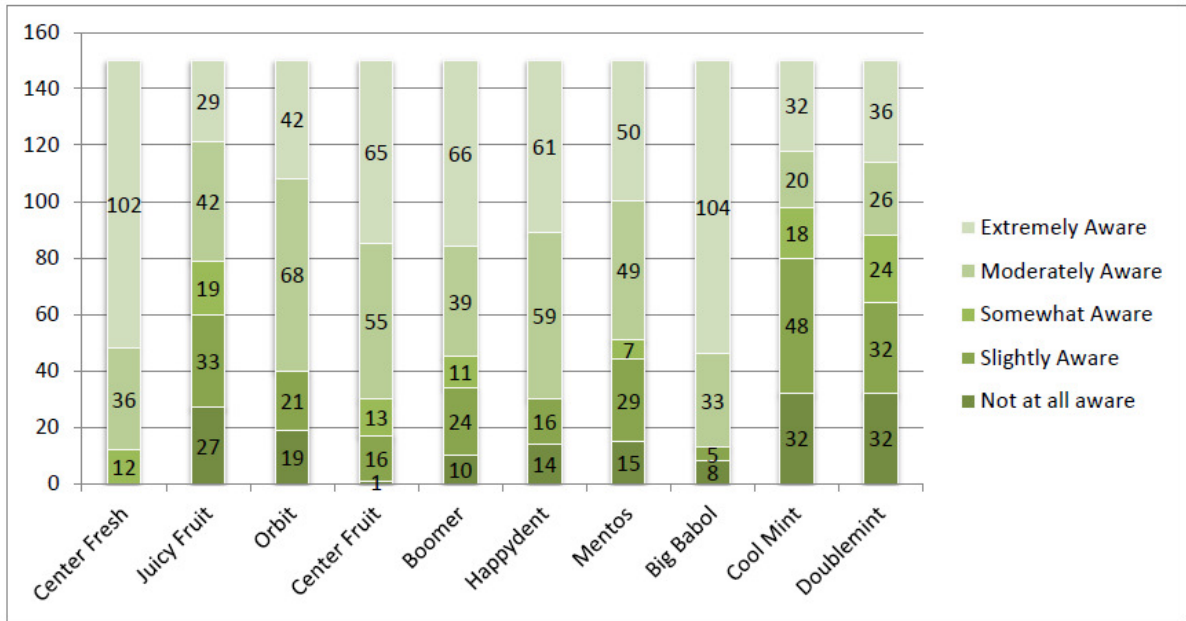


Figure 4.1

**Interpretation-**

Big Babol enjoys good brand awareness in the market with 104 respondents being extremely aware about it followed by Center Fresh with 102 respondents being extremely aware. Orbit, Happydent, Center Fruit and Mentos and Boomer by and a large enjoy moderate brand awareness with 68, 59, 55, 49 respondents in the category respectively close enough to

reach higher awareness bracket with little more advertising efforts. Other chewing gums like Cool Mint, Doublemint, Juicy fruit, do not enjoy brand awareness at all primarily due to lack of advertising efforts reason which why people are either only slightly aware about them or are completely not at all aware.

**Q2) Which of the following brands' advertisement you have seen / can recall ?**

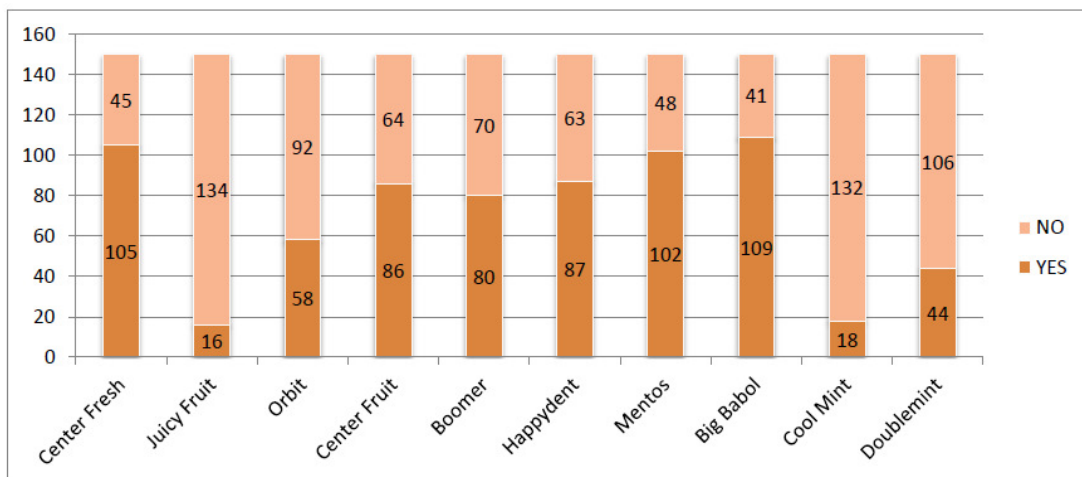


Figure 4.2



**Interpretation -**

Big Babol has the highest brand recall value with 109 respondents having a brand recall for its advertisement followed by Center Fresh, Mentos, Happydent, Center Fruit, Boomer with 105,102, 87, 86 ,80 respectively. However, the

brand’s advertisement recall value for Juicy Fruit, Cool Mint, Doublemint and Orbit is negative with 134,132,106,92 respondents that is majority of them having no recall for the brands’ advertisement.

**Q3) Complete the sentence - I want my chewing gum to be Ophthamoception (Sight) –**

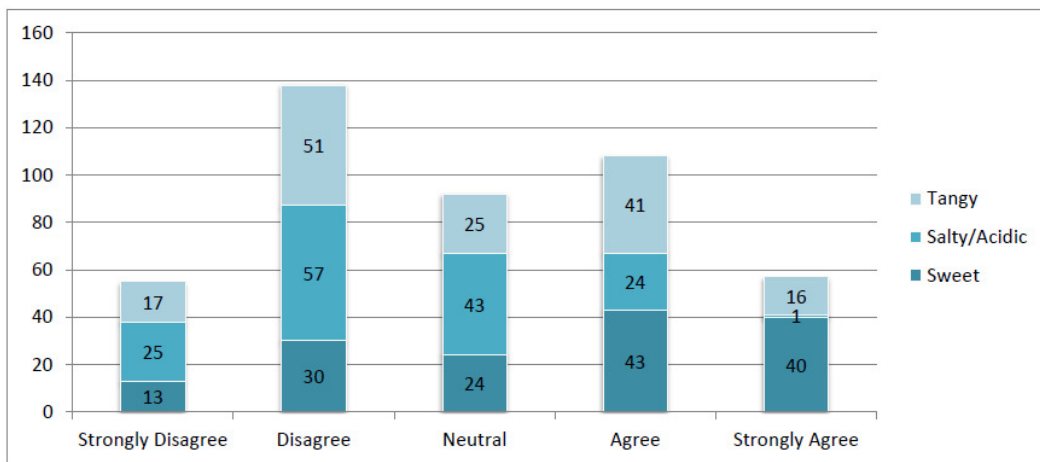


Figure 4.3.1

**Interpretation-**

By and large, respondents prefer a sweet taste in chewing gums with about 83 respondents (40+43) showing a favourable positive response. The salty/acidic flavour is not a preferred taste with over 82

respondents (57+25) showing an unfavourable response towards the same. On the flip side, tangy flavour is still preferred over the salty taste with about 57 respondents (41+16) approving of the taste.

**Olfacoception(Smell)**

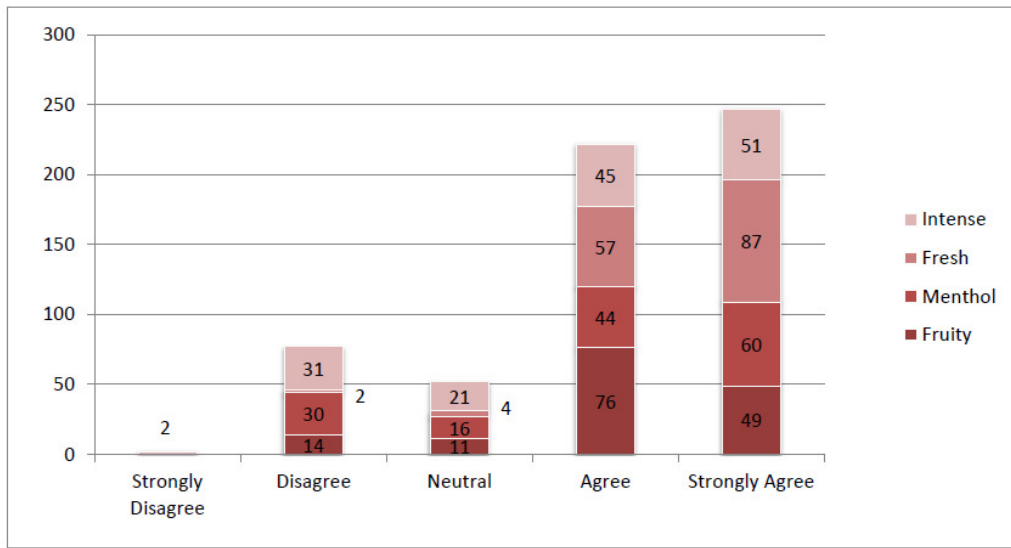


Figure 4.3.2

**Interpretation -**

Respondents have given a very positive response to the sensory attribute of smell with majority of them showing preference for intense, fresh, menthol and fruity gum

with about a 96, 144, 104, 125 respondents respectively. This reflects the experience people wish to have with a chewing gum which is basically freshness and a sweet substitute for some.

**Tactioception (Skin) –**

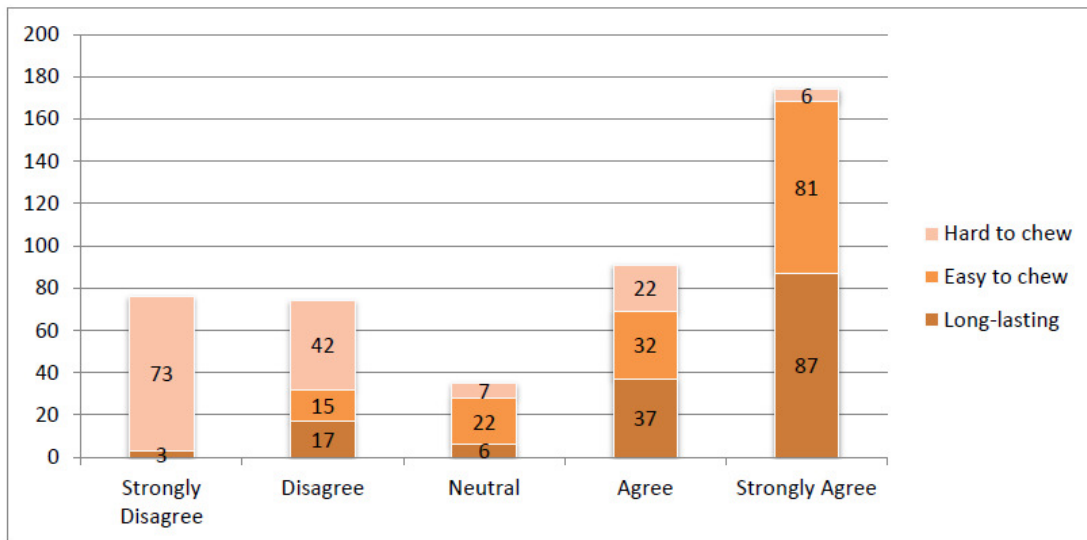


Figure 4.3.3

**Interpretation -**

When the sensory attribute of touch is concerned respondents preferred a gum which is easy to chew & long

lasting with about a 113 and 124 of them showing a positive response. On the flip side a handful of 28 respondents showed a positive

response for a gum which is hard to chew.

**Gustaoception (Taste) –**

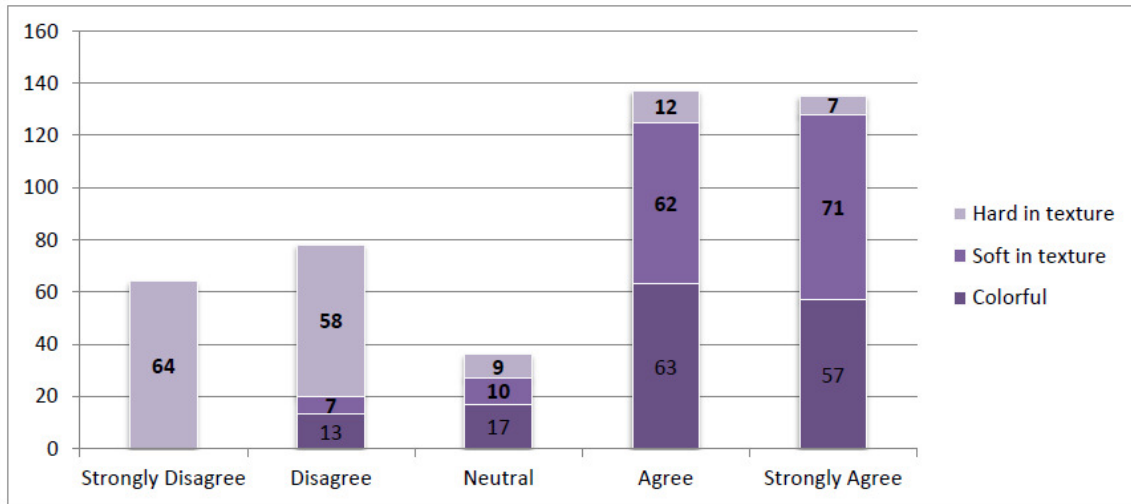


Figure 4.3.4

**Interpretation –**

Lastly, in the visual sensory attribute respondents showed preference towards a gum which is soft in texture and is colorful with about 133 and 120 respondents

showing a positive response. On the flip side majority of the respondents showed no preference for a gum which looks hard in texture i.e. 122 in number.

**Q4) Assuming that you have seen the advertisement, what do you think is the dominant theme of the following brands?**

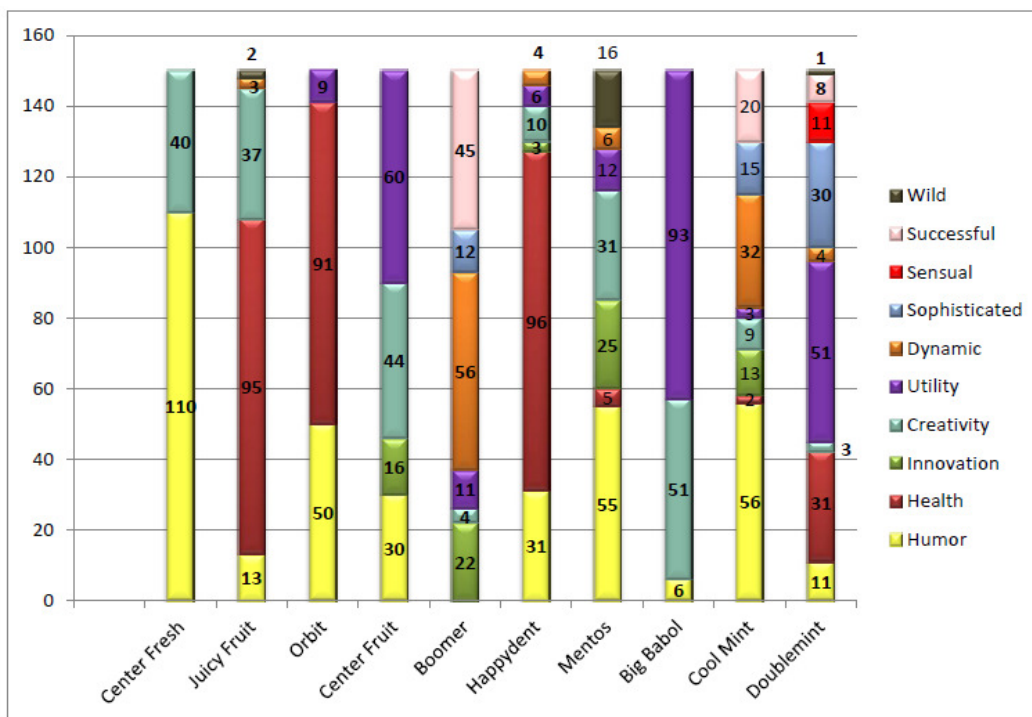


Figure 4.4

**Interpretation –**

At the aided level i.e. after showing the advertisement to the respondents it was found that majority of the respondents found the dominant theme of Center Fresh ad as humor , Orbit and Juicy Fruit ad as health,

Center fruit ad as utility, Boomer as dynamic, Happydent as health, Mentos & Big Babol as creativity, Cool Mint as humor and Doublemint as utility.

**Q5) Which one of the following chewing gums have you tasted?**

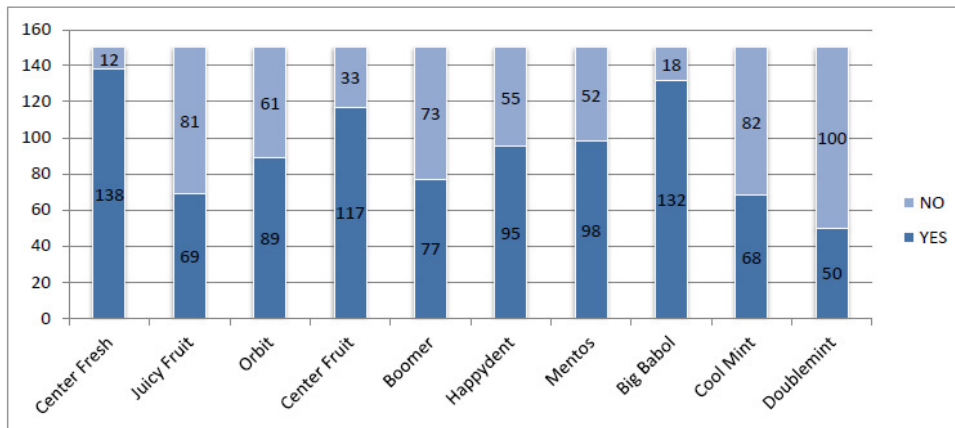


Figure 4.5

**Interpretation –**

The most consumed gums are Center Fresh, Big Babol , Center Fruit with about 138, 132 and 117 respondents tasted them. Moderately consumed gums

are Mentos, Happydent, Orbit with 98, 95 and 89 respondents respectively. The least tasted gums are Juicy Fruit, Cool Mint and Doublemint with only 69, 68 and 50 respondents.

**Q6) Rate the following gums in terms of your liking.**

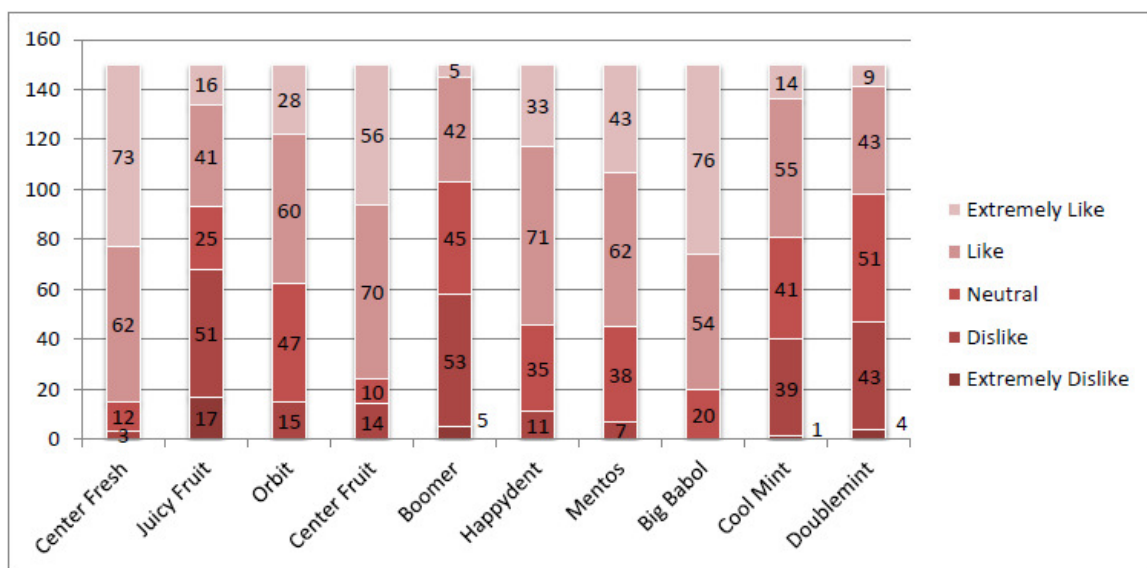


Figure 4.6

**Interpretation –**

The most liked chewing gums are Center Fresh Center Fruit and Big Babol with about 135, 126 and 130 number of respondents showing their liking respectively. Moderately liked gums are

Happydent, Mentos and Orbit with 104, 105, 88. Least liked gums are Juicy Fruit, Boomer, Coolmint and Doublemint with 57, 47, 69 and 52 respondents liking them.

**Q7) If your favorite gum is not available then do you easily settle for or buy some other gum available at the shop?**

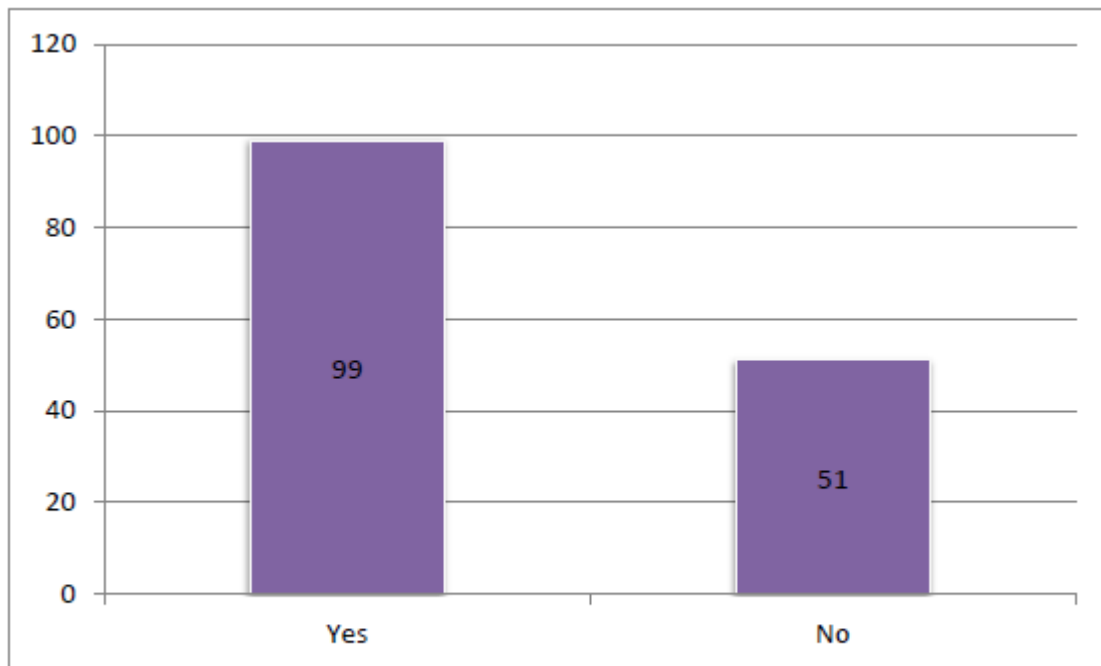


Figure 4.7

**Interpretation –**

As many as 90 respondents do not exhibit brand loyalty in the preference of their chewing gums and are willing to compromise and buy some other brand particularly because it is a low-involvement

category and products are perfect substitute of each other. Also because the product cycle is small people don't really bother much and buy what is available on occasion.

**Q8) Complete the sentence - I eat chewing gum because**

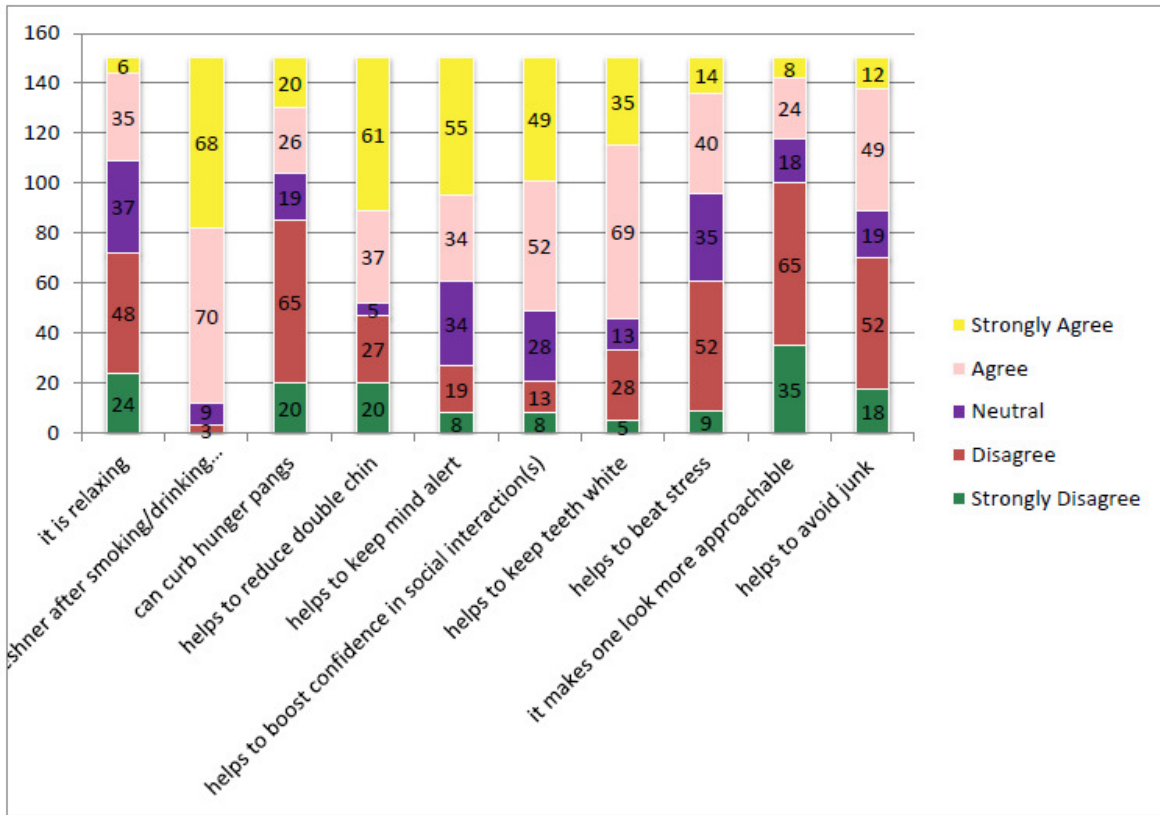


Figure 4.8

**Interpretation –**

Respondents eat chewing gums because they find it relaxing, a quick mouth freshner, can curb hunger pangs, helps to reduce double chin, keeps mind alert during

exams and boosts confidence in social interactions. This displays the pattern of the experiential attributes associated with the gum industry as a way to study the consumer perception.

**Q9) Rate the importance of the following parameters when you buy a chewing gum**

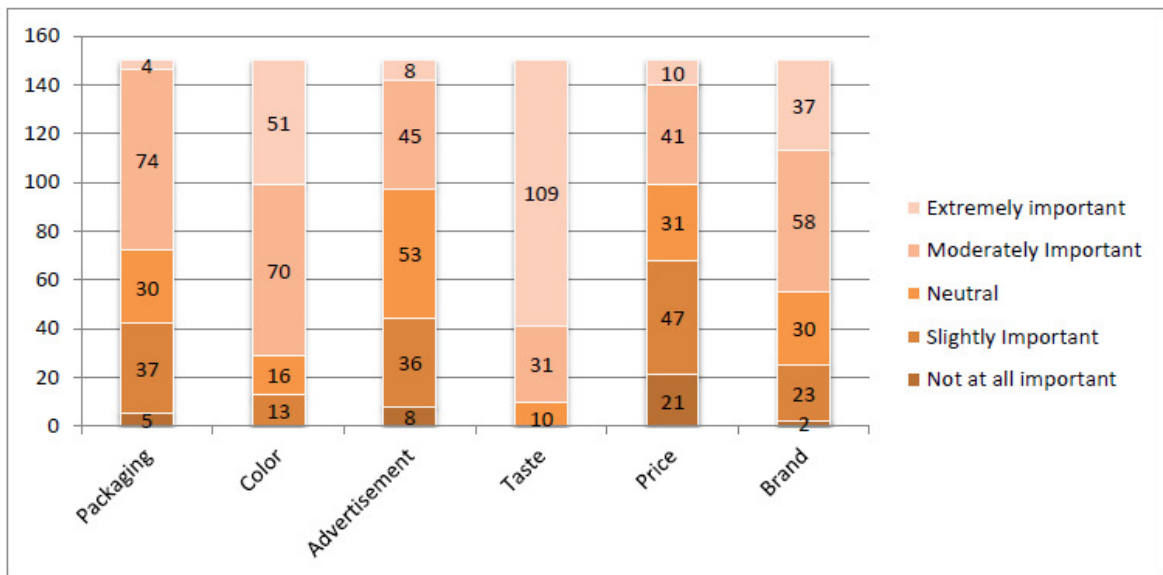


Figure 4.9

**Interpretation –**

Taste is an extremely important parameter in the selection of a particular brand of gum by the respondents with as many as 109 respondents in the favour of it. Parameters like Packaging, Colour are moderately important with 74 and 70

respondents in that category. Brand and advertisement holds a neutral importance with 53 and 58 number of respondents respectively. Price is the least important factor particularly because the gum industry offers products which are priced very low.

**Q10) Do you think celebrity endorsement would influence your purchase decision?**

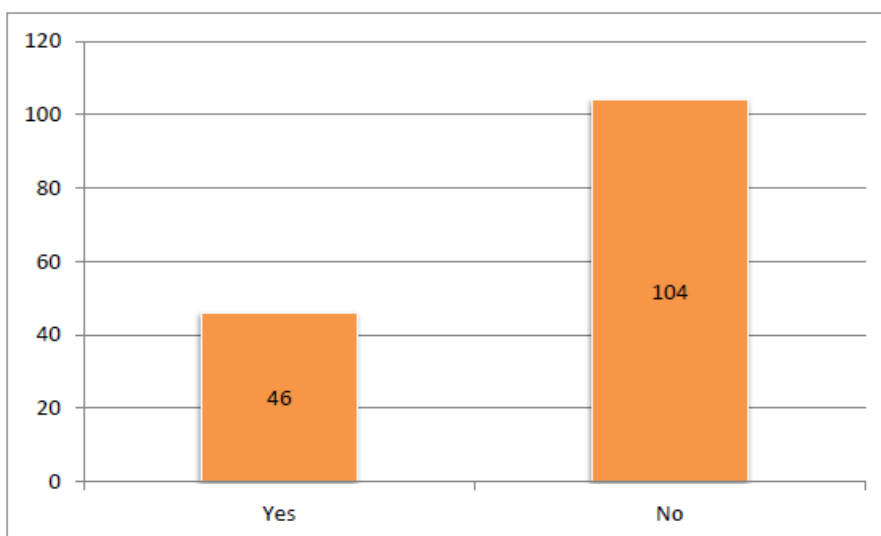


Figure 4.10

**Interpretation –**

Very clearly it can be inferred that celebrity endorsement doesn't effect the purchase decision of the majority of

respondents with over 104 of them saying a No and the rest 46 saying Yes.

**Q11) Do you think chewing gums really hold their properties?**

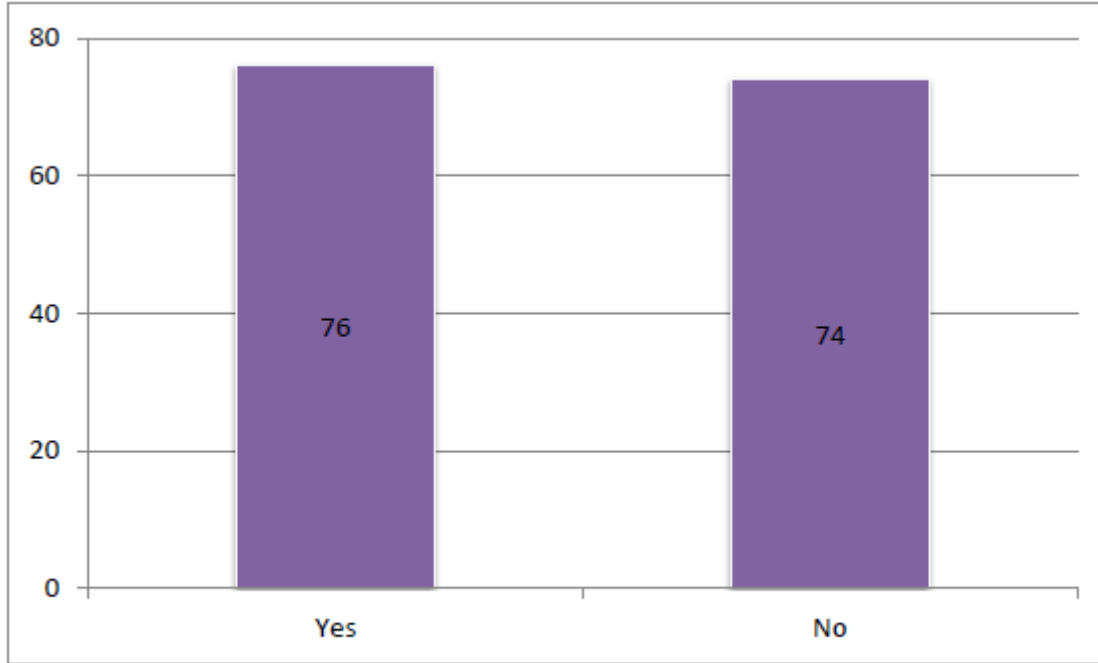


Figure 4.11

**Interpretation –**

It is implicit that there is a close tie between the opinions regarding gum properties where 76 of the respondents believe that

gums hold their properties like teeth whitening agents, freshness agents etc and the rest 74 believe that the gums have all artificial agents and fake it all.

**Q12) If given an option then which of the following chewing gum would you prefer?**

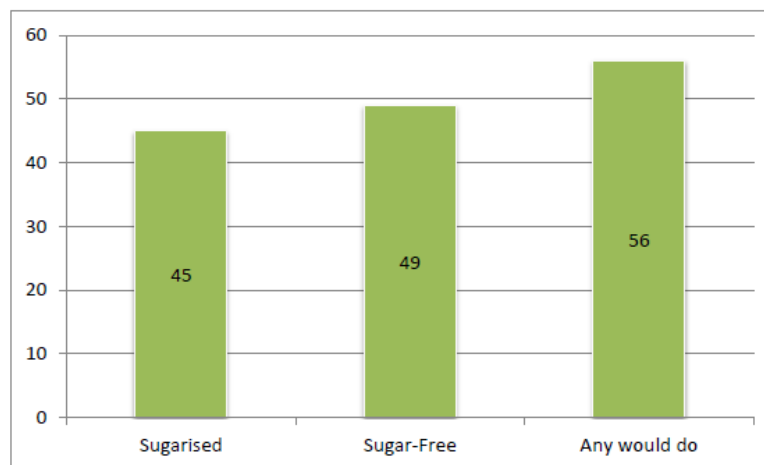


Figure 4.12

**Interpretation –**

In today's time when people are so health conscious it is important to study their perception



about chewing gums also and it has been observed that people prefer sugar-free gums. However, it depends upon the age as people over 35 years of age prefer sugar-free gums although by and large people are ready to compromise.

**Q5) Which advertisement can you relate the most with yourself and why?**

This was an open – ended question providing qualitative insight into the preference people generally build for a particular chewing gum on the basis of their relativity to the product's advertisement.

It was found that people like an advertisement based on the sensory and experiential values displayed in the advertisement which directly or indirectly promises to deliver to customers' satisfaction of their individual objectives which differs upon parameters such as personality, demographics. Now, this is usually done through emotional integration wherein ads portray a character that is shown reaping the benefits out of the product.

It was observed that different age groups had different reasons for relating to a particular advertisement.

By and Large, children relate to the advertisement of brands like Big Babol and Boomer primarily because they are animated and coloured, involve a

personality symbol or a superficial dreamy character they want to be like, additional premiums such as a tattoo, a toy, redeemable points, masks, and other offers. Some of them they related to the ad because the cast in the ad were children or their voice overs which made them build an instant relation to them.

The youth relate to the advertisement of brands like Center Fresh and Mentos because they find the advertisement cool, humorous, fun , dynamic, entertaining, slice of life, smart, intelligent and the likes which in their perception is a trait of their own personality. Some of them also related to Double Mint ad featuring Katrina Kaif and the confidence one gets after eating it. Yet some others could relate to gums like happy dent, cool mint , orbit primarily because they are sugar-free and ensures dental health easily.

Lastly, the responses of age old people were varied. Many of them related to Center Fresh ad not because it is funny, smart, intelligent etc but because the frequency of ad is greater in comparison to other ads and they feel that indirectly that means that it is the most popular, most tried brand in the gum market in India. Some other obviously related to sugar – free gums like Happy Dent and /or Orbit for health reasons.

**DEMOGRAPHICS**

AGE GROUP	FREQUENCY
0-12yrs	23
13-19yrs	23
20-39yrs	76
40-50yrs	20
60yrs & above	8

Table 4.1

AGE GROUP	MALE	FEMALE	TOTAL
0-12yrs	12	11	23
13-19yrs	12	11	23
20-39yrs	39	37	76
40-50yrs	10	10	20
60yrs & above	3	5	8
<b>TOTAL</b>	<b>76</b>	<b>74</b>	<b>150</b>

Table 4.2

**HYPOTHESIS TESTING**

**Null Hypothesis** –Advertisement of Center Fresh has no impact on Brand Awareness

**Alternate Hypothesis** - Advertisement of Center Fresh has an impact on BrandAwareness

**Chi-square test** (Between Q1.1 and Q2.1)

Rate your awareness about the following

chewing gums available in the market- Center Fresh \* Which of the following brands' advertisement you have seen ?- Center Fresh Cross tabulation

		Which of the following brands' advertisement you have seen / can recall ? - Center Fresh		Total
		Yes	No	
Rate your awareness about the following	Somewhat	3	9	12
	Aware			

chewing gums available in the market- Center	Moderately	20	16	36
	Aware			
Fresh	Extremely	82	20	102
	Aware			
Total		105	45	150

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.394 <sup>a</sup>	2	.000
Likelihood Ratio	19.339	2	.000
Linear-by-Linear Association	20.182	1	.000
N of Valid Cases	150		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.60

Table 4.3

**Interpretation** – As the value obtained is less than 0.05 at 95% confidence interval the null hypothesis is rejected. So it can

be inferred that advertisement affects the brand awareness of center fresh.

**HYPOTHESIS 2**

**Null Hypothesis** –Advertisement of Cool Mint has no impact on Brand Awareness

**Alternate Hypothesis** - Advertisement of Cool Mint has an impact on Brand Awareness

**Chi-sqaure test** (Between Q1.9 & Q2.9)

Rate your awareness about the following chewing gums available in the market- Cool Mint \* Which of the following brands' advertisement you have seen / can recall? - Cool Mint Cross tabulation

		Which of the following brands' advertisement you have seen / can recall ? - Cool Mint		
		Yes	No	Total
Rate your awareness about the following chewing gums available in the market- Cool Mint	Not at all aware	0	32	32
	Slightly Aware	6	42	48
	Somewhat Aware	5	13	18
	Moderately Aware	4	16	20
	Extremely Aware	3	29	32
	Total	18	132	150

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.039 <sup>a</sup>	4	.040
Likelihood Ratio	12.709	4	.013
Linear-by-Linear Association	1.598	1	.206
N of Valid Cases	150		

- a. 4 cells (40.0%) have expected count less than 5 the minimum expected count is 2.16. Table 4.4

**Interpretation –**

As the value obtained is less than 0.05 at 95% confidence interval the null hypothesis is

rejected. So it can be inferred that advertisement affects the brand awareness of Cool Mint.

**HYPOTHESIS 3**

**Null Hypothesis** –Consumption of Center Fresh has no impact on liking

**Alternate Hypothesis** –Consumption of Center Fresh has an impact on liking

**Chi-square test**(Between Q6.1 & Q7.1)

Which one of the following chewing gums have you tasted? - Center Fresh \*  
Rate the following gums in terms of your liking - Center Fresh Cross tabulation

		Rate the following gums in terms of your liking - Center Fresh				Total
		Dislike	Neutral	Alike	Extremely Alike	
Which one of the following chewing gums have you tasted? - Center Fresh	Yes	2	7	56	73	138
	No	1	5	6	0	12
Total		3	12	62	73	150

**Null Hypothesis** –Consumption of Center Fresh has no impact on liking  
**Alternate Hypothesis** –Consumption of Center Fresh has an impact on liking

**Chi-square test** (Between Q6.1 & Q7.1)

Which one of the following chewing gums have you tasted? - Center Fresh \*  
Rate the following gums in terms of your liking - Center Fresh Cross tabulation

		Rate the following gums in terms of your liking - Center Fresh				Total
		Dislike	Neutral	Alike	Extremely Alike	

Which one of the following chewing gums have you tasted? - Center Fresh	Yes	2	7	73	138
	No	1	5	0	12
Total		3	12	73	150

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.681 <sup>a</sup>	3	.000
Likelihood Ratio	24.087	3	.000
Linear-by-Linear Association	22.828	1	.000
N of Valid Cases	150		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .24

Table 4.5.

**Interpretation –**

As the value obtained is less than 0.05 at 95% confidence interval the null hypothesis is rejected. So it can

**HYPOTHESIS 4**

**Null Hypothesis** –Consumption of Doublemint has no impact on liking

**Alternate Hypothesis** –Consumption of Doublemint has an impact on liking

be inferred that consumption of Center Fresh has an impact on liking.

**Chi-square test**(Between Q6.10 & Q7.10)

Which one of the following chewing gums have you tasted? - Double Mint \*  
Rate the following gums in terms of your liking - Double Mint Cross tabulation

	Rate the following gums in terms of your liking - Double Mint					Total
	Extremely Dislike	Dislike	Neutral	Alike	Extremely Alike	
Which one of the following chewing gums	1	12	11	19	7	50
Yes						
No						

have you tasted? - Double Mint	3	31	40	24	2	100
Total	4	43	51	43	9	150

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.150 <sup>a</sup>	4	.007
Likelihood Ratio	13.793	4	.008
Linear-by-Linear Association	7.989	1	.005
N of Valid Cases	150		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.33.  
Table 4.6

**Interpretation –**

As the value obtained is less than 0.05 at 95% confidence interval the

null hypothesis is rejected. So it can be inferred that consumption of Doublemint has an impact on liking.

**HYPOTHESIS 5**

**Null Hypothesis**–Gender has no impact on the choice of taste

**Alternate Hypothesis**- Gender has an impact on the choice of taste

**T test**

**Between Q3.1,Q3.2,Q3.3 & Q15**

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Complete the sentence - I want my chewing gum to be – Sweet	Equal variances assumed	.765	.383	.007	148	.995	.001	.214	-.422	.425
	Equal variances not assumed			.007	147.846	.995	.001	.214	-.422	.425
Complete the sentence - I want my chewing gum to be - Salty/Acidic	Equal variances assumed	.273	.602	1.695	148	.092	.268	.158	-.044	.580
	Equal variances not assumed			1.693	146.998	.093	.268	.158	-.045	.580
Complete the sentence - I want my chewing gum to be – Tangy	Equal variances assumed	2.983	.086	1.896	148	.060	.376	.198	-.016	.767
	Equal variances not assumed			1.890	140.025	.061	.376	.199	-.017	.768

Table 4.7

**Interpretation –**

As the value obtained is less than 0.05 at 95% confidence interval the null hypothesis

is rejected. So it can be inferred that gender has an impact on the choice of taste.

**CONCLUSION & RECOMENDATIONS**

In line with the objectives set at the beginning of the research the following findings and conclusions can be made:

Firstly, through the SPSS analysis it can be inferred that since there is a relationship

between the brand advertisement and brand awareness, consumers will buy only those chewing gums which are advertised and consumers are aware of it and can recognize in the market place. Therefore one can say that brand awareness does have an impact on the purchase decision of the consumers Secondly, the highest brand recall value is again dependent upon advertisement. Brands



like Center Fresh, Big Babol, Center Fruit, Happydent and Mentos enjoy a high brand recall value particularly because they have consistently aired their advertisement in the eyes of the consumers and have captured their minds through their own unique positioning strategy.

Thirdly, there were two different attributes studied in the questionnaire primarily sensory attributes and experiential attributes.

The sensory attributes were divided into taste, smell, vision and touch. It was observed that respondents preferred a sweet taste, a fruity, fresh, intense smell, easy to chew and long-lasting feeling and colourful and soft in texture chewing gum.

The experiential attribute was studied by understanding the gap between the advertisement themes of different brands and the consumer perception about the same. The theme of an advertisement seeks to communicate the experience the consumer will have after consumption of a particular chewing gum.

Brands like Center Fresh, Center Fruit, Mentos Big Babol, Orbit, Happydent are able to communicate their themes successfully ranging from fun & humorous attitude to utility, creativity and health

Fourthly, through a direct utility analysis of the perception of chewing gums it was found that respondents buy chewing gums because they find it relaxing, a quick mouth/breath freshner, curbs hunger pangs, keeps mind alert and boosts confidence. These are some of the other experiential attributes consumers seek to experience.

Fifthly, chewing gums are priced very low and is a low involvement theory therefore it was found true that the brand loyalty is very low and consumers easily compromise upon

their preferred brand in its absence at the shop.

Sixthly, it has been also found that there is a relationship between the brand advertisement and the chewing gums tasted by the consumer and the latter further has a correlation with the liking the consumer develops. Therefore, it can be concluded that brands advertisement are vital as they motivate consumers to buy the product and in turn make them develop their preferences in the competitive landscape.

Lastly, the most important parameter in the purchase decision of consumers where chewing gums are concerned is primarily the taste followed by packaging and colour. Parameters such as advertisement, brand and price have a neutral importance though.

Therefore, in light of the above discussion it can be concluded that brand advertisement has a very crucial role in developing brand awareness and brand perception in the mind of the consumers. It is primarily through advertisement that a brand communicates and sends message to its target market and the consumer picks up these messages and forms a perception about the brand. Now, whether the perception formed by the consumers is right or wrong depends upon the positioning strategy of a company.

The chewing gums brands which are consumers are by and large aware about are Center Fresh, Center Fruit, Big Babol, Orbit, Happydent and Mentos. All these brands have been successful in developing the right brand perception also for the category chewing gum in the confectionery market.

**BIBLIOGRAPHY****Books and Journals****Books**

- 1) Building strong brands – David Aaker (2002),UK: Free press business
- 2) Aaker & Joachimsthaler (2000). Brand Leadership. London: Free Press
- 3) Aaker, D.A. (1996). Measuring Brand Equity across products and markets, California Management Review, 38(3), 102-20, 174
- 4) Aaker, David (1991) .Managing Brand Equity: Capitalizing on the Value of a Brand Name
- 5) Kotler, Philip & Armstrong, Gary (2004). Principles of Marketing. New Jersey: Prentice Hall

**Journals**

- 1) Bendixen, Bukasa & Abratt (2003). 'Brand Equity in the Business to Business market, Industrial Marketing Management', 33, 371-380
- 2) Betteman & Park (1980). 'Branding and Brand Equity', 130-161
- 3) Chaudhuri, A., Holbrook, M.B. (2001). 'The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty, Journal of Marketing, 65, 81-93
- 4) Dolak, Dave (2003). 'Building a strong brand: Brands and Branding Basics', Retrieved November 2008
- 5) Hoyer & Brown (1990). 'Branding and Brand Equity', 130-161
- 6) Lassar, Mittal & Sharma (1995). 'Measuring Customer-Based Brand Equity', Journal of Consumer Marketing, 12(4), 11-19
- 7) Logo Design works (2007). 'Understand your brand', Retrieved April 2008

**Research Papers**

- 1) Market Research Worldwide, 2009). 'Awareness, Image, Branding & Benchmarking'
- 2) Market Street Research (2004). 'Awareness, Image, Branding &

Benchmarking Marketing Research Studies.'

- 3) Mark, Hanna Born, Goransson, Asa & Svensson, Christina (2005). 'A study to indicate the importance of brand awareness in brand choice', 24-30, 35-39
- 4) Srinivasan V., Su Park, Chan & Chang, Dae Ryun (2005). 'An Approach to the measurement, analysis and prediction of brand equity and its sources, Journal of Management science', Vol. 51, No. 9, 1433-1448
- 5) Neal, William & Strauss, Ron (2008). A Framework for measuring and managing Brand Equity', 7-12
- 6) Nedungadi (1990). 'Branding and Brand Equity', 130-161
- 7) Pitta, D.A. & Katsanis, L.P. (1995). 'Understanding Brand Equity for Successful Brand Extension, Journal of Consumer Marketing', 12(4), 51
- 8) Rossiter & Percy (1987). Branding and Brand Equity, 130-161.

**Newspapers**

Economic Times – Brand Equity

**Websites**

- 1) www.tonido.com
- 2) www.wikipedia.com
- 3) www.solusiplus.net
- 4) www.perfettivanmelle.in
- 5) www.wrigley.com
- 6) www.lotteindia.com