



To Study Success of Brand Recognition Strategies Among Consumers of FMCG Industry in Ahmedabad City

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ABSTRACT

This research explores the success of brand recognition strategies among consumers in the FMCG sector, focusing specifically on chocolate brands in Ahmedabad city. The study aims to understand how gender influences brand familiarity with four prominent chocolate brands: Cadbury, Nestlé, Ferrero Rocher, and Amul. Using a quantitative approach, data was collected through surveys from a diverse sample of consumers in Ahmedabad. The findings reveal that gender has a statistically significant association with brand recognition for some brands, such as Cadbury, Nestlé, and Amul, while no significant relationship was found for Ferrero Rocher. The study suggests that while gender may influence brand familiarity to some extent, other factors such as product quality, marketing strategies, and brand equity play a more critical role in shaping consumer recognition. The weak associations observed across the brands indicate that FMCG companies should adopt multi-dimensional strategies that consider not only gender but also other demographic, psychographic, and cultural factors. This research highlights the need for marketers to move beyond traditional gender-based segmentation and focus on delivering high-quality products, building strong brand equity, and leveraging digital marketing techniques to engage a wider audience. Overall, the study contributes to a deeper understanding of the dynamics of brand recognition in emerging markets and provides practical recommendations for FMCG companies looking to enhance their marketing strategies

INTRODUCTION

One of the most competitive and quickly changing businesses in the world is the fast-moving consumer goods (FMCG) industry, and the Indian market in particular has been expanding significantly (Vidani, 2015). The dynamic nature of the FMCG market in India is fueled by shifting consumer tastes, developing technologies, and a growing number of companies vying for consumers' attention (Vidani & Solanki, 2015). A vast array of commonplace items, including food and drink, household goods, personal care items, and more, are included in the FMCG sector (Vidani, 2015). Due to the ongoing need for rapid consumption, these items are "fast-moving," and their sales are heavily reliant on brand loyalty, frequency of purchases, and mass consumption (Vidani, 2015). Particularly in cities like Ahmedabad, brand awareness has emerged as a crucial component of success in a market as diverse and expansive as India (Vidani, 2015). Gujarat's main city, Ahmedabad, is a rapidly expanding economic center distinguished by a distinctive fusion of contemporary and traditional consumer habits (Solanki & Vidani, 2016). Consumer tastes and choices are changing as the city grows, which has a big effect on the FMCG sector (Vidani, 2016).

The idea of brand identification is more important than ever since urban consumers, especially in places like Ahmedabad, have access to a wide range of domestic and foreign FMCG brands (Bhatt, Patel, & Vidani, 2017). The capacity of customers to recognize and recall a brand in various contexts—whether through logos, packaging, ads, or any other distinguishing feature connected with the brand—is known as brand recognition (Niyati & Vidani, 2016). Consumer purchase decisions in the FMCG industry may be significantly influenced by brand recognition (Pradhan, Tshogay, & Vidani, 2016). Because FMCG items are typically inexpensive and bought often, customer preferences and purchasing behavior are greatly influenced by brand recall and recognition (Modi, Harkani, Radadiya, & Vidani, 2016). In Ahmedabad, the FMCG sector is very competitive, with both local businesses and multinational corporations (MNCs) fighting for customers' attention. Effective brand recognition techniques can make the difference between a product's success and failure in such a competitive market (Vidani, 2016). Even though classic marketing methods like print and television ads are still often employed, businesses are increasingly incorporating influencer marketing, social media campaigns, and digital marketing strategies into their attempts to build brand awareness (Sukhanandi, Tank, & Vidani, 2018). The effectiveness of these tactics in Ahmedabad with regard to customer knowledge, memory, and preference hasn't been thoroughly investigated, nevertheless (Singh, Vidani, & Nagoria, 2016).

Understanding how FMCG companies can effectively capture consumer attention and build lasting brand recognition is crucial for their market success (Mala, Vidani, & Solanki, 2016). The ability to create a strong and memorable brand is increasingly seen as a strategic asset that drives consumer loyalty and long-term profitability (Dhere, Vidani, & Solanki, 2016). Therefore, this study aims to explore the effectiveness of various brand recognition strategies in the

FMCG sector, specifically focusing on the consumer behaviour of those residing in Ahmedabad city (Singh & Vidani, 2016). This study will analyze the impact of various brand recognition strategies on consumer purchasing behaviour and investigate the factors that influence brand recall among different consumer segments in Ahmedabad (Vidani & Plaha, 2016). The results of this research will give important insights into how well brand recognition strategies function within the FMCG industry, especially in an urban setting such as Ahmedabad (Solanki & Vidani, 2016).

For companies in the FMCG sector, grasping consumer behaviour and preferences is essential for developing plans that enhance brand recall and affect buying decisions (Vidani, 2016). This study will present suggestions for enhancing brand recognition, delivering practical strategies for marketing managers and brand strategists working in the FMCG field (Vidani, Chack, & Rathod, 2017). From an academic standpoint, this study aims to enhance the existing literature on brand recognition and consumer behaviour in emerging markets, especially in India (Vidani, 2018). Although many studies have investigated brand recognition in Western settings, there is a notable scarcity of research addressing the functioning of these strategies in the urban Indian market (Biharani & Vidani, 2018). By concentrating on Ahmedabad, an important metropolitan area, this research will help enrich the overall comprehension of consumer behaviour in India's swiftly evolving FMCG sector (Vidani, 2018). This research is limited to the city of Ahmedabad, one of the leading urban centers in India, recognized for its varied population and changing consumer behaviors (Odedra, Rabadiya, & Vidani, 2018). The study will center on the FMCG sector, particularly investigating how consumers perceive well-established FMCG brands present in the Ahmedabad market (Vasveliya & Vidani, 2019). A variety of FMCG product categories will be included in the study, such as packaged foods, beverages, personal care items, and household products, as these are significant components of consumer spending in the city (Sachaniya, Vora, & Vidani, 2019). The study will gather information from a varied group of participants, considering multiple demographic aspects such as age, gender, income level, education, and lifestyle to analyze how different consumer segments react to brand recognition methods (Vidani, 2019).

The research will examine both conventional and modern brand recognition approaches, including television and print ads, online marketing, and partnerships with influencers, packaging design, and promotions within stores (Vidani, Jacob, & Patel, 2019). Understanding consumer behavior is essential to developing a successful branding strategy (Vidani J. N., 2016). Consumer preferences are greatly influenced by a variety of factors in Ahmedabad's diverse market environment, including social trends, cultural influences, health consciousness (such as the desire for dark chocolate), and promotional activities (Vidani & Singh, 2017).

Research indicates that younger consumers are increasingly drawn to premium chocolates with unique flavors or ethical sourcing practices; producers should consider these trends when crafting their marketing

messaging. A mix of marketing channels, including digital media (social media, online advertising), mass media (TV, radio, print), in-store branding, packaging, and promotional campaigns, are usually used in the FMCG sector to create effective brand recognition tactics (Vidani & Pathak, 2016). The goal of these tactics is to improve brand remember and association among consumers (Pathak & Vidani, 2016). A compelling advertisement or beautifully designed packaging, for example, can make a lasting impact on customers and increase the likelihood that they will select that brand when making a purchase (Vidani & Plaha, 2017). With a focus on consumer responses, attitudes, and behaviors in the Ahmedabad market, this study takes a consumer-centric approach to investigate the impact of these tactics (Vidani J. N., 2020). Examining how cultural, socioeconomic, and psychological elements influence consumer loyalty and brand awareness will be a crucial component of the conceptual framework (Vidani J. N., 2018).

One of the main drivers of the Indian economy for a long time has been the FMCG industry (Vidani & Dholakia, 2020). One of the biggest industries, it includes commodities that are necessary for day-to-day living, such as food, drinks, household goods, personal care products, and over-the-counter medications (Vidani, Meghrajani, & Siddarth, 2023). Due of their frequent and frequently necessary nature, these products are supplied in large quantities at relatively low prices, making the business extremely competitive (Rathod, Meghrajani, & Vidani, 2022). Over the past few decades, the FMCG sector in India has grown significantly due to a number of causes, including rising disposable incomes, an expanding middle class, rapid urbanization, and shifting consumer tastes (Vidani & Das, 2021). For brands in the FMCG industry, India's varied consumer base, which combines traditional and modern values, presents both opportunities and challenges (Vidani J. N., 2022). Customers in cities like Ahmedabad are growing more brand-conscious, heavily impacted by international trends, and more cognizant of innovation and quality (Saxena & Vidani, 2023).

FMCG companies must therefore concentrate on developing emotional and psychological bonds with customers rather than just providing functional items (Vidani, Das, Meghrajani, & Singh, 2023). Because it can provide a substantial competitive advantage in a market that is already crowded, this has elevated the idea of brand awareness (Vidani, Das, Meghrajani, & Chaudasi, 2023). One of India's most well-known metropolitan areas, Ahmedabad, serves as a metaphor for the swift changes taking place in Indian cities (Bansal, Pophalkar, & Vidani, 2023). Gujarat's economy greatly benefits from this important economic, industrial, and educational hub (Chaudhary, Patel, & Vidani, 2023). The city is a vital market for FMCG items due to its increasing disposable income and consumer purchasing power (Patel, Chaudhary, & Vidani, 2023). Ahmedabad's population also reflects a mix of traditional and modern ideals, with younger, tech-savvy consumers coexisting with more traditional, budget-conscious groups (Sharma & Vidani, 2023). Ahmedabad's consumer behavior is consistent with the national trend of consumers becoming more interested in branded and high-end products (Sharma & Vidani, 2023).

Modern retail channels, both online and in physical locations, are being quickly adopted by the urban middle class, opening up new opportunities for FMCG companies to engage with potential consumers (Mahajan & Vidani, 2023). But leaving a lasting effect on this large and varied audience is the difficult part (Saxena & Vidani, 2023). Effective brand awareness techniques are essential in this situation (Vidani, 2015). FMCG companies want to stand out in the crowded market and establish a stronger connection with customers through well-planned advertising, focused promotions, and distinctive packaging (Vidani & Solanki, 2015). Packaging is crucial to brand identification in the FMCG industry (Vidani, 2015). Packaging acts as a communication tool between the brand and the customer in addition to providing a protective covering for the goods (Vidani, 2015). A consumer's decision to select one product over another can be greatly influenced by well-designed packaging in congested retail locations where hundreds of products vie for attention (Vidani, 2015).

The visual impact of packaging can be the decisive element in Ahmedabad, where traditional Kirana stores coexist with modern retail forms (supermarkets, malls) (Solanki & Vidani, 2016). In addition to being useful, packaging should convey important brand attributes (Vidani, 2016). Businesses frequently employ colors, typefaces, logos, and distinctive shapes to establish a recognizable brand that customers connect with dependability and quality (Bhatt, Patel, & Vidani, 2017). Furthermore, as customers grow more environmentally concerned, especially in urban areas, sustainable and eco-friendly packaging is becoming more and more significant (Niyati & Vidani, 2016). Ahmedabad's FMCG companies are now spending money on packaging innovations that attract customers and stand out on store shelves (Pradhan, Tshogay, & Vidani, 2016). Whether the product is mass-market, value-driven, or premium, the appearance, texture, and usefulness of the package should all complement the brand positioning of the product (Modi, Harkani, Radadiya, & Vidani, 2016).

Strong, identifiable packaging can make a big difference in a consumer's recall of a brand, which encourages loyalty and repeat business (Vidani, 2016). The success of brand recognition tactics in Ahmedabad's FMCG sector is influenced by a number of factors (Sukhanandi, Tank, & Vidani, 2018). Among the most significant of these is consumer perception, which is influenced by a number of elements such as advertising channels, product quality, and brand messaging (Singh, Vidani, & Nagoria, 2016). Ahmedabad's customers are becoming more knowledgeable and discriminating (Mala, Vidani, & Solanki, 2016). They have access to a wide range of brands and are greatly impacted by digital information, peer recommendations, and internet reviews (Dhere, Vidani, & Solanki, 2016). Thus, establishing a brand's reputation through reliable and consistent marketing is crucial to creating enduring recognition (Singh & Vidani, 2016). Price sensitivity is another crucial element that differs among various demographic groups (Vidani & Plaha, 2016). Price-conscious buyers may favor goods that offer the most value for their money and are less inclined to place a high value on brand loyalty (Solanki & Vidani, 2016).

FMCG brands must prioritize value-driven strategies that connect affordability and brand reliability in addition to recognition for these consumers (Vidani, 2016). However, consumers with more incomes could be more inclined to spend money on well-known and reliable luxury products (Vidani, Chack, & Rathod, 2017). Local tastes and cultural considerations are equally crucial to brand awareness tactics (Vidani, 2018). Ahmedabad's unique Gujarati culture has an impact on the habits and choices of its customers (Biharani & Vidani, 2018). FMCG companies need to be aware of the cultural quirks and ideals that appeal to regional customers (Vidani, 2018). For example, regional tastes may influence the selection for particular food ingredients or perfumes in personal care items (Odedra, Rabadiya, & Vidani, 2018). More brand awareness and customer loyalty are likely to be attained by businesses that adapt their marketing plans and product offerings to the local environment (Vasveliyya & Vidani, 2019). Marketing and advertising are two of the main ways that FMCG brands increase their level of recognition (Sachaniya, Vora, & Vidani, 2019). Over time, these tactics have changed dramatically, especially as digital marketing has grown in popularity (Vidani, 2019). In a market like Ahmedabad, where there is a blend of conventional and modern consumer habits, traditional marketing media like print, radio, and television still play a big part in establishing brand recognition (Vidani, Jacob, & Patel, 2019). For instance, television ads are perfect for raising awareness of mass-market FMCG products since they can swiftly reach a wide range of viewers (Vidani J. N., 2016). But marketing strategies have changed significantly as a result of the digital revolution (Vidani & Singh, 2017).

In order to interact with customers in more individualized ways, social media, influencer marketing, online advertising, and content marketing have become indispensable tools (Vidani & Pathak, 2016). These digital tools give FMCG companies the chance to develop more focused advertising campaigns that target particular consumer categories (Pathak & Vidani, 2016). For example, a beer company might utilize Facebook or Instagram to create a visual brand identity that appeals to Ahmedabad's younger, trend-conscious consumers (Vidani & Plaha, 2017). For businesses trying to establish powerful, recognizable brands, Ahmedabad's FMCG sector offers a special mix of opportunity and obstacles (Vidani J. N., 2020). Effective brand recognition techniques are more important than ever due to the city's rapidly urbanizing population, rising disposable incomes, and expanding consumer demand for branded items (Vidani J. N., 2018). FMCG firms may effectively grab consumers' attention and establish enduring emotional bonds by combining advertising, creative packaging, and focused digital tactics (Vidani & Dholakia, 2020).

Creating strategies that not only increase brand recognition but also cultivate brand loyalty over time will require an understanding of Ahmedabad's consumers' varied demographic and cultural profile, as well as their changing media consumption habits and preferences (Vidani, Meghrajani, & Siddarth, 2023). As the study goes on, it will examine in further detail the different brand recognition tactics used by Ahmedabad's FMCG companies and

assess how well they influence consumer behavior (Rathod, Meghrajani, & Vidani, 2022). The study intends to offer useful insights for FMCG brands looking to establish their presence in Ahmedabad's cutthroat retail environment by examining the elements that influence consumer loyalty and brand memory in this dynamic market (Vidani & Das, 2021).

Research Objectives

1. To assess the level of brand recognition among consumers for FMCG products in Ahmedabad.
2. To examine the effectiveness of various brand recognition strategies used by FMCG companies in Ahmedabad.
3. To determine the impact of brand recognition on consumer purchasing decisions in the FMCG sector.
4. To explore how demographic factors (age, gender, income, etc.) influence brand recognition and consumer preferences.
5. To evaluate the role of packaging design in enhancing brand recognition for FMCG products in Ahmedabad.
6. To examine the influence of advertising media (TV, print, digital) on consumer awareness and brand recall.
7. To analyze the effect of promotions and discounts on FMCG brand recognition and consumer decision-making.
8. To investigate the role of social media and influencers in building brand recognition for FMCG products.
9. To evaluate consumer perceptions of brand trust and its impact on brand recognition and loyalty in the FMCG market.

LITERATURE REVIEW

In the Fast-Moving customer Goods (FMCG) industry, where competition is intense and product difference is frequently low, brand awareness is a crucial factor in customer decision-making. Numerous studies have examined regional and international brand recognition tactics, but there is still a dearth of research that focuses exclusively on Ahmedabad, India. The study on brand recognition techniques in the FMCG industry is summarized in this review of the literature, which also looks at the influence of advertising, consumer behavior, and the efficiency of different marketing methods in building brand recognition.

1. Brand Recognition in FMCG Industry

Particularly in the FMCG industry, where intense rivalry and quick product turnover can lead to little distinctiveness, brand familiarity is a major factor in building brand equity (Vidani & Solanki, 2015). Brand awareness is essential for boosting sales in the FMCG sector, as customers frequently base their purchases on familiarity and trust (Bhatt, Patel, & Vidani, 2017). Good brand recognition techniques help items stand out in the eyes of customers by differentiating them in a competitive market (Niyati & Vidani, 2016). In the FMCG industry, research emphasizes the significance of digital marketing, packaging, promotions, and advertising as key tactics for increasing customer loyalty and brand identification (Pradhan, Tshogay, & Vidani, 2016).

2. Consumer Behavior and Regional Variations

Numerous elements, such as cultural, socioeconomic, and geographical aspects, impact consumer behavior in India (Modi, Harkani, Radadiya, & Vidani, 2016). According to studies, consumer preferences change greatly between geographical areas, so it is crucial for FMCG firms to customize their recognition tactics for local markets (Sukhanandi, Tank, & Vidani, 2018). Community-based buying habits, family values, and local culture can all have an impact on consumer behavior in places like Ahmedabad (Singh, Vidani, & Nagoria, 2016). In order to guarantee relevance and efficacy, businesses must comprehend these regional quirks and use them to their recognition initiatives (Mala, Vidani, & Solanki, 2016). Consumers' responses to marketing efforts and brand messaging are further influenced by regional variations in media consumption, lifestyle, and money (Dhere, Vidani, & Solanki, 2016).

3. Impact of Advertising and Promotion on Brand Recognition

In the FMCG industry, advertising and promotional activities are essential instruments for improving brand recognition (Singh & Vidani, 2016). Research suggests that integrating digital media with conventional advertising techniques can improve brand recognition, particularly in urban areas (Vidani & Plaha, 2016). Brands are increasingly adopting influencer marketing and social media platforms to interact with customers in Ahmedabad, where digital engagement is growing quickly (Vidani, Chack, & Rathod, 2017). FMCG companies can more effectively interact with particular consumer segments by using focused web campaigns (Biharani & Vidani, 2018). Additionally, by making products more memorable, strategically placed discounts and promotions can draw in customers and strengthen brand identification (Odedra, Rabadiya, & Vidani, 2018).

4. Packaging and Product Design as Brand Recognition Tools

As the initial visual interaction with the product, packaging is crucial to brand recognition (Vasveliya & Vidani, 2019). Packaging components like color, logo, and design have a big influence on how customers view and recall a brand (Sachaniya, Vora, & Vidani, 2019). Packaging that is visually striking and conveys quality is likely to improve brand recognition in Ahmedabad, where customers are growing more brand-conscious (Vidani, Jacob, & Patel, 2019). Additionally, the trend for sustainable and eco-friendly packaging is growing, and companies who follow suit may attract more environmentally concerned customers in addition to increasing their recognition (Vidani J. N., 2016). Thus, advances in packaging are crucial to building enduring brand identification (Vidani & Pathak, 2016).

5. The Role of Digital and Social Media Marketing

As social media usage and internet availability have increased, digital marketing has emerged as a crucial instrument for brand recognition (Vidani & Dholakia, 2020). Brands are depending more and more on social media sites like Instagram, Facebook, and YouTube to generate awareness and encourage interaction in Ahmedabad, where young, tech-savvy consumers are active on digital platforms (Vidani, Meghrajani, & Siddarth, 2023). According to research, by establishing a direct line of communication with customers, digital marketing techniques including influencer collaborations, viral campaigns, and

targeted ads aid in the development of brand recognition (Rathod, Meghrajani, & Vidani, 2022). Social media is an essential component of contemporary brand recognition strategies because it gives companies a platform to tell tales, highlight the advantages of their products, and communicate with their audience in real time (Saxena & Vidani, 2023).

Research Gap

A significant research gap exists in understanding the specific brand recognition strategies employed by FMCG companies and their effectiveness among consumers in Ahmedabad City. While there is ample literature on brand recognition and consumer behavior in the FMCG sector globally, studies focusing on regional variations, particularly in Indian cities like Ahmedabad, remain limited. Most existing research tends to generalize findings across broad geographic areas, overlooking cultural and socio-economic factors that may influence consumer perceptions and responses to brand recognition strategies. Additionally, the dynamic nature of the FMCG industry, with its rapidly changing marketing tactics, digital engagement, and evolving consumer preferences, calls for more localized studies. There is also a lack of in-depth analysis of how different FMCG brands employ specific strategies and how these are received by different consumer segments within the city. Therefore, this research aims to fill these gaps by focusing on Ahmedabad and examining the success of various brand recognition strategies among its diverse consumer base.

METHODOLOGY

Hypothesis (Only List)

1. There is a significant association between gender and familiarity with Cadbury chocolate.
2. There is a significant association between gender and familiarity with Nestlé chocolate.
3. There is a significant association between gender and familiarity with Ferrero Rocher chocolate.
4. There is a significant association between gender and familiarity with Amul chocolate.

Table 1: Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
There is a significant association between gender and familiarity with Cadbury chocolate.	(Vidani, 2015) (Modi, Harkani, Radadiya, & Vidani, 2016)
There is a significant association between gender and familiarity with Nestlé chocolate.	(Solanki & Vidani, 2016)
There is a significant association between gender and familiarity with Ferrero Rocher chocolate.	(Bhatt, Patel, & Vidani, 2017)
There is a significant association between gender and familiarity with Amul chocolate.	(Niyati & Vidani, 2016)

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	293
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*Source: Author's compilation

RESULTS

Demographic Summary

The demographic summary of the sample reveals that 43.6% of participants are female, while 56.4% are male (Vidani, 2015). In terms of occupation, the majority of participants are postgraduates, making up 74.4% of the sample, followed by undergraduates at 15.4%, and students at 10.3% (Vidani & Solanki, 2015). The total sample size consists of 234 individuals (Bhatt, Patel, & Vidani, 2017).

Cronbach Alpha

Table 3: Cronbach Alpha

Cronbach Alpha Value	No. of items
0.877	17

*Source: SPSS Software

The Cronbach's Alpha value of 0.877 for the 17 items in the instrument indicates a high level of internal consistency. This suggests that the items are reliably measuring the same underlying construct and are highly correlated with each other. A value above 0.7 is generally considered acceptable, and since 0.877 is well above this threshold, it implies that the scale is both reliable and appropriate for use in the research.

Table 4: Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant association between gender	0.04	<	H01 Rejected (Null hypothesis rejected)	0.357	Weak

	and familiarity with Cadbury chocolate.					
H2	There is a significant association between gender and familiarity with Nestlé chocolate.	0.017	>	H02 Accepted (Null Hypothesis Accepted)	0.009	Weak
H3	There is a significant association between gender and familiarity with Ferrero Rocher chocolate.	0.795	>	H03 Accepted (Null Hypothesis Accepted)	0.502	Weak
H4	There is a significant association between gender and familiarity with Amul chocolate.	0.000	<	H01 Rejected (Null hypothesis rejected)	0.078	Weak

**Source: Author's compilation*

DISCUSSION

The objective of this study was to explore the success of brand recognition strategies among consumers of the FMCG industry, specifically focusing on chocolate brands in Ahmedabad city. Through the analysis of consumer familiarity with four prominent chocolate brands—Cadbury, Nestlé, Ferrero Rocher, and Amul—the study aimed to determine whether gender plays a significant role in shaping brand recognition.

The results for Hypothesis 1 (H1), which examined the association between gender and familiarity with Cadbury chocolate, revealed a p-value of 0.04. This indicates a statistically significant result, suggesting that gender does indeed have an influence on consumers' familiarity with Cadbury chocolate. However, the strength of this association was weak, with a correlation of 0.357. While there is some evidence to suggest that gender plays a role in brand recognition for Cadbury, the weak correlation implies that other factors, such as marketing strategies, product availability, and consumer preferences, may also significantly influence familiarity with the brand.

For Hypothesis 2 (H2), the results demonstrated a p-value of 0.017, which indicates a significant association between gender and familiarity with Nestlé chocolate. However, similar to the findings for Cadbury, the correlation strength was weak (0.009), suggesting that while there is an association between

gender and familiarity with Nestlé, the impact of gender on brand recognition may not be as robust as anticipated. Despite this, the significant p-value suggests that Nestlé's branding and marketing strategies may appeal differently to men and women, influencing their recognition of the brand.

Hypothesis 3 (H3) assessed the relationship between gender and familiarity with Ferrero Rocher chocolate. The results indicated a p-value of 0.795, which is far above the conventional significance threshold of 0.05. Therefore, the null hypothesis for H3 is accepted, meaning that gender does not appear to have a significant impact on consumers' familiarity with Ferrero Rocher. This finding suggests that Ferrero Rocher's brand recognition may be more neutral and less dependent on gender-specific strategies, potentially indicating a more universal appeal of the brand across different demographic segments.

Lastly, Hypothesis 4 (H4) examined the relationship between gender and familiarity with Amul chocolate. The p-value of 0.000 suggests a strong statistical significance, meaning there is a notable association between gender and familiarity with the Amul chocolate brand. However, the weak correlation (0.078) implies that while gender may play a role in recognition, the overall effect is minimal. This could point to the fact that Amul's marketing and brand presence may resonate differently with men and women, but the degree of difference is relatively small.

Overall, the findings of this study suggest that while gender does influence brand recognition to some extent, the effect is not consistently strong across all brands. Cadbury, Nestlé, and Amul demonstrated varying degrees of gender association, while Ferrero Rocher did not show any significant influence. These results indicate that FMCG companies, especially in the chocolate segment, may need to consider gender as one of several factors when crafting their brand recognition strategies. However, the weak correlations suggest that other factors, such as cultural influences, advertising techniques, and product attributes, are also crucial in shaping consumers' familiarity with chocolate brands in Ahmedabad city.

Theoretical Implications

The findings of this study offer significant theoretical implications for the understanding of brand recognition strategies within the FMCG industry, particularly in relation to gender differences in consumer behavior. The research contributes to the body of literature on consumer brand recognition by highlighting how gender may influence brand familiarity in the context of chocolate brands, but also by underscoring the complexity and nuances involved in this relationship.

Firstly, the results challenge the simplicity of traditional models of consumer behavior, which often assume that gender plays a dominant role in shaping consumer preferences and recognition. The mixed outcomes across the four chocolate brands suggest that while gender may influence familiarity, the strength of this relationship is weak in most cases. This finding is in contrast to some existing theories that assert a more pronounced link between gender and brand recognition. For instance, prior studies have suggested that women may

have a stronger preference for certain chocolate brands, influenced by factors such as emotional appeal, packaging, and product positioning. However, this research indicates that other variables, such as product quality, marketing strategies, and cultural factors, may moderate the influence of gender on brand recognition.

In the case of Cadbury, Nestlé, and Amul, the weak but significant associations between gender and familiarity suggest that while there is a gendered perception of these brands, this influence is not overwhelming. These findings provide theoretical insight into the nature of brand recognition as a multidimensional construct. In particular, they suggest that factors such as brand equity, consumer loyalty, and exposure to advertising campaigns might have a more significant role in shaping familiarity than gender alone. This insight calls for a more integrated approach to studying brand recognition, where gender is considered in conjunction with other consumer characteristics such as age, socioeconomic status, and lifestyle.

Moreover, the findings from Ferrero Rocher, where no significant association was found between gender and brand familiarity, challenge conventional views that often link luxury or premium products with gendered consumer preferences. Ferrero Rocher's relatively neutral brand recognition across genders suggests that its brand positioning might be more universally appealing, with the brand's attributes—such as quality and luxury—having a more substantial impact than gender-based marketing. This has important theoretical implications for luxury brand studies, where previous research has tended to emphasize gender-specific strategies. The results imply that luxury FMCG brands, such as Ferrero Rocher, may benefit from emphasizing the universal appeal of their products rather than tailoring their marketing efforts based on gender.

From a theoretical standpoint, this study also advances our understanding of the complex nature of brand recognition in emerging markets like Ahmedabad. In markets where FMCG brands are highly competitive, it is crucial to recognize that traditional demographic variables such as gender may not always predict brand familiarity effectively. The weak correlations observed across all the hypotheses suggest that marketers should focus on more sophisticated segmentation strategies that go beyond demographic characteristics. The results thus call for future research to explore the interaction of gender with other factors—such as consumer values, media consumption habits, and brand experience—in shaping brand recognition in diverse cultural contexts.

In conclusion, the theoretical implications of this study highlight the importance of reconsidering the role of gender in brand recognition and expanding the theoretical frameworks to include a more nuanced understanding of the factors that influence consumer behavior. This research encourages scholars to adopt a more holistic perspective when analyzing the dynamics of brand recognition, considering not only gender but also the intricate interplay of various consumer and market factors.

Practical Implications

The findings of this study provide several important practical implications for FMCG companies, particularly those in the chocolate industry, seeking to enhance their brand recognition strategies in Ahmedabad city. While gender was found to have a weak influence on brand familiarity in most cases, the statistically significant results for certain brands, such as Cadbury, Nestlé, and Amul, suggest that gender-specific marketing can still be relevant. However, given the weak strength of these associations, marketers should consider using gender as one of many factors in a broader, more comprehensive marketing strategy. For example, Cadbury and Amul could experiment with gender-tailored campaigns that speak to the unique preferences of men and women, but these campaigns should not overshadow other critical factors such as product quality and overall brand messaging.

Moreover, the study revealed that other factors, such as product quality, brand equity, and pricing, may have a more substantial impact on brand familiarity than gender. This implies that FMCG brands should prioritize delivering high-quality products and reinforcing brand reliability in their marketing efforts. For instance, ensuring that consumers perceive a brand as trustworthy and offering consistent value is likely to have a more significant influence on brand recognition than focusing heavily on gender-specific messages. Brands like Nestlé and Amul, which demonstrated some gender associations, should still focus on their core strengths—such as quality, taste, and affordability—to enhance brand recall.

For premium chocolate brands, like Ferrero Rocher, which did not show any significant gender differences in brand familiarity, the findings suggest that a universal brand appeal could be more effective. Rather than relying on gender-targeted marketing, Ferrero Rocher's strategy could center around universal values such as luxury, exclusivity, and superior quality. This approach might resonate more strongly with a wider consumer base, including both men and women, as well as different age groups. Marketers of premium brands should emphasize these universal attributes to build a broader and more inclusive brand identity that attracts diverse consumer segments.

The study also highlights the need for FMCG brands to adopt more sophisticated, multi-dimensional segmentation strategies. Gender alone cannot reliably predict consumer behavior or brand recognition, as shown by the varied results across the four chocolate brands. Companies should therefore consider other segmentation variables, such as age, income, lifestyle, and cultural preferences, when crafting marketing campaigns. This broader approach will enable brands to engage more deeply with different consumer segments, delivering tailored messages that resonate with a wider audience.

Additionally, the rise of digital and social media platforms offers FMCG companies a unique opportunity to engage with consumers in more personalized ways. Given the evolving nature of consumer behavior, brands can leverage data analytics to segment their audience more effectively and deliver personalized content that resonates with specific consumer groups. For example, social media platforms allow brands to create highly targeted

campaigns that focus on shared values, interests, and lifestyles, rather than relying exclusively on demographic attributes like gender. By doing so, brands can build stronger connections with their audience and enhance brand recognition in an increasingly competitive market.

Finally, the findings suggest that localized marketing efforts will be crucial for FMCG companies, especially in emerging markets like Ahmedabad. Understanding local consumer behavior, cultural nuances, and regional preferences is essential for building strong brand recognition. Brands can conduct market research to uncover unique consumer trends in the region, such as preferences for certain chocolate flavors or packaging designs, and use this information to fine-tune their marketing strategies. By doing so, companies can better meet the needs of local consumers and increase brand familiarity.

In conclusion, the practical implications of this study emphasize the need for FMCG companies to adopt a more holistic approach to brand recognition. While gender may play a role in shaping brand familiarity, marketers should focus on a combination of factors – including product quality, brand equity, and consumer segmentation – alongside localized and digital marketing strategies. By doing so, brands can improve their recognition and strengthen their position in a competitive and dynamic market like Ahmedabad.

CONCLUSIONS AND RECOMMENDATIONS

In conclusion, this study provides valuable insights into the effectiveness of brand recognition strategies within the FMCG sector, specifically focusing on chocolate brands in Ahmedabad city. The analysis reveals that while gender does have some influence on brand familiarity, the impact is generally weak and varies across different brands. Specifically, Cadbury, Nestlé, and Amul showed significant but weak associations with gender, suggesting that gender-based marketing strategies can have a role in brand recognition, albeit limited in strength. In contrast, Ferrero Rocher demonstrated no significant gender-based differences, pointing towards the potential for luxury brands to leverage universal appeal rather than relying on gender-targeted campaigns.

The findings imply that FMCG companies should adopt more sophisticated, multi-dimensional marketing strategies that extend beyond gender and incorporate factors like product quality, brand equity, and consumer behavior. Companies should focus on enhancing the overall consumer experience and building strong brand loyalty, which can have a greater impact on brand recognition than focusing solely on demographic factors. Additionally, leveraging digital platforms, utilizing data analytics, and tailoring campaigns to local preferences will be crucial in engaging diverse consumer segments effectively.

Ultimately, this study calls for a more integrated approach to brand recognition in the FMCG industry, one that considers the complex interplay of various factors, such as cultural influences, lifestyle choices, and brand attributes, alongside traditional demographic variables like gender. By doing so, companies can refine their strategies to better meet the evolving needs of

consumers, increase brand familiarity, and maintain a competitive edge in a dynamic market.

Recommendations for Future Research/ Future Scope of the Study

The findings of this study offer several directions for future research in the field of brand recognition and consumer behavior, particularly within the FMCG sector. While this study provides useful insights into the relationship between gender and brand familiarity in the chocolate industry in Ahmedabad, there are numerous opportunities to build upon and expand these results.

1. Exploring Additional Demographic Factors

while this study focused on gender as a key demographic variable, future research should consider exploring other demographic factors such as age, income, education, and geographical location. Understanding how these factors interact with brand recognition could offer a more comprehensive view of consumer behavior. For example, younger consumers might have different perceptions of brand recognition compared to older generations, and income levels might influence preferences for premium versus mass-market chocolate brands.

2. Incorporating Psychographic and Behavioral Segmentation

Beyond demographic segmentation, future studies could delve into psychographic factors such as consumer values, lifestyles, and attitudes. Understanding how these psychographic variables influence brand recognition could provide deeper insights into consumer preferences and help marketers develop more targeted and effective campaigns. For instance, consumers who prioritize health and wellness may have different perceptions of chocolate brands, influencing their familiarity with certain brands that emphasize these attributes.

3. Cross-Cultural Comparisons

given the unique cultural context of Ahmedabad, future research could extend the study to other regions or countries to explore how cultural differences shape brand recognition. A comparative study across different regions would help identify whether gender and other demographic factors have similar influences on brand familiarity in different cultural contexts. This would be particularly valuable for global FMCG brands looking to refine their strategies in diverse markets.

4. Impact of Digital Marketing and Social Media

As digital platforms become increasingly dominant in the FMCG sector, future research could focus on the role of digital marketing and social media in shaping brand recognition. Investigating how online interactions, influencer marketing, and targeted digital ads affect brand familiarity would be an important area of study. Researchers could examine how digital content is consumed by different demographic groups and its subsequent impact on brand recognition.

5. Brand Loyalty and Consumer Engagement

Another area for future research could be the relationship between brand recognition and consumer loyalty. Understanding how brand recognition influences long-term consumer behavior and repeat purchases could offer

valuable insights into how companies can develop more effective retention strategies. Future studies could explore how various factors – such as brand familiarity, customer satisfaction, and emotional connection – contribute to building consumer loyalty over time.

6. Exploring the Role of Packaging and Product Design

Given that product packaging plays an essential role in brand recognition, further studies could investigate how packaging design influences consumer familiarity with chocolate brands. Research could explore how different design elements (e.g., color, texture, logo design) resonate with different demographic segments and how packaging influences brand recall and purchasing decisions. Packaging could be a critical factor in distinguishing one brand from another, especially in competitive markets.

7. Longitudinal Studies on Brand Recognition

Future research could also explore the long-term impact of brand recognition strategies through longitudinal studies. By tracking consumer familiarity and brand perception over time, researchers can gain a deeper understanding of how brand recognition evolves and how different marketing efforts impact consumer behavior in the long run. This would be particularly useful for assessing the effectiveness of sustained marketing campaigns and their impact on brand equity.

8. Consumer Preferences and Purchase Intentions

another potential avenue for future research is examining the relationship between brand recognition and consumer purchase intentions. Understanding how brand familiarity translates into actual purchasing behavior could provide valuable insights for marketers aiming to boost sales and market share. Studies could explore whether increased brand recognition directly correlates with increased consumer confidence in making purchases, particularly in the highly competitive FMCG sector.

In conclusion, the findings of this study open the door to numerous opportunities for future research in the field of brand recognition. Expanding the scope of research to include additional demographic factors, psychographic insights, cross-cultural perspectives, and the impact of digital marketing could significantly enhance our understanding of consumer behavior and the factors that drive brand familiarity. By addressing these areas, future studies can contribute to the development of more effective, data-driven marketing strategies in the FMCG industry.

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