

Factors Affecting Brand Awareness of Fast-Moving Consumer Goods: An Empirical Study

Sukesh Mahanty

Research Scholar, KIIT School of Economics & Commerce
KIIT Deemed University, Odisha
Email Id: 2381003@kiit.ac.in

Abstract: *The present market is described by ferocious rivalry. Each producer needs to catch the significant portion of the market. This is conceivable through brand picture in the market. Brand name helps in making great mien towards the enormous changes. So it is compulsory to study the factors affecting the brand awareness regarding fast moving consumer goods. To collect the responses from the respondents, a questionnaire was developed based on review of literature. Data was collected from 500 respondents. Factor Analysis was applied on the data to explore the factors affecting brand awareness regarding FMCGs. There are personal factors, retailer advice, brand equity, display effects which affect the brand awareness. The authors suggested that when a product has a well-known brand name, it can win consumers' preferences and increase company's market share. Manufacturers of FMCG products ought to build a brand and promote its brand awareness through sales promotion, campaigns, advertising, and other marketing activities. When brand awareness is high, its brand loyalty will also increase. Consumers will produce brand loyalty because good product quality and increase their repurchase behavior further. Most of the consumers prefer branded products with the belief that quality is assured in case of reputed companies.*

Keywords: *Awareness, Customers, FMCGs, Goods.*

Introduction

Fast-Moving Consumer Goods (FMCGs) refer to a wide range of low-cost, high-demand products that are sold quickly and consumed on a regular basis. These include everyday essentials such as staple foods, packaged beverages, toiletries, over-the-counter medicines, and other household necessities. FMCGs also cover items like detergents, toilet cleaners, toothpaste, shoe polish, snacks, groceries, and even some affordable electronic accessories. Due to their relatively low price and frequent usage, consumers purchase these products regularly, often without much thought or deliberation.

In today's competitive marketplace, the FMCG sector is marked by intense rivalry and dynamic consumer behavior. With multiple brands offering

similar products, companies must go beyond just providing quality—they must also build and maintain a distinct and trusted brand identity. Establishing a strong brand image has become one of the most effective ways to influence consumer preferences and gain market share. A compelling brand image fosters emotional connections, loyalty, and recall, all of which are critical in driving repeat purchases.

Branding is no longer a luxury—it's a necessity. It is a strategic asset that can significantly impact a company's position in the market. Brands play a pivotal role in differentiating products in a saturated market. They are everywhere—in the food we eat, the clothes we wear, the cleaning products we use, and the gadgets we rely on

daily. From luxury goods to basic commodities, branding influences how we perceive value, quality, and trustworthiness.

However, a brand cannot succeed without awareness. Brand awareness is the foundation upon which brand loyalty and purchasing decisions are built. If a consumer is unaware of a brand, no matter how superior the product may be, it is unlikely to be considered in the buying process. Brand awareness is the degree to which consumers are familiar with the qualities or image of a particular brand. It serves as the first step in the buyer's journey and often determines whether a product enters a customer's consideration set.

Consumers gain awareness of brands through various channels—advertisements, social media platforms, influencer marketing, in-store promotions, product packaging, endorsements, and word-of-mouth recommendations from friends and family. Each of these touchpoints contributes to shaping the consumer's perception and memory of the brand. In an age where consumers are bombarded with information, consistent, clear, and creative branding is essential to stand out.

Moreover, consumer trust is increasingly influenced by a brand's presence on digital platforms, its engagement with customers, its transparency, and its social responsibility. Today's consumers are more informed and conscious. They are not just looking for quality products but also brands that align with their values, whether it's sustainability, ethical sourcing, or community support.

Therefore, it becomes imperative for marketers and businesses to deeply understand the various factors that impact brand awareness in the FMCG segment. These factors may include pricing strategies, product availability, packaging design, promotional efforts, customer service, and even online reviews. By studying and leveraging these elements, companies can enhance their visibility, build customer trust, and ultimately drive sales.

In conclusion, in the fast-paced world of FMCGs, where product life cycles are short and consumer

loyalty is fleeting, brand awareness is not just important—it is vital. It is the gateway to building relationships, gaining competitive advantage, and achieving long-term success in a crowded and ever-evolving marketplace.

Review of Literature

The purchasing decisions within the Fast-Moving Consumer Goods (FMCG) sector have long fascinated marketing scholars due to the unique characteristics of this category: frequent purchases, low involvement, brand switching, and intense competition. Hoyer (1984) conducted a seminal analysis on consumer behavior in FMCG markets. His research emphasized that the nature of FMCG purchases typically reflects low-involvement decision-making. However, he highlighted an intriguing deviation when consumers attach social or ethical value to the product—such as choosing socially responsible or environmentally sustainable FMCGs. In such cases, even low-involvement products may elicit high-involvement behavior. This finding challenged the conventional understanding of FMCG as uniformly low-consideration purchases and opened the door for rethinking marketing strategies in socially appealing product segments.

Hoyer's notion of culturally or socially attractive FMCGs suggests that certain consumer segments might consistently prioritize ethical consumption over cost or availability. These consumers demonstrate a form of high-involvement decision-making grounded in values rather than functional attributes. For instance, a consumer committed to sustainability may consistently opt for eco-friendly cleaning products, even if they are priced higher or less conveniently located in-store. This behavior, while rare, is becoming increasingly visible in today's ethically driven markets and is central to building niche yet loyal customer bases.

Mittal et al. (2010) further investigated the degree of customer involvement in purchase decisions, asserting that involvement fluctuates based on consumers' personal interest and concern for a product. While the default mode for FMCG

purchases may be routine or habitual, Mittal and colleagues argue that consumers can exhibit both high and low involvement depending on the purchase context. For instance, a mother buying baby care products might show high involvement and thorough decision-making due to concern for her child's wellbeing, even though these are technically FMCG items. Conversely, a consumer grabbing a bottle of water at a railway station is likely operating in a low-involvement, convenience-based mode.

The findings by Mittal et al. emphasize that marketers must not treat the FMCG market as homogenous. The degree of involvement can be situational, and identifying high-involvement zones within an overall low-involvement category can help tailor marketing messages and media spend accordingly. Personalized promotions, better in-store information, and targeted advertising could be used for high-involvement FMCGs to deepen brand connections.

Ali et al. (2012) directed their research toward understanding brand loyalty in the FMCG market. They posited that exploring brand loyalty is pivotal for understanding consumer retention and the dynamics of repetitive purchases. Their work sheds light on the emotional and behavioral attachment that customers develop toward brands. In FMCG, where brand switching is commonplace due to low switching costs and a plethora of substitutes, cultivating loyalty can be both challenging and rewarding.

Brand loyalty in this context is not merely a result of satisfaction but often a combination of trust, habit, and perceived value. The findings stress the need for consistent product quality, promotional reinforcement, and emotional branding to cultivate consumer allegiance. FMCG firms, therefore, should invest in long-term brand building, even in cases where individual purchases seem trivial, because the cumulative impact of loyalty across thousands of consumers has significant revenue implications.

Jain and Sharma (2012) shifted the discourse to organic and natural product markets, observing that the potential of this niche within FMCG

remains largely untapped. Despite initial barriers such as high distribution and promotional costs, they advocate for sustained investment in organic markets due to growing consumer awareness of health and environmental issues. They argued that companies entering this space should not be deterred by short-term losses, as the long-term potential for brand development and market dominance is substantial.

Their study points to a strategic imperative: first movers or early entrants into green and organic FMCGs can capitalize on a growing trend and potentially capture loyal customer bases before the market becomes saturated. This aligns with Hoyer's earlier suggestion about high-involvement purchases for socially attractive FMCGs, reinforcing the notion that values-based purchasing is on the rise.

Nair and Nair (2013) brought forth the concept of evoked set theory in consumer behavior within FMCGs. They classified consumer brand perception into three categories: evoked set (brands actively considered), inert set (brands neither preferred nor rejected), and inept set (brands actively avoided). Their research implies that effective marketing should aim to move a brand from the inert or inept set into the consumer's evoked set, thus becoming a contender at the point of purchase.

This theoretical framework provides a useful lens for FMCG marketers trying to climb the consumer consideration hierarchy. Packaging, visibility, advertisement recall, and point-of-sale strategies are vital tools in ensuring that a brand enters and remains in the evoked set. Over time, with sufficient exposure and perceived value, a brand can transition from occasional choice to habitual selection.

Attri et al. (2013) provided a case-specific study examining consumer preferences for BAMUL milk, a regional dairy brand. They identified several factors that significantly influenced consumer decisions, such as door-to-door delivery, product hygiene, taste, value for money, and reliability. This study underscores the fact that even within a standardized FMCG product like milk, subtle

differences in service and perception can greatly influence consumer choice.

Their findings point to the value of operational excellence in customer retention. Hygiene and cleanliness—especially for consumables—are increasingly critical to brand trust. Regional FMCG brands, despite lacking massive advertising budgets, can compete effectively by offering consistency, customer convenience, and superior service.

Katiyar and Katiyar (2014) broadened the analysis by identifying the core elements impacting consumer buying behavior: product, price, place, promotion, and psychological and physiological factors. They noted that the weight of these factors varies across different products, suggesting that a one-size-fits-all marketing strategy may not be effective. For example, price might dominate decision-making in detergent purchases, while branding and emotional appeal might be more critical for cosmetics.

Understanding these nuances is key to crafting targeted marketing campaigns. FMCG companies must segment their products not just by demographic profiles but also by psychological drivers, tailoring their promotional strategies accordingly. This multi-factorial approach to understanding consumer decisions deepens the potential for precision marketing.

Basha (2016) contributed a rural dimension to FMCG research, finding that rural consumers in Punjab prefer smaller pack sizes and lower-priced products. This behavior stems from lower disposable incomes and a conservative approach to spending. Basha recommended that FMCG companies enter rural markets gradually, adapting their packaging, pricing, and distribution strategies to meet local preferences.

This study offers critical insights into rural marketing—a vast yet often neglected market segment. Companies venturing into rural areas must focus on affordability, accessibility, and awareness. Micro-packs, vernacular branding, and local influencer marketing could become effective levers in penetrating these markets sustainably.

Finally, Vijayakumar and Nijanthan (2019) highlighted the interplay between consumer attitudes and brand experiences in the FMCG segment. They noted that consumers often develop strong attitudes toward brands, even when their involvement level is low. These attitudes, formed through repeated exposure, promotional cues, and word-of-mouth, contribute to brand equity. Interestingly, they observed that even low-involvement products can benefit from strategic branding to create psychological value in the consumer's mind.

Their work affirms the necessity for emotional branding in FMCG. While the purchase decision may be quick and habitual, the underlying consumer perception can be deeply rooted. Successful brands go beyond product functionality to create identities, narratives, and values that resonate with consumers.

Aim and Objective of the Study

In today's aggressive marketplace place, considering customers' needs is vital in each and every sector. Retention of the customers is a major challenge in today's competitive market. From the investigation of the view of literature, it is discovered that all the examinations have endeavored to look at the behavior of rural and urban purchasers. Efforts have been made to study the pre purchase behavior or post purchase behavior of FMCGs. In any case, no endeavors have been made to the study the factors affecting the brand awareness. So this study is an effort to study the determinants of Brand Awareness of Fast Moving consumers Goods.

Research Methodology

Before the final survey, a pilot study was conducted. Questionnaire was circulated to 100 individuals who buy FMCGs. The consistency of questionnaire was examined through Cronbach alpha coefficients. Yet, in light of the Cronbach alpha results, the need for further amendments was felt. Some items were dropped while some were added on the basis of pilot survey. For final data collection, Primary sources were used. For primary data collection, a well structured

questionnaire was used. It was drafted on the basis of review of literature on five point likert scale. Universe of current research included those persons from Punjab who buy FMCGs. To

achieve objectives, questionnaires were distributed to 500 respondents in Punjab. Data was collected through convenience cum judgement sampling. Table 1.1 shows the sample characteristics of the respondents.

Table1.1: Sample Characteristics of the Respondents

Age	No. of respondents
Below 20 years	51
21 to 30 years	224
31 to 40 years	124
Above 40 years	101
Total	500
Marital Status	No. of respondents
Married	260
Single	234
Divorced	2
Separated	4
Total	500
Educational Qualification	No. of respondents
Upto High Secondary	46
Graduate	191
Post Graduate	106
Professional	83
Others	74
Total	500
Occupational Status	No. of respondents
Businessman	40
Private Employees	160
Govt. Employees	86
Housewives	75
Students	96
Others	43
Total	500
Monthly Income	No. of respondents
Below 50000	51
50001-100000	224
100001-150000	188
Above 150000	37
Total	500
Nature of family	No. of respondents
Joint family	175
Nuclear family	325
Total	500
Family size	No. of respondents
Upto 2	38
3-4	188
5-6	154
Above 6	120
Total	500

Source: Survey

Data Analysis and Interpretation

Factors affecting the Brand Awareness Fast Moving consumers Goods

After studying the reliability, it was necessary to examine the aptness of the statistics. It was confirmed with the help of KMO and Bartlett test

of sphericity. Kaiser 1974 proposed that “Value of KMO should lie within the range of 0 to 1”. KMO responsible for 0.751 (Table 1.2) in the present chapter which means that sample is appropriate to conduct Factor Analysis. Bartlett test of sphericity (Bartlett, 1950) also confirm that sample is adequate to run factor analysis.

Table 1.2: KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	2774.627
	df	231
	Sig.	.000

Source: SPSS

Table 1.3 is showing the value of total variable explained by all 7 factors and value of eigenvalues.

Table 1.3: Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.811	26.412	26.412	5.811	26.412	26.412	4.931	22.413	22.413
2	3.361	15.279	41.692	3.361	15.279	41.692	3.266	14.847	37.260
3	1.658	7.538	49.229	1.658	7.538	49.229	1.788	8.126	45.385
4	1.567	7.121	56.350	1.567	7.121	56.350	1.573	7.150	52.535
5	1.306	5.938	62.288	1.306	5.938	62.288	1.559	7.085	59.620
6	1.142	5.192	67.480	1.142	5.192	67.480	1.444	6.562	66.182
7	1.102	5.007	72.488	1.102	5.007	72.488	1.387	6.305	72.488
8	.927	4.213	76.700						
9	.703	3.195	79.895						
10	.659	2.996	82.891						
11	.656	2.982	85.874						
12	.614	2.789	88.662						
13	.481	2.187	90.849						
14	.361	1.642	92.491						
15	.325	1.476	93.967						
16	.308	1.401	95.368						
17	.257	1.170	96.538						
18	.222	1.011	97.549						
19	.175	.796	98.345						
20	.153	.696	99.041						
21	.125	.568	99.609						
22	.086	.391	100.000						

Source: Calculation through SPSS based on Survey

Table 1.4 is showing the summary of various factors with initial eigen values, variance explained and factor loadings.

Table 1.4: Summary of Factor Analysis

Factors	Initial Eigen values	Variance Explained	Statements	Factor Loadings
F1 (Affective Factors)	5.811	22.413	I got information about FMCGs by following celebrities	0.874
			I am interested to read out reports related to FMCG products	0.821
			My colleagues contribute a lot in making me aware regarding various brands of FMCGs	0.805
			Information on social platforms is more reliable for creating awareness of FMCGs	0.787
			Promotional schemes create awareness too for creating brands awareness	0.713
			Magazines articles help to create awareness among customers about various FMCGs products	0.663
			I had got most of the information about the product from my friends	0.542
F2 ()	3.361	14.847	I had got most of the information about the product social media	0.849
			I had got most of the information about the product from my family	0.772
			Staff of super market tells about different FMCGs brands	0.688
			I used to purchase those products which advertisements come on television	0.616
			Internet ads are also one of the major sources of recognition of FMCGs	0.562
			I would like to consult those persons who have already experienced of buying FMCGs	0.539
F3(Promotional factors)	1.658	8.126	I Came to know some FMCGs brands thorough promotional events	0.714
			Sponsored programmes generate awareness among customers about FMCGs	0.852
F4 (Brand Equity)	1.567	7.150	I got information about FMCGs by following celebrities	0.769
			Brand value and reputation from other sources informed me about FMCGs	0.723
F5 (Personal Factor)	1.306	7.085	I try to gain information about FMCGs which is beneficial for me	0.742
			Attractive package informs me about the FMCGs	0.467
F6 (Retailer's Advice)	1.142	6.562	Advice from retailer helps me for creating awareness	0.821
			I came to know about FMCGs by direct selling techniques	0.477

Source: Survey

Affective Factors

Table 1.4 shows that the first dimension, “Affective Factors”, is comprised of 7 items relating to the awareness of green marketing. It explained 22.413% variation in the data, with an Eigen value of 5.811. It contains 7 items namely ‘I got information about FMCGs company outlets’ (.874), ‘I am interested to read out reports related to FMCG products (.821), ‘I My colleagues contribute a lot in making me aware regarding various brands of FMCGs’ (.805), ‘Information on social platforms is more reliable for creating awareness of FMCGs’ (.787), ‘Promotional schemes create awareness too’ (.713), ‘Magazines articles help to create awareness among customers about various FMCGs products’ (.663) and ‘I had got most of the information about the product from my friends’ (.542).

Informative Factors

The second factor, ‘Informative Factors’ was responsible for 14.847% of variation, having eigen value of 3.361. It consists of 6 items such as ‘I had got most of the information about the product social media’ (.849), ‘I had got most of the information about the product from my family (.772), ‘Staff of super market tells about different FMCGs brands’ (.688) and ‘I used to purchase those products which advertisements come on television’ (.616) ‘Internet ads are also one of the major sources of recognition of FMCGs’ (0.562), and ‘I will consult the people who have already tried with the branded products (0.539).

Promotional Factors

The third dimension, ‘Promotional Factors’ explained 8.126% variation in the data, having eigen value of 1.658. It includes 2 items namely ‘Sponsored programs generate awareness among customers about FMCGs (.852), ‘Came to know some FMCGs brands thorough promotional events’ (.714).

Brand Equity

The fourth dimension ‘Brand Equity’ is a combination of two items. This dimension explains 7.150 of the total variance and 1.567 eigen value. The items were like ‘I prefer to buy those products

which are promoted by celebrities (.769)’ and ‘Brand value and reputation from other sources informed me about FMCGs’ (.723). A brand endorsement offers an image that can help shoppers to distinguish specialist organizations and to foresee administration results (Herbig and Milewicz, 1993; Janiszewski and Van Osselaer, 2000; Turley and Moore, 1995).

Personal Factors

The fifth dimension, ‘Personal Factor’, was responsible for 7.085% variation, with an eigen value of 1.306. It includes two items such as ‘I intent to seek out information that is consistent with my initiate preference/opinion’ (.742) and ‘Educational seminars are a good way to make people aware regarding Green Durable Products’ (.467). Personal factors basically someone feelings, sentiments, ideologies also motivate to adopt awareness regarding brands of FMCGs than anyone else. Moreover, seminar and educational campaign also support to create awareness among customers

Retailer Advice

The sixth dimension, ‘Retailer advice’, is collected of 2 items. It explained 6.562 of the total variance with 1.142 eigen value. It includes statements like ‘I take advice of retailer / shopkeeper before purchasing FMCG items’ (.821) and ‘I came to know about FMCGs by direct selling techniques’ (.477). It is also one of the biggest methodologies to create awareness. One device that advertisers use for their campaign is immediate promoting, which permits brands to target explicit gatherings of clients with custom fitted messages. In contrast to customary promoting, direct advertising permits brands to produce intrigue and reaction from focused clients, assists with expanding client dependability, create leads and new business and lifts deals (Sharma, 2017).

One of the most significant elements influencing brand mindfulness is the brand name. It has a significant influence in making mindfulness for a brand. It also affect whether the name is actually quite significant or totally peculiar influence the brand mindfulness. Brand name should be

reminiscent like NIKE, Acronym like IBM, graphic like General Motor. Such sort of brand names assists with building up brand name and expands brand mindfulness (Dhadhal, 2018).

Conclusion

Thus, in order to study the factors affecting the Awareness of FMCGs brands, Factor Analysis has been applied. Results of factor analysis showed that Affective Factor, Personal Factor, Reference Group, Display Effects etc. are the main factors affecting the FMCGs brands.

To crown it all, when a product has a well known brand name, it can win consumers' preferences and increase company's market share. Manufacturers of FMCG products ought to build a brand and promote its brand awareness through sales promotion, campaigns, advertising, and other marketing activities. When brand awareness is high, its brand loyalty will also increase. Consumers will produce brand loyalty because good product quality and increase their repurchase behavior further. Most of the consumers prefer branded product with the belief that quality is assured in case of reputed companies

Limitations of the Study: Following are the limitations of the study:

- Sample was taken from of Punjab only. The behaviour of respondents from one part of India may vary from other part of India. However, an extensive sample might generate different findings.
- 7 dimensions were used to measure factors affecting the brand awareness in the current study. However, full efforts have been made to identify the factors, yet some important dimensions could have been skipped.
- The responses given by respondents may suffer from personal biasness so it could affect the results of current research. The present study may also suffer from this limitation because the respondents might not have intentionally provided their correct judgment due to some biasness.

References

- Ali, M. A., Thumiki, V. R. R., & Khan, N. A. (2012). Factors influencing purchase of FMCG by rural consumers in South India: an empirical study. *International Journal of Business Research and Development*, 1(1).
- Attri, R., Dev, N., & Sharma, V. (2013). Interpretive structural modelling (ISM) approach: an overview. *Research journal of management sciences*, 2319(2), 1171.
- Bartlett, M. S. (1950). Tests of significance in factor analysis. *British journal of psychology*.
- Basha, A. M. (2016). A study on consumer behaviour towards FMCG goods an empirical study with special reference to spsr nellore district of Andhra Pradesh. *International Journal of Advanced Technology in Engineering and Science*, 4(8), 289-295.
- Dhadhal, C. H. (2018). Brand preference of consumers for selected brands of FMCG products-A Study of Rajkot city. *Research Journal of Applied Research*, 4, 1708-1712.
- Herbig, P., & Milewicz, J. (1995). The relationship of reputation and credibility to brand success. *Journal of consumer marketing*, 12(4), 5-11.
- Hoyer, W. D. (1984). An examination of consumer decision making for a common repeat purchase product. *Journal of consumer research*, 11(3), 822-829.
- Jain, A., & Sharma, M. (2012). Brand awareness and customer preferences for FMCG products in rural market: an empirical study on the rural market of Garhwal region. *VSRD International Journal of Business & Management Research*, 2(8), 434-443.
- Janiszewski, C., & Van Osselaer, S. M. (2000). A connectionist model of brand-quality associations. *Journal of Marketing Research*, 37(3), 331-350.
- Katiyar, A., & Katiyar, N. (2014). An empirical study of Indian consumer buying behavior of FMCG products (with special reference of bathing soap). *International journal of management and commerce innovations*, 2(1), 211-217.

- Mittal, K. C., Arora, M., & Parashar, A. (2011). An Empirical Study on factors affecting consumer preferences of shopping at organized retail stores in Punjab. *KAIM journal of management and research*, 3(2), 38-40.
- Nair, G. K., & Nair, H. K. (2013). An analysis on customer perception towards service quality variables in selected organized retail outlets. *International journal of management and social sciences research*, 2(1), 56-61.
- Sharma, R. (2017). Study of consumer oriented sales promotion in FMCG Sector. *BRDU International journal of multidisciplinary Research*, 2, 1-9.
- TuRIEY, L. W., & Moore, P. A. (1995). Brand name strategies in the service sector. *Journal of consumer marketing*, 12(4), 42-50.
- Vijayakumar, K., & Nijanthan, R. (2019). A study on consumers buying behaviour towards fmcg products with reference to Karur district. *International Journal of research and analytical reviews (IJRAR) Volume*, 6, 265-270.