

Examining the Influence of Marketing Mix on Retailer Brand Awareness: A Focus on Detergent Products

S. Suganya¹ (Assistant Professor)
Mepco School of Management Studies
Mepco Schlenk Engineering College
Sivakasi, TN, India

Dr. K. Rajamani² (Associate Professor)
Mepco School of Management Studies,
Mepco Schlenk Engineering College
Sivakasi, TN, India

A Thameem Ansari³ (PG Student)
Mepco School of Management Studies,
Mepco Schlenk Engineering College
Sivakasi, TN, India

Abstract:- The research seeks to examine how the components of the marketing mix affect brand awareness within the detergent industry, with a specific focus on 233 retail outlets situated across Chennai, Sivakasi, and Tuticorin. Utilizing a structured questionnaire, data was collected on brand awareness of detergents among these retailers. The primary objective is to analyze brand awareness levels while identifying factors influencing detergent awareness. Factors such as product, price, promotion, service, and distribution channels are examined. Retailer perceptions towards various detergent brands, notably Surfexcel and Matic Liquid, were assessed. Matic Liquid emerged with the highest sales volume among detergent products. Statistical tools including Chi-square, weighted average, and Multiple Regression were employed for analysis. The research underscores the significance of understanding retailer perspectives in the context of intensifying market competition and evolving technology. Theoretical frameworks and analytical methodologies are elucidated to provide a comprehensive understanding of the business environment. The study also delves into strategies for overcoming competitive challenges faced by Surfexcel in the dynamic detergent market. Statistical software SPSS facilitated data analysis, incorporating tests like Chi-square, weighted average, and Multiple Regressions. In summary, the research presents insights into brand awareness dynamics among retailers, delineating key factors influencing brand perception in the detergent industry. The findings inform strategic decisions aimed at enhancing market presence and mitigating competitive pressures.

Keywords:- Marketing Mix, Brand Awareness, Detergent Industry, Retailer Perceptions, Competitive Challenges.

I. INTRODUCTION

➤ Brand:

A brand refers to a product produced by a specific company and marketed under a particular name. It is widely recognized as one of the most valuable and significant assets for a company. In many cases, companies are commonly identified by their brands, blurring the distinction between the two and making them virtually synonymous.

A strong brand typically encompasses various factors such as the emotions it evokes in consumers, its core values, mission, and vision, the level of trust it commands, its ability to inspire people, its societal alignment, communication strategy, market position relative to competitors, uniqueness, and consistency. Remarkable brands may not always be the largest, most successful, or even the most profitable ones.

➤ Logo of a Brand and its Uniqueness:

A logo by itself is a graphic element that represents the brand, while a brand is a combination of all tangible and intangible aspects that represent the organization.

The more prevalent and unique a brand is, the more recognition and loyalty it earns. And recognition + loyalty = profit. Part of maintaining and protecting a brand's distinctiveness is the consistent use of its core elements, which include logos, colors, typography, mascots, taglines and advertising style.

➤ Brand Equity:

Brand Equity is a marketing term that describes a brand's value. That value is determined by consumer perception and experiences with the brand. If people think highly of a brand, it has positive brand equity. Brand Equity has four dimensions i.e., Brand Loyalty, Brand Awareness, Brand Association and Perceived Quality. Each provides value to the firm in numerous ways. Once a brand identifies the value of brand equity, it can follow the roadmap to build

and manage the potential value.

➤ *Brand Loyalty:*

Brand Loyalty is the repeat purchases of a particular brand based on the perception of higher quality and better services than any competitor. Brand Loyalty is not dependent on price. Companies with high scores on brand loyalty grow their revenue 2.5 times faster than their peers. It help companies build a strong brand and get the customers again.

➤ *Brand Awareness:*

Brand awareness, a fundamental concept in marketing, refers to the extent to which consumers recognize a product by its name. Establishing brand awareness is crucial when introducing a new product or revitalizing an existing brand. Ideally, brand awareness encompasses the unique qualities that set the product apart from competitors.

It represents the level of recognition and connection that potential customers have with your products and services. A Brand Awareness Strategy involves marketing initiatives aimed at promoting a brand's message, with the goal of expanding the customer base and solidifying brand recognition in the target market. Marketers devise strategies to ensure their brand remains prominent in the minds of customers, standing out among competitors.

➤ *Brand Association:*

Brand Association is how customers remember a brand. Brand Association helps people remember a brand and its unique qualities that differentiate one from other competitors. Brand Association provides customers with concepts, visuals and attitudes that can help facilitate brand recall. Eg. Nokia sound, Film stars as with “Lux”, Signature tune of Britannia, Blue color with pepsi.

➤ *Perceived Quality:*

Perceived quality denotes the sense of superiority that a customer associates with a product, brand, or business, formed through sensory experiences such as sight, sound, touch, and scent.

In a landscape where consumers are encountering an abundance of functional, dependable products with rich features, savvy businesses are directing their attention towards enhancing perceived quality. This strategy aims to elevate products from merely functional to highly desirable and premium offerings, enabling them to command higher prices in the market.

For example, in a car showroom, customer would first take a glance around the car, then open the door, sit on the seat and check the quality of the detail

➤ *Marketing:*

Marketing is the process of identifying, creating, and delivering value to satisfy a target market's needs for products and services, which may also include audience targeting. Choosing specific qualities or subjects to highlight in advertising, carrying out marketing campaigns, designing

products and packaging that appeal to customers, and deciding on the terms of the sale, such as the cost, any discounts, the guarantee, and the return policy. Marketers can sell their goods directly to consumers or to other businesses (B2B marketing) (B2C marketing). No matter who is being advertised to, a number of elements still apply, including the marketers' viewpoint. The planning stage of the marketing process is approached in accordance with market orientations. The marketing mix, which outlines the specifics of the product and how it will be sold, is influenced by the environment in which the product is sold, the findings of marketing research and market research, and the characteristics of the product's target market. Marketers must select how to promote the product after these criteria have been established, which may involve using coupons and other price inducements.

Advertising, distribution, and selling were once considered to be the three main creative parts of marketing, and many aspects of the business still follow this model. As a result of its extensive use of social sciences such as psychology, sociology, economics, mathematics, ethnography, and neuroscience, marketing is now widely recognized as a science. A step-by-step process for creating a marketing strategy has been developed by marketing science. The two basic categories of marketing are business-to-business (B2B) and business-to-consumer (B2C).

➤ *B2B Marketing:*

B2B (business-to-business) marketing refers to any strategy or material used to market to businesses or organizations. Any business that sells goods or services to other companies or organizations uses B2B marketing techniques.

➤ *B2C Marketing:*

Business-to-consumer, or B2C, marketing refers to a company's methods and approaches for promoting its goods and services to particular customers. This used to be a general term for persons who were shopping for personal stuff. The more recent term for the internet sale of consumer goods is B2C, or business-to-consumer.

The four Ps of marketing are the essential components of selling a product or service. They are a good or service's product, pricing, location, and promotion. The four Ps, which are frequently referred to as the marketing mix, are limited by both internal and external elements of the total business environment, and they interact strongly with one another.

➤ *Product:*

The primary component of the Four Ps of marketing is the product. A product can be defined as anything that fulfills a consumer's need or want, whether it's a tangible item or an intangible service. Understanding the nature of your product and its unique selling points is crucial for effective marketing, whether you're selling handcrafted furniture or providing luxurious accommodations. Marketers need to grasp the concept of a product's life cycle to succeed, and business leaders must devise strategies for

managing products at each stage of this cycle. Additionally, the type of product will impact pricing, placement, and promotional strategies adopted by the company.

➤ *Price:*

After thoroughly comprehending the product offering, we can start choosing prices. Prices will have an impact on profit margins, supply, demand, and marketing tactics. Our next two Ps may be influenced by price elasticity factors, and equivalent products and brands may need to be positioned differently depending on different price points.

➤ *Place:*

Marketers often assert that achieving the perfect alignment of product, price, placement, and timing is the essence of marketing. Consequently, it's essential to identify the most effective venues for converting potential customers into actual buyers. In today's landscape, the primary arena for engaging and converting prospective customers is online, even if the transaction itself occurs elsewhere.

➤ *Promotion:*

The last P stands for your product or service's promotion. It's time to promote the product now that we have a pricing and a product. Marketing companies employ a range of strategies to distinguish a product or service from competitors and provide consumers with pertinent product information. Promotion includes a variety of strategies, including advertising, public relations, social media marketing, email marketing, search engine marketing, video marketing and others.

II. INDUSTRIAL PROFILE

➤ *Introduction About the Detergent Products:*

A material called laundry detergent or washing powder is a kind of cleaning agent that is added to clean laundry. In everyday speech, the term "detergent" refers to mixes of chemicals, such as alkyl benzene sulfonates, which resemble soap but are less sensitive to hard water. The word "detergent" typically refers to laundry detergent rather than hand soap or other cleaning products in domestic applications. The majority of detergent is given as powder.

Many different ions and compounds can function as high-efficiency surfactants. The three primary kinds of detergents are anionic, neutral, and cationic. They are frequently categorized according to the charge of the molecule or ion. The most frequent use of anionic detergents is in household laundry detergents. Ions or compounds that have polar and no polar components are detergents. The non-polar element solubilizes the oily ("hydrophobic") compounds that are the typical target of the cleaning procedure, whilst the polar component enables the detergent to dissolve in the water. 6 billion kilogram's worth of components.

Modern detergent formulations comprise a number of ingredients throughout the entire product rather than simply the surfactant. Builders (around 50% of the whole weight), alkyl benzene sulfonate surfactant (15%), and bleaches are

the other three key components (7 percent).

Detergent is a substance used to aid in cleaning. The phrase is occasionally used to distinguish between soap and other cleaning agents that contain surfactants. It (or "detergent") means "cleaning" or "having cleaning properties" as an adjective referring to a substance; "detergency" denotes the presence or strength of cleaning property.

When using the word "detergent" by itself, people frequently mean laundry detergent as opposed to hand soap or other cleaning products. If used as a cleaner, plain water functions as a detergent. Soaps or combinations mostly made of soaps are probably the most commonly used detergents besides water. Though the terms "detergent" and "soap" are occasionally used interchangeably, not all soaps have a considerable amount of detergent, and not all detergents are soaps. Sometimes, even when a surfactant is not used for cleaning, it is referred to as a detergent. While the term "surfactant" is still in use, this language should be avoided.

A sort of detergent (cleaning agent) used to clean soiled laundry is laundry detergent (clothes). There are two types of laundry detergent produced: powder (washing powder) and liquid. Despite having almost equal shares of the global market for laundry detergents in terms of value, powdered detergents are sold twice as much as liquid detergents in terms of volume.

Chemical additions have been used to speed up the mechanical washing of textile fibres with water since antiquity. The earliest known instances of the manufacture of substances resembling soap date to ancient Babylonia around 2800 BC.

In 1917, in response to a lack of materials for soap during the Allied Blockade of Germany during World War I, German chemical industries created an alkyl sulphate surfactant. Fatty alcohols were made economically feasible in the 1930s, and these novel materials were transformed into their sulphate esters, which are essential components of the commercially significant German brand FEWA, manufactured by BASF, and the American brand Dreft, manufactured by Procter & Gamble. Up to the end of World War II, these detergents were mostly used in industry. In the late 1940s, new inventions and a subsequent conversion of aviation fuel plants to make tetrapropylene, used in household detergents, led to a rapid increase in domestic use.

In order to wash laundry, mixed soils must be removed from fibre surfaces. According to their chemical composition, soils can be divided into: soils that are soluble in water, including glucose, inorganic salts, urea, and sweat. Rust, metal oxides, soot (carbon black), carbonates, silicates, and humus are examples of solid particle soils. Grease, mineral oil, sebum, animal fats, and vegetable oils are examples of hydrophobic soils. Proteins found in things like blood, grass, eggs, milk, starch, and skin keratin. Before

the surfactants can remove them, these need to be hydrolyzed and denatured into smaller pieces using enzymes, heat, or alkali. Wine, coffee, tea, fruit juices, and vegetable stains are all washable stains. The process of bleaching involves an oxidation reaction that transforms the colourful material into a colourless one that either remains on the fabric or may be removed. Pigments and colours, fats, resins, tar, waxes, and denatured protein are among the difficult-to-remove soils.

Builders (about 50% by weight), surfactants (15%), bleach (7%), enzymes (2%), soil anti-deposition agents, foam regulators, corrosion inhibitors, optical brighteners, colour transfer inhibitors, perfumes, dyes, fillers, and formulation aids may all be present in laundry detergents.

World Wide Market for Detergent Products: Despite having almost equal market shares in terms of value, powdered laundry detergent is more commonly used globally. 14 million metric tons of powdered detergents were sold in 2018, which is twice as much as liquid detergent. Although powdered detergent is more common in emerging areas like Africa, India, China, and Latin America, liquid detergent is still frequently used in many Western nations. Due to their advantage over liquids in terms of whitened clothing, powders also hold a sizable market share in Eastern Europe and certain western European nations. The market share of powdered detergents in Western Europe is between 30 and 35 percent, according to Desmet Ballestra, a designer and manufacturer of chemical plants and equipment for creating detergents. The market for powdered detergent is expanding by 2% annually, according to Lubrizol.

Indian Market for Detergent Products of the market was controlled by HLL, while just 25% was held by Det. Another participant joined the fray in 1966.

The "Magic" detergent powder was introduced by the Tata Oil Mills Company (TOMCO)2. In the budget market, TOMCO debuted "Tata's Tej" in 1973. In 1977, TOMCO launched OK, a new budget detergent powder. Through the years in the history of detergents, significant inventions.

➤ *Objective of the Study*

- To identify the brand awareness of Detergents among retailers.
- To analyze the factors influencing the awareness of detergents.
- To identify the impact of marketing mix elements on brand awareness.

III. RESEARCH METHODOLOGY

The descriptive type of research design is used in this study. Primary and secondary data are used in this study. The primary data was collected by direct survey method using a physical form questionnaire. Secondary data for this research was obtained from the journals, literature and the

various website. Population size is unknown. The sample size is 233. Samples were collected through physical form questionnaire. The sampling method used in this research is convenience sampling method. Tools used for analysis is Percentage Analysis, Chi-Square, Weighted Average and Multiple Regression.

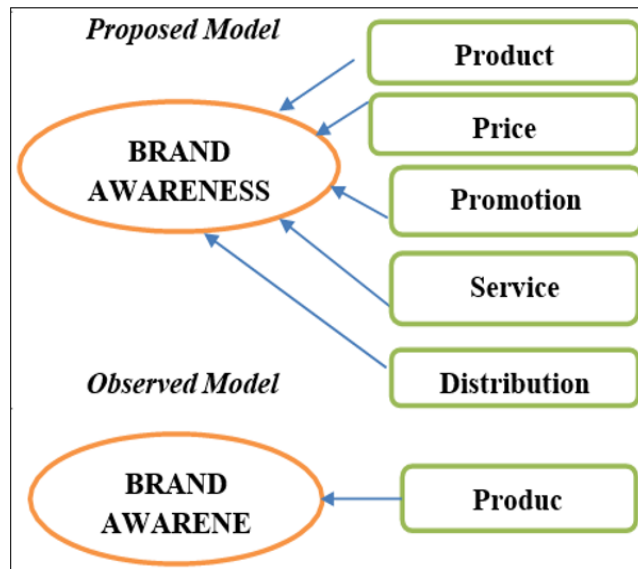


Fig 1 Proposed Modal & Observed Modal

➤ *Hypothesis*

There is a significance relationship between Brand Awareness factors and the factors influencing the awareness of detergents.

- There is a significance relationship between Product factors and the factors influencing the awareness of detergents.
- There is a significance relationship between Price factors and the factors influencing the awareness of detergents.
- There is a significance relationship between Promotion factors and the factors influencing the awareness of detergents.
- There is a significance relationship between Service factors and the factors influencing the awareness of detergents.
- There is a significance relationship between Distribution factors and the factors influencing the awareness of detergents.

IV. AVERAGE OF FACTORS INFLUENCING THE AWARENESS OF DETERGENTS

Table1 Average of Factors Influencing the Awareness of Detergents

S.No	Factors	Averages
1.	Price	3.71
2.	Distribution	3.69
3.	Product	3.68
4.	Brand Awareness	3.61
5.	Service	3.54
6.	Promotion	2.96

From the above table, it is inferred that the most important factor influencing the awareness of the brand in retailers view are price (3.71), followed by distribution (3.69), product (3.68), brand awareness (3.61), service (3.54) and promotion (2.96).

V. ANALYSIS OF VARIABLES USING MULTIPLE REGRESSION

Multiple regression test is used to identify the relationship between brand awareness factors of detergents and product, price, promotion, service and distribution factors of detergents. Null Hypothesis: There is no significant relationship between brand awareness factors of detergents and product, price, promotion, service and distribution factors of detergents. Alternate Hypothesis: There is a significant relationship between brand awareness factors of detergents and product, price, promotion, service and distribution factors of detergents.

Table 2 Factors Influencing the Awareness of Detergents and its Significance level.

S.No	Factors	B	Sig
	(Constant)	.045	.821
1.	Product	.661	.000
2.	Price	.018	.693
3.	Promotion	.139	.113
4.	Service	.009	.930
5.	Distribution	.149	.140

Dependent variable: Brand awareness Independent variable: Product, Price, Promotion, Service, and Distribution.

➤ *Inference:*

From the analysis the factors such as product has significant relationship with Brand Awareness (Sig value <0.05)

Other factors such as Price, Promotion, Service, Distribution has no significant relationship,

(Sig value >0.05)

In this analysis the regress result is $Y = .045 + .661x_1$

Where,

Y= represents the Brand Awareness.

X= Marketing Mix

There is a relationship between brand awareness factors and product factors which have an impact on awareness of detergents. There is no relationship between brand awareness factors and Price, Promotion, Service, Distribution factors which does not have an impact on awareness of detergents. The p-value for recognition is greater than 0.05, suggesting that it is not a statistically significant contributor to Brand Awareness in this analysis.

VI. FINDINGS

➤ *To Analyze the Factors Influencing the Awareness of Surf excel Detergents.*

- The factor that retailers choose this brand because it has reasonable price, influences mostly the awareness of the brand.
- The most important factor influencing the awareness of the brand is price factors.
- Price of the product is mostly considered among retailers while purchasing detergent products.

➤ *To Identify the Impact of Marketing mix Elements on brand Awareness.*

- There is a relationship between brand awareness factors and product factors which have an impact on awareness of detergents.
- There is no relationship between brand awareness factors and Price, Promotion, Service, Distribution factors which does not have an impact on awareness of detergents.

VII. SUGGESTIONS

The retailers are well aware about Surf excel detergents. The retailers purchase behavior is based on, what is required for the end customers. So, the company has to create more awareness and do promotional activities for detergents among public in order to reach a greater number of customers.

VIII. CONCLUSION

From the study, it is concluded that the retailers are price conscious while buying the product, even though they are aware of many brands. Retailers tend to stick to a particular brand because of the price for the product. Among the five factors price, distribution and product are the top three factors that influences the awareness of Surf excel detergents. The Matic Liquid has the highest sales volume among the detergent products. The promotion factors for the products are lower. Since there are number of competitors in the market and many new upcoming firms arousing day by day, Surf excel has got a tough competition in the market. The success of the organization is based on organization’s ability to maintain their products price affordable, to make the retailers well satisfied.

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