
IMPACT OF BRAND EQUITY ON THE TOP-OF-MIND AWARENESS (TOMA) in FMCG SECTOR WITH SPECIAL REFERENCE TO TOOTHPASTE CATEGORY

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EXTENDED ABSTRACT

Background: *Toothpaste category in India is one of the most challenging categories in terms of the number of brands that are present, making the market highly competitive and saturated. Hence it is difficult for any one brand to be on the top of the mind of the consumers. Although Colgate has maintained the top position because of its strength in brand equity with the consumers, it is constantly being challenged by other toothpaste brands.*

Aim: *This research paper relies on the relationship between brand equity and the top-mind awareness drawn from the study titled "Discriminant analysis of Aaker's brand equity model on top-of-mind awareness/brand preference congruence in prospective hospital patients" by Bohrer Monty F (2007). It takes into consideration the Brand Asset Valuator model by Young & Rubicam as the brand equity model and understands its operational variables that would impact the brands in reaching top-of-consumer's mind. For this study, the paper has considered 4 toothpaste brands (Colgate, Pepsodent, Oral-B, Dabur) and two TOMA parameters (germ-free teeth and whitening of teeth) to understand the impact of brand equity variables on the TOMA parameters.*

Research Methodology: *The methodology chosen for this research is quantitative in nature. Different researches through literature review has already established that there is a relationship between brand equity and Top-of-the mind awareness (TOMA) suggesting that if brands have greater brand equity with consumers, there is a higher chance of consumers remembering the brand at the top of their mind or as their first priority. The independent variable in this research is brand equity and the dependent variable is TOMA. This research, through the quantitative technique has confirmed that there is a positive relationship between brand equity and Top-of-the-mind awareness among consumers. The method used in this research is the survey method. The tool used in this research is the closed-ended questionnaire. Likert scaling has been used in the questionnaire. The questionnaire with appropriate scaling was developed and administered to 380 respondents. 310 correct responses were gathered on which co-relational analysis was performed in SPSS 16.0 to understand the impact of brand equity on TOMA.*

Findings: *All the hypothesis were tested and the results suggested that most of the different attributes of brand equity had a negative impact on the whitening and germ-free parameters except some attributes which had a more or less positive impact on the TOMA of the four toothpaste brands under consideration. This paper has suggested how advertisers can communicate their brands through the enhancement of the attributes of brand equity on TOMA. Hence this research becomes relevant both to academicians and corporate organizations. This research has given light to the fact that for national brands like Pepsodent and Dabur, the brand equity attributes of appropriateness which falls into the relevance parameter of the BAV model, has a positive impact on the TOMA parameters of whitening and germ-free. International brands like Colgate and Oral B have to utilize the brand equity parameters for other parameters of TOMA.*

Keywords: *Brand equity, Top-of-mind awareness, Toothpaste, Brand Asset Valuator Model (BAV model.)*

INTRODUCTION

Since its inception, brands have served the role of differentiating apart from providing legal protection from copying. A brand in its simplest form is a mark of differentiation. The marketing communication scenario is changing rapidly with the increase in the role of technology and so has increased the importance of branding. On the contrary, there is very little awareness and understanding of designing appropriate branding strategies to survive in the modern competitive environment.

A successful brand is made up of three components: Relevance, differentiation and salience, the important components of brand power and thus the metrics of brand equity is based on these three components. A strong brand equity provides a wide range of to the organisation ranging from greater customer loyalty, larger margins, and enhanced opportunities for brand extension. Customers are more inclined to process the brand communications favourably for a brand with a strong brand equity leading to positive cognitive and affective reactions and finally leading to consumer purchase. As consumers have found numerous ways of satisfying their basic consumption needs, they focussed on higher alternatives in making brand choices. So, there is a shift in the focus of the brands from differentiation to representation and furthermore from embodiment to meaning. While the other two components of brand equity are of particular importance, the importance of salience in today's time has increased drastically. But, in order to build a strong brand, consumers must have knowledge about the right structures in minds and also the ability to recall them.

The first and foremost step in building strong brand equity is creating a unique identity for the brand. The main goal is to create brand salience or awareness. The concept of brand salience is the capability of the brand to differentiate from its competitors. It is the degree to which a particular brand is thought about or noticed when a customer is in a buying situation. Brand salience can link the brand to product cue thereby making it a part of the consideration set opted by consumers while purchasing for a particular product category. The concept of brand salience goes beyond brand awareness because it reflects the relative strength of awareness for that particular brand in relation to the brand awareness of customers for other brands in that category. This relationship is best reflected by the concept of Top-of-the-Mind awareness concept which indicates whether or not buyers recall the brand first before any other competitor brands in the category when asked to name brands from that particular category. Repeated exposure and consistent delivery of a good product or service over a period of time creates top-of-mind awareness for that brand. It is advantageous for the brand when customer are in a buying situation as it is immediately recalled. So, top of the mind awareness of a particular brand leads to high brand salience which in the longer period of time leads to strong brand equity for that brand.

The concept of top-of-mind awareness has high relevance with respect to low involvement category with the products being common and purchased repeatedly. In such a buying situation, consumers do not actively involved in information search or evaluation of alternatives and rely more on memory. In this case, top-of-mind awareness is particularly more appropriate and relevant as a brand that is top-of-mind is likely to be selected rather than the other competitor brands. So, top-of-mind awareness places the brand at the top of a specific market. It psychologically impacts people so that the mere mention and knowledge of the company or its products or services inherently creates a need for them.

Keeping in mind the relevance of top-of-mind awareness for low involvement category products and its linkage with brand equity, this research paper tries to assess the impact of brand equity on top-of-mind awareness for toothpaste category which is a low involvement product. The research will help marketers understand the correlation between brand equity and top-of-mind awareness of a brand in the low involvement category and thus guide them in designing further marketing communication strategies aimed at creating top-of-mind awareness for their brands.

LITERATURE REVIEW

Consumers have always been the judge and jury of brand communication. The way the brand communication influences the way consumers interprets and ultimately decides the course of action of the consumers. From the past, people have been analysing a brand in three ways-rational, emotional and behavioural. Even in the early days, when a brand communicated about the rational benefits, people would built emotional and behavioural associations though they did not have a dominant and significant impact on the consumer's perception about the brand. With time, people began to make their decisions more on personal emotional associations, brands moved to own emotions but it created a great challenge for the companies to differentiate from their competitors. So, where do brands go next? The next level of brand communication emerged to be emoti-behavioural campaigns, combining the emotional area with the relatively untapped behavioural one. Till now, companies need to understand the behavioural aspects of consumers if they wish to differentiate in today's time. Emotions do trigger a positive association with the brand but the differentiation lies in the top-of-mind recall for certain brands by the consumers.

Brands create value for customers thereby resulting in more revenue for the company. So, if they are evaluated continuously, they can perform better. So, measuring equity of a brand on different dimensions with time is an indicator of the growth or decline of a brand. Product market measures brand's market performance, most commonly being the price premium (David, 1991) followed by market share (Holbrook, 2001) or revenue premium to define brand equity.(K.L.Ailawadi, 2003). These measures quantify the performance resulting from brand name but many a times often refers to hypothetical situations and difficulties in data collection and analysis. Financial measures analyze the brand as a financial asset thereby assigning a financial value to the brand. So, it can quantify the future cash value associated with the brand.(K.L.Ailawadi, 2003).

Analysing the different approached mentioned above shows that brand equity is a multidimensional concept showing a combination of managerial, financial and consumer based concepts.

The equity of a brand is analysed effectively from the consumer's perspective. The strength of a brand depends on the learning and knowledge about the brand acquired by the consumers. The advantage of using this model is that it enables the company to strategically analyse as to how their marketing programs enhance the value of their brands. Customer-Based brand equity can be defined as "the differential effect that brand knowledge has on consumer response to the marketing of that brand." (Keller, 1993). Brand Knowledge comprises of brand awareness and brand image. Brand awareness relates to consumer's ability to recognise or recall the brand. In a broader perspective, it is the depth and breadth of a brand. The depth highlights the ability of the brand to be recognised or recalled by consumers and the breadth refers to the variety of purchase and consumption situations in which the brand comes to mind.((Keller, 1993). A brand having a strong awareness has got high chances of being in the consideration set of the consumers. While talking about low involvement categories, a high level of brand awareness may be sufficient alone for brand choice. ((Keller, 1993).

According to customer-based brand equity, brand awareness plays the most important role in building a strong brand.((David, 1991). If a customer has no brand awareness, it has no brand equity.((T.A.Shimp, 2010).Brand awareness signifies quality and commitment which may motivate consumer to buy that brand.((David, 1991).According to Kapferer (2005),a spontaneous brand awareness is an important constituent of brand saliency leading to a brand equity.There are two levels of brand awareness: stimulus-based recognition and memory-based recall i.e. Top-of-mind awareness or TOMA.((David, 1991)(Keller, 1993).TOMA indicates whether a brand is recalled without any memory aid. The top-of-mind recall is more challenging as it is actually a behavioural tendency.However, if we follow the definitions of brand equity given by Keller ((Keller, 1993), also ((E.Wilson, 1985) and ((Saporito, 1986), it is convincing that the consumers will buy the top-of-mind branding that category. According to Woodside and Wilson(E.Wilson, 1985), consumers with higher TOMA levels for a particular brand showed a stronger preference towards that brand. Moreover, Saporito (1986) suggested that an enhanced preference intensity towards a particular brand enhances the brand loyalty and the intention to buy that brand. So,

it is concluded that a strong brand equity leads to TOMA building a stronger preference of consumers towards that brand and an intention to purchase.

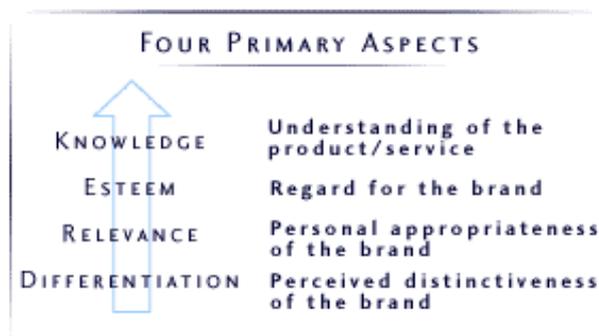
TOMA is specifically more relevant to low involvement purchase decisions where a customer does not seek information about a new brand unless it is on the top-of-mind awareness of the customers. There are limited number of brands in his evaluation or consideration set based on his past experience and he will follow a limited decision making looking into the low risk involved in the purchase. ((Richard Rosenbaum-Elliott, 2015) However, as far as brand equity models are concerned, apart from the customer-based-brand equity model, there is another model used in the branding industry which is Brand Asset Valuator (BAV) Model. This model has been less used in the research papers and hence this research paper would concentrate on the BAV model.

Brand Asset Valuator Model:

The Brand Asset Valuator Model developed by Young & Rubicam Inc.as part of BAV research program interviewed over 90,000 consumers across 30 countries and collected information on more than 13,000 brands.Y&R BAV data has been reported as percentile rank among all the brands measured allowing for a comparative and diagnostic assessment of brands across categories in a truly global perspective.(The story of the Y&R Brand Asset Valuator Program) (www.yr.com)

The Brand Asset Valuator model studies how a consumer perceives value of a brand in terms of four parameters: differentiation, relevance, esteem & knowledge. If done properly, these four parameters in combination ensures a sound brand. Differentiation is the ability of a brand to offer promises to consumers different from its competitors. This model finds that Differentiation declines as a brand matures but with sound management.(The story of the Y&R Brand Asset Valuator Program).Relevance shows the personal appropriateness of the brand to the consumers and tied with Differentiation indicates the Brand strength of a brand which is an important indicator of brand's future growth and potential. Esteem is the quality and perception about the brands in the minds of consumers. In the process of building a brand, it follows differentiation and relevance in that order. This model tracks the way a brand gains esteem and popularity amongst consumers across countries. Knowledge is the consumer's awareness about the brand and understanding of the brand's identity. True knowledge is a successful culmination of the brand building steps starting from differentiation, relevance, relevance in that order. The combination of Esteem & Knowledge termed as Brand Stature is consumer's response to the brand which is again a strategic indicator to the future growth of the brand.

FIG.1.

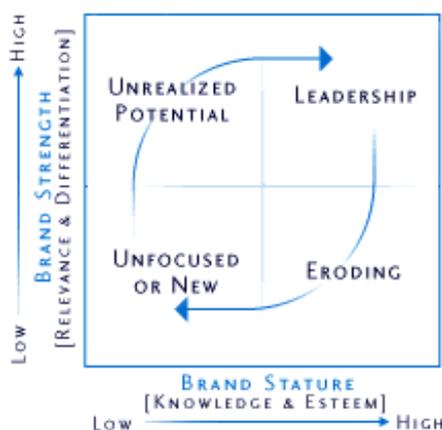


Source: (The story of the Y&R Brand Asset Valuator Program)

These four metrics are used in the Brand Asset Valuator model to identify core issues for the brand and analyze present brand performance and brand potential. But actually it is the relationships between these metrics which shows the actual health of a brand.

In order to understand the relationship among these metrics, Young & Rubicam has developed a "Power Grid" high lightening each brand's Strength and Stature.

FIG.2.



Source: (The story of the Y&R Brand Asset Valuator Program)

Quadrant I (Unfocussed): These are weak brands that could not leverage their strengths.

Quadrant II (Unrealised potential): The brand managers have failed to realise the brand's true potential.

Quadrant III (Leadership): Challenge for a brand lies in continuing being a leader.

Quadrant IV (Eroding): It is an indicator of "Danger" for the brand as the brands have failed to maintain their differentiation. Brands can decline further losing their Strength and Stature and eroding out of consumer's consciousness.(D.Sasikala, 2013)

So, this model clearly explains how the four metrics-Differentiation, relevance, knowledge and esteem add value to a brand and their relationships as Brand Strength and Brand Stature add equity to a brand and make it more powerful. Y&R had hypothesized that building brands must focus on differentiation even before familiarity & knowledge and the first sign of a fading brand is loss of differentiation.(Aaker, 1996) So, differentiation is the most important metric in deciding the power and equity of a brand.

For the scope of the study of this this research paper, it would be restricted to the TOMA parameters, the BAV model and it would research on the toothpaste industry which is one of the highly competitive industry in the FMCG oral care category.

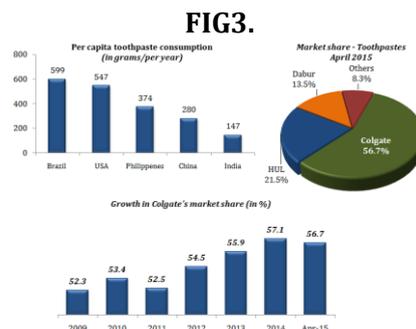
Oral Care Industry in India:

In India, the oral care sector is segmented into five product categories-toothpaste, toothpowder, mouthwash, other oral care products such as India, which includes dental flosses and oral chewing gum. Toothpaste segment accounts the maximum share in the oral care market in FY'2013. The industry showed CAGR of 14.4% from 2008 to 2013 and is expected to grow at the CAGR of 13.9% from 2013-2018. (Indian Oral Care Industry Outlook 2018, 2015). A number of factors have contributed to this tremendous growth over the last five years. Some of the significant ones are increase in the spending power of people on oral care products due to growing awareness about oral hygiene, sizeable increase in population and increased disposable incomes. The industry has also witnessed progressive growth in organised retailing leading to proliferation of oral care products especially in urban areas. Even in rural areas, people are shifting from toothpowder to toothpaste and mouthwash.(Indian Oral Care Industry Outlook 2018, 2015).

The industry has witnessed various trends and innovations such as shift from toothpowder to toothpaste, demand for value-added toothpaste such as gels, gum care and teeth whitening toothpaste and mouthwash. There is also a shift towards toothpastes containing herbs or vitamins & minerals.

India can be considered to be an attractive market for oral care products and looking into the huge potential it offers, there are high growth opportunities in the premiumization of oral care solutions especially in the toothpaste category. With the entry of global players, it makes India a more attractive destination for internationalization of toothpaste category.

The literature review highlights the importance of TOMA and differentiation as a key parameter framing strong brand equity. It analyses the brand asset valuator model and shows its relevance for assessing the brand equity taking differentiation as a key parameter. It also highlights the importance of Top-of-Mind - Awareness (TOMA) for creating strong powerful brands especially in the low involvement categories. Looking into the huge potential of premierisation of global brands in India as highlighted in the literature review, four global brands have been taken: Colgate, Pepsodent, Oral-B and Dabur Red for study. The reason for taking these four brands is to stratify them in the premium segment and take two national and two international brands. The choice was also done based on the market segmentation of the toothpaste brand as shown in the figure below.



Ref:<http://www.blog.sanasecurities.com/colgate-vs-procter-gamble-market-positioning-analysis/>

But the review ends with a knowledge gap showing the lack of research done in toothpaste category with respect to relevance of the concept of TOMA and how brand equity of toothpaste brands impacts TOMA. Looking into the scope of this low involvement category highlighted in the review and the changing trends towards premiumization of toothpaste brands, our research in this area is going to add significance to the research done till now and aid the global companies in designating effective TOMA strategies to enhance brand equity of toothpaste brands in India.

Hypothesis:

From the knowledge gap, two major hypotheses with sub-hypothesis have been formed.

H1: The stronger the equity of a brand, the more will be the recall of the property of whitening of the brand

- H1a: Enhancing the uniqueness of brand Colgate will impact the recall of its whitening parameter
- H1b: Enhancing the uniqueness of brand Pepsodent will impact the recall of its whitening parameter
- H1c: Enhancing the uniqueness of brand Dabur will impact the recall of its whitening parameter
- H1d: Enhancing the uniqueness of brand Oral B will impact the recall of its whitening parameter
- H1e: Enhancing the appropriateness of brand Colgate will impact the recall of its whitening parameter
- H1f: Enhancing the appropriateness of brand Pepsodent will impact the recall of its whitening parameter
- H1g: Enhancing the appropriateness of brand Dabur will impact the recall of its whitening parameter
- H1h: Enhancing the appropriateness of brand Oral B will impact the recall of its whitening parameter
- H1i: Enhancing the quality of brand Colgate will impact the recall of its whitening parameter
- H1j: Enhancing the quality of brand Pepsodent will impact the recall of its whitening parameter
- H1k: Enhancing the quality of brand Dabur will impact the recall of its whitening parameter
- H1l: Enhancing the quality of brand Oral B will impact the recall of its whitening parameter
- H1m: Enhancing the popularity of brand Colgate will impact the recall of its whitening parameter
- H1n: Enhancing the popularity of brand Pepsodent will impact the recall of its whitening parameter
- H1o: Enhancing the popularity of brand Dabur will impact the recall of its whitening parameter
- H1p: Enhancing the popularity of brand Oral B will impact the recall of its whitening parameter
- H1q: Enhancing the awareness of brand Colgate will impact the recall of its whitening parameter
- H1r: Enhancing the awareness of brand Pepsodent will impact the recall of its whitening parameter
- H1s: Enhancing the awareness of brand Dabur will impact the recall of its whitening parameter

- H1t: Enhancing the awareness of brand Oral B will impact the recall of its whitening parameter
H2: The stronger the equity of a brand, the more will be the recall of the property of germ-free of the brand
H2a: Enhancing the uniqueness of brand Colgate will impact the recall of its germ-free parameter
H2b: Enhancing the uniqueness of brand Pepsodent will impact the recall of its germ-free parameter
H2c: Enhancing the uniqueness of brand Dabur will impact the recall of its germ-free parameter
H2d: Enhancing the uniqueness of brand Oral B will impact the recall of its germ-free parameter
H2e: Enhancing the appropriateness of brand Colgate will impact the recall of its germ-free parameter
H2f: Enhancing the appropriateness of brand Pepsodent will impact the recall of its germ-free parameter
H2g: Enhancing the appropriateness of brand Dabur will impact the recall of its germ-free parameter
H2h: Enhancing the appropriateness of brand Oral B will impact the recall of its germ-free parameter
H2i: Enhancing the quality of brand Colgate will impact the recall of its germ-free parameter
H2j: Enhancing the quality of brand Pepsodent will impact the recall of its germ-free parameter
H2k: Enhancing the quality of brand Dabur will impact the recall of its germ-free parameter
H2l: Enhancing the quality of brand Oral B will impact the recall of its germ-free parameter
H2m: Enhancing the popularity of brand Colgate will impact the recall of its germ-free parameter
H2n: Enhancing the popularity of brand Pepsodent will impact the recall of its germ-free parameter
H2o: Enhancing the popularity of brand Dabur will impact the recall of its germ-free parameter
H2p: Enhancing the popularity of brand Oral B will impact the recall of its germ-free parameter
H2q: Enhancing the awareness of brand Colgate will impact the recall of its germ-free parameter
H2r: Enhancing the awareness of brand Pepsodent will impact the recall of its germ-free parameter
H2s: Enhancing the awareness of brand Dabur will impact the recall of its germ-free parameter
H2t: Enhancing the awareness of brand Oral B will impact the recall of its germ-free parameter.

RESEARCH METHODOLOGY

The methodology chosen for this research is quantitative in nature. Different research through literature review has already established that there is a relationship between brand equity and Top-of-the-mind awareness (TOMA) suggesting that if brands have greater brand equity with consumers, there is a higher chance of consumers remembering the brand at the top of their mind or as their first priority. The independent variable in this research is brand equity and the dependent variable is TOMA. This research, through the quantitative technique has confirmed that there is a positive relationship between brand equity and Top-of-the-mind awareness among consumers. The method used in this research is the survey method. The tool used in this research is the closed-ended questionnaire. Likert scaling has been used in the questionnaire. Multiple questionnaires were developed and pilot test was done to understand which questionnaire scale would work best for this research. The final questionnaire with appropriate scaling was developed and administered to 380 respondents. 310 correct responses were gathered on which co-relational analysis was performed in SPSS 16.0 to understand the impact of brand equity on TOMA. For the scope of this study, the brand equity model of Young and Rubicam known as the Brand Asset Valuator (BAV) model was used and operationalizing parameters were extracted from the standardized model. For the operationalizing parameters related to TOMA, relevant research papers were consulted and two most widely used parameters were taken into account. Reliability and validity of the results were taken into account. This robust methodology points out which parameters of brand equity needs to be enhanced so that the TOMA can be enhanced for different brands in the toothpaste category.

Data collection plan:

For the data collection, the population taken in this research are the youth. The sample taken for this research are the youth residing in Pune. The sampling unit in this research are the youth between the ages of 18-24. Stratified random sampling was done in order to remove any biases present in the sample. Questionnaires were both administered online as well as through face-to-face interaction. For the online questionnaires, two reminder mails were sent to the respondents. The questionnaires yielded a success response of 10%. Filled questionnaires were scrutinized and any missing values were deleted. The coding of the data was done on SPSS and the findings were reported. Co-relational analysis was done on the data.

FINDINGS

All the hypothesis were tested and the results suggested that most of the different attributes of brand equity had a negative impact on the whitening and germ-free parameters except some attributes which had a more or less positive impact on the TOMA of the four toothpaste brands under consideration. The following were the findings:

H1f: Enhancing the appropriateness of brand Pepsodent will impact the recall of its whitening parameter

Symmetric Measures

	Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.
Interval by Pearson's R Interval	-.018	.062	-.313	.754 ^c
Ordinal by Spearman Ordinal Correlation	-.042	.061	-.740	.460 ^c
N of Valid Cases	309			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

H1g: Enhancing the appropriateness of brand Dabur will impact the recall of its whitening parameter

Symmetric Measures

	Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.
Interval by Pearson's R Interval	-.061	.064	-1.078	.282 ^c
Ordinal by Spearman Ordinal Correlation	-.092	.062	-1.622	.106 ^c
N of Valid Cases	309			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

H1s: Enhancing the awareness of brand Dabur will impact the recall of its whitening parameter

TAB 1. Symmetric Measures

	Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.
Interval by Pearson's R Interval	-.095	.062	-1.668	.096 ^c
Ordinal by Spearman Ordinal Correlation	-.109	.060	-1.921	.056 ^c
N of Valid Cases	309			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

H2f: Enhancing the appropriateness of brand Pepsodent will impact the recall of its germ-free parameter

TAB 2. Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Pearson's R	.013	.061	.222	.824 ^c
Ordinal by Spearman	.000	.061	.001	.999 ^c
Ordinal Correlation				
N of Valid Cases	309			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

H2g: Enhancing the appropriateness of brand Dabur will impact the recall of its germ-free parameter

TAB 3. Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Pearson's R	.002	.063	.039	.969 ^c
Ordinal by Spearman	.000	.063	.004	.997 ^c
Ordinal Correlation				
N of Valid Cases	309			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

H2s: Enhancing the awareness of brand Dabur will impact the recall of its germ-free parameter

TAB 4. Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Pearson's R	-.073	.062	-1.289	.198 ^c
Ordinal by Spearman	-.075	.060	-1.316	.189 ^c
Ordinal Correlation				
N of Valid Cases	309			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

ANALYSIS

From the above findings, it can be inferred that for Pepsodent to communicate whitening and germ-free parameters so that it remains on the top of the mind for the consumers, they need to emphasize on the appropriateness or the relevance of the brand to the youth of today. Hence, their advertisements should depict those elements which the youth of today can connect and find optimum relevance. These elements would then aid the youth to have the whitening and germ-free parameters in the top of the mind during their purchase decision. For the brand Dabur, both appropriateness and awareness is required to raise the whitening and germ free parameters on the top of the mind for the youth. This means that according the BAV model, relevance and knowledge is important to communicate through the advertisements if the

company wants the whitening and the germ free parameters to be on the top of the mind for the youth. So, the advertisements should communicate whitening and germ-free through contemporary elements which the youth would enjoy and cherish. These elements will then be in the top of the mind for the two brands in this cluttered category. For the other two brands, Colgate and Oral B, equity parameters should not be communicated through the advertisements for the whitening and the germ free parameters. The company can either utilize the brand equity parameters for other TOMA parameters or they can take other elements like identity or architecture of the brand for enhancing TOMA for their brands. However, this would definitely be a future scope of research for this topic.

CONCLUSIONS

This paper has suggested how advertisers can communicate their brands through the enhancement of the attributes of brand equity on TOMA. Hence this research becomes relevant both to academicians and corporate organizations. This research has given light to the fact that for national brands like Pepsodent and Dabur, the brand equity attributes of appropriateness which falls into the relevance parameter of the BAV model, has a positive impact on the TOMA parameters of whitening and germ-free. International brands like Colgate and Oral B have to utilize the brand equity parameters for other parameters of TOMA. This will definitely be the future scope of research. So, the analysis of the paper thus shows that for the brand Colgate, none of the parameters of brand equity has a positive impact on the two TOMA parameters taken into consideration. This extension can be done in future scope by taking other parameters and judging the impact of brand equity on other parameters of TOMA. Also, due to paucity of time and resources, the research was confined only among the millennial youth of Pune city. Hence, the future scope of the research would be to expand the geographic location to the youth of other cities in India.

LIMITATIONS:

Due to paucity of time, resources and the location of researchers, the sample size taken in this research could only be 310. Although the respondents were cosmopolitan in nature, the research was conducted in one geographic location. There was also a bit of skewness in terms of gender ratio which however has little impact on this research.

FUTURE SCOPE OF RESEARCH:

Future researchers can take this research in different categories and analyse whether similar results are occurring in those categories as well. While TOMA was the focus of this research, other parameters of the awareness construct could also be taken into consideration and deeper research in terms of the specific parameters of the equity model and awareness levels can be established. There can also be a research on the brand identity model and its impact on the awareness levels of the consumers in different categories. Likewise similar research can be carried out with different demographic segmentation and how brand equity has an impact on awareness levels of consumers.

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