

## Factors affecting the top of the mind awareness (TOMA) for FMCG products

Dr. Vijay Sharma  
Department of Management  
Engineering College Bikaner  
Rajasthan, India  
[vijaysharma07@gmail.com](mailto:vijaysharma07@gmail.com)

**Abstract**—The Fast-Moving Consumer Goods (FMCG) are prone to advertising and sales promotions strategy. The present study is an attempt to understand the factors that affect the brand awareness of consumers for FMCG products. The study revealed that there is a strong correlation between demographic variables of the consumers and their awareness level regarding various brands of FMCG.

**Keywords**— *Brand Awareness, Consumer Goods, FMCG companies, consumer durables, Top of The Mind Awareness (TOMA).*

### Introduction

#### 1.1 Fast Moving Consumer Goods (FMCG)

The Indian FMCG market is the fourth largest market with an estimated size of 1.300 billion. The average annual growth of the sector in the last decade is 11% per annum. The growth due to the increasing disposable income, the consumer flooded with choices in every segment and the young population which occupies 17% of the world's population and half of this population below the age of 25.

Fast Moving Consumer Goods meet out day to day elementary needs of the people and the shelf life of these products is very short. They are wide range of repeatedly purchased products like toothpaste, shampoo, soap, detergent etc.

The dispersion in many product categories is very low and FMCG producers are now tapping the unexploited market i.e., is the rural India and the tier-3 cities. The major segments in FMCG market are home care, personal care, food, and beverages.

#### 1.2 TOMA (Top of Mind Awareness)

Top-of-mind awareness" is a term originally coined by Ellis Verdi, the once president of the National Retail Advertisers Council (NRAC) and owner of a prestigious marketing and advertising agency in New York. TOMA is a mental recall by the consumer when he is given a clue like the class or the category of the product. The unaided brand recall is difficult to then to recognize the brand.

The consumer purchases a product to fulfil a motive. The consumer prefers a particular product based on the utility, taste, and bundle of attributes.

### **Stages of brand development:**

A Rockbridge Brand Development Model was proposed by Charles Colby, Chief Methodologist and Founder, incorporates the metrics. The model proposes six stages beginning with creating awareness and concluding with customer loyalty. The first stage of the model says that a brand should be Recognizable, and the brand should be repeatedly exposed to the consumers with aided awareness. The second stage states that a brand should be Memorable once it has gained recognition, and this can be best measured by unaided awareness.

At this stage the consumers should consider the brand as significant or “top-of-mind” and give it a place in the evoke set of their purchase. This can be achieved by educating the consumer what the brand represents.

In the third stage, the brand should be Favoured by the consumers as they trust the brand and believe in the value proposition offered by the brand. The best way to measure for determining this stage of development is an excellence rating (e.g., a scale ranging from poor to outstanding). The advantages of the brand should be communicated.

The next stage advocates that the brand should be Distinctive and should have a unique selling proposition which distinguishes it from the other brand. The consumer perceives the brand at emotional and functional level. The marketers should encourage trials so that the consumer shows an inclination to use the brand improve loyalty and satisfaction towards the brand.

## **2. Literature Review:**

A study carried by Pasha Syed Habib Anwar and, Masoom Muhammad Rehan revealed that customer purchase the brands that exist in the top of their mind in case of shampoo, toothpaste, lip-gel, carbonated soft drink, packaged tea, and toothbrush categories.

The study also revealed that customer does not show the same loyalty in the categories of toilet soap, wristwatch, mobile handset, footwear, and services such as cellular connections.

S.K. Dogra, Anu Bhardwaj, Yamini Sachdev attempted to examine the matching of the overall relationship of “Top of the Mind Awareness” and the consumer brand preferences and its usage and found that there is a positive correlation.

S. Najma examined the factors influencing consumers in preferring fairness cream brands and found that proper communication is the key to reach the minds of the customers.

Liana Anwar and Md. Nazmus Shakib studied the effectiveness of advertisement with a view to getting a glimpse of great airtime for brands and found that in a rapidly changing and creative marketplace, qualitative intriguing insights is the most important thing.

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Bas van den Putte shown that different communication strategies should be used for different campaign goals.

Krishnan&Nandhinifound that customers are aggravated to purchase bathing soap because of the advertisement, TOMA, word of mouth publicity, personality, quality, price

Kalaiselvi also found that consumers are increasingly becoming brand conscious.

S. Subramaniam, Rahul Mohre, Deepak Kawderevealed that Brand Suggestion is an important factor to sell aproduct.

### **3. Objective of the Research Paper:**

the study was carried in Jodhpur district with the objective to find out the correlation between demographic variables and consumer awareness.

### **4. Hypothesis of the Study:**

H0: There is no association between demographic (Age, Education) variables and Usage rate/awareness level for FMCG products by consumers.

Ha: There is an association between demographic variables (Age, Education) and Usage rate/awareness level for FMCG products by consumers

### **5. Research Methodology:**

The methodology of the study is based on the primary as well as secondary data. The study depends mainly on the primary data collected through a well-framed and structured questionnaire to obtain the well-considered opinions of the respondents. The study is confined to Bikaner city which is one of the districts of Rajasthan is agricultural based. Due to paucity of time a sample of 120 respondents were chosen from different age group and education level.

The information gathered through the survey will be analysed by using Chi –square test using tabular representation.

### **6. Limitations of the study:**

Three limitations have been identified in this study. First, the research work covers only 120 respondents. Second, the respondents don't want to disclose their personal information and their perception about the organization to the researchers. Third, the sample size do not ensure representative and conclusive finding and finally, a more robust analysis is needed to reach a strong conclusion.

## **7. Empirical Analysis**

### **7.1 Results and discussions:**

#### **Brand Awareness and Usage**

Awareness and usage regarding detergent brands

In case of detergents, it has been found that respondents have high awareness level regarding Nirma, Ariel, and Wheel, Surf Excel, Tide, Fena and Rin. It shows that they are completely aware of leading national brands but when it comes to use, Nirma is far ahead than other brands. In washing soaps, respondents are sufficiently aware about the leading brands but as far as usage is concerned, wheel has been found as the sole leader in this market. The few respondents have also been found using some leading national brands like Rin.

\*Frequencies regarding awareness are more than the actual because of multiple Responses.

#### **Awareness and usage regarding bathing soap brands**

It can be gauged from that respondent's posse's high awareness regarding Lux Lifebuoy, Cinthol, Dettol, Breeze, Nirma and Pears, Rexona. It is moderate in case of Godrej No. 1, Medimix, Hamam as far as bathing soaps are concerned. But regarding usage, Lux is the most preferred brand followed by Lifebuoy.

#### **Awareness and usage regarding toothpaste brands**

In toothpaste, consumers are much aware about almost all the leading brands available in the market but in case of use, Colgate has been found as the front runner followed by close up and Pepsodent.

#### **Awareness and usage regarding shampoo brands**

The other national brands are still struggling to convert themselves into the sales. Clinic Plus, Sunsilk, Pantene, Clear and Head & Shoulder are able to make a dent in the mind of consumers so far as awareness level of the shampoo brands are concerned but when usage part comes, it is the Pantene, Clinic Plus, Sunsilk, Clear which has been found as the most preferred brand. The other well-known brands are also considered by the consumers but in inadequate number.

#### **Awareness and usage regarding hair oil brands**

In case of hair oil, respondents have significant awareness about almost all the leading national brands Especially Almond drops, Cilinic all clear, Navratan, Parachute, Hair and Care and Mustard but Almond drops is mostly used by consumers followed by Dabur Amla and Parachute.

From the above-mentioned data, for consumers the has motives to recall a particular brand is its main function only for e.g., consumer will recall that brand the most in case of detergent which remove the stains, in case of bathing soap which will have good fragrance and skin friendly. But besides this there is one more thing through which consumer's gets knowledge about these brands.

Television plays very vital role in creating TOMA for any product along with newspaper and retailer itself. Now television acts as a medium for these brands to reach consumers but there are many factors which persuade consumer to purchase that product for consumption and the main factor which makes great impact on consumer mind is quality, if the quality of product is good then consumer will become its brand loyal and also product name lives in his mind forever. Next to quality comes retailers influence and advertisement which also plays very important role.

Now in order to find association between demographic variables and the usage pattern of various FMCG product researchers has used Chi-Square test as follows:

### Education level wise detergents' brand consumption

Detergent	Nirma	Wheel	Rin	Rin Surf Excel	Any other	Total
Up to 10th	11 (100%)	0	0	0	0	11
10 <sup>th</sup> and above	37 (61.6%)	6 (10%)	4 (6.6%)	10 (16.6%)	3 (5%)	60
Graduate/P.G	10 (20.4%)	4 (8.1%)	4 (8.1%)	11 (22.4%)	20 (40.8%)	49
Total	58	10	8	21	23	120

From the above table given it is very clear that Nirma is the only brand which is used by every education level consumer.

Significance level 5%, Degree of freedom: 8, table value: 15.507.

Calculated value: 38.41

(Calculated value > table value)

Null hypothesis rejected.

Ha: There is an association between demographic variables (Age, Education) and Usage rate/awareness level of FMCG products by consumers.

### Education level wise washing soaps' brand consumption

Washing Soap	wheel	Rin	Any other	Total
Education level				
Up to 10 <sup>th</sup>	3, 27%	0, 0%	8, 72%	11
10 <sup>th</sup> and above	49, 81%	7, 11%	4, 7%	60
Graduate/P.G	45, 91%	3, 6%	1, 2%	49
Total	97	10	13	120

Wheel is the only brand preferred by all education level consumers i.e., there is association of brand usage with that of education level and 10<sup>th</sup> and above level consumers shows high level of association with all the brands available.

### Education level wise bathing soap's brand consumption

Bathing Soap	Lux	Lifebuoy	Dettol	Any other	Total
Education level					
Up to 10 <sup>th</sup>	7, 63%	1, 2%	0, 0%	3, 27%	11
10 <sup>th</sup> and above	45, 75%	12, 20%	2, 3%	1, 2%	60
Graduate/P.G	26, 53%	7, 14%	3, 6%	13, 27%	49
Total	78	20	5	17	120

Lux, Lifebuoy is the only brand preferred by all education level consumers i.e. there is association of brand usage with that of education level and 10<sup>th</sup> & above level consumers shows high level of association with all the brands available.

### Age wise bathing soaps' brand consumption

Bathing Soap	Lux	Lifebuoy	Dettol	Any other	Total
Age					
15-25	18, 52%	9, 26%	2, 6%	5, 14%	34
26-35	42, 72%	4, 7%	1, 2%	11, 19%	58
36-50	17, 77%	2, 9%	2, 9%	1, 5%	22
above 50	1, 16%	5, 83%	0	0	6
Total	78	20	5	17	120

Lux, Lifebuoy is the only brand preferred by all age group consumers i.e. there is association of brand usage with that of age group and age group of 26-35 & 36-50 consumers shows high level of association with all the brands available.

**Age wise toothpastes' brand consumption**

Toothpaste	Pepsodent	Colgate	Close up	Any other	Total
Age					
15-25	2,6%	22,65%	10,29%	0	34
26-35	2,3%	54,93%	2,3%	0	58
36-50	4,18%	17,77%	0	1,5%	22
above 50	0	5,83%	0	1,17%	6
Total	8	98	12	2	120

Colgate is the only brand preferred by all age group consumers i.e., there is association of brand usage with that of age group

**9. Conclusion:**

In case of FMCG companies creating positive image in the mind of consumers is very important because products are used by consumer in there day today life.

Companies create an image through advertisement and various other modes to find products name in the TOMA (Top of mind awareness) of consumers.

The study conducted by the researcher highlights certain factors regarding the awareness of FMCG products in home and personal care products and their association with the demographic variables.

1. In detergent category Nirma and Surf Excel having high awareness level and the usage rate of Nirma was 58% and that of Surf 21%.
2. Motive behind the use of detergent 93.3% respondents is removing stains.
3. In washing soap category, Wheel is the most visible brand and the usage rate for it is 83%.
4. Washing soap: Cleanliness 88%.
5. In bathing soap brands Lux and Lifebuoy are highlighted with usage rate of 65% and 17%.
6. Fragrance motive: 39.1%, Skincare: 52%.
7. In toothpaste brand Colgate has the highest awareness and its usage rate is 82%.
8. Cleanliness motive: 38.3%, Freshness: 28%.

9. For shampoos' pentene, clinic plus and clinic all clear having usage rate 23%, 23% and 26%.
10. Motive behind it is Cleanliness 78%, Remove dandruff 14%.
11. In hair oil category Dabur Amla and almond oils are more popular.
12. Hair care is the main motive while using hair oil i.e., 88%.

The factors which help in developing TOMA or we can say the sources of information from where consumer get to know about the products.

1. Television is the prime sources of information to the respondent(88%) then comes retailers with 18% and newspaper advertisements 33%.
2. People get influenced by advertisement (18%), 38% said quality of the product so after use play's vital role which makes image or so we called TOMA of that product and 24% said that the attitude of the retailer also plays significant role in TOMA creation.

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