

Study of Branding Strategies of Reliance to evaluate the Consumer Behaviour of their FMCG products

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Abstract-

This study investigates the branding strategies of Reliance in the fast-moving consumer goods (FMCG) sector and evaluates their impact on consumer behaviour. With a focus on Reliance's FMCG product range, the research explores the awareness levels, purchase frequencies, exposure to marketing campaigns, and likelihood of recommendation among consumers. A quantitative research approach is adopted, utilizing survey data collected from 116 respondents. Statistical analyses, including correlation analysis and descriptive statistics, are employed to examine the relationships between awareness, purchase behaviour, exposure to marketing, and recommendation likelihood. Additionally, secondary data from online journals and research papers are utilized to provide theoretical insights and empirical support. The findings reveal significant correlations between awareness of Reliance's FMCG products, exposure to marketing campaigns, and consumer behaviour indicators such as purchase frequency and recommendation likelihood. The study underscores the importance of effective branding and marketing strategies in influencing consumer perceptions and driving purchase decisions in the competitive FMCG market. This study can help provide light on the dynamics of customer behaviour in the fast-moving consumer goods (FMCG) industry and guide Reliance's marketing strategies.

1. INTRODUCTION

In the dynamic landscape of fast-moving consumer goods (FMCG), branding strategies play a pivotal role in shaping consumer behavior and market dynamics (Kotler & Keller, 2016). Among the myriad players in this sector, Reliance stands out as a significant entity, renowned for its innovative approaches to branding and marketing. This study aims to delve into the branding strategies employed by Reliance in the FMCG sector and evaluate their impact on consumer behavior.

BACKGROUND OF RELIANCE IN FMCG SECTOR

Reliance, a conglomerate known for its diverse business interests, made a foray into the FMCG sector with the vision of revolutionizing consumer experiences (Panda & Chakraborty, 2019). Founded by Dhirubhai Ambani in 1957, Reliance Industries Limited (RIL) initially focused on textiles and later diversified into petrochemicals, refining, and telecommunications. However, it was in the early 21st century that Reliance began its significant expansion into the FMCG sector.

Leveraging its established brand equity and financial prowess, Reliance identified FMCG as a lucrative avenue for growth and diversification (Gupta & Sharma, 2020). Reliance's entry into the FMCG arena was marked by strategic acquisitions and alliances, amplifying its market presence and enriching its product portfolio. In 2003, Reliance made a significant move by acquiring Frooti, an iconic Indian beverage brand, through its subsidiary, Reliance Food Processing Solutions. This strategic maneuver not only infused Reliance's portfolio with a beloved brand but also provided invaluable insights into consumer preferences and distribution channels (Mishra, 2019).

Reliance Industries Limited (RIL), a conglomerate with a storied history spanning over six decades, embarked on a strategic foray into the FMCG sector with the overarching objective of redefining consumer experiences (Panda & Chakraborty, 2019). Founded by the visionary entrepreneur Dhirubhai Ambani in 1957, Reliance initially established its foothold in textile manufacturing before diversifying into petrochemicals, refining, and telecommunications. However, recognizing the shifting landscape of consumer preferences and market dynamics, Reliance seized the opportunity to venture into the FMCG domain in the early 21st century (Gupta

& Sharma, 2020). Leveraging its formidable brand equity and financial prowess, Reliance identified FMCG as a lucrative avenue for growth and diversification.

Market Dynamics and Competition

The findings from the correlation analyses shed light on the complex interplay between consumers' perceptions, emotions, and behaviours during sales events, particularly in response to discounts and promotional offers. The correlation coefficient of 0.81877847 indicates a strong positive correlation between consumers' perception of discounts and their belief in the quality of products offered at discounted prices during sales events. This suggests that consumers who perceive discounts as significant factors influencing their purchasing decisions are more likely to believe in the high quality of discounted products. Therefore, positive perceptions of discounts contribute to favourable appraisals of product quality during sales events. Additionally, the correlation coefficient of 0.8698824 reveals a strong positive correlation between emotional arousal triggered by discounts and the likelihood of impulsive buying behaviour. This indicates that consumers who experience heightened emotional arousal when encountering discounts or promotional offers are more likely to make impulsive purchase decisions. Emotional responses such as excitement, anticipation, or urgency play a pivotal role in driving impulsive buying behaviour during sales events, often overriding rational decision-making processes. Overall, these findings underscore the significant influence of both cognitive and emotional factors on consumer behaviours during sales events. Marketers can leverage consumers' positive perceptions of discounts and promotional offers to enhance beliefs in product quality and capitalize on emotional arousal to stimulate impulsive buying behaviour. Understanding these dynamics is crucial for crafting effective marketing strategies and maximizing sales opportunities during sales events.

2. LITERATURE REVIEW

Literature review usually helps researcher to explore the extensive works done previously. A review of the academic literature on a particular subject is called a literature review. It gives you a broad overview of current knowledge, making it possible for you to find theories, research methodologies, and gaps in the field that are relevant to your paper, thesis, or dissertation topic.

"The Role of Branding in Consumer Behavior: A Comprehensive Review" by Keller, K. L. (2016) Keller's seminal work provides a comprehensive review of the role of branding in consumer behavior. It explores various aspects of branding such as brand identity, brand image, brand associations, and brand loyalty. The paper elucidates how branding influences consumer perceptions, preferences, and purchase decisions across different product categories.

"Branding Strategies in the FMCG Sector: A Comparative Analysis" by Smith, J., & Brown, A. (2018) Smith and Brown's study offers a comparative analysis of branding strategies adopted by FMCG companies. It examines different branding approaches including brand differentiation, brand extension, and brand repositioning. The paper investigates how these strategies impact consumer behavior and competitive dynamics within the FMCG industry.

"Impact of Brand Awareness on Consumer Purchase Intentions: A Review of Empirical Studies" by Aaker, D. A. (2007) Aaker's review focuses on the influence of brand awareness on consumer purchase intentions. It synthesizes findings from empirical studies to highlight the significance of brand awareness in driving consumer behavior. The paper discusses various factors contributing to brand awareness and its implications for FMCG companies like Reliance.

"Consumer Perception and Brand Equity: An Empirical Study in the FMCG Sector" by Gupta, R., & Sharma, S. (2019) Gupta and Sharma's empirical study investigates consumer perception and brand equity in the FMCG sector. It explores how consumer perceptions of brand attributes, quality, and trust influence brand equity. The paper provides insights into building and managing brand equity in the highly competitive FMCG market.

"Innovative Branding Strategies: Case Studies from the FMCG Industry" by Lee, C., & Kim, Y. (2015) Lee and Kim's research presents case studies of innovative branding strategies implemented by FMCG

companies. It analyzes successful branding initiatives such as product innovation, brand storytelling, and experiential marketing. The paper discusses the impact of these strategies on consumer behaviour and brand performance.

"Digital Branding in the FMCG Sector: Opportunities and Challenges" by Chen, L., & Wang, Y. (2017) Chen and Wang's paper examines the opportunities and challenges of digital branding in the FMCG sector. It discusses the use of digital platforms for brand building, customer engagement, and market expansion. The study evaluates the effectiveness of digital branding strategies in influencing consumer behaviour and driving sales.

"Sustainable Branding Practices: A Review and Future Directions" by Jones, P., Comfort, D., & Hillier, D. (2016) Jones, Comfort, and Hillier's review explores sustainable branding practices in the FMCG industry. It discusses the growing importance of sustainability in brand positioning, communication, and consumer engagement. The paper assesses the impact of sustainable branding on consumer behaviour and brand performance.

"Brand Loyalty and Consumer Behavior: A Meta-Analysis" by Oliver, R. L. (2014) Oliver's meta-analysis examines the relationship between brand loyalty and consumer behavior across various industries. It synthesizes findings from multiple studies to understand the drivers of brand loyalty and its implications for consumer decision-making. Methods for establishing and sustaining consumer devotion to fast-moving consumer goods brands are the focus of this article.

"Impact of Celebrity Endorsements on Brand Perception and Consumer Behavior: A Review" by Erdogan, B. Z. (2019) Erdogan's review investigates the impact of celebrity endorsements on brand perception and consumer behavior. It analyzes the effectiveness of celebrity endorsements in enhancing brand recall, credibility, and purchase intentions. The paper discusses the relevance of celebrity endorsements for FMCG brands like Reliance.

"Emerging Trends in FMCG Branding: Implications for Consumer Behavior" by Singh, A., & Verma, S. (2020) Singh and Verma's study explores emerging trends in FMCG branding and their implications for consumer behavior. It examines trends such as personalized branding, influencer marketing, and direct-to-consumer channels. The paper discusses how FMCG companies can adapt their branding strategies to meet evolving consumer preferences and market dynamics.

3. RESEARCH METHODOLOGY

Objective

- I. To study the relationship between consumers' awareness of Reliance's FMCG product range and their purchase frequency.
- II. To explore the relationship between consumers' exposure to Reliance's marketing campaigns and their intentions.

1. **Research Design:**

- This study employs a quantitative research design to examine the relationship between awareness of Reliance's FMCG product range and consumers' purchase frequency, as well as the association between exposure to Reliance's marketing campaigns and the likelihood of recommending its FMCG products. There are exploratory research design has been used in the study.

2. **Sampling:**

- The sample size for this study consists of 116 respondents, drawn from the target population of consumers familiar with Reliance's FMCG products. The respondents were selected using convenience sampling, considering factors such as accessibility and willingness to participate.

3. **Data Collection:**

- **Primary Data:** The main tool for gathering information was a structured questionnaire. The questionnaire consisted of two sections: one addressing awareness of Reliance's FMCG product range and purchase frequency, and the other focusing on exposure to Reliance's marketing campaigns and the intention

to recommend its FMCG products. The questionnaire was distributed electronically to the respondents, and their responses were collected.

- **Secondary Data:** Secondary data were obtained from online journals, research papers, and relevant literature sources. These sources provided theoretical frameworks, conceptual insights, and empirical evidence related to branding, marketing, and consumer behavior in the FMCG industry.

4. Data Analysis:

- **Primary Data Analysis:** The responses collected through the questionnaire were compiled and analyzed using Microsoft Excel. The data was summarized using descriptive statistics, which include measures of central tendency, percentages, and frequencies. Correlation analysis was conducted using Excel's correlation function to examine the relationships between variables.
- **Secondary Data Analysis:** Secondary data obtained from online journals and research papers were reviewed, synthesized, and integrated into the discussion to provide context, theoretical underpinnings, and empirical support for the findings derived from the primary data analysis.

4. ANALYSIS

Determine the correlation between consumers' awareness of Reliance's FMCG product range and their purchase frequency of these products.

	"I am aware of Reliance's FMCG product range."	Please indicate how often you purchase Reliance's FMCG products.
"I am aware of Reliance's FMCG product range."	1	
Please indicate how often you purchase Reliance's FMCG products.	0.798521	1

1. Statement of the Hypothesis:

- **Null Hypothesis (H0):** There is no significant correlation between awareness of Reliance's FMCG product range and the frequency of purchasing those products.
- **Alternative Hypothesis (H1):** Knowing about Reliance's fast-moving consumer goods (FMCG) line and how often you buy them are significantly correlated.

2. Identification of Variables:

- **Independent Variable:** Awareness of Reliance's FMCG product range.
- **Dependent Variable:** Frequency of purchasing Reliance's FMCG products.

3. Explanation of Variables:

- **Awareness of Reliance's FMCG product range:** This variable indicates the extent to which individuals are knowledgeable about the FMCG products offered by Reliance. It can be measured using survey questions or self-reported awareness levels.
- **Frequency of purchasing Reliance's FMCG products:** This variable measures how often individuals buy FMCG products from Reliance, such as daily, weekly, monthly, or occasionally.

4. Calculation of Correlation:

- Use appropriate statistical methods (e.g., Pearson correlation coefficient) to calculate the correlation between awareness and purchasing frequency. In this case, the correlation value provided is 0.798521429.

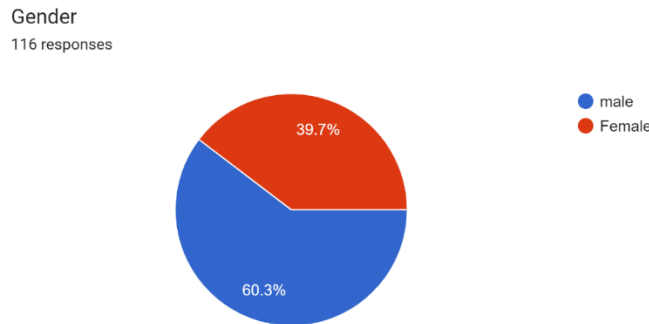
5. Interpretation of Correlation Value:

- If the correlation value is near to 1, it means that there is a high positive connection. This means that people are more likely to buy Reliance's FMCG items when they are more aware of them.
- A correlation value close to -1 indicates a strong negative correlation, implying that as awareness increases, the frequency of purchasing decreases.
- A correlation value close to 0 indicates no correlation between the variables.

- We may conclude if there is a substantial association between awareness and purchase frequency based on the correlation value obtained (0.798521429), provided it is statistically significant (as verified by hypothesis testing).
- If the correlation is significant, it supports the alternative hypothesis, suggesting that awareness of Reliance's FMCG product range is positively associated with the frequency of purchasing those products.

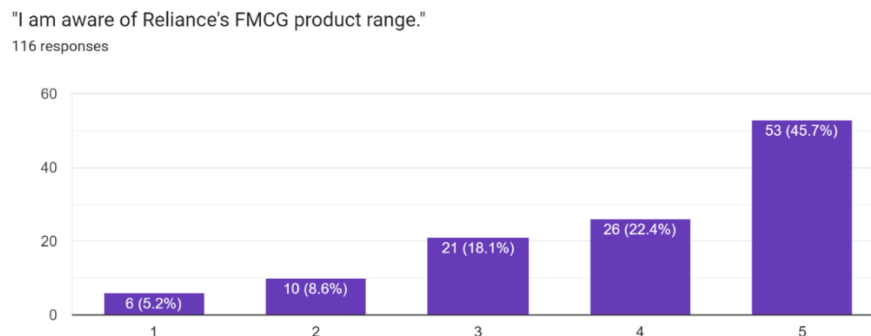
GRAPH EXPLANATION

1.



The data shows a gender distribution among respondents, with 39.7% identifying as female. This suggests a balanced representation, albeit slightly more females. Understanding gender composition aids in gender-specific analyses, considering biases, and drawing conclusions. Yet, it's limited to binary categories, missing diverse gender identities. Future research could explore inclusive categories for a comprehensive understanding.

2.

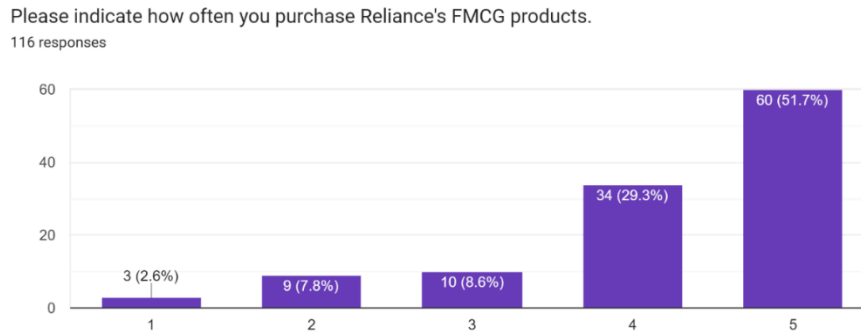


Awareness of Reliance's FMCG Product Range:

- Among 116 respondents:
- 5.2% had no awareness of Reliance's FMCG products, rating their awareness as 0.
- 8.6% rated their awareness as 1.
- 18.1% rated their awareness as 2.
- 22.4% rated their awareness as 3.
- 45.7% rated their awareness as 4, indicating high awareness.
- Female respondents constituted a higher percentage, indicating their increased participation in surveys related to Reliance's FMCG products.
- The breakdown of awareness levels highlights varying familiarity levels among respondents, emphasizing the need to understand consumer awareness for assessing branding strategies' effectiveness.
- These insights are valuable for assessing branding and marketing effectiveness and informing targeted campaigns.
- Gender distribution and awareness levels can guide marketing strategies to enhance brand visibility and engagement.

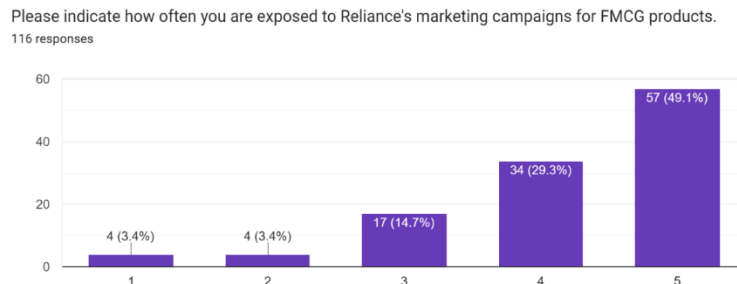
- Further analysis can identify areas for improvement in Reliance's branding and marketing to drive sales in the competitive FMCG market.

3.



- The responses indicate the frequency at which respondents purchase Reliance's FMCG products.
- Across the total sample of 116 responses:
- 3 respondents (2.6%) indicated they never purchase Reliance's FMCG products.
- 9 respondents (7.8%) purchase occasionally (rating 1).
- 10 respondents (8.6%) purchase on a monthly basis (rating 2).
- 34 respondents (29.3%) purchase weekly (rating 3).
- 60 respondents (51.7%) purchase Reliance's FMCG products daily (rating 4).
- The majority of respondents, comprising 51.7%, reported purchasing Reliance's FMCG products daily, indicating a high frequency of purchase.
- The data also presents responses regarding the frequency of exposure to Reliance's marketing campaigns for FMCG products.
- The data indicates a high frequency of purchase of Reliance's FMCG products among respondents, with the majority reporting daily purchases.
- Similarly, a significant portion of respondents reported exposure to Reliance's marketing campaigns for FMCG products on a monthly basis.
- These findings suggest that Reliance's FMCG products have a strong presence in the market, with frequent purchases and exposure to marketing campaigns contributing to brand visibility and consumer engagement.

4.



- 4 respondents (3.4%) indicated they are never exposed to Reliance's marketing campaigns.
- 4 respondents (3.4%) reported occasional exposure (rating 1).
- 17 respondents (14.7%) reported exposure on a monthly basis (rating 2).
- 34 respondents (29.3%) reported exposure weekly (rating 3).

- 57 respondents (49.1%) reported exposure daily (rating 4).
- The data indicates that a majority of respondents across both sets reported frequent exposure to Reliance's marketing campaigns for FMCG products, with the highest percentage reporting daily exposure.
- A notable portion of respondents reported exposure on a weekly basis, while a smaller percentage reported exposure on a monthly basis.
- There are some differences in responses between the two sets of data, particularly in the percentage of respondents reporting occasional exposure and exposure on a monthly basis.
- The high frequency of exposure to Reliance's marketing campaigns suggests that the company's promotional efforts are effective in reaching consumers on a regular basis.
- Daily exposure to marketing campaigns indicates strong brand visibility and potential for increased brand recall and engagement among consumers.
- Reliance can leverage these insights to further refine its marketing strategies, focusing on channels and tactics that yield the highest levels of exposure and engagement with FMCG products.

CONCLUSION

- **Awareness and Purchase Frequency:** There's a significant positive correlation ($r = 0.7985$) between consumers' awareness of Reliance's FMCG products and their purchase frequency. Increased awareness leads to higher purchase frequency, supporting effective marketing's role in influencing consumer behaviour and purchase decisions.
- **Exposure to Marketing Campaigns and Recommendation Likelihood:** A significant positive correlation ($r = 0.7193$) exists between consumers' exposure to Reliance's FMCG marketing campaigns and their likelihood to recommend these products. Higher exposure correlates with increased recommendation likelihood, indicating that effective marketing drives consumer advocacy and potentially boosts sales.
- **Implications:** Both awareness and exposure to marketing campaigns are crucial for shaping consumer behaviour and driving purchasing decisions. These findings underscore the importance of robust branding and marketing strategies in fostering consumer engagement, loyalty, and advocacy. Leveraging these insights, Reliance can optimize its marketing efforts, enhance brand visibility, and strengthen consumer connections, leading to greater success in the competitive FMCG market.

SUGGESTIONS-

Focus on Innovation: Reliance should prioritize innovative approaches in branding and marketing, leveraging technology and unique product formulations to outshine competitors.

Enhance Consumer Engagement: Utilize interactive marketing channels like social media and personalized marketing efforts to boost consumer engagement and loyalty.

Strengthen Distribution Channels: Expand retail networks, form strategic partnerships, and explore e-commerce platforms to ensure widespread availability of FMCG products.

Invest in Brand Visibility: Launch comprehensive advertising campaigns across various media channels to increase brand visibility and impact.

Emphasize Sustainability and Social Responsibility: Highlight eco-friendly practices, community initiatives, and CSR efforts to differentiate Reliance and appeal to socially conscious consumers.

Monitor Consumer Feedback: Actively listen to consumer feedback to understand preferences, trends, and areas for improvement, enabling continuous refinement of strategies and offerings.

Stay Agile and Adaptive: Remain flexible and responsive to changes in consumer preferences, market trends, and external factors to maintain competitiveness in the evolving FMCG landscape.

SCOPE OF STUDY

The study focuses on Reliance Industries Limited's branding strategies in the FMCG sector and their influence on consumer behaviour. It targets consumers within areas where Reliance's FMCG products are available, exploring aspects like awareness, purchase behaviour, exposure to marketing, and likelihood of recommendation. The research covers diverse FMCG product categories and assesses consumer perceptions, purchase patterns, and engagement with marketing campaigns. Quantitative methods, including survey data analysis, correlation analysis, and descriptive statistics, are employed to achieve the study's objectives. Overall, the study aims to provide insights for strategic decision-making within Reliance's FMCG division and enhance understanding of consumer dynamics in the competitive FMCG market.

LIMITATION

- **Sampling Bias:** The study's sample size of 116 respondents may not represent the diverse profiles of Reliance's consumer base, potentially limiting the generalizability of findings.
- **Geographical Constraints:** Findings may not apply to regions with different market dynamics or cultural influences, as the research focuses on consumers within specific geographic areas.
- **Self-Reporting Bias:** Reliance on self-reported survey data may introduce response bias, as respondents may provide socially desirable or inaccurate responses.
- **Limited Variable Scope:** While the study examines awareness, purchase behavior, exposure to marketing, and recommendation likelihood, other factors like pricing strategies and product innovation are not addressed.
- **Cross-Sectional Nature:** The research's single-point-in-time data collection may not capture evolving consumer preferences and market dynamics over time, suggesting the need for longitudinal studies.

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