



A STUDY ON BRAND EXPECTATION TOWARDS V-CARE PRODUCTS PRIVATE LIMITED WITH REFERENCE TO CHENNAI

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INTRODUCTION OF THE STUDY

Brand expectation is based on the brand promise. The brand promise allows consumers to develop expectations for a brand. When a consumer purchases a product or service a brand offers, they are expecting that the brand will meet their needs. If a brand doesn't meet consumer expectations with every interaction, the brand broke their promise. Now the consumer has lost faith in the brand and will search of another brand that will meet their expectations. This is an area where many brands fail.

Brand expectation matters because customers expect consistency. If these expectations are not met, a customer's interaction with the brand can turn hostile. It is important that a brand is meeting expectations consistently, across every consumer touch point. If a brand can successfully deliver, they are building trust and loyalty with customers.

Customers are demanding. They want consistent high-quality products, customer service and brand experiences whenever they feel the need to connect with their product or service. Consumer expectations are in overdrive and only satisfied if expectations are met or exceeded. That is difficult for a brand to manage. With social media if a brand fails to meet their expectation notice can be sent around the world by the push of one button. There are a few things a brand needs to consider to help manage the expectations of their customers.

1.3 OBJECTIVES OF THE STUDY

Primary data:

- To study on brand expectation towards v-care products private limited with reference to Chennai.

Secondary data:

- To study about the factors that affects the satisfaction of the customer.
- To know the opinion of customers about the price of Products.
- To know about the perception of customers about Quality, Price, and how it is affecting the customer satisfaction level.
- And how does service matters after sales for next purchase.
- To identify the opinion of the respondents and their feelings towards the value of the products when compare to other brands.
- To study the factors which are considered as important by the customers for feeling satisfied.

1.4 SCOPE OF THE STUDY

- Brand expectations change accordingly with time. Customer's expectations should be studied with great efforts, so that marketers can design the product based on the need of the customers.
- If the customers need were met then the customer may turn as an asset to the company because they become opinion leader for others. So that the company can increase its market share.
- It helps the organization to understand the customer psychology on choosing the product or service so that easily the product can be positioned.
- It also helps to assess the real opinion and mindset of customers and aids to meet out their expectation in future in turn that will increases the volume of sales.
- It helps the company to understand the efficiency of dealer service provided to the customers, so that it can create the root for further improvement.

1.5 LIMITATIONS OF THE STUDY

- Most of the respondent are should not be given truly.
- The limited sample size of 120 respondent was considered because of time constraints & certain limited boundaries.
- This data is conducted at primary level therefore it might be subjected to bias.
- The limitation of study is not fullfill all of the questionnaires

2. REVIEW OF LITERATURE

- **Hyo Sun Jung(2021)** The purpose of this study is to understand the interrelationships among employees' emotional labour, emotional dissonance, customer perception, and turnover intent in the retail service industry. The study was administered to 338 family-style restaurant employees. The results showed that employees' emotional labour was positively associated with emotional dissonance, customer perception, and turnover intent. However, employees' emotional dissonance did not have a significant, direct impact on turnover intent. In addition, employees' customer perception was positively associated with turnover intent.
- **George Maglaras (2021)** Multiple retailers exercise various commercial practices with their suppliers. These practices emanate from a power-imbalanced dyadic relationship largely governed by the heightened retail power. These power-imbalanced, supplier-retailer relationships are the focus of this study. These practices are grouped into three main categories: upfront payments, unanticipated changes of agreements and negotiation pressures. The importance of these practices for suppliers is highlighted and implications for the supply chain actors beyond the dyad are provided. Significant managerial and policy implications are reported.
- **M. Kannadhasan(2022)** The levels of employees' perceived brand expectation and job satisfaction were moderate-high and moderate, respectively. Also, their productivity was evaluated as moderate. Although the relationship between customer perception and productivity indices was not statistically significant, the positive correlation between job satisfaction and productivity indices was statistically significant. The regression modelling demonstrated that productivity was significantly associated with shift schedule, the second and the third dimensions of customer perception (role insufficiency and role ambiguity), and the second dimension of job satisfaction (supervision).
- **Stauss (2023)** There are ways by which service providers can reduce the risk of losing their customers. It happens when the customers who complain about service poor quality enable the companies to improve their quality of services, by enhancing the quality of services companies gets the opportunity to minimize the costs of negative word- of- mouth, switching behaviour providers and lost turnover.
- **Bebko (2023)** Quality of services has become an extremely important issue for service providers, but delivery of such service becomes difficult because of four characteristics namely, intangibility, inseparability, variability, and perishability. The model helps the service providers when they fail to satisfy their customers and when their expectations are not filled according to their perceptions.
- **Park, Robertson and Wu (2023)** The literature review is about brand expectations, customer expectation and customer satisfaction and their association with the services they receive. The literature describes customer satisfaction as a problem which has become a major issue for the service providers. Customer expectation is found to be based upon the customer's comparison between prior expectation and actual service performance. He found that the expectation of a customer is an important factor in the analysis of customer expectation and perception and has this factor has been found to be neglected in the airline industry.

3. RESEARCH METHODOLOGY

RESEARCH DESIGN

The research designs constitute the blue print for the collection, measurement and analysis of data. There are types of research design; they are exploratory research design, experimental research design and describe and diagnostic research design. The research had adopted descriptive research design for the study.

SAMPLING DESIGN

A sample is a subset from the total population. A sample is a subset from the total population. It refers to the techniques or the procedure to the research would adopt in selecting items for the sample (i.e) the size of the sample.

DETAILS OF POPULATION

The study was conducted on the customers of V-Care Products.

POPULATION FRAME

This includes the list of 120 respondents (refer to the analysis of data).

COLLECTION OF DATA

Data was taken mostly through primary data. However, company and product profiles were referred too. A structured undisguised interview schedule was designed to collect data source. The schedule method was opted since the method would help to concise amount of information.

Data in the study are of two types:

1. Primary data
2. Secondary data

PRIMARY DATA

It was collected through questionnaire further this data, are processed and tabulated using graphs the tables were analysed and the finding has been drawn accordingly.

SECONDARY DATA

Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researcher.

SAMPLING METHOD

Sampling method utilized was convenience sampling was adopted.

TOOLS AND TECHNIQUES

The data is collected from the customer during survey and analysed using various tools. The tools applied for study is,

1. Chi- square analysis
2. Correlation
3. Anova

4. Data Analysis and Interpretation**CHI-SQUARE ANALYSIS****NULL HYPOTHESIS**

H₀ – There in no significant relationship between year of using the products and satisfy with service providing by the product on maintenance

ALTERNATIVE HYPOTHESIS

H_a –There in a significant relationship between year of using the products and satisfy with service providing by the product on maintenance

YEAR OF USING THE PRODUCTS * SATISFY WITH SERVICE PROVIDING BY THE PRODUCT ON MAINTENANCE**Crosstabulation**

Count		SATISFY WITH SERVICE PROVIDING BY THE PRODUCT ON MAINTENANCE					Total
		Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied	
YEAR OF USING THE PRODUCTS	Less than 3 years	33	0	0	0	0	33
	3 – 6 years	12	19	0	0	0	31
	6 - 9 years	0	20	1	0	0	21
	8 – 10 years	0	0	18	0	0	18
	Above 10 years	0	0	2	10	5	17
Total		45	39	21	10	5	120

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Year of using the products * satisfy with service providing by the product on maintenance	120	100.0%	0	.0%	120	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.852E2a	16	.000
Likelihood Ratio	249.793	16	.000
Linear-by-Linear Association	103.629	1	.000
N of Valid Cases	120		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .71.

RESULT

Hence null hypothesis is accepted so there is a significant between using the products and satisfy with service providing by the product on maintenance

CORRELATION

The table shows that the relationship between age of the respondents and kinds of products prefer to buy

Correlations

		AGE OF THE RESPONDENTS	KINDS OF PRODUCTS PREFER TO BUY
AGE OF THE RESPONDENTS	Pearson Correlation	1	.944**
	Sig. (2-tailed)		.000
	N	120	120
KINDS OF PRODUCTS PREFER TO BUY	Pearson Correlation	.944**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

NONPARAMETRIC CORRELATIONS

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Gamma	1.000	.000	30.772	.000
Measure of Agreement	Kappa	.324	.052	6.747	.000
N of Valid Cases		120			

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
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Measure of Agreement	Kappa	.324	.052	6.747	.000
N of Valid Cases		120			

a. Not assuming the null hypothesis.

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

Correlations

			AGE OF THE RESPONDENTS	KINDS OF PRODUCTS PREFER TO BUY
Kendall's tau_b	AGE OF THE RESPONDENTS	Correlation Coefficient	1.000	.894**
		Sig. (2-tailed)	.	.000
		N	120	120
	KINDS OF PRODUCTS PREFER TO BUY	Correlation Coefficient	.894**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120
Spearman's rho	AGE OF THE RESPONDENTS	Correlation Coefficient	1.000	.939**
		Sig. (2-tailed)	.	.000
		N	120	120
	KINDS OF PRODUCTS PREFER TO BUY	Correlation Coefficient	.939**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120

Correlation is significant at the 0.01 level (2-tailed).

RESULT

This is a positive correlation. There are relationships between age of the respondents and kinds of products prefer to buy.

ANOVA**NULL HYPOTHESIS**

H₀: There is no significant relationship between educational qualification of the respondents and suitable media advertisement for the products

ALTERNATIVE HYPOTHESIS

H₁: There is a significant relationship between educational qualification of the respondents and suitable media advertisement for the products

Descriptives

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
Newspaper	25	1.00	.000	.000	1.00	1.00	1	1	
Television	35	1.89	.323	.055	1.77	2.00	1	2	

Radio	24	2.83	.381	.078	2.67	2.99	2	3	
Sales persons	16	3.31	.479	.120	3.06	3.57	3	4	
Social media	20	4.00	.000	.000	4.00	4.00	4	4	
Total	120	2.43	1.075	.098	2.24	2.63	1	4	
Model	Fixed Effects		.299	.027	2.38	2.49			
	Random Effects			.537	.94	3.92			1.344

Test of Homogeneity of Variances

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Levene Statistic	df1	df2	Sig.
19.020	4	115	.000

ANOVA

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		127.153	4	31.788	354.446	.000
	Linear Term	Unweighted	122.280	1	122.280	1.363E3	.000
		Weighted	125.356	1	125.356	1.398E3	.000
		Deviation	1.797	3	.599	6.681	.000
Within Groups			10.314	115	.090		
Total			137.467	119			

HOMOGENEOUS

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

SUITABLE MEDIA ADVERTISEMENT FOR THE PRODUCTS		N	Subset for alpha = 0.05				
			1	2	3	4	5
Student-Newman-Keuls ^a	Newspaper	25	1.00				
	Television	35		1.89			
	Radio	24			2.83		
	Sales persons	16				3.31	
	Social media	20					4.00
	Sig.		1.000	1.000	1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 22.448

RESULT

From the above analysis, we find that calculated value of the F-value 354.446 is a positive value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between educational qualification of the respondents and suitable media advertisement for the products.

CONCLUSION

Understanding customer present scenario is extremely important as it is no longer a simple task. Now the customer is considered to be the King. He is the price-maker and not price-taker. Earlier, there used to be a few hair oil manufacturers who held a monopoly. However, this situation has changed with the entry of other competitors, especially after sales promotion to various industries and others.

Finally, the customer perception to comfortable for all the manufacturing and household level of multiple usage of v-care products very effectively

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WEBSITES

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