

# Brand Health and Campaign Evaluation: A Case Study in India

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## ABSTRACT

The research activity was carried out to analyse brand salience, trial, imagery, and disposition, and to evaluate campaign efficacy, along with competitive advantage in terms of registration and effectiveness of media vehicles. The data gathered for the research activity are the primary sources legitimately gathered from the general population using random sampling method among the target group mentioned. The quantity of respondents for the study is 50. The research design carried out for the investigation is quantitative in nature. For the structured questionnaire, a five-point Likert scale was used. In this study, it was discovered that a majority of the respondents are aware of Dove body soap brand. From the thorough analysis and interpretation of the data collected, it can be concluded that Dove is a noteworthy brand, in terms of mind share, among the respondents. It was discovered that a larger part of the respondents are happy with the brand and intend to continue using the same. From the media vehicle efficacy testing, it was found that TV has emerged as the most important media vehicle for the primary source of awareness. In terms of communication evaluation, it was found that a majority of the respondents have seen the communication pertaining to Dove, and the top box score for likeability, uniqueness, believability, persuasiveness are higher than the competing brands and in favour of Dove body soap.

**Keywords:** Brand Salience, Brand Imagery, Media Vehicle, Communication Evaluation, Likeability, Uniqueness, Believability, Persuasiveness, Body Soap, Kolkata

## INTRODUCTION

Rossiter and Percy (1987) wrote, “Brand awareness is widely misunderstood and often wrongly measured, even by experienced managers”. Yet brand awareness is covered in most texts on advertising measurement; it is a central part of the popular hierarchy-of-effects advertising model, and marketing managers claim it as an important goal of their communications activities (Kelly, 1991). This paper discusses recent theoretical developments that attempt to explain the role brand awareness plays and then presents empirical findings concerning how Australian managers utilise brand awareness as a measure of marketing and advertising effectiveness.

Rossiter and Percy (1987) describe brand awareness as being essential for the communications process to occur, as it precedes all other steps in the process. Without brand awareness occurring, no other communication effects can

occur. For a consumer to buy a brand, they must first be made aware of it. Brand attitude cannot be formed, and intention to buy cannot occur unless brand awareness has occurred (Rossiter & Percy, 1987; Rossiter, Percy & Donovan, 1991). In memory theory, brand awareness is positioned as a vital first step in building the “bundle” of associations which are attached to the brand in memory (Stokes, 1985). The brand is conceptualised as a node in memory, which allows other information about the brand to be “anchored” to it (Aaker, 1991b). The conceptualisation of a network of brand associations in memory with the brand as the central core has been put forward by many others (Keller, 1993; Holden, 1993; Holden & Lutz, 1992).

Brand awareness has been hypothesised to play a crucial role in determining the consideration set: the small set of brands to which a consumer gives serious attention when making a purchase (Howard & Sheth, 1969; Narayana

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& Markin, 1975). The composition of this small set of brands which are considered during decision-making is important. A brand that is not considered cannot be chosen (Baker et al., 1986), and further, the probability of the brand being chosen is a function of the number of other brands in the consideration set; for instance, the probability of a brand being selected from 1, 2, 3, or 4 brands, decreases rapidly from 100% to 50%, 33%, and 25%, respectively.

In a situation where the consumer is aware of several brands which fit the relevant criteria, they are unlikely to expend much effort in seeking information on unfamiliar brands. A brand that has some level of brand awareness is far more likely to be considered, and therefore chosen, than brands of which the consumer is unaware. Additionally, the strength of awareness of the brands within the consideration set can also be significant.

Wilson (1981 cited in Woodside & Wilson, 1985) confirmed the importance of top-of-mind awareness in a study which found that the higher the position of the brand in the consumer's mind measured by unaided recall, the higher the purchase intention, and the higher the relative purchase of the brand. In another study, increases in brand awareness were shown to increase the probability of choice, even without any accompanying change in attitude or perceptions (Nedungadi, 1990).

Further, brand awareness can affect decisions about brands within the consideration set (Hoyer & Brown, 1990; Keller, 1993). Consumers may employ a heuristic (decision rule) to buy only familiar, well-established brands (Roselius, 1971; Jacoby et al., 1977, both cited in Keller, 1993). Consumers do not always spend a great deal of time making purchase decisions. In a study of pre-purchase search for laundry powder, Hoyer (1984) found that the median number of packages examined in-store was 1.2, before a selection was made. Dickson and Sawyer (1986) found that for purchases such as coffee, toothpaste, and margarine, the consumer took an average of 12 seconds from the time of first looking at the shelf to the time they placed the item in their trolley. In many cases consumers try to minimise the costs of decision making in terms of time spent and cognitive effort by employing simple rules of thumb, such as 'buy the brand I've heard of'. This is particularly likely to occur in low-involvement situations, where a minimum level of brand

awareness may be sufficient for choice (Hoyer & Brown, 1990; Mackay, 1990). In such situations, the consumer may lack the motivation or the ability to judge between brands (Petty & Cacioppo, 1986).

A further way brand awareness may affect choice within the consideration set is by influencing perceived quality. In a consumer choice study by Hoyer and Brown (1990), over 70% of consumers selected a known brand of peanut butter from among a choice of three, even though another brand was 'objectively' of better quality (as determined by blind taste tests), and even though they had neither bought nor used the brand before. This result is even more surprising considering the subjects were given the opportunity to taste all the brands. Just being a known brand dramatically affected their evaluation of the brand. Intuitively, this makes sense; a consumer may rationalise that if they have heard of a brand, the company must be spending a fair sum on advertising. If it is spending a lot on advertising, then the company must be reasonably profitable, which means that other consumers must be buying the product and they must be satisfied with its performance, and therefore, the product must be of reasonable quality.

Aaker (1991a, b) strongly argues the case for brand building and maintaining brand equity; he cites brand name awareness as one of the four major brand assets that add value to the product or service and/or its customers. Investments in brand equity, and in particular, brand awareness, can lead to sustainable competitive advantages, and thus to long-term value. Brand awareness can add value by: 1. placing the brand in the consumer's mind, 2. acting as a barrier to the entry of new unestablished brands (Stokes, 1985), 3. reassuring the customer of the organisation's commitment and product quality, and 4. providing leverage in the distribution channels (intermediaries are customers too and are just as suspicious as consumers are of unknown products) (Aaker, 1992).

Hindustan Unilever Limited is an Indian consumer goods company headquartered in Mumbai, India. It is a subsidiary of Unilever, a British company. Its products include foods, beverages, cleaning agents, personal care products, water purifiers, and other fast-moving consumer goods. Dove is a personal care brand owned by Unilever, originating in the United States. Dove soap, which was

launched by Unilever in 1957, has been available in India since 1995. It provides a refreshingly real alternative for women who recognise that beauty is not simply about how you look, it is about how you feel. Dove does not use celebrities to endorse products. Dove has successfully built campaigns around 'real beauty' and contrasted that against regular brands, which further extends its core brand promise. The brand is continuously supported by television commercials, print insertions, in-store displays and outdoor hoardings [OOH].

In this context, we need to understand the overall health of the four identified brands of premium body soaps at the brand level in the Kolkata market, to help the brand grow faster in the category, and also, to understand the campaign efficacy in the Kolkata market. In this paper, we have attempted to understand the brand salience, trial, imagery, and disposition of own and competing brands. It further evaluated the competitive advantage in terms of registration and effectiveness of media vehicles. Finally, the study assessed the triggers and barriers of consumers trying/not trying the four brands of body soaps.

The paper is structured as follows. Section 2 gives a brief overview of the literature relevant to this paper. Section 3 provides details about data and methodology adopted, followed by a discussion of the findings relating to a brand health diagnostic study, in terms of awareness, imagery, persuasiveness, and campaign evaluation in Section 4. Section 5 sums up and gives concluding remarks.

## LITERATURE REVIEW

Huang and Sarigöllü (2014) inspected the connection between brand awareness and market outcome considering all leading FMCG company brands in China. Second, they investigated the connection between brand awareness and brand value. Finally, they explored the impacts of marketing mix components on brand awareness.

Research undertaken by Brown and Hoyer (1990) of a controlled investigation into the role of brand awareness in the shopper's decision making demonstrated that brand awareness was a predominant decision heuristic among the subjects of the awareness group. Macdonald and Sharp (2000) supported that brand awareness is a predominant decision strategy among awareness group subjects. Subjects looking over a lot of brands with

marked awareness differentials demonstrated a stunning tendency towards the high awareness brand and value differentials, despite the value.

According to Humphreys et al. (2006), occasional corporate sponsorships essentially contribute to marketing aims, including brand awareness, as estimated by recalling and acknowledgment pairings of support events. The impact of sponsorship enunciation fits on memory for support event pairings is inspected in three prompted cues – recall. Keller (2003) stated that in exceptionally focussed marketplace, marketers should regularly interface their brands to different substances, for example, individuals, sports, things, or different brands, as a way to improve their brand value.

Bahn (1986) inspected brand discrimination and preference arrangement. Utilising multidimensional scaling methods to catch preference and perception for oats and refreshments, the investigation found a few measurements that underlie these two procedures. The outcomes demonstrate that the quantity of measurements that underlie brand perception and brand preference vary by both cognitive stage (pre-operational versus concrete-operational) and by item category.

Kirmani (1990) recommended that consumers see publicising costs as deviations from assumptions regarding regular expenses in the item classification. Cost perceived are assumed to influence brand perceptions in a reversed-U design, with incredibly mind-boggling expenses prompting negative recognitions.

Conradie, Klopper and Roberts-Lombard (2012) intended to give direction to developing rental vehicle organisations in South Africa to improve their particular brand awareness, empowering them to extend the customer base, while retaining existing customers. Liu and Huang (2014) inspected brand awareness, dissemination force, and their connection impact on customer heart share and market share. Information gathered from the two retailers and buyers in the purchaser gadgets mall are used to test the applied framework. Laurent et al. (2017) explored that age affects the brands a shopper knows, i.e., the "set of awareness" which fundamentally decides brand decision and consideration.

Doraszelski, Clark and Draganska (2009) used a board informational set that consolidates yearly brand-level

advertising expenditure for more than 300 brands, with proportions of brand awareness and perceived quality from a large-scale buyer survey, to examine the impact of promotions. Rossiter (1993) proposed another model with suggestions for brand management, for arranging brands with respect to awareness and acceptance, enhancing the prior Narayana-Markin show (N-M model). The new model gives off an impression of being all the more strategically helpful for brand management.

Sasmita (2005) looked at impacts of brand affiliation, brand awareness, brand loyalty, and brand picture on brand value among young purchasers. Observational outcomes by means of numerous regressions confirmed that brand awareness dominantly influences brand value among young customers. These young buyers gain input and awareness from social life about the particular item or brand. Molinillo (2016) examined two kinds of brand personality traits, to be specific, responsible brands and dynamic brands, to anticipate conspicuous CBR developments, brand awareness, brand loyalty, and brand trust included. This investigation depended on 339 respondents' electric survey.

Hakala, Vincze and Svensson (2012) concentrated on measurements of consumer-based brand value, particularly, the recall level of brand awareness. This observation investigated relationships of shoppers' awareness of brands, mentalities related to brand value, and changes in the social context. Questionnaire information was gathered from college understudies in four nations: the USA, France, Finland, and Sweden.

## DATA, SAMPLE AND METHODOLOGY

This section describes the research design of the study, including sample description and data collection.

As a practice, brand's performance in terms of awareness, imagery, persuasiveness, and campaign evaluation is closely monitored by conducting regular tracks across multiple markets. In this regard, a brand health diagnostic study has been conducted among the target group in a Kolkata market.

For the purpose, quantitative F2F random online interviews with a structured questionnaire has been carried out. There may be a need to maintain quota for triers, ANT, and lapsed. For the study, a target group of female,

aged 18 to 50, NCCS AB, regular users of premium body soaps (Dove, Pears, Mysore Sandal & Fiama), and decision makers of personal care products were selected from a Kolkata market. The data gathered for the research activity are the primary sources legitimately gathered from the general population using random sampling method among the target group mentioned. The quantity of respondents for the study is 50. The research design carried out for the investigation is quantitative in nature. For the structured questionnaire, a five-point Likert scale was used.

We focused our analysis on the following key information areas:

- Spontaneous brand, advertisement awareness
- Total awareness
- Trial
- Disposition
- Imagery
- Touch points and diagnostics

## ANALYSIS AND FINDINGS

To understand brand salience, trial, imagery, disposition of own and competing brands, the study undertakes brand funnel analysis among Dove, Pears, Mysore Sandal, and Fiama.

Brand funnel study shows that 40% consumers of the target group have 'Dove' as the top-of-mind aware brand, though 42% consumers of the target group have responded 'Pears' as the top-of-mind aware brand (Table 1). At a total level, 'Dove' has clocked 94% mind share, whereas 'Pears' has clocked 97% min share. About 70% respondents have tried 'Dove', whereas more than 80% respondents have tried the 'Pears' and in the case of Fiama, this figure is very poor, i.e., 30%. Around 45% respondents are currently using the Brand 'Dove', though 'Pears' is currently used by 50% respondents. Therefore, it has been realised that 'Dove' is a noteworthy brand, in terms of mind share among the respondents.

Conversion scenario shows that Dove has registered a healthy conversion of 73% of awareness to trial. More than 30% respondents are considering the Brand 'Dove' for future consideration TB, whereas this figure is slightly more, i.e., 41%, in the case of 'Pears'.

**Table 1: Brand Funnel among Dove, Pears, Mysore Sandal, and Fiama**

Figures are in %

<i>March'21</i>	<i>Dove</i>	<i>Pears</i>	<i>Mysore Sandal</i>	<i>Fiama</i>
Base: All Random	50	50	50	50
TOM AWARENESS	40	42	10	8
UNAIDED AWARENESS	60	79	26	12
TOTAL AWARENESS	94	97	83	70
EVER CONSUMED	69	83	35	30
LAST 6 MONTHS	53	61	12	10
LAST 3 MONTHS	52	54	8	7
CURRENTLY CONSUMED	51	53	7	6
MOUB	45	50	6	5
FUTURE CONSIDERATION TB	32	41	5	3
CONVERSION RATIO				
To Trials	73	86	42	43
To P6M	77	73	34	33
To P3M	98	89	67	70
To Currently Used	98	98	88	86
To MOUB	88	94	86	83

To evaluate the competitive advantage in terms of registration and effectiveness of media vehicles, the study has analysed the source of awareness and brand disposition.

Source of awareness reveals that highest (86%) brand awareness has been generated by TVC [Based on

1<sup>st</sup> response] in the case of Dove (Table 2). TV as the primary media vehicle is followed by retailer recommendation (65%) and peer group recommendation (22%). Therefore, from the media vehicle efficacy testing, it was found that TV has emerged as the most important media vehicle for Dove as the primary source of awareness.

**Table 2: Source of Awareness among Dove, Pears, Mysore Sandal and Fiama**

Figures are in %

<i>March'21</i>	<i>Dove</i>	<i>Pears</i>	<i>Mysore Sandal</i>	<i>Fiama</i>
Base: [All who are aware of the brand]	47	49	42	
Advertisement in TV	86	84	83	84
Shopkeepers	65	67	50	63
Relatives/friends/colleagues	22	14	19	20
Outdoor hoardings	13	12	4	11
Product displays at the store	6	4	3	4
Advertisements/articles in newspapers	5	5	2	3
From Internet/social media	2	2	0	1

The study of brand disposition shows intention to try, intention to continue among ever trier, intention to continue among current trier, and satisfaction level with currently consumed brand. Fig. 1 shows the analysis of intention to try among all four brands, which reveals that

24% of the respondents will definitely try Dove, followed by 31% who will probably try the brand. Fig. 2 shows the analysis of intention to continue among ever trier of four brands, which reveals that 27% of the respondents will definitely continue to use Dove, followed by 33% who

will probably continue using the brand. Fig. 3 shows the analysis of intention to continue among current trier of four brands, which reveals that 86% of the respondents will definitely continue Dove. Fig. 4 shows the analysis of satisfaction level with currently consumed brand, which explores that satisfaction level is maximum (97%) in the case of Dove, compared to others. Therefore, it is discovered that a larger part of the respondents are happy with Dove and intend to continue using the same.

Figures are in %

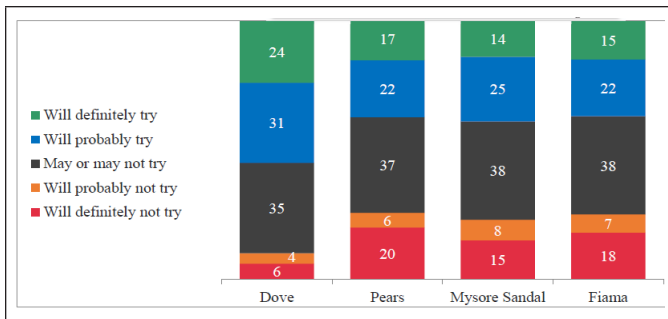


Fig. 1: Intention to Try of Various Brands

Figures are in %

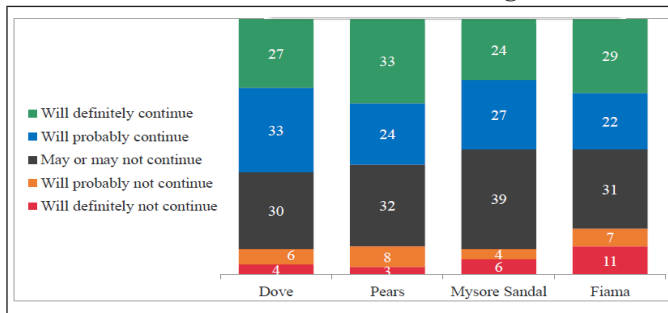


Fig. 2: Intention to Continue among Ever Trier of Various Brands

Figures are in %

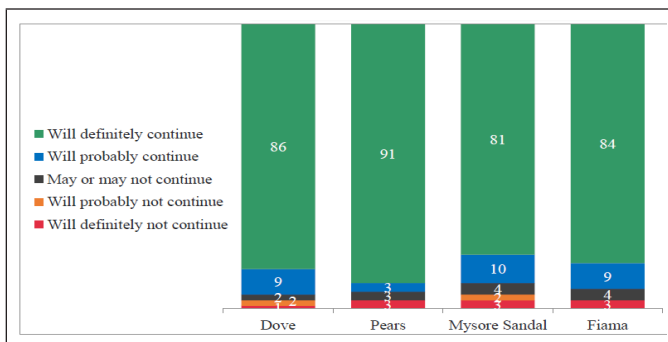


Fig. 3: Intention to Continue among Current Trier of Various Brands

Figures are in %

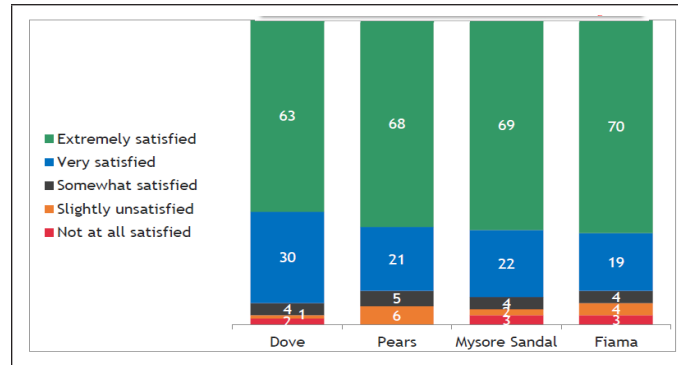


Fig. 4: Satisfaction with Currently Consumed Brand

Further, the analysis has assessed the triggers and barriers of consumers trying/not trying body soap of various brands. Table 3 shows reasons for trying, which reveals that product quality, trustworthiness, and communication have been the primary triggers for the respondents who are aware and currently using Dove. Table 4 shows reasons for not trying, which shows that in the case of Dove, expensive and willing to continue with the current brands have come up as the key barriers for not trying among the respondents, who are aware of the brand but not tried [ANT].

Table 3: Reason for Trying

Figures are in %

	Dove	Pears	Mysore Sandal	Fiama
Base: [All those who are aware and currently trying]	27		4	
It is a good quality product	30	42	32	23
I like the aroma	15	16	21	27
It is not very expensive	8	8	10	7
Good promotional offers/ freebies/ discounts, and so on	-	-	-	-
I found it value for money	10	-	7	5
It is a product from a trustworthy brand	15	16	10	7
Saw the advertisement	11	8	8	13
Shopkeeper recommended it	5	5		8
Recommended by friends/ family	6	5	12	10

**Table 4: Reason for Not Trying**

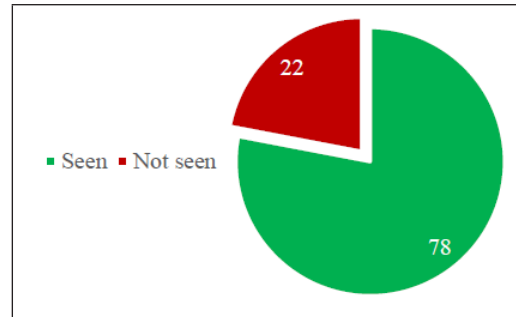
Figures are in %

	<i>Dove</i>	<i>Pears</i>	<i>Mysore Sandal</i>	<i>Fiama</i>
Base: [All those who are aware but not tried]		7	24	
I think it is expensive and not value for money	30	25	33	28
Satisfied with my current brand, did not feel the need to try any other brand	30	33	35	38
Friends/cousins/family members asked me not to buy it as they did not like it	5	2	6	7
I have just heard about the brand and do not know much about it	10	11	9	15
I could not find it at a store near me	4	6	10	5
Offers/promotions not available on this brand	5	-	-	2
I did not like the design/ colour of the pack	3	1	7	-
I did not like the size/shape of the pack	-	3	-	-
Pack size that I usually purchase not available	-	3	-	-
No specific reasons	13	15	-	5

The study has undertaken campaign evaluation among the four brands of body soap based on creative reach/brand reach, advertisement perception, likeability, uniqueness, believability, and persuasiveness.

Fig. 5 shows creative reach/brand reach of Dove, which reveals that 78% respondents have seen the communication. Table 5 shows advertisement perception of Dove, which reveals that 33% respondents have enjoyed the communication, among which 20% have claimed that the advertisement has reinforced their trust in the brand. Fig. 6 reveals that in terms of overall likeability, the Dove advertisement has scored 78% top box and 98% in T2B. Fig. 7 reveals that in terms of uniqueness, 68% TB and 86% T2B respondents have found the advertisement to be unique. Fig. 8 reveals that overall believability of the communication for Dove is 70% top box. Fig. 9 shows that 81% respondents in the case of Dove have found the advertisement to be very persuasive in nature.

Figures are in %



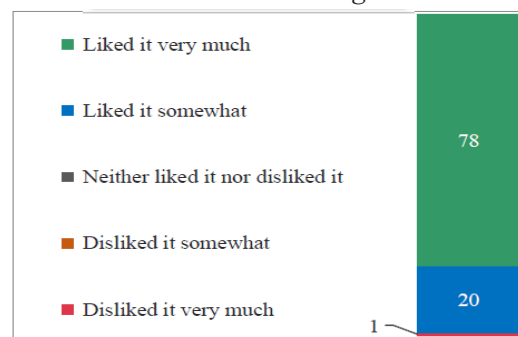
**Fig. 5: Creative Reach/Brand Reach of Dove**

**Table 5: Advertisement Perception of Dove**

Figures are in %

<i>Adperception</i>	<i>Dove</i>
Base: [All those who have seen the advertisement]	39
The advertisement was a lot of fun to watch/listen to	33
I felt that the advertisement was showing what I feel at times	24
During the advertisement, I thought of how this product might be useful/relevant to me	8
It required a lot of effort to follow/understand the advertisement	-
I have seen this advertisement so many times, I am tired of it	10
The advertisement did not have anything to do with me or my needs	5
The advertisement has reinforced my trust in the brand	20

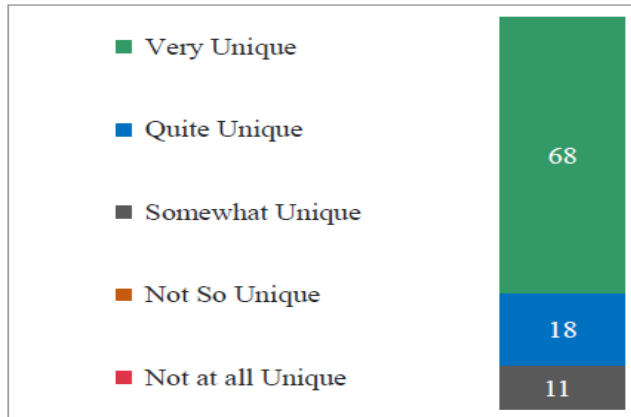
Figures are in %



Top Box	78
Top 2 Box	98

**Fig. 6: Overall Likeability of Dove**

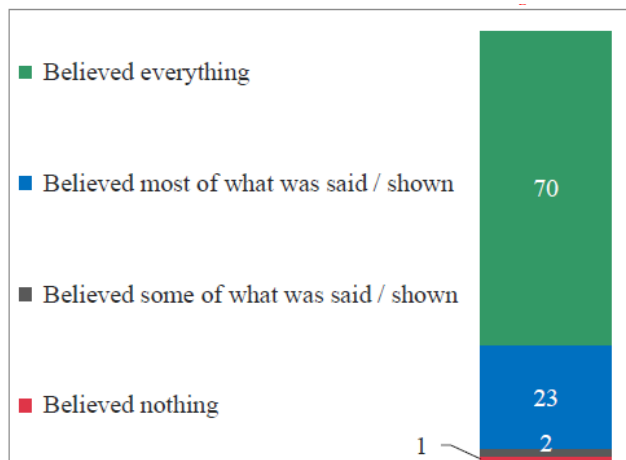
Figures are in %



Top Box	68
Top 2 Box	86

**Fig. 7: Uniqueness of Dove**

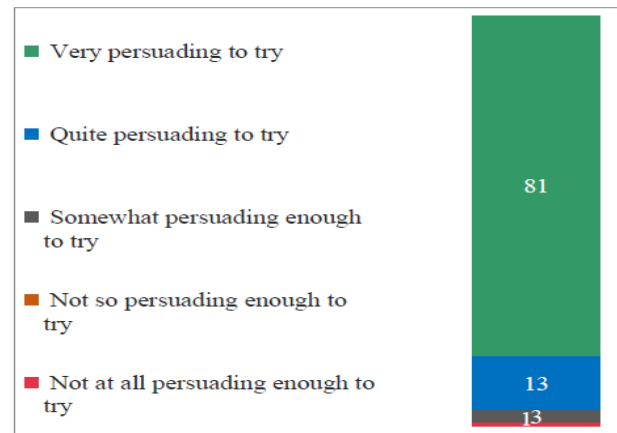
Figures are in %



Top Box	70
Top 2 Box	92

**Fig. 8: Believability of Dove**

Figures are in %

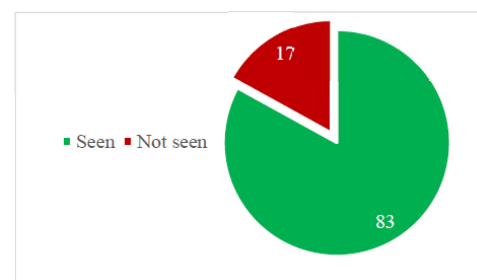


Top Box	81
Top 2 Box	94

**Fig. 9: Persuasiveness of Dove**

Fig. 10 shows creative reach/brand reach of Pears, which reveals that 83% respondents have seen the communication. Table 6 shows advertisement perception of Pears, which reveals that 39% respondents have enjoyed the communication, among which 13% have claimed that the advertisement has reinforced their trust in the brand. Fig. 11 reveals that in terms of overall likeability, the Pears advertisement has scored 88% top box and 98% in T2B. Fig. 12 reveals that in terms of uniqueness, 72% TB and 90% T2B respondents have found the advertisement to be unique. Fig. 13 reveals that overall believability of the communication for Pears is 60% top box. Fig. 14 shows that 78% respondents in the case of Pears have found the advertisement to be very persuasive in nature.

Figures are in %



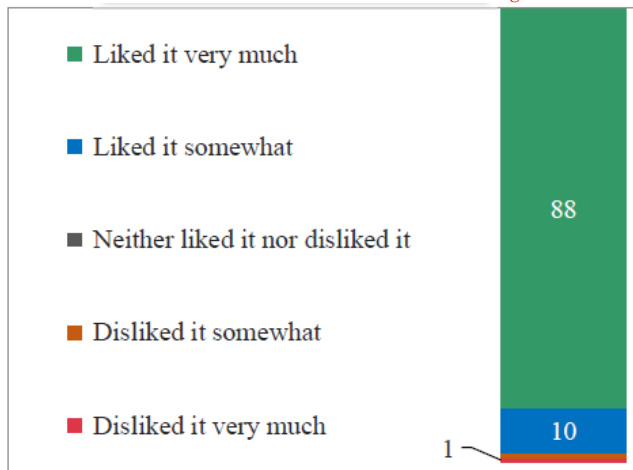
**Fig. 10: Creative Reach/Brand Reach of Pears**

**Table 6: Advertisement Perception of Pears**

Figures are in %

<i>Dperception</i>	<i>Pears</i>
Base: [All those who have seen the advertisement]	42
The advertisement was a lot of fun to watch/listen to	39
I felt that the advertisement was showing what I feel at times	26
During the advertisement, I thought of how this product might be useful/relevant to me	6
It required a lot of effort to follow/understand the advertisement	-
I have seen this advertisement so many times, I am tired of it	12
The advertisement did not have anything to do with me or my needs	4
The advertisement has reinforced my trust in the brand	13

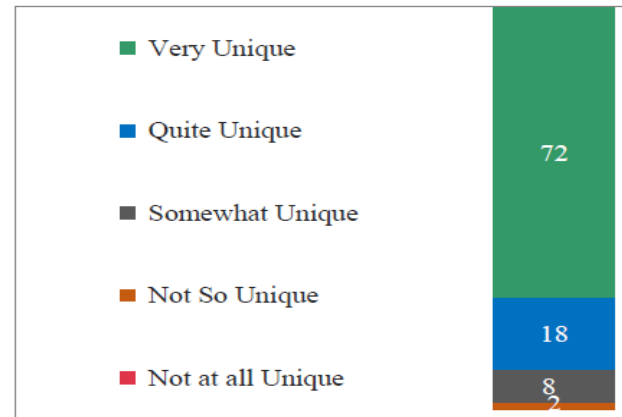
Figures are in %



Top Box	88
Top 2 Box	98

**Fig. 11: Overall Likeability of Pears**

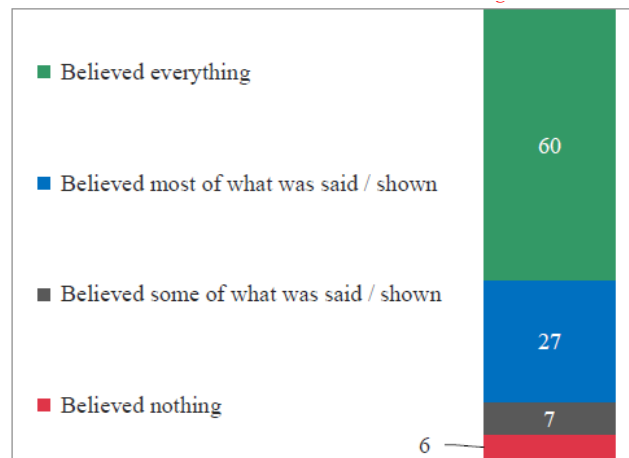
Figures are in %



Top Box	72
Top 2 Box	90

**Fig. 12: Uniqueness of Pears**

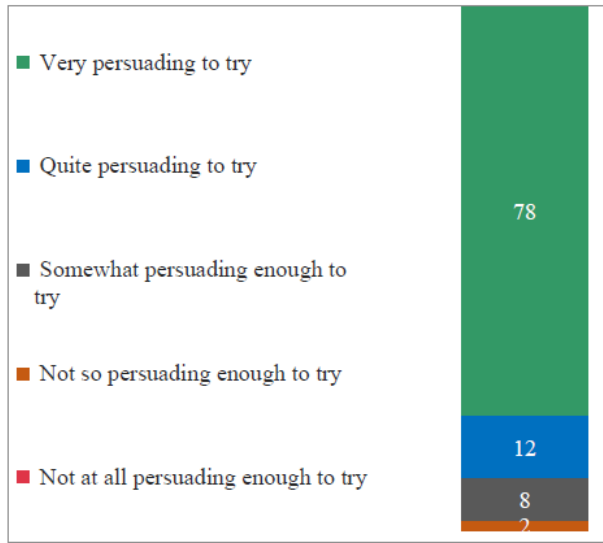
Figures are in %



Top Box	60
Top 2 Box	87

**Fig. 13: Believability of Pears**

Figures are in %



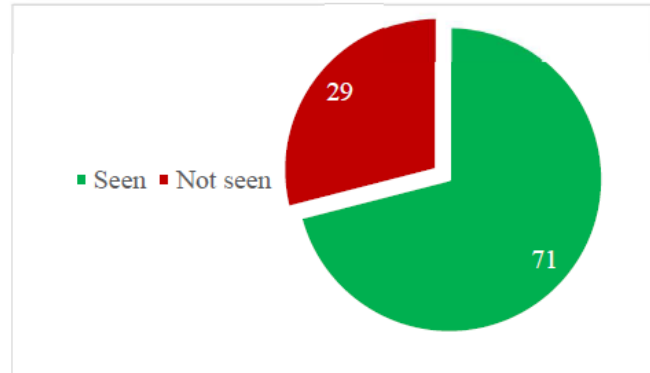
Top Box	78
Top 2 Box	90

**Fig. 14: Persuasiveness of Pears**

Fig. 15 shows creative reach/brand reach of Mysore Sandal, which reveals that 71% respondents have seen the communication. Table 7 shows advertisement perception of Mysore Sandal, which reveals that 27% respondents have enjoyed the communication, among which 8% have claimed that the advertisement has reinforced their trust in the brand. Fig. 16 reveals that in terms of overall likeability, the Mysore Sandal advertisement has scored 67% top box and 83% in T2B. Fig. 17 reveals that in terms of uniqueness, 65% TB and 83% T2B respondents have found the advertisement to be unique. Fig. 18 reveals that overall believability of the communication for Mysore Sandal is 56% top box. Fig. 19 shows that 72%

respondents in the case of Mysore Sandal have found the advertisement to be very persuasive in nature.

Figures are in %



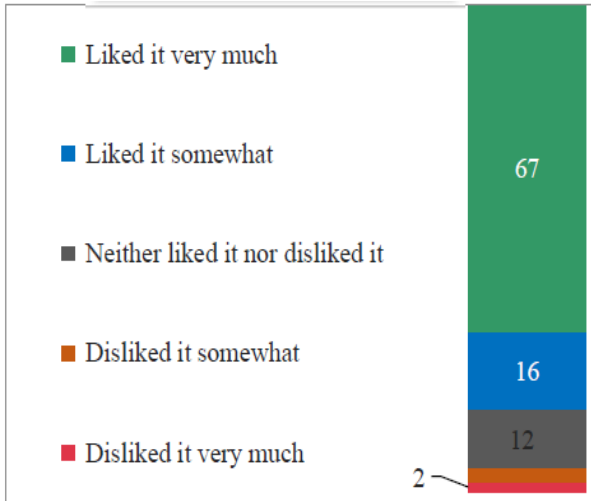
**Fig. 15: Creative Reach/Brand Reach of Mysore Sandal**

**Table 7: Advertisement Perception of Mysore Sandal**

Figures are in %

Adperception	Mysore Sandal
Base: [All those who have seen the advertisement]	
The advertisement was a lot of fun to watch/listen to	27
I felt that the advertisement was showing what I feel at times	20
During the advertisement, I thought of how this product might be useful/relevant to me	12
It required a lot of effort to follow/understand the advertisement	10
I have seen this advertisement so many times, I am tired of it	16
The advertisement did not have anything to do with me or my needs	7
The advertisement has reinforced my trust in the brand	8

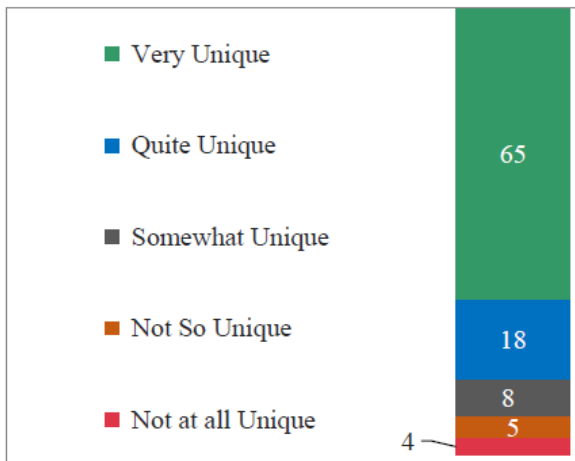
Figures are in %



Top Box	67
Top 2 Box	83

Fig. 16: Overall Likeability of Mysore Sandal

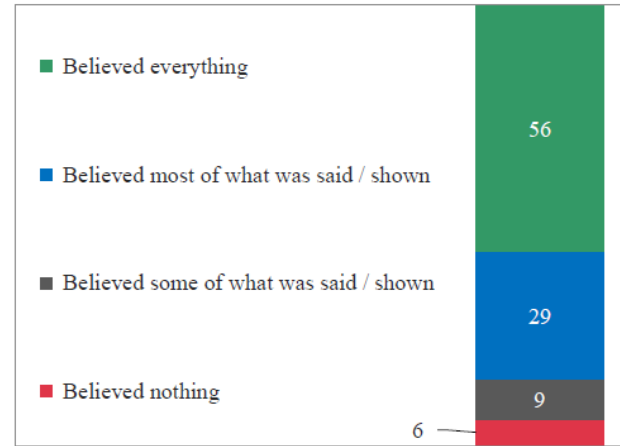
Figures are in %



Top Box	65
Top 2 Box	83

Fig. 17: Uniqueness of Mysore Sandal

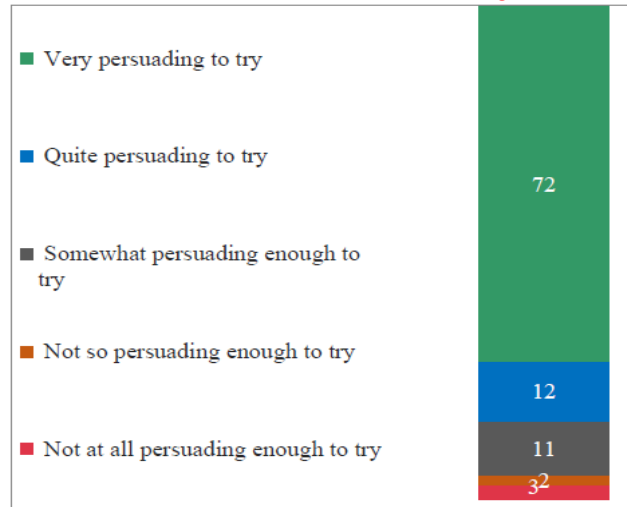
Figures are in %



Top Box	56
Top 2 Box	85

Fig. 18: Believability of Mysore Sandal

Figures are in %



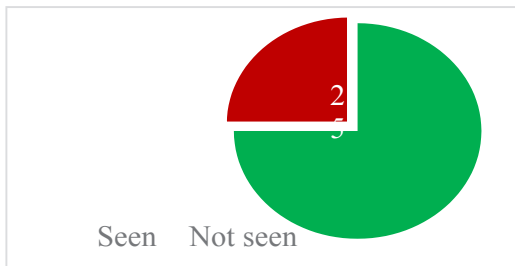
Top Box	72
Top 2 Box	84

Fig. 19: Persuasiveness of Mysore Sandal

Fig. 20 shows creative reach/brand reach of Fiamma, which reveals that 75% respondents have seen the communication. Table 8 shows advertisement perception

of Fiama, which reveals that 30% respondents have enjoyed the communication, among which 10% have claimed that the advertisement has reinforced their trust in the brand. Fig. 21 reveals that in terms of overall likeability, the Fiama advertisement has scored 70% top box and 92% in T2B. Fig. 22 reveals that in terms of uniqueness, 70% TB and 90% T2B respondents have found the advertisement to be unique. Fig. 23 reveals that overall believability of the communication for Fiama is 62% top box. Fig. 24 shows that 74% respondents in the case of Fiama have found the advertisement to be very persuasive in nature.

Figures are in %



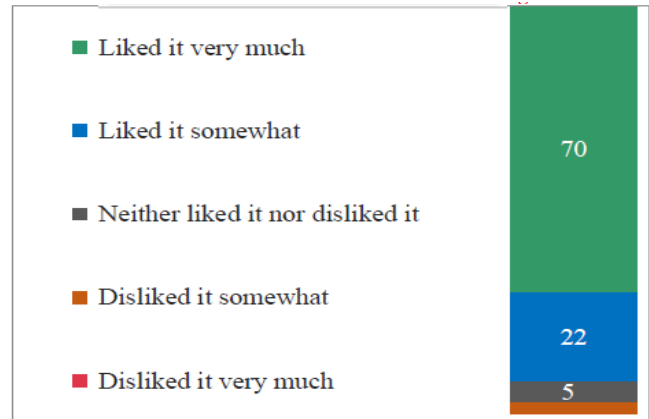
**Fig. 20: Creative Reach/Brand Reach of Fiama**

**Table 8: Advertisement Perception of Fiama**

Figures are in %

Adperception	Fiama
Base: [All those who have seen the advertisement]	38
The advertisement was a lot of fun to watch/listen to	30
I felt that the advertisement was showing what I feel at times	22
During the advertisement, I thought of how this product might be useful/relevant to me	14
It required a lot of effort to follow/understand the advertisement	5
I have seen this advertisement so many times, I am tired of it	12
The advertisement did not have anything to do with me or my needs	7
The advertisement has reinforced my trust in the brand	10

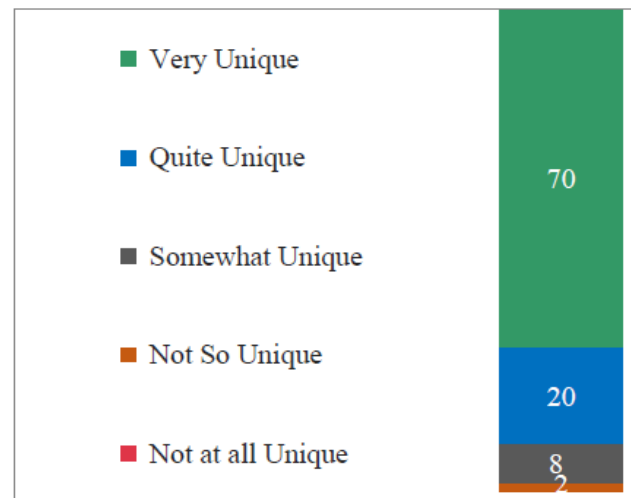
Figures are in %



Top Box	70
Top 2 Box	92

**Fig. 21: Overall Likeability of Fiama**

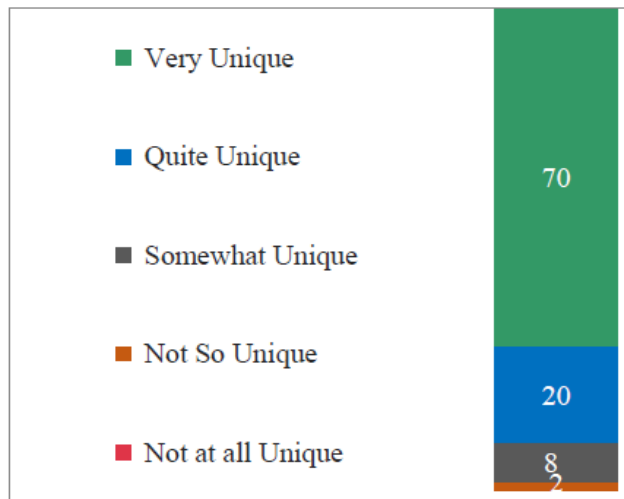
Figures are in %



Top Box	70
Top 2 Box	90

**Fig. 22: Uniqueness of Fiama**

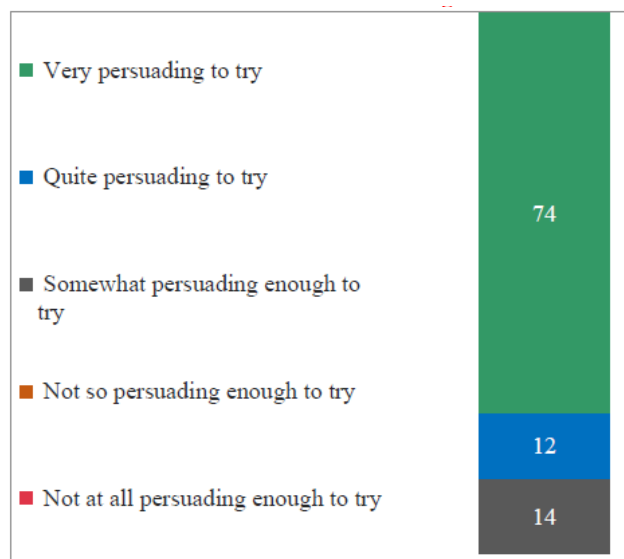
Figures are in %



Top Box	70
Top 2 Box	90

Fig. 23: Believability of Fiamo

Figures are in %



Top Box	74
Top 2 Box	86

Fig. 24: Persuasiveness of Fiamo

Therefore, in terms of communication evaluation, it has been found that a majority of the respondents have seen the communication pertaining to Dove and the top box score for likeability, uniqueness, believability, and persuasiveness are higher than the competing brands and in favour of Dove body soap.

### CONCLUSION AND RECOMMENDATION

In this study, we examined the overall health of four identified brands (Dove, Pears, Mysore Sandal and Fiamo) of premium body soaps at the brand level in the Kolkata market to help the brand grow faster in the category, and also, to understand the campaign efficacy in the Kolkata market. For this purpose, a brand health diagnostic study has been conducted among the target group, in terms of brand salience, trial, imagery and disposition of own and competing brands. It further evaluated the competitive advantage in terms of registration and effectiveness of media vehicles. Finally, the study assessed the triggers and barriers of consumers trying/not trying the four brands of body soaps.

To understand the brand salience, trial, imagery, and disposition of own and competing brands, the study undertakes brand funnel among the 4 identified brands of premium body soaps. Brand funnel study shows that Dove is a noteworthy brand in terms of mind share among the respondents. Even the conversion scenario shows that Dove has registered a healthy conversion of 73% of awareness to trial.

To evaluate the competitive advantage in terms of registration and effectiveness of media vehicles, the study has analysed source of awareness and brand disposition. From the media vehicle efficacy testing, it was found that TV has emerged as the most important media vehicle for Dove as the primary source of awareness.

The study of brand disposition shows intention to try, intention to continue among ever trier, intention to continue among current trier, and satisfaction level with currently consumed brand. The analysis shows that a larger part of the respondents are happy with Dove and intend to continue using the same.

The analysis has also assessed the triggers and barriers of consumers trying/not trying body soap of various brands.

The study has undertaken campaign evaluation among the 4 brands of body soap, based on creative reach/brand reach, advertisement perception, likeability, uniqueness, believability, and persuasiveness. The analysis of reason for trying reveals that product quality, trustworthiness, and communication have been the primary triggers for the respondents who are aware and currently using Dove. On the other hand, the analysis of reason for not trying explores that in the case of Dove, expensive and willing to continue with the current brands have come up as the key barriers for not trying among the respondents who are aware of the brand, but have not tried it [ANT].

The analysis shows that in terms of overall likeability, the Dove advertisement has scored 78% top box; Pears has scored 88%; Mysore Sandal 67%; and Fiamia 70%. In terms of uniqueness, 68% TB respondents have found the Dove advertisement to be unique; 72% TB respondents the Pears advertisement; 65% TB respondents the Mysore Sandal advertisement; and 70% TB the Fiamia advertisement. Overall, believability of the communication for Dove is 70% top box; for Pears is 60%; for Mysore Sandal is 56%; and for Fiamia is 62%.

Therefore, in terms of communication evaluation, it has been found that a majority of the respondents have seen the communication pertaining to Dove and the top box score for likeability, uniqueness, believability, and persuasiveness are higher than the competing brands, and in favour of Dove body soap.

Based on the study, the following recommendations may be proposed:

- To place emphasis on the Kolkata market through trial-generation activities among ANT to gain market share.
- Lucrative trade schemes to be offered to the retailers to increase the retailer recommendation towards the brand.
- Consumers' association with the product to be improved by giving schemes (value/volume/kind promo) to consumers' BTL activities, like van branding, hoardings, banners, and so on, in selective pockets, to increase awareness and better conversion.
- While satisfaction with the Social Network Sites (SNSs) is enhanced by brand similarity and friend liking, it is undermined by customers' need for uniqueness. Therefore, brands' continuous efforts to engage with their consumers through SNSs have a significant and positive effect on the success of brand engagement and brand health.
- For choosing a social media influencer and a strategy to market the product for the betterment of brand health, marketers should take a look at the product/brand they want to promote and think what kind of values they want to achieve.
- When the brand undertakes campaign evaluation through using its own social media page, more perceived expertise and trustworthiness can be achieved. Therefore, it is pertinent for marketers to thoroughly understand that product placement strategies need to be different in the case of source type (influencers or brands account), to be able to enhance attractiveness, trustworthiness, expertise, and likeability.

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