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A Study of Brand Management Practices towards Household Products in Indore City

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Abstract
Brand management plays a significant role in developing consumer preferences, strengthening brand recognition and maintaining customer loyalty in the competitive household products market. The present study examines brand management practices and their influence on consumer perceptions towards selected household products in Indore city. It focuses on four important dimensions: brand awareness and recognition, perceived product quality and brand trust, brand image and promotional strategies, and brand loyalty and customer satisfaction. The study adopts a descriptive and analytical research approach, with primary data collected from 187 respondents across different locations of Indore city. A purposive sampling method is employed to select consumers having experience with branded household products. The collected information is analysed using the chi-square test to examine the significance of relationships between selected brand management dimensions and consumer perceptions.

Keywords: Brand Management, Household Products, Brand Awareness, Brand Recognition, Perceived Quality, Brand Trust, Brand Image, Promotional Strategies, Brand Loyalty, Customer Satisfaction, Consumer Perception, Indore City.

1. Background of the Study

Brand management has become an essential component of modern marketing practices, particularly in the household products market, where consumers are exposed to numerous brands offering similar products. Household products, including detergents, cleaning materials, kitchen essentials, personal care products, packaged food and other daily-use goods, are purchased frequently and involve continuous consumer-brand interaction. In such a competitive environment, effective brand management helps companies establish product identity, communicate quality, develop consumer trust and maintain long-term customer relationships.

The increasing availability of domestic and international brands has significantly influenced consumer purchasing preferences. Consumers consider several factors while selecting household products, including brand reputation, product quality, price, packaging, availability, promotional activities and previous purchasing experiences. Consequently, companies need to adopt effective brand management strategies to differentiate their products and create a favourable position in consumers' minds.

Indore is an important commercial and consumer market in Madhya Pradesh, providing a suitable geographical setting for examining brand management practices. The present study investigates how selected brand management dimensions influence consumer perceptions towards household products in Indore city. It particularly examines brand awareness, perceived quality, brand image, promotional strategies, customer satisfaction and brand loyalty to understand their importance in developing successful household product brands.

2. Explanation of the Study Attributes

The research topic examines the brand management practices adopted by companies dealing in household products and how these practices shape consumer perceptions, preferences and brand relationships.

The study considers four major attributes:

1. Brand Awareness and Recognition: This attribute examines the extent to which consumers recognise household product brands, recall brand names, identify product packaging and become familiar with different brands through marketing communication.

2. Perceived Product Quality and Brand Trust: This dimension evaluates consumer perceptions regarding product performance, reliability, durability, consistency and the extent to which consumers trust a particular household product brand.

3. Brand Image and Promotional Strategies: This attribute focuses on the reputation and identity of brands, together with the influence of advertising, discounts, promotional offers, packaging and other marketing communication practices.

4. Brand Loyalty and Customer Satisfaction: This dimension examines consumers' satisfaction with household products, repeat purchasing behaviour, preference for familiar brands and willingness to recommend brands to others.

These four attributes provide the conceptual foundation for evaluating brand management practices in the selected consumer market.

3. Review of Literature

The following literature review draws upon recent research on brand equity, brand awareness, perceived quality, brand trust, promotional communication, customer satisfaction and brand loyalty. Particular emphasis is placed on studies relevant to FMCG, household products and consumer goods.

Jewargi, Narasalagi, Menezes and Kumar (2026) examined the determinants of consumer-based brand equity in India's FMCG personal care sector. The study collected data from 1,137 consumers across five major regions of India and applied PLS-SEM. The findings revealed that brand associations, brand awareness, perceived quality, brand experience, preference, trust and loyalty collectively

contribute to brand equity. Brand associations strongly influenced brand preference, while brand trust played an important role in overall brand equity. The study highlights the importance of integrating cognitive and experiential branding practices to establish long-term consumer relationships. **[01]**

Mahajan, Chandwaskar, Malhotra, Sharma and Nandurkar (2026), Mahajan et al. investigated the relationship between brand personality and brand loyalty in the Indian FMCG market. The study collected information from 316 Indian consumers and examined sincerity, excitement, competence, sophistication and ruggedness as dimensions of brand personality. The findings indicated that sincerity, excitement and ruggedness significantly influence brand loyalty, whereas competence and sophistication did not demonstrate significant effects. The study highlights the importance of emotional and symbolic brand characteristics in developing consumer attachment and loyalty towards frequently purchased products. **[02]**

Henning and Nussbaum (2026), Henning and Nussbaum examined the relationship between brand purpose and brand loyalty in the FMCG sector. Their research focused on brand distinctiveness and brand-value congruence as important elements of consumer-brand relationships. The study explored how a clearly communicated brand purpose can differentiate products and develop stronger consumer identification. It provides useful insights into the importance of establishing a meaningful brand identity beyond functional product attributes. The research is relevant to household product companies seeking to develop consumer loyalty through distinctive brand positioning and consistent brand values. **[03]**

Hidayat, Teguh and Herdono (2025), Hidayat et al. investigated brand trust factors influencing customer loyalty towards household goods. The study collected responses from 452 consumers in Greater Jakarta and examined customer experience, perceived quality, brand associations, brand trust, satisfaction and loyalty. The findings demonstrated that customer experience positively influences perceived quality, brand associations and brand trust. These factors subsequently contribute to customer satisfaction and loyalty. The research establishes that consistent product experiences and trust-building activities are important elements of effective brand management, particularly for household goods and consumer products**. [04]**

Baruah, Kharmawphlang and Panda (2025), Baruah et al. examined the influence of brand equity components on purchase intention in the home appliance market of Assam, India. The study collected information from 1,250 customers across five cities and used structural equation modelling. The findings indicated that perceived quality, brand associations and brand loyalty positively influence consumer purchase intention. However, brand awareness did not demonstrate the expected positive relationship. The study highlights that awareness alone may not be sufficient to encourage purchasing decisions unless supported by quality, meaningful brand associations and customer loyalty **[05]**

Troiville (2024) examined the relationship between retailer brand equity and brand loyalty, with particular attention to brand attitudes and word-of-mouth communication. The study developed an integrated framework to understand how brand equity contributes to customer loyalty. It highlighted the mediating role of favourable consumer attitudes and positive communication in strengthening retailer-consumer relationships. The findings provide insights into how brand reputation and customer perceptions can support repeat purchasing behaviour. The research is relevant to household product brands because retail availability and consumer interaction influence the development of brand preferences **[06]**

Research Gap

The reviewed literature demonstrates that brand awareness, perceived quality, brand trust, brand image, customer satisfaction and brand loyalty are important components of brand management. However, the following research gaps have been identified:

1. A substantial proportion of recent research focuses on the FMCG sector, personal care products and household appliances, while limited attention is directed towards the combined brand management practices associated with different household product categories.
2. There is a need to examine the combined influence of brand awareness, perceived quality, brand image and promotional practices, and brand loyalty in a single research framework.
3. Limited geographical evidence is available regarding consumer perceptions of household product brands in Indore city.
4. The relationship between different brand management attributes and consumer perceptions requires further empirical examination through primary data.

The present study attempts to address these gaps by examining four selected dimensions of brand management among 187 respondents from different locations of Indore city.

4. Objectives of the Study

1. To examine the level of brand awareness and recognition among consumers towards selected household products in Indore city.
2. To analyse the influence of perceived product quality and brand trust on consumer perceptions towards household products.
3. To evaluate the role of brand image and promotional strategies in developing consumer preferences towards household product brands.

4. To examine the relationship between brand loyalty, customer satisfaction and consumer preferences towards selected household products.

5. Hypotheses of the Study

The following null hypotheses have been formulated in accordance with the research objectives:

H01: There is no significant association between brand awareness and consumer perceptions towards selected household products.

H02: There is no significant association between perceived product quality, brand trust and consumer perceptions towards household products.

H03: There is no significant association between brand image, promotional strategies and consumer preferences towards household product brands.

H04: There is no significant association between brand loyalty, customer satisfaction and consumer preferences towards selected household products.

Research Approach

The present study adopts a quantitative research approach supported by descriptive and analytical methods. The quantitative approach helps collect measurable information regarding consumer perceptions and brand management practices. The descriptive method explains consumer awareness, brand preferences and purchasing experiences, while the analytical method examines the statistical association between selected brand management attributes and consumer perceptions.

Research Design

The research follows a descriptive and analytical research design to investigate brand management practices towards household products in Indore city. The descriptive component examines the perceptions and experiences of consumers, whereas the analytical component evaluates the association between brand awareness, perceived quality, brand image, promotional strategies, brand loyalty and customer satisfaction.

Population of the Study

The population comprises consumers residing in different locations of Indore city who purchase or use branded household products. It includes individuals belonging to different age groups, educational backgrounds, income categories and occupational groups. The study considers consumers who possess sufficient knowledge or experience of household product brands to provide relevant information regarding their awareness, perceptions, preferences and purchasing behaviour.

Sample Area of the Study

The geographical area selected for the present study is Indore city, Madhya Pradesh. Different residential and commercial locations have been considered to obtain responses from consumers with diverse purchasing experiences. The selected locations provide an appropriate setting for examining brand management practices because consumers are exposed to different household product categories, retail outlets and competing domestic and international brands.

Sample Size

The study is based on a total sample of **187 respondents** selected from different locations of Indore city. The sample comprises consumers having experience with selected household products and familiarity with different product brands. The responses are used to understand brand awareness, perceived quality, brand image, promotional activities, customer satisfaction and brand loyalty.

Sampling Method

The present study employs a **purposive sampling method** to select respondents. Under this method, consumers are selected based on their knowledge, purchasing experience and familiarity with household product brands. This method is considered appropriate because the research requires responses from individuals who have experience in purchasing or using household products and can provide meaningful information regarding brand management practices.

Justification for the Selection of Indore City

Indore has been selected as the geographical area of the study because it is an important commercial and consumption centre of Madhya Pradesh. The city has a diverse consumer population, developed retail markets and the availability of numerous domestic and international household product brands. Consumers have exposure to different product categories, promotional activities and retail channels. These characteristics provide an appropriate environment for examining brand awareness, quality perceptions, brand image and customer loyalty. The selection of Indore also enables the researcher to understand consumer-oriented brand management practices within an urban market of Madhya Pradesh.

Sources of Data Collection

The study uses both primary and secondary sources of data.

Primary Data: Primary information is collected directly from 187 respondents through a structured questionnaire. The questionnaire covers different aspects of brand awareness, perceived quality, brand trust, brand image, promotional strategies, satisfaction and loyalty.

Secondary Data: Secondary information is collected from research journals, published articles, books, academic publications, research reports and other relevant sources relating to brand management, consumer behaviour and household products.

Tools for Data Analysis

The collected information is analyzed using descriptive statistics and the chi-square test. The chi-square test is applied to examine whether significant associations exist between the selected brand management dimensions and consumer perceptions towards household products. The statistical analysis is conducted at a 5% level of significance. The null hypotheses are rejected when the p-value is below 0.05.

Hypothesis Testing and Interpretation

The chi-square test has been applied to examine the association between the four selected dimensions of brand management and consumer perceptions towards household products in Indore city. The test evaluates whether the observed relationships are statistically significant at a 5% level of significance.

Table 1: Chi-Square Test of Brand Management Practices towards Household Products

S. No.	Dimensions	df	Chi-square value	Supplied p-value
1	Brand Awareness and Recognition	4	11.35	0.001
2	Perceived Product Quality and Brand Trust	4	10.92	0.031
3	Brand Image and Promotional Strategies	4	14.63	0.000
4	Brand Loyalty and Customer Satisfaction	4	9.88	0.038

Findings of the Study

1) **Brand Awareness and Recognition:** The study reveals that brand awareness and recognition have a significant association with consumer perceptions towards household products. Familiarity with brand names, packaging, product identity and advertising communication contributes to consumer recognition and brand preferences.
2) **Perceived Product Quality and Brand Trust:** The findings establish a significant association between perceived product quality, brand trust and consumer perceptions. Consumers consider product performance, reliability, consistency and brand credibility while selecting household products.
3) **Brand Image and Promotional Strategies:** The study identifies a significant association between brand image, promotional strategies and consumer preferences. Advertising, attractive packaging, discounts, promotional offers and brand reputation contribute to developing favourable consumer perceptions.
4) **Brand Loyalty and Customer Satisfaction:** The findings indicate a significant association between brand loyalty, customer satisfaction and consumer preferences. Positive product experiences, satisfaction with product quality, repeat purchasing and confidence in established brands contribute to stronger consumer-brand relationships.

6. Conclusion of the Study

Brand management is an important strategic activity for companies operating in the household products market. In an increasingly competitive business environment, consumers are exposed to several brands

offering similar products and services. Consequently, the ability of a company to develop brand awareness, maintain product quality, establish a favourable brand image and create customer loyalty becomes essential for achieving sustainable market performance.

The present study examines brand management practices towards household products in Indore city, based on primary information collected from 187 respondents. Four major dimensions have been considered, namely brand awareness and recognition, perceived product quality and brand trust, brand image and promotional strategies, and brand loyalty and customer satisfaction.

The chi-square analysis indicates statistically significant associations between all four dimensions and consumer perceptions towards household products. The findings demonstrate that brand awareness contributes to consumer recognition, while perceived quality and brand trust support favourable product perceptions. Similarly, brand image and promotional strategies contribute to consumer preferences, whereas customer satisfaction and brand loyalty are associated with stronger consumer-brand relationships.

The study concludes that successful brand management requires a comprehensive and consumer-oriented strategy. Companies should not restrict their branding activities to advertising and promotional campaigns but should also emphasise product quality, consistent brand communication, customer satisfaction and relationship development. Domestic manufacturers, in particular, should focus on strengthening their brand identity and developing consumer confidence to compete effectively with established brands. Overall, effective brand management practices can help household product companies improve consumer relationships, strengthen brand positioning and achieve sustainable growth in the Indore market.

7. Recommendations of the Study

Based on the findings, the following recommendations are proposed:

1. Household product companies should strengthen brand awareness through consistent advertising and effective marketing communication.
2. Companies should maintain product quality and reliability to develop consumer confidence and long-term brand trust.
3. Attractive and informative packaging should be adopted to improve product recognition and differentiation.
4. Promotional activities, discounts and special offers should be designed according to consumer preferences and market requirements.
5. Companies should develop a distinctive brand image through consistent brand positioning and product communication.
6. Customer feedback should be regularly collected to identify quality-related issues and improve consumer satisfaction.
7. Brand loyalty programmes and consumer engagement activities should be introduced to encourage repeat purchasing.

8. Companies should maintain consistency in product performance, packaging and brand communication to strengthen consumer confidence.
9. Domestic household product manufacturers should focus on product innovation and competitive pricing to improve their market position.
10. Companies should continuously monitor changing consumer preferences and modify their brand management strategies accordingly.

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