

A COMPARATIVE STUDY ON THE PREFERENCE OF BRAND CHARACTERISTICS TOWARDS SELECT FMCG PRODUCTS

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ABSTRACT

Brand has its competitive advantage. Keller (2004), opines the essentiality of building strong twenty-first century brands with an alignment of internal, external and bottom up and top down brand management. Apart from brand, some situational factors like availability, price deals, etc. also favour the use of non-brand related heuristics to determine the purchase behavior especially in the cases of FMCG products. This paper mainly focuses of these factors in the case of FMCG products and compare by taking two products at a time. Their influence on purchase intention and brand delight are also tested.

KEYWORDS: *High Quality, Resonable Price, Easy Availability, Brand Reputation, Value For Money Good Package, No Side Effects and Purchase Intension*