

Research Article

A Study On The Impact Of Brand Influence In Innovation Of Product – Organic Soap

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ABSTRACT

This study focuses on the effect of the brand force in the creation of innovative items, such as organic soap, which are generating recognition and shaping product priorities. The brand strength is what decides what groups of consumers buy a commodity before they really buy it. This may be used to produce innovative bathroom organic soap focused on consumer tastes. The production method is dependent on each individual's taste and desire. The study focuses on how variables affect customers using brand power when buying toilet organic soap. Through frequent sales, customers become loyal to a single pioneering organic brand. In this study the research has used descriptive type of research design; Stratified random sampling is a method of sampling that involves the division of a population into smaller groups known as strata. The sample size is 130 customers of retailer's outlet in Chennai and the results shows that brand power has started influencing customer's decision to buy the innovative organic product.

KEYWORDS: brand power, Branded toilet organic soap, Product quality, loyal buyers.

INTRODUCTION

Brand Influence alone will have the most influential effect on organic commodity. Developing a new idea is a major selling technique which enables the Brand Power to recognize consumer desires and satisfy all sorts of needs and wishes. Brand Power will cross manufacturing organic soap sectors and crack the difficulty of consumers in deciding on a specific brand. Organic soap, as a sector, has massive opportunities to produce detergents, toilet organic soaps in both liquid and cake segments in India.

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They require creative architecture and packaging, and this is one of the explanations for my study choosing toilet organic soap. Nowadays, too many toilet organic soap firms are hitting the industry, but only a handful can sustain and succeed. Remaining toilet organic soap producers are unable to sustain. The factors behind the failure of the current toilet organic soap companies are the lack of consistency, quantity, price, flavours, types, fragrances and skin care. Branded bathroom organic soaps guarantee brand appearance, brand royalty, affinity for brand, brand

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recognition, and brand interactions. Brand influence will decide and affect the customer's quality and brand features across consumers.

In this framework, new toilet organic soap, one of Brand Power's key qualities, creates a strong picture. Innovative approach is introduced to potential and established consumers to determine the effect of multiple toilet organic soap types. The different techniques used to produce a new product are defined in the best ways to identify the Brand Power and build goals to describe and improve new product. Data collection services rely on various categories of age segment from baby to senior family citizens, targeting brand strength, and how they influence purchasing ability of consumers.

REVIEW OF LITERATURE

A corporate brand seeks to create a cohesive image of the business for its various stakeholders and represents a strong corporate reputation for the general public (Hatch & Schultz 2003). Nevertheless, a grade brand's single most critical audience is its end customers, drowning in the proliferation of products and brand contact. Brand Power Identification is a unique collection of brand relationships with a commitment to consumers, including a central and expanded identity. Core identification is the central, enduring nature of the company that stays unchanged as the brand expands to different territories and new goods.

Rajagopal (2007) analysed in Mexico, the social imprint, logical factors, and trademark values with allusion to organic cosmetics and toiletries are pursued in order to draw high-profile consumers. The position of customer perception varies depending on the stage of the series, the competitive scenario, and the vertical's status. 369 people were chosen from eleven Mexican supermarkets based on primary data. The study's model also proposes a method for determining consumer value in non-traditional goods. Effective retailing augments, while strategic product positioning aids in the long-term development of consumer values against unfamiliar brands of non-traditional products. The empirical data revealed that in the Mexican industry, promotional campaigns and advertisements of organic cosmetics and toiletry brands have attracted consumer preferences over synthetic cosmetics and toiletries. Organic cosmetics are promoted in the industry through marketing and a rising environmental consciousness among consumers. Creating a consumer partnership in a company may be accomplished by having a competitive advantage in order to maximize profits.

Product presentation includes a consumer's awareness and perceptions regarding the diverse goods of the brand and its non-product feature. Brand presence is the personal symbolism customers identify with the brand, and includes both descriptive and evaluative brand-related material (Iversen & Hem 2008). As customers look favourably branded, the brand's messaging have a greater impact compared to rival brand messages (Hsieh & Li 2008).

Paul Valentin Ngibo (2010) stated on a store visit, the household's preference of organic items. These goods were chosen by college-educated, wealthy families, senior citizens, and executives. The desire for wellbeing, which is partly derived externally from retailers and producers with more autonomy on promotional budgets and instruments, is one of the reasons why consumers gravitate towards organic food products. Furthermore, households not only choose to buy organic products, but also prefer local brands over national brands. Organic brand promotions alter consumer perceptions of such goods, resulting in the same supply magnitude.

The share price of labels made privately that represent the brand manufacturers expressed in the market has decreased. When households shop in clustered categories, they are less likely to make this decision.

PROBLEM STATEMENT

The main difficulty in creating modern Branded toilet organic soap is fulfilling the customer's wishes and wanting for the toilet organic soap. Brand strength features, brand choice, brand recognition, brand experience, brand repurchase, commonly called consumer preferences. The individuality of brand strength supports the customer's mind for the toilet cleaner. The advertised toilet organic soap's effectiveness depends on how they set the "Brand Power".

RESEARCH OBJECTIVES

- To explore the concept of Brand power.
- To ascertain the relationship between 'The role of brand power' and The new product development' in toilet organic soap
- To study the impact of various factors which will influence the purchase decision of Branded toilet organic soap an off shoot of successful new product development.

METHODOLOGY:

In this organized research, study on the impact of brand influence in innovation of product -organic soap" selected for study and 70 customers were' respondent were gathered using purposive sampling in Chennai. A study of 70 customers were selected and data collected through questionnaire and conventional reliability through Cronbach's Alpha tested using SPSS version 20 software is used for the research study. For analysis, descriptive statistics, Factor analysis, MANOVA, Multiple Regression Analysis were used for the study.

FACTORS INFLUENCING THE IMPACT OF BRAND IN INNOVATION OF PRODUCT

Brand innovation in business through impact of new product development- organic soap in Chennai city has been identified. Opportunities', Challenges and Innovation in business is measures by twenty-one variables. Based on the responses collected and given by the selected respondents, factor analysis with principal component method using vari-max rotation was applied to group the variables in to factors.

FACTOR ANALYSIS

Table-1

Communalities			
		Initial	Extraction
New Product develop	4.1	I Like this brand more than any other non-brand of toilet Organic soap	.710
	4.2	This brand is my preference brand over any other non-brand of toilet Organic soap	.777
	4.3	I would use this brand more than any other brand of toilet Organic soap	.793

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	4.4	This brand meets my requirement of toilet Organic soap better than other non-brands	.865
Repurchase	5.1	In future ,this brand will be my first choice	.884
	5.2	I would be inclined to buy the same brand of toilet Organic soap	.888
	5.3	I will probably buy the same brand again	.822
Perception of the Branded toilet scope	6.1	The brand is reasonably priced	.843
	6.2	The brand offer value for money	.858
	6.3	The price of this brand is good indicator of its quality	.805
	6.4	The additional substance that are declared on the label value for money	.712
perception of the brand appearance based on new product development	7.1	This brand is aesthetically appealing	.721
	7.2	This brand has an Quality and quantity	.801
	7.3	This brand appearance like royalty	.897
	7.4	This branded toilet Organic soap more colorful appearance	.909
	7,5	This brand has an attractive price list	.793
Brand appearance of your current brand based new product development	8.1	This brand reflects who I am	.773
	8.2	This brand reflects to my reference	.774
	8.3	Brand creating royalty	.852
	8.4	Brand creating morality	.791
	8.5	Brand creating customer satisfaction	.635
Extraction Method: Principal Component Analysis.			

The result of the KMO measures of samples adequacy and bartlett's test of sphericity indicates that application of factors analysis is appropriate for the data. The KMO measures of sampling adequacy was 0.841 and it was significant ($p < .001$). Twenty-one variables are reduced into fewer factors by analyzing correlation between variable (brand impact of new product development). In this case, twenty-one variables are reduced to five factors.

Multivariate Test on Gender and Preference base New Product Development of branded toilet organic soap:

MANOVA is used to explore taking gender as independent variable and experience factors like I Like this brand more than any other non-brand toilet organic soap, This brand is my preference brand over any other , I would use this brand more than any other brand of toilet Organic soap, and This brand meets my requirement of toilet Organic soap better than other non-brands factors as dependent variables to find the interactions among the dependent variable and also among the dependent variable and also among independent variable.

Ho: There is no significant difference across the gender and experience factors.

Table-1
Multivariate Test on Gender and experience factors:

Multivariate Tests^a						
Effect		Value	F	Df	Error df	Sig.
Intercept	Pillai's Trace	.913	168.945 ^b	4.000	64.000	.000
	Wilks' Lambda	.087	168.945 ^b	4.000	64.000	.000
	Hotelling's Trace	10.559	168.945 ^b	4.000	64.000	.000
	Roy's Largest Root	10.559	168.945 ^b	4.000	64.000	.000
Gender	Pillai's Trace	.367	3.653	8.000	130.000	.001
	Wilks' Lambda	.640	3.993 ^b	8.000	128.000	.000
	Hotelling's Trace	.550	4.330	8.000	126.000	.000
	Roy's Largest Root	.528	8.575 ^c	4.000	65.000	.000
a. Design: Intercept + Gender						
b. Exact statistic						
c. The statistic is an upper bound on F that yields a lower bound on the significance level.						

Descriptive Statistics across the gender with attributes factors

Descriptive Statistics				
	Gender	Mean	Std. Deviation	N
4.1	Male	4.17	1.204	24
	Female	3.58	.982	43
	Third gender	2.67	.577	3
	Total	3.74	1.099	70
4.2	Male	3.71	.999	24
	Female	2.58	1.118	43
	Third gender	1.67	.577	3
	Total	2.93	1.208	70
4.3	Male	4.04	1.042	24
	Female	2.63	1.346	43
	Third gender	1.00	.000	3

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	Total	3.04	1.449	70
4.4	Male	3.38	1.279	24
	Female	3.74	1.432	43
	Third gender	5.00	.000	3
	Total	3.67	1.380	70

Test between subject effects on gender and experience factor

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Gender	4.1	8.906	2	4.453	4.007	.023
	4.2	24.553	2	12.276	10.810	.000
	4.3	43.867	2	21.933	14.549	.000
	4.4	7.632	2	3.816	2.065	.135
a. R Squared = .107 (Adjusted R Squared = .080)						
b. R Squared = .244 (Adjusted R Squared = .221)						
c. R Squared = .303 (Adjusted R Squared = .282)						
d. R Squared = .058 (Adjusted R Squared = .030)						

Inference

The hypothesis is tested using the gender of the respondents as independent measures (Fixed factor) experience factors like I Like this brand more than any other non-brand toilet organic soap, This brand is my preference brand over any other, I would use this brand more than any other brand of toilet Organic soap, and this brand meets my requirement of toilet

Organic soap better than other non-brands factors as dependents variables MANOVA procedures is applies to the data. The table of multivariate tests table displays four test of significance for each model effect. The entire four tests show insignificants difference. The significance value of the main effect is more then .05, indicate that the effect gender do not contribute to model.

MULTIPLE REGRESSIONS

Brand power variables such as preference, intention to repurchase, experience, attributes, perception of price, brand appearance, human traits and Brand appearance are used as inputs in regression analysis to identify predictors of brand power of toilet soap. The method used to predict the brand power is multiple regression analysis. Multiple regressions are a statistical tool used to derive the value of a criterion from several other independent, or predictor, variables. It is the simultaneous combination of multiple factors to assess how and to what extent they affect a certain outcome. The goal of multiple linear regressions (MLR) is to model the relationship between the explanatory and response variables.

The model for MLR, given 'n' observations, is: $y_i = B_0 +$

$B_1X_{i1} + B_2X_{i2} + \dots + B_pX_{ip} + E_i$

Where $i = 1, 2, \dots, n$

Null Hypothesis:

H01: Independent variables are not having significant impact on overall brand preference of customers.

ANOVA ^a									
Model		Sum of Squares	Df	Mean Square	F Calculated value	F Tabulated	Sig.	R	R square
1	Regression	2691.513	6	448.586	105.507	16.09	.000		
	Residual	267.858	63	4.252					
	Total	2959.371	69					.7	.3
a. Dependent Variable: Overall brand preference of Customers. DV									
b. Predictors: (Constant), a. Predictors: (Constant), New product develop, Repurchase, Perception of the branded toilet organic soap, Perception of the brand appearance on new product development, and Brand appearance of your current brand based new product development.									

In the above Table the F calculated (105.507) is greater than F tabulated (16.09). Therefore: the null hypothesis is rejected, with significant value=.000<0.005. There is positive relationship between the independent variables New product develop, Repurchase, Perception of the branded toilet organic soap, Perception of the brand appearance on new product development, and Brand appearance of your current brand based new product development.. R value = (0.7), which refers to coefficient of correlation of the independent variable and the dependent variable Overall brand preference of Customers

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Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.954^a	.909	.901	2.06197
a. Predictors: (Constant), New product develop, Repurchase, Perception of the branded toilet organic soap, Perception of the brand appearance on new product development, and Brand appearance of your current brand based new product development.				
b. Dependent Variable: Overall brand preference of Customers. DV				

The above table shows the model synopsis of New product develop, Repurchase, Perception of the branded toilet organic soap, Perception of the brand appearance on new product development, and Brand appearance of your current brand based new product development. (Predictor) and it explains the 95.3 % of brand preference of Customers for organic soap ($R^2=0.909$).

FINDINGS AND SUGGESTIONS

- Brand influence relies entirely on the effect of making fresh bathroom organic soap.
- Present and upcoming toilet organic soap industries favor consumer wellbeing, social and clean climate
- To recognize the diverse requirements and desires of consumers, aim to satisfy consumer expectations
- Use new toilet organic soap concepts and create more herbal toilet organic soap
- Even the consumer choice day-to-day shift, now a day customer gives priority to TFM, skin care commodity so that businesses also change the toilet organic soap trend.
- Price awareness isn't an issue. Customer needs organic soap bathroom consistency.
- Create further attribute for the toilet organic soap's dry and soft skincare.
- Because everybody uses toilet organic soap, age considerations are not chosen to offer consumers preference.

CONCLUSION

This research work has shown that Brand Strength alone has an effect on the production of advertised toilet organic soap. The term 'BRAND POWER' has strong connotations. It communicates the weight, power and importance of every consumer-sustainable commodity. Brand influence plays an important part in marketing a fresh and current commodity. KMO measures of sampling adequacy was 0.841 and it was significant ($p<.001$) shows that factor is appropriate for data. Making every industry competitive is a critical criterion. The toilet organic soap consumer or patient is encouraged in determining to purchase a premium commodity dependent on brand strength and sustainability. Table the F calculated (105.507) is greater than F tabulated (16.09). Therefore: the null hypothesis is rejected, with significant value= $.000<0.005$. It is apparent that brand strength began to influence consumers' decision to purchase the commodity and their view of product quality. In the future, it can be said

positively that BRAND POWER can only be a significant criterion and determining factor in selling a commodity and its continued scalability. Brand preference of Customers for organic soap ($R^2=0.909$).As long as buyers are happy, BRAND Strength would be the real important force influencing consumers' decision. This study focuses solely on FMGC sector. Future analysis by upcoming scholars will show that this principle can also be used in other sectors.

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