

Unravelling the Brand Attractiveness Quotient In Processed Food Industry

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Abstract

When there is extreme competition for market share among brands be it a Local, a National or a Global brand, how does a Local brand assess its attractiveness? This paper focuses on assessing the Attractiveness Quotient of a local brand, national and global brands in the Ready to Eat Noodles product category of the Processed Food Industry. Four appeals are used to unravel the Brand Attractiveness, viz. Emotional, Rational, Aspirational and Communicational Appeals. A total of 41 variables are gauged under these appeals, comprising of Familiarity, Distinct Advantage, Bond, Happiness, Visibility, Popularity, Clarity, Cost Justified, Satisfaction, etc. These 41 variables are grouped into nine factors through factor analysis. Responses of more than 150 consumers have been collected. The study not only gauges the various appeals, but also calculates a comprehensive Brand Attractiveness Quotient of the three brands and even presents a pictorial depiction of where the Local Brand stands vis-à-vis the National and Global brands. The findings reveal that the Global brand has the highest mean values across individual appeals followed by the Local Brand and then the National Brands. But in case of overall Brand Attractiveness Global Brand is again the highest, followed by National and then Local Brands.

Keywords: *Brand Attractiveness, Local Brand, National Brand, Global Brand, Processed Food Industry, Noodles.*

1. Introduction

The main purpose of any product or service marketer today is to attract its customers towards their Brand and to shine among the sea of Brands

available in the market. The market today is well penetrated with not only Local and National Brands but also Global and Multi National Players, posing a great threat to survival for the small Local Brands, especially in products with less or no differentiation. So now it is vital to understand where one's brand attractiveness lies in comparison to their competitors. This will help Brands to leverage themselves over other brands, and make themselves more attractive by highlighting these areas or features. In cluttered markets, like that of FMCG or Processed Food Industry, building brand effectively can only provide a strategic upper hand. The ability to manage this brand effectively affects a company's growth and profitability in long run and builds consumer loyalty directly than any other strategic decision. Many studies relating to different aspects of branding like positioning, measuring brand equity, growth etc. have enriched the literatures with well-developed models and relationships among factors affecting branding issues. A new area which has been relatively untouched upon by researchers is Brand Attractiveness. Most of the studies focus on physical attractiveness of the brands (Till, Busier, 2000; Underwood, 2003; Klein 2003). In India studies on Brand Attractiveness have been done by Trust Advisory Ltd (TRA, 2013) which states *brand attractiveness* as a powerful, intangible force, which goes much beyond the physical aesthetics of a brand and which irresistibly draws audiences towards itself.

The Processed Food industry has major big global and national players and they have entered the nook and corner of India. Looking at the immense market growth opportunity, local players are trying to enter this competitive segment. Considering the

above facts, this study examines the brand attractiveness of a product belonging to Consumer Foods- Ready to eat Noodles category. It evaluates the brand attractiveness quotient of the product (Noodles) for a global brand, national brand and local brand and charts the strategic perspective for the local brand. The study also formulates four hypotheses to find whether significant differences exist in the brand appeals under attractiveness quotient. .

In India, packaged food industry has witnessed an exponential growth over past few years. The Indian and Retail industry market size is estimated USD258 billion for 2015; and is expected to reach USD482 billion by 2020 (IBEF, 2017). With increasing investment in FDI, global brands like Danone , Heinz , Twinings Nestle, Nepal's CG Foods (WaiWai noodles), Kraft Foods, etc. are found across major cities and towns in India. . Further looking into demand potential , even local /regional brands have immersed leading to unbeatable competition amongst the brands The fight amongst these brands to increase their brand equity is not only felt in major metros but also in other geographically remote areas of India like the North East Region of India (NER).

Considering the above facts, this study examines the brand attractiveness of a product belonging to Consumer Foods- Ready to eat Noodles category. It evaluates the brand attractiveness quotient of the product (Noodles) for a global brand, national brand and local brand and charts the strategic perspective for the local brand.

2. Literature Review

A thorough review of the present body of literature on various branding aspect of Local, National and Global brands focusing on Packaged Goods Industry was conducted. Also comparative analysis of Global, National and Local Brands w.r.t. different branding aspects was done. Some of the notable studies are presented in this section.

Batra, Ramaswamy, Alden, Steenkamp and Ramachander (2000) mentions that Brand Attractiveness of brand perceived as having non-local origin, are attitudinally preferred to brands seen as local, for reasons not only of perceived quality but also of social status. This research was conducted for developing countries to see if brands which were not locally produced (particularly Western origin) were favored than products perceived as locally produced and branded. Till and Busier (2000) presented two studies. These studies inspected attractiveness role and proficiency in the "match-up hypothesis". Pérez, Alcañiz and Herrera (2009) examined the impact of Corporate Social Responsibility (CSR) on consumer-company

identification (C-C identification). It was seen that CSR generated brand attractiveness by refining brand prestige, coherence and uniqueness thereby increasing buying intensions. Nagashima, Akira (1970), White&Marmet (1980), Obenniller&Spangenberg (1989), Papadopoulos, Nicolas, Heslop, Garby&Avlonitis (1987), Parameswaran, Ravi & Attila (1987), Reierson, Curtis (1966), Roth, Martin & Romeo (1992), Shimp& Snyder (1990), Schooler, Robert &Sunoo (1969, 1971), Shimp, Terence, Sainiee& Madden (1993), Stephens, Keith, Fox & Leonard (1985), Tse, David &Gorn (1993) have studied various influence of Country of origin (COO) effect on brand attractiveness and product evaluations. Lewis and Stubbs (1999) investigated five firms from UK Food and Beverage sector. They found that national and global brands are trying to capture market by tailoring their brands for regional market, while regional brands are looking to expand.

As research in this domain evolves more depth and sophistication has been seen in the literature. But it is seen that a broader enquiry in the domain of brand attractiveness and consumer behavior is lacking. Gao, Pan, Tse, and Kin, Yim (2006) have done a country specific (China) analysis to study market share performance of foreign and domestic brands, considering three sets of factors, (a) brands' competitive advantages, (b) external market environment and (c) brand existence time period. Benedict, Steenkamp, Batra, Alden (2003) studied perceived brandglobalness (PBG) and its influence on brand attractiveness leading to purchase. Sculling and Kapferer (2004) saw that due to the emphasis on building global brands and restructuring of brand portfolios, many effective local brads were removed. Bronnenberg, Dhar and Dube (2007) specifically studied the consumer packaged food industry across U.S regional markets. They observed that the geographical variation in market shares, perceived quality levels and local players' presence is so high that there is no relevance of a national/ global brand. Ataman, Mela and Heerde (2007) did a study in France markets, an extension study of Bronnenberg, Dhar, and Dube (2007) which was done in US markets which highlighted the impact of geographic variation. Dewsnap and Jobber (2000) specifically studied the Consumer Packaged Goods companies. They found that these companies need to have strong holds in retail trade, relationship an collaborative marketing within the marketing functions are the need of the hour, especially between trade customer-focused sales personnel and brand-focused marketing personnel. Feldman (2011) in his study, reports about making brands, more attractive for retailers and licensees. Spiegler, Hildebrand and Michahelles (2012) argue that

players have recently introduced the use online social media platform in their businesses; also, there has been spurt of outdoor displays in public places. The focus thus now is how both social media and outdoor advertising can be used to attract potential and existing customers and make strong relationships with the brand in question.

3. Theoretical Framework

This study draws partially the theoretical framework of TRA model published in Brand Attractiveness Report (2013). The model mainly works on two aspects Brand Trust and Brand Attractiveness. This study after modifications needed for the specific product category under study, has adapted 41 variables from the original 36 Trait Matrix. The Trust Advisory (TRA) Pvt. Ltd, a Comniscient Group company has developed two proprietary matrices: Brand Trust and Brand Attractiveness. It has done an extensive study on measuring Brand Attractiveness in India. Over several years TRA conducted detailed interviews and interactions with psychologists and communication experts to understand the physiology of attraction and concluded on a 36 Trait Matrix, the primary ingredients that constitute all attractions. These ingredients arouse out of four Attractiveness Appeals- Rational, Emotional, Aspirational and Communication, and get woven into the Attractiveness Quotient. Each of the four appeals plays vital role in building brand attractiveness. While some brands may possess one or more of these appeals, having a balanced mix of all four appeals creates a brand that possesses an elusive quality to create a sustained attractiveness. This is a quality that is greatly coveted by all brands as it helps to engage consumers holistically and for a prolonged period of time.

4. Methodology

4.1 Research design

This study makes use of descriptive research design. The past studies carried out in India and abroad have already identified the various factors that affect brand attractiveness. In this study, attempt has been to identify the differences in brand attractiveness appeals for different brands in the Consumer Food – Ready to eat Noodles category. The 3 brands selected for the study are (i) Yummy, the local brand manufactured by AA Nutritions, (ii) Yippee, the national brand from ITC and (iii) Maggi, the global brand from Nestle. The selections of these brands are based on market share and availability in Greater Guwahati where the study has been conducted. Survey method has been employed for data collection by administering a structured questionnaire. The sample size

consisted of 150 customers and the sampling technique used has been judgment sampling. The respondents' had been briefed about the questionnaire format of the study initially before undertaking the survey. Close observation of consumers at the departmental stores and grocery stores had been done to study their purchase behavior of the considered brands.

This study has used the Brand Attractiveness Model published in the report published by TRA (2013) with modifications considering the nature of product under study.

Table 1: Variables studied under each appeal

EMOTIONAL APPEAL		RATIONAL APPEAL		ASPIRATIONAL APPEAL	COMMUNICATION APPEAL	
Familiar	Memory	Expectation	Logical	Satisfaction	Clarity	Interactive
Recognition	Happy	Positive Feedback	Track	Pride	Attraction	Meets all Standards
Delivers	Alertness	Understandable	Visibility	Connection	Posters	Packaging
Association	Confidence	Positive Experience	Popularity	Compliments	Promotions	Stands Out
Distinct Advantage	Comforting	Market Standard	Value For Money	Acknowledgement	Trust	
Bond		Presentable	Cost Justified	Engagement		
		Systematic	Availability	Fashionable		

4.2 Questionnaire

A format of the questionnaire to test the four appeals is given in *Appendix I*. The Questionnaire administered has two parts: *Screenner Questionnaire*- This was administered to qualify consumers and *Main Questionnaire*: The main questionnaire constitute of 41 attributes which have been divided into four sections based on the four appeals to be studied under the objective. The respondents were asked to rate all 41 attributes on a 7 point Likert Scale (1 for strongly disagree to 7 for strongly agree).

4.3 Scaling techniques

Consumers' were asked to rate their degree of agreement or disagreement on an assortment of 41 attributes of a brand. For this reason the Likert Scale was used. This measurement is very difficult as it is hidden in consumers subconscious answer is either agree or disagree (i.e. positive or negative), a 7 point scale is decoded where 1 means strongly disagree, 7 means strongly agree and 4 means neither agree nor disagree: neutral response. Respondents were asked to avoid the mid neutral response i.e. acquiescence response bias. Content, criterion and construct validity are followed through.

4.4 Scale Reliability and Validity for Ready to Eat Noodles Brands

The reliability and validity of the scale and data collected was conducted. The variables under each appeal were gauged. The scale was tested for internal reliability of scale and sub-scale items. According to various authors (Churchill, 1979; Peter, 1981; and Malhotra, 2004), a multi-item scale should be evaluated for accuracy and applicability, and emphasis should be on developing measures, which have desirable, reliable and valid properties. The measure followed was, reliability with Cronbach’s alpha, which is defined as the average of all possible split-half coefficients resulting from different ways of splitting the scale items (Cronbach, 1951) (Table 2).

Table 2: Reliability and Equivalence of Appeals for Ready to Eat Noodles Brands

Appeal	No. of Items	Cronbach’s Alpha	Hotelling’s Squared	F-Value	df	p-Value
Emotional	11	0.94	40.3	3.929	10-349	0.000
Rational	14	0.952	60.348	4.486	13-345	0.000
Aspiration	7	0.916	1.593	0.253	6-354	0.008
Communication	9	0.933	22.683	2.464	8-350	0.010
Overall	41	0.981	125.106	2.708	41-315	0.000

Emotional Appeal, Rational Appeal, Aspirational Appeal and Communication Appeal, all achieved a high Cronbach’s alpha coefficient, suggesting high reliability (greater than 0.6 as recommended by Nunally and Bernstein, 1994). 0.9 is seen as a good value for alpha. The overall Cronbach’s alpha coefficient for 41 variables was .981. Hotelling’s *t*-squared test confirmed that the mean of different variables under the four appeals vary significantly from each other at 1 per level. This indicates that there is no equivalence between all the 41 variables and they are all different and possess unique characteristics. All *t*-values were significant at 0.5 level of significance.

4.5 Hypothesis Formulation

Based on the four appeals, the following hypothesis has been formulated. Testing of these hypotheses will give greater validity to our findings.

H₀: There is no significant differences in Emotional, Rational, Aspirational and Communication Appeals among the global, national and local brand.

H₁: There is significant differences in Emotional, Rational, Aspirational and Communication Appeals among the global, national and local brand

5. Analysis and Findings

Out of the sample size of 150, only 120 completely filled questionnaires have been retrieved, hence the final analysis is based on the sample of 120 consumers.

5.1 Factor Analysis

The first step consists of factor analysis in order to reduce the underlying variables affecting an appeal. Factor analysis has been carried out separately for each appeal for all the three brands together as given by the Rotated Component Matrix in Table 3. From the above Rotated Factor Matrices, under Emotional Appeal: two factors, Rational Appeal: three factors, Aspirational Appeal: two factors and Communication Appeal: two factors have been extracted. By grouping the factor loadings with factor scores more than |0.5|, the factors have been named as discussed below.

Table 3a: The Rotated Component Factor Matrix for Emotional and Rational Appeals

	Emotional Appeal		Rational Appeal		
	Component and Factor Loadings		Component and Factor Loadings		
	1	2	1	2	3
Familiar	0.813		Expectation	0.81	
Recognition	0.705		Understandable	0.71	
Delivers	0.816		Market Standard	0.69	
Association	0.646		Systematic	0.71	
Distinct advantage	0.741		Logical	0.56	
Bond	0.75		Popularity		0.78
Happy		0.58	Value For Money		0.75
Memory		0.84	Cost Justified		0.82
Alertness		0.81	Availability		0.57
Confidence		0.82	Positive Feedback		0.59
Comforting		0.73	Positive Experience		0.55
			Presentable		0.79
			Track		0.57
			Visibility		0.82

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a
 a. Rotation converged in 3 to a maximum of 6 iterations.

Emotional Appeal: Familiar, Recognition, Delivers, Association, Distinct advantage and Bond fall under first factor. These variables talk about awareness of the brand among consumers hence it has been attributed as *Brand Knowledge* as used by Keller (1998). Happy, Memory Alertness, Confidence and Comforting variables form the second factor under Emotional appeal. This group of variables reflects the image of the brand so the nomenclature *Brand Image* as used by Keller (1998) has been given to Factor 2.

Table 3b: The Rotated Component Factor Matrix for Aspirational and Communication Appeals

	Aspirational Appeal		Communication Appeal	
	Component and Factor Loadings		Component and Factor Loadings	
	1	2	1	2
Satisfaction	0.783		Clarity	0.77
Compliments	0.758		Posters/ Billboards	0.74
Acknowledgement	0.637		Interactive	0.63
Fashionable	0.857		Meets All Standard	0.65
Pride		0.78	Packaging	0.63
Connection		0.857	Stands-Out	0.78
Engagement		0.602	Attraction	0.687
			Promotions	0.921
			Trust	0.659

Rational Appeal: Expectation, Understandable, Market Standard, Systematic and Logical form the first factor under rational appeal. These variables reflect rational gratification of consumers. This factor has been named as *Brand Satisfaction* as defined by Aaker (1996). The second group of variables forming the second factor are Popularity, Value for Money, Cost Justified and Availability. These variables talk about the competence of a brand and so has been nomenclature as *Brand Efficiency* as defined by Keller and Lehmann (2006). The last variable group under Rational Appeal consists of Positive Feedback, Positive Experience, Presentable, Track and Visibility. This group of variables clearly talks about the performance of the brand over the years hence it can be named as *Brand Performance* as defined by Keller (2001).

Aspirational Appeal: Satisfaction, Compliments, Acknowledgement and Fashionable form the first factor group under Aspirational appeal. These reflect personal significance of a brand and has been named as *Brand Relevance* as defined by Keller (2001). The second group of variables is Pride, Connection and Engagement. These variables express how brands' exude individual's own gratification among consumers and accordingly been named *Brand Expression* as defined by Aaker (1996).

Communication Appeal: The variables under first factor of Communication appeal are Clarity, Posters/ Billboards, Interactive, Meets Standards as communicated, Packaging and Stands-Out. All these variables reflect a brand's promotion tactics with the consumers so the nomenclature *Brand's Value Communication Point* as defined by Aaker (1996) has been attributed to it. Attraction, Promotions and Trust form the last group under communication appeal. These variables reveal a brand's charm and how its communication is clear

so has been named as *Brand Reinforcement* as defined by Brand Panorama Model (2013).

5.2 Brand Attractiveness Scores Under Four Appeals

The statements under each appeal of the main Questionnaire (given in Appendix I) has been evaluated by taking mean scores and standard deviation of their responses. These have been calculated factor wise in order to reduce the data. Finally mean scores and standard deviation of each factor under the four appeals for the three brands have been summarized and given in Table 4a and Table 4b.

Table 4a: Mean Scores and Deviation of brands under Emotional and Rational Appeals

Brand	Emotional Appeal				Rational Appeal					
	Brand Knowledge		Brand Image		Brand Satisfaction		Brand Efficiency		Brand Performance	
	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D
Yummy	4.66	1.21	4.62	1.32	4.62	1.31	4.75	1.34	4.7	1.3
Yippee	4.5	1.15	4.42	1.03	4.44	1.16	4.74	1.11	4.52	1.14
Maggi	5.41	1.1	5.34	1.06	5.24	1.21	5.37	1.19	5.57	0.96

Table 4b: Mean Scores and Deviation of brands under Aspirational and Communication Appeals

Brand	Aspirational Appeal				Communication Appeal			
	Brand Relevance		Brand Expression		Brand's Value Communication Point		Brand Reinforcement	
	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D
Yummy	4.69	1.34	4.67	1.33	4.8	1.27	4.67	1.32
Yippee	4.63	1.08	4.66	1.22	4.68	1.11	4.56	1.25
Maggi	5.34	0.98	5.37	1.19	5.43	0.99	5.29	1.12

The global brand Maggi scores highest mean score in Brand Knowledge (5.41) and also Brand Image (5.34), followed by the local brand Yummy (4.66, 4.62 respectively) and then the National brand Yippee (4.5, 4.42 respectively) both scoring almost the same under both the factors of emotional appeal. Maggi has the highest mean score in all the three factors under Rational Appeal i.e. Brand Satisfaction (5.24), Brand Efficiency (5.37) and Brand Performance (5.57). All the scores are nearing to 5. These mean scores confirm that consumers "somewhat agree" to the national brand's performance, efficiency and satisfaction. Yippee has mean score of 4 (approximately) for Brand Performance, Brand Satisfaction and Brand Efficiency, implying that consumers "neither agree nor disagree" to the 3 aspects. The local brand

Yummy lags behind Maggi but little better than Yippee in all the three respects, Brand Performance (4.7), Brand Efficiency (4.75) and Brand Satisfaction (4.62). Consumers "neither agree nor disagree" and are leaning towards "somewhat

agree” w.r.t. all the three factors. The global brand Maggi scores highest mean score in Brand Relevance (5.34) and in Brand Expression (5.37) followed by the local brand Yummy and Yippee has the least mean score. The local brand Yummy scores little better than the global brand, its Brand Relevance (4.69) is found to be marginally better than Brand Expression (4.67) aspect. Though the difference hardly matters. Consumers lean towards “somewhat agree” and connect positively towards Yummy’s Expression and Relevance. The global brand Maggi yet again has the highest mean score in all the factors under Communication Appeal i.e. Brand’s Value Communication Point (5.43) and Brand Reinforcement (5.29). These mean scores confirm that consumers “somewhat agree” to the global brand’s value communication and reinforcement. The national brand Yippee has mean score of 4.68 and 4.56 respectively for both the factors, implying that the consumers are leaning towards some agreement or are indifferent towards these factors of the brand. The local brand Yummy scores 4.67 for Brand Reinforcement and 4.8 for Brand’s Value Communication Point. Furthermore, it is nearing positive feelings in both respect. The Standard Deviations reflect the consistency in responses of the consumers. The above table reflects that the consumers are most consistent w.r.t. Maggi and Yippee, and least consistent in responses of Yummy. This has implication in calculation of Brand Attractiveness.

5.3 t Test

To test whether the three brands differ significantly for all the four Appeals, “One Sample t test” has been performed for each factor belonging to the appeals.

Table 5a: One Sample t test Results for Emotional and Rational Appeals

Brand	Emotional Appeal				Rational Appeal				
	Brand Knowledge		Brand Image		Brand Satisfaction		Brand Efficiency		Br Pe
	t	Sig.(2-tailed)	t	Sig.(2-tailed)	t	Sig.(2-tailed)	t	Sig.(2-tailed)	
Yummy	42.3	0.000	38.2	0.0	38.7	0.000	38.9	0.000	39
Yippee	43.1	0.000	47	0.0	42	0.000	46.8	0.000	43
Maggi	53.8	0.000	55	0.0	47.3	0.000	49.4	0.000	63

Table 5b: One Sample t test Results for Aspiration and Communication Appeals

Brand	Aspirational Appeal				Communication Appeal			
	Brand Relevance		Brand Expression		Brand's Value Communication Point		Brand Reinforcement	
	t	Sig.(2-tailed)	t	Sig.(2-tailed)	t	Sig.(2-tailed)	t	Sig.(2-tailed)
Yummy	38.5	0.000	38.4	0.000	41.4	0.000	38.8	0.000
Yippee	46.9	0.000	41.9	0.000	46.1	0.000	40.1	0.000
Maggi	59.5	0.000	49.3	0.000	59.9	0.000	51.6	0.000

The findings of “One Sample t test” given in Table 5a and Table 5b, shows that the calculated p value ≤ 0.000 for all the factors. This imply that all the four appeals are significant at 5% level of significance suggesting that there exists significant differences among the global, national and local brand’s regarding the four appeals.

5.4 Multi-Dimensional Scale for the four Appeals

To further understand the brand attractiveness, multidimensional scaling also has been performed as given in Table 6, 7 and Figure 1. The Wilks’ Lamda value is 0.866 (p≤ 0.000), implying that the data is fit for multi-dimensional scaling. By plotting the values given in Table 7, the Figure 1 has been obtained. The X axis is represented by Emotional Appeal, Rational, Aspirational and Communication Appeal. The appeals are denoted by orange lines, whereas the Brands are denoted by blue lines. It is clear from the diagram that global brand Maggi has strong association with Emotional, Aspirational and Communication Appeal but it has the potential to go even stronger. On the other hand, the local brand Yummy falls in the third quadrant. The national brand, Yippee seems to also lag behind in any association with the four appeals. Both the local and national brand have a long way to go but Yummy is slightly closer to all the appeals than Yippee.

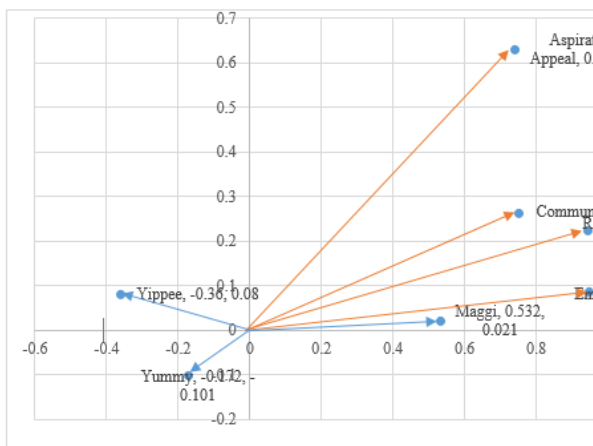
Table 6: Wilks’ Lambda

Test Function(s)	of Wilks' Lambda	Chi-square	df	Sig.
1 through 2	.866	51.264	8	.000
2	.994	2.036	3	.565

Table 7: Structure Matrix and Group Centroid

DIMENSIONS	X axis values	Y axis values
Emotional Appeal	.949*	0.085
Rational Appeal	.944*	0.223
Aspirational Appeal	.740*	0.63
Communication Appeal	.753*	0.263
Yummy	-0.172	-0.101
Yippee	-0.36	0.08
Maggi	0.532	0.021
Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions.		
Variables ordered by absolute size of correlation within function.		
*Largest absolute correlation between each variable and any discriminant function		

Figure 1: Multi-Dimensional Scaling for Ready to Eat Noodles Brands



5.5 Brand Attractiveness Quotient of the three Brands

This study draws partially the method of calculation of Brand Attractiveness Quotient used in TRA Brand Trust Report (2013). Some adaptations have been done based on the questions included in the questionnaire. The Attractiveness Quotient has been calculated based on the following parameters:

- o *Brand Recall*: The number of times a brand’s name occurs
- o *Position score*: Calculated on the basis of respondent’s recall preference.

- o *Suitability score* given to each brand with relation to the specific attribute, measured as the Standard Deviation of the brand’s suitability to the overall suitability Standard Deviation
- o *Brand Average suitability*, measured as the mean of the brand’s suitability for each attribute

For our study we have used the same quotient (described mathematically in an equation) stated above with some modifications, according to the suitability of the study (TRA Brand Trust Report, 2013). The equation used comprises of all the four parts Brand Recall, Position Score, Standard deviation suitability score and the Brand Average suitability score. This can be represented mathematically as Eq. (1):

$$\frac{SD_0}{SD_i} \times P_{3i} \times O_{3i} \times \bar{X}_{3i}$$

Where,

- SD_0 : Represents overall 4 brand appeals’ standard deviation value (cumulative)
- SD_i : Represents all i^{th} brand appeals’ standard deviation
- O_{3i} : Represents i^{th} brand recall frequency to total respondents
- P_{3i} : Represents i^{th} brand relative position score
- \bar{X}_{3i} : Represents i^{th} brand appeals’ average value

The following table represents the same for the three brands:

Table 8: Attractiveness Quotient of the three Brands

Brand	SD_0	SD_i	$\frac{SD_0}{SD_i}$	Recall Position	Position Score P_{3i}	Brand Recall Frequency O_{3i}	Brand Recall Score O_{3i}	Brand Average \bar{X}_{3i}	Brand Attractiveness Quotient
Yummy	1.415	1.3029	1.086	3	0.5	63	0.525	4.685	1.336
Yippee	1.415	1.1392	1.242	2	0.667	100	0.833	4.578	3.159
Maggi	1.415	1.085	1.304	1	0.833	113	0.942	5.368	5.493

SD_0 is 1.415 which represents the grand average of overall standard deviations of four appeals for all the three brands taken together. The i^{th} brand appeals’ standard deviation (SD_i) is for Yummy, Yippee and Maggi are 1.3029, 1.1392 and 1.085 - this means that Maggi has the least deviations in responses among the consumers followed by Yippee and then Yummy. This is the reason why $\frac{SD_0}{SD_i}$ reflect the order of Maggi, followed by Yippee and then Yummy, even though Yummy has higher

mean values than Yippee. The overall four brand appeals' standard deviation value (which is the same for all the three brands) divided by individual brand average of four appeals' standard deviation reflect the highest score of 1.304 for Maggi, seconded by Yippee 1.242 and then by Yummy 1.086. The brand recall position and frequency reflect the same rankings. We have given score to position by dividing the recall position by summation of all position score i.e. 6, and then by subtracting that value by 1. Yummy's score is 0.5, Yippee's is 0.667 and Maggi's is 0.833. The Brand recall score is nothing but Brand Recall number divided by total number of respondents (120 for ready to eat noodles category). Yummy's score is 0.525, Yippee's is 0.833 and Maggi's is 0.942. Brand Average mean reflects the average of the mean scores of all the respondents for each brand. Thus by multiplying these four components (as given in Eq.1) i.e. Standard deviation score, Position score, Brand Recall score and the Brand Average score we derive the Brand Attractiveness Quotient. What we see in the noodles category is concisely what has reflected in all our above analysis, i.e. Maggi has the highest attractiveness quotient of 5.493, followed by Yippee 3.159 and then by Yummy 1.336. This reflects the gap in attractiveness among the brands and clearly Yummy lags behind in attractiveness and both Maggi and Yippee exceed in attractiveness by a good margin.

6. Conclusion

This section discusses the various marketing implications of the analysis done in the previous sections. 41 variables were measured on the scale, which was tested for reliability and validity. The overall Cronbach's alpha coefficient was .981. The emotional appeal primarily reflects the brands' connect with its customers like whether the brand triggers some memory or brand is familiar and recognized. Maggi scores the most w.r.t. Emotional Appeal followed by Yippee and Yummy. This is so because Maggi is the oldest player in the market and it occupies a special place in the consumption

basket of every household not only in Assam but also in India. Under this study, rational appeal majorly reflects on the factual side of a consumer that means the cost factor, distribution and the share of wallet, etc. The mean values reflect that Maggi is a step ahead of Yummy and Yippee. Also in case of Aspirational appeal, which reflect the motivating factors for a consumer to pick up a product, also reflect the same trend. The communication appeal reflects all forms of communication to the consumers. Again Maggi has the highest mean value but Yummy and Yippee follow closely. In case of both Aspiration and Communication appeal, Maggi is the frontrunner again compared to Yummy and Yippee. This implies that the consumers strongly associate to the brand.

MDS implication: The global brand Maggi has strong association with Emotional, Aspirational and Communication Appeal but it has the potential to go even stronger. On the other hand, the local brand Yummy falls in the third quadrant. Both the local and national brand have a long way to go but Yummy is slightly closer to all the appeals than Yippee.

Maggi has the highest attractiveness quotient of 5.493, followed by Yippee 3.159 and then by Yummy 1.336. This reflects the gap in attractiveness among the brands and clearly Yummy lags behind in attractiveness and both Maggi and Yippee exceed in attractiveness by a good margin. Though Yummy has better mean values than Yippee, it still lags behind because of individual Standard Deviation (SD_i). Yummy is the most inconsistent in consumer responses, resulting in high deviations. All the above analysis reflects that the Local Brand Yummy is the least attractive compared to the National Brand Yippee and Global Brand Maggi. This is of grave concern as the success of a local brand is of great importance to the state of origin. The above brand attractiveness analysis also points out that positioning a local brand is very difficult as there is no special appeal attached to it.

Appendix I-

Screeener Questionnaire

Name: _____ Email/ Phone no. _____

Gender: M F

Age (in years): 13-19 20-30 30-3 35-40 40 +

Marital Status: Married Single Divorced

Family Size: <4 4-6 6-8 >8

Do you purchase the day to day grocery items for your household?

YES NO

Are you also the decision maker of the same?

YES NO

Name 9 Noodles brands which you can recall now: (3 multinational brands, 3 national brands and 3 local/ regional brands)

	Brand 1	Brand 2	Brand 3
Multinational			
National			
Local/ Regional			

Main Questionnaire

Please indicate how much you agree or disagree with each of the following statements for each of the 3 brands separately:

Key to answer:

SCALE	1	2	3	4	5	6	7
MEANING	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

ATTRIBUTES	YUMMY							MAGGI							YIPPEE						
1. It is a familiar brand	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2. You can recognize the products that the brand offers	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3. The brand delivers on its potential (in comparison with others)	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4. Feeling of association (the sense of self) with the brand	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5. The brand provides a distinct advantage on usage, compared with others.	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
6. There is a connection/ bond established with the brand.	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
7. You are happy with the brand at all levels put together (i.e., cost, distinctiveness, and taste)	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8. Brand triggers memory and thoughts	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
9. Brand exudes alertness	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
10. Brand reflects confidence	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
11. The brand's appearance is comforting (brand presence is soothing)	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
12. The brand qualities match your expectation from the product	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
13. Heard positive feedback of the brand from peers/ users of the brand	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
14. The brand is easy to understand	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
15. Experience is always positive with the brand whenever it comes in contact (used, seen or spoken about)	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
16. The brand adheres to Market standard	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
17. The brand is always well presented	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
18. The brand follows a systematic process in its action	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
19. The actions taken by the brand is understandable	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
20. The brand demonstrates a good track record	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
21. The brand's visibility has increased over the years	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
22. The brand has become popular over the years	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
23. The brand meets 'Value for money' proposition/ right price bracket	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
24. The cost of product is justified with respect to the value provided (Is it worth the money?)	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
25. The brand is easily accessible	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7

26. Owning the brand, makes you satisfied	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
27. Owning the brand, makes you proud	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
28. Feeling of connection with the brand	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
29. Usage of the brand, gets you compliments	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
30. When you spoke about the brand to your peers, acknowledgement was received	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
31. The brand gives priority to continuous engagement with its audience.	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
32. The brand appeals to your fashionable side	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
33. The brand message is clear	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
34. While shopping at Airport/ Big Bazaar/ other modern retail shops, the corner dedicated to the brand attracted you	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
35. The posters/ billboards of brand are attractive	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
36. The promotional offers the brand are useful	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
37. The brand gives priority on building trust with stakeholders.	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
38. The brand action arises from interactive engagement.	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
39. The brand meets all the standards (taste, fragrance, appearance, etc.) as promised in all its communication (TV, Radio, Print, etc.)	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
40. The brand packaging attracts you	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
41. The brand packaging stands out amongst its competitors	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7

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