ROLE OF FREEBIES IN BRAND BUILDING OF FMCG PRODUCTS IN ORGANIZED RETAIL SECTOR

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Abstract: **Freebies are anything that are given as a sample or given away free to the customers from the marketers side. It's a great way for creating a brand awareness and increasing the brand building and on the other hand, it's a great way to try out the new product or service without any risk, because you are not spending your hard earned cash to get them. It is a fun hobby to encourage customers to try out new products and freebies create a positive buzz for the brands. This research is the combination of exploratory and descriptive research. The primary data was collected with the help of structured questionnaire and we also took the data from the secondary resources. The present research is based on analyzing the role of freebies in brand building of FMCG products in organized retail. After collection of data, it is analyzed by using different statistical techniques including frequency distribution, reliability statistics, chi-square test, correlation, ANOVA and factor analysis. The results of the study showed that Freebies help in brand building of FMCG products in organized retail sector.**

Keywords: **Freebies, FMCG products, organized retail, ANOVA, factor analysis.**

1. INTRODUCTION

FMCG products are used in our daily life. They are low cost and high volume products. It can be confectionery, toiletries etc. FMCG sectors are a big contributor to India's gross domestic products. FMCG fulfils the demand of each income group. Most of the FMCG companies make sales promotion strategies to aware about the brand among the people. FMCG Company would tend to spend a lot more on advertising than a industrial goods. Freebies are the one strategy for the brand building of the FMCG product.

In FMCG business low margin and high volume take place. In India Retailing play an important role in GDP of the country. Indian retail market is combination of both organized and unorganized retail market. Organized retail or the modern retail is usually chain stores all owned by franchised by central entity or a single store that is larger than some cut off point. The key attribute of organized retailer is standardization and uniformity. Organized retailing is the process of selling goods or merchandise at one roof in a fixed location such as supermarket departmental stores etc.

Freebies can be something physical or a free sample means anything that is given away for free, it's a great way to introduce new product and increase the awareness among the people for increasing the brand building. All retailers believe that there is great value in giving the freebies,

because its leads to increase the long term relation with our customers. It is a very important or big part of every business to offer freebies to our client. Freebies is not only gift to our potential customers they are a low cost promotion for our business.

Freebies are like the test drive. Consumer can try it before the purchase. It is not only a free sample; it is an image of the brand. Now a day many companies offer free samples by their website or mail. And by the retailers, super markets, organized retailers shops (malls), and by the other channels. The companies to beat the slow-down use freebies, companies used freebies to clear the inventories.

Advantages of Freebies:

Freebies create a positive buzz for your brand: Every customer love to get things free and freebies it add value in interaction and give your customers more positive feeling about your brand.

They encourage customers to try other products that you offer: By giving the freebies to your customer, you give them an opportunity to know more about your different products, which you offer in the market. If they are pleased with freebies, they will defiantly try your different products.

They significantly improve customer relationships: Offering your customers something free it will leads to good and long-term relation with your customers.

They make your brand look good: When you give your customers, something free than customer have a positive feeling towards your products and it will leads to good image build in the mind of the customers.

They encourage buying habits: Once the customers is pleased with your freebies than customer are likely to be buy your number of products and this will leads to the increasing buying behavior of customers.

The aim of the present study is to understand the role of Freebies in brand building of FMCG products in organized retail sector.

2.   LITERATURE REVIEW

In order to carry on the present work, several earlier studies have been reviewed. Some of them are mentioned as under:

Malhotra Shilpy in a study on **"A Study on Marketing Fast Moving Consumer Goods (FMCG)" January, 2014 Vol. 3 Issue 1".**In this study, the researcher focused on the marketing of fast moving goods and services and also how to improve a brand value for the customers when many brands are available in the market with the same categories,

Kumar NA and Joseph J presented a research paper on **"A Study on Consumer Behavior towards FMCG Products among the Rural- Suburban Hhs of Ernakulam"** in this study researcher identified the level of influence of various factors on the purchase of FMCG products among the rural and semi urban consumers, the study emphasis the rural consumers gave the more importance to the quality aspect.

John M. Meloche presented an article on **"5 reasons to give your customers freebies"** where the author described the benefits of giving the freebies and they explain that how you can create brand awareness and maintain long term relationship with our customers by giving them freebies.

Hsin-hsien liu and hsun-yi chou presented an article on **"the selection of freebies and the preference for freebie promotions-a perspective of item characteristics" (2016),** in their research explored how the characteristics of the items in freebies promotional packages influence the consumer's behaviors and perception towards the promotional packages.

Narang (2006) found in his study that brand name should be according to the product, so that consumer can easily recall them in next purchase. It should be also according to the new trends and styles to attract the young generation. Because consumer never stuck on same brand in food purchasing items.

Kubendran and Vanniarajan (2005) found in his study the consummation pattern has changed due to change in demographic profile of the consumers. There is difference in urban and rural consumers. Urban consumers preferred branded products rather than rural consumers. The factors which influenced the buying decision are; accessibility, availability, regular supply, quality, door delivery.

Kim-Hyunah et al. (2005) analyzed the relationship amongst the brand awareness, b rand image, brand preference, brand loyalty. He concluded that there are significant positive effect of the brand awareness on brand image and brand preference. And also brand image and brand preference has positive effect on the brand loyalty. They studied all these factors for the contract food management companies [19].

Muneeswaran and Vethirajan (2013) concluded that consumer behavior towards the product has become the one of the impotent factor in present consumer oriented marketing. The FMCG sectors can be categorized in household, tobacco, food and beverage, personal care etc. and each segment has its own product line, which have low cost and high turnover. The buying behavior of the consumer is influenced by the many factors. These factors vary from brand to brand and product to product. Sometimes the retailers influence the buying behavior of the consumers. Because of the sales promotion techniques consumer shifted to the new brand of the product. The factor which is influenced the buying behavior of the consumers are availability of the outlet at retailers point in both urban and rural areas. So the FMCG companies strengthen the distribution system in the market place.

3. OBJECTIVES OF THE STUDY

- To study the awareness about freebies among sample respondents.

- To find out the effect of demographic variables like age, education and occupation in forming perception about role of freebies in FMCG sector.

- To study correlation between brand building and purchase of FMCG products due to Freebies.

- To measure the effectiveness of using freebies in brand building of FMCG products.

- To highlight the significance of using freebies in increasing market share of FMCG products.

Hypothesis Testing:

In order to fulfill the above objectives, certain hypothesis were formulated and tested by using statistical test. These hypotheses are:

H_{01}: The perception of different age group does not change with respect to brand building of FMCG in organized retail due to Freebies.

H_{02}: The perception of different educational background does not change with respect to brand building of FMCG in organized retail due to Freebies.

H_{03}: The perception of different occupation does not change with respect to brand building of FMCG in organized retail due to Freebies.

4. RESEARCH METHODOLOGY

Research methodology is the framework of the research. The various elements of the research methodology used for the present study are:

4.1: Research design:

In the present work, a mix of exploratory and cross sectional descriptive research design is used, as the data for the present study is comprised of primary and secondary in nature.

The research objective of the descriptive research is generally describing the characteristic of consumer segment viz. demographic, socioeconomic, geographic, and psychographic and benefit sought.

4.2: Sample selection:

The respondent for the present study are selected by using non-probability convenience sampling method.

4.3: Sample size:

The sample size is comprised of 150 respondents from Indore who are purchasing FMCG products from organized retail and are aware about the concept of freebies.

4.4: Method of data collection:

For the present study, a structured questionnaire was designed which is comprised of two sections.1st section defines the demographic profile of the respondent which included, gender, age, education, occupation. Section 2 included the variables, which inform about the responded experience for the sample product and brand awareness.

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Data is collected in the form of questionnaire which is distributed among the 150 responded of the Indore city. All the adequate information shared with the respondent, so, the genuine responses collected from them. Total 150 responses collected and all are included in the present analysis.

4.5: Data analysis techniques:

After collection of data, it is analyzed by using statistical tests which included frequency distribution, Reliability test, Correlation, Factor analysis, ANOVA test.

5. DATA ANALYSIS AND INTERPRETATION

After collection of data, it is analyzed by using software called SPSS. The results of the data analysis are presented as under:

5.1: Reliability:

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.790	22

From the above table it may be observed that the value of Chronbach's Alpha for 22 items taken in the questionnaire is found to be 0.790. As it is more than 0.6, so data is reliable to undergo data analysis. It indicates good internal consistency of the scale.

5.2: Frequency Distribution:

The demographic profile of the respondents was analyzed by using frequency distribution. The results of the same are mentioned as under:

Frequency Analysis:

Table 2: Frequency distribution of Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Female**	75	50.0	50.0	50.0
	Male	75	50.0	50.0	100.0
	Total	150	100.0	100.0	

The above table shows the frequency distribution of gender interpreting that both male and female have contributed to 50% each.

Table 3: Frequency distribution of Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-28	115	76.7	76.7	76.7
	28-38	13	8.7	8.7	85.3
	38-48	11	7.3	7.3	92.7
	48-58	7	4.7	4.7	97.3
	58 above	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

Table 3 shows the age wise analysis frequency distribution of the respondents which indicates that out of the total, 76.7% are younger customers .After that in second group (28-38) there are 13 respondents. In 3rd group (38-48) are 11 respondents. In 4th group (48-58) are 7 respondents. In 5th group which include above the 58 are only 4 respondents**.**

Table 4: Frequency distribution of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Intermediate**	40	26.7	26.7	26.7
	Graduate	63	42.0	42.0	68.7
	Post graduate	47	31.3	31.3	100.0
	Total	150	100.0	100.0	

The above Table 4 shows the analysis based on the education. In the present data,63 (42%) are graduate, and 47 (31.3%) responded are postgraduate and remaining 40 (26.7%) are fall in the category of intermediate.

Table 5: Frequency distribution of Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**student**	91	60.7	60.7	60.7
	service	39	26.0	26.0	86.7
	housewife	14	9.3	9.3	96.0
	business	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

Above table 5 shows that the majority of responses are student which is 91 (60.7%). 39 (26%) are in service. 14 (9.3%) are homemakers. And remaining are businessman which is 6 (4%).

The section-B of the questionnaire was comprised of questions related to the awareness and usage of the concept of freebies. It was analyzed by using frequency percentage. The results of the data analysis are as follows:

Table 6: Are you aware about freebies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	96	64.0	64.0	64.0
	No	33	22.0	22.0	86.0
	Sometimes	21	14.0	14.0	100.0
	Total	150	100.0	100.0	

Above table 6 shows that among the 150 responded, 96(64%) respondents are aware about the freebies,33(22%) respondents have never heard about the freebies and remaining 21(14%) somewhat aware about the freebies.

Table 7: Purchase FMCG product due to freebies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Yes**	72	48.0	48.0	48.0
	No	47	31.3	31.3	79.3
	sometimes	31	20.7	20.7	100.0
	Total	150	100.0	100.0	

Above table 7 shows that among the 150 respondents 72(48%) people influence by the freebies to purchase a product, 47(31.3%) do not purchase the product due to freebies and remaining 31(20.7%)sometimes purchase the product due to freebies.

Table 8: Recommended others to purchase FMCG products due to freebies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	57	38.0	38.0	38.0
	No	67	44.7	44.7	82.7
	sometimes	26	17.3	17.3	100.0
	Total	150	100.0	100.0	

Table 8 shows that among the 150 respondents 67(44.7%) people not recommend anyone to purchase the product due to freebies,57(38%) respondents recommend others to purchase the product due to freebies and remaining 26(17.3%) sometimes refer others to purchase the product due to freebies.

Table 9: Freebies affect the market share of FMCG products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	84	56.0	56.0	56.0
	No	32	21.3	21.3	77.3
	sometimes	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

Table 9 indicates that among the 150 responded 84(56%) people thinks that freebies affect the market share of the FMCG products. 34 (22.7%) are somewhat thinks that freebies affect the market share of the FMCG product. And remaining 32 (21.3%) are not agree on that point that freebies affect the market share of the FMCG product.

Freebies affect the market share of the FMCG products. From the present study it may be interpreted that people get attracted towards the sample product which influence the market share of the FMCG product.

Table 10: Freebies help in brand building of FMCG product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	88	58.7	58.7	58.7
	No	22	14.7	14.7	73.3
	sometimes	40	26.7	26.7	100.0
	Total	150	100.0	100.0	

From the above table 10, it may be observed that among the 150 respondents 88(58.7%) people think that freebies are the best for the brand building of the FMCG product, 40(26.7%) people are somewhat agree with this point and the remaining 22(14.7%) thinks freebies are not helpful in brand building of the FMCG product.

5.3: ANOVA Test:

ANOVA test is applied on three demographic variables including age, educational background and occupation. Three Null hypotheses were framed to find out the mean difference of the three demographic variables in finding the role of freebies in brand building of FMCG products in organized retail sector. The results of the ANOVA test are mentioned as under:

Table 11: ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	1.613	2	.806	.802	.450
	Within Groups	147.827	147	1.006		
	Total	149.440	149			

Education	Between Groups	3.446	2	1.723	3.043	.051
	Within Groups	83.227	147	.566		
	Total	86.673	149			
Occupation	Between Groups	1.961	2	.980	1.457	.236
	Within Groups	98.873	147	.673		
	Total	100.833	149			

From the above table 11 it may be observed that:

• The f value for interaction between age and Freebies help in brand building of FMCG product 0.802 with degree of freedom 2 which is not significant at 0.05 level. It means that there is no significant difference between the age group of people in terms of Freebies help in brand building of the FMCG product. In the light of this the null hypothesis namely "There is no significant difference between the age of people in terms of Freebies help in brand building of the FMCG product" is not rejected Therefore, it can be concluded that there is no significant difference between the age in term of Freebies help in brand building of FMCG product.

• The f -value for interaction between education and Freebies help in brand building of FMCG product 3.043 with degree of freedom 2 which is significant at 0.05 level. It means that there is significant difference between the Education group of people in terms of Freebies help in brand building of the FMCG product. In the light of this the null hypothesis namely "There is no significant difference between the education of people in terms of Freebies help in brand building of the FMCG product is rejected Therefore, it can be concluded that there is significant difference between the education in term of Freebies help in brand building of FMCG product.

• The f value for interaction between occupation and Freebies help in brand building of FMCG product 1.457 with degree of freedom 2 which is not significant at 0.05 level. It means that there is no significant difference between the occupations in terms of Freebies help in brand building of the FMCG product. In the light of this the null hypothesis namely "There is no significant difference between the occupation in terms of Freebies help in brand building of the FMCG product is not rejected Therefore, it can be concluded that there is no significant difference between the occupation in term of Freebies help in brand building of FMCG product.

5.4: Correlation:

Table 12: Correlations

		purchase FMCG product due to freebies	freebies help in brand building of FMCG product
purchase FMCG product due to freebies	Pearson Correlation	1	.841[**]
	Sig. (2-tailed)		.000
	N	150	150
freebies help in brand building of FMCG product	Pearson Correlation	.841[**]	1
	Sig. (2-tailed)	.000	
	N	150	150
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table 12 of correlation shows that the Pearson correlation of FMCG product purchases due to freebies regulating in brand building is coming to be .841 . As this value is very close to 1 hence it may be interpreted that Freebies help in brand building of FMCG products and it also helps the customer to purchase FMCG products.

Section-C of the questionnaire was comprised of the variables that are related to the use of Freebies in forming customer perception towards buying FMCG products from organized retail. This section was analyzed by using factor analysis. The results of the factor analysis are as under:

5.5: Factor Analysis:

Table 13: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.912
Bartlett's Test of Sphericity	Approx. Chi-Square	1.149E3
	Df	78
	Sig.	.000

The KMO measures the sampling adequacy which should be close than 0.5 for a satisfactory factor analysis. Our KMO measure is 0.912 which is accepted for the factor analysis.

Bartlett's test is another indication of the strength of the relationship among the variables. This test the null hypothesis that the correlation matrix is an identity matrix that is significance is less than 0.05. in fact it is .000 this means that correlation matrix is identity matrix.

Table 14: Communalities

	Initial	Extraction
freebies should be durable	1.000	.632
freebies should be reusable	1.000	.594
getting more as superior to a discount	1.000	.622
you will buy more when there is a mystery involved	1.000	.673
when given something for free you will pay more it later	1.000	.676
freebies are usable	1.000	.525
freebies are great cheaper and low cost promotional tool	1.000	.226
internet blogs mails are the great place for the freebies	1.000	.554
freebies can be used to compete with the competitors	1.000	.689
freebies helpful in brand awareness	1.000	.712
freebies and branded gift have a positive effect on the brand	1.000	.709
freebies help in brnd preference shifting	1.000	.686
freebies should be relative to the brand for the better recollection in the future	1.000	.707

Communalities table No. 14 shows that how much of the variance consider for the further analysis. The communalities value, which should be more than 0.5 to be considered for the further analysis.

63.2% are accounted for the freebies should be durable. 59.4 % are accounted for the freebies should be reusable. 62.2% are accounted for the getting more as superior to a discount. 67.3% are accounted for the you will buy more when there is a mystery involved. 67.6% are accounted for the when given something for free you will pay more it later. 52.5% are accounted for freebies are usable. 22.6% are accounted for the freebies are great cheaper and low cost promotional tool. 55.4% are accounted for the internet blogs mails are the great place for the freebies. 68.9% are accounted for the freebies can be used to compete with the competitors. 71.2% are accounted for the freebies helpful in brand awareness. 70.9% are accounted for the freebies and branded gift have a positive effect on the brand. 68.6% are accounted for the freebies help in brand preference shifting. 70.7% are accounted for the freebies should be relative to the brand for the better recollection in the future.

Table 15: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.873	52.868	52.868	6.873	52.868	52.868	5.496	42.278	42.278
2	1.131	8.697	61.565	1.131	18.697	61.565	2.507	29.287	71.565
3	.916	7.043	68.608						
4	.686	5.277	73.884						
5	.614	4.724	78.608						
6	.582	4.475	83.083						
7	.559	4.303	87.386						
8	.394	3.027	90.414						
9	.327	2.512	92.926						
10	.276	2.121	95.047						
11	.232	1.784	96.830						
12	.215	1.655	98.485						
13	.197	1.515	100.000						
Extraction Method: Principal Component Analysis.									

Interpretation:

Eigenvalue actually reflects the no. of extracted factors whose sum should be equal to no. of items which are subject to factor analysis. From the above table we can observe among the 13 component only two factors are contributing to buy a particular product. There that the first factor accounts for 52.868% of the variance, the second 18.697% and all the remaining factors are not significant.
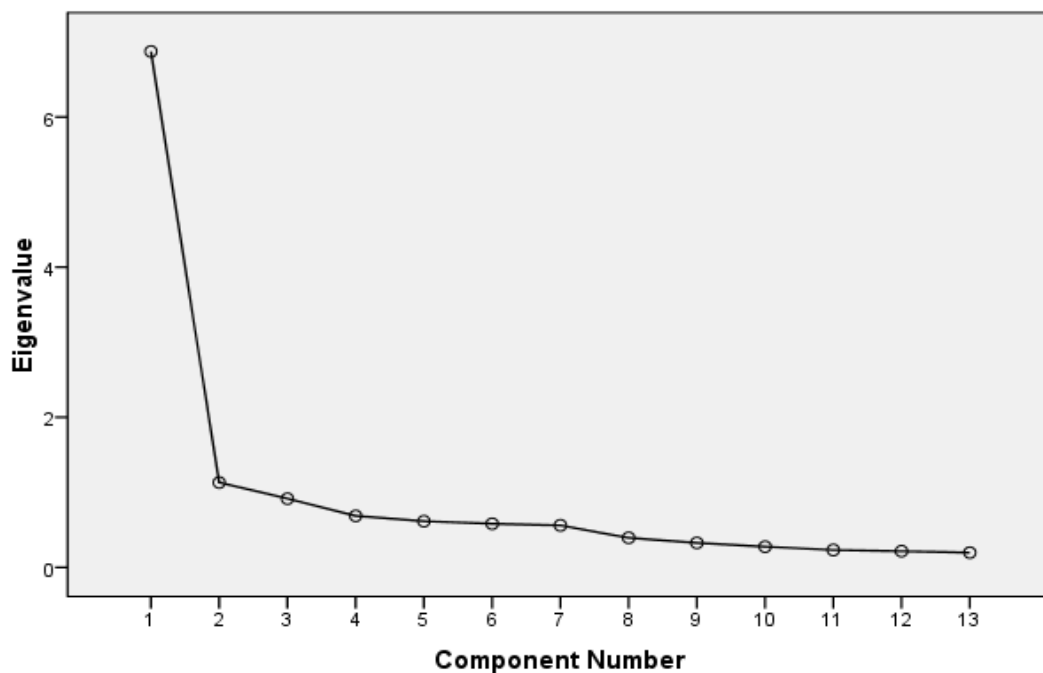

Figure 1: Scree plot for Eigen value and component Number

In the above figure we can observe that the curve begin to flatten between factors 2 and 3. Also that factor 3 onward have an eigenvalue of less than 1 so only two factors have been retained for the further analysis.

Table 16: Rotated Component Matrix

	Component	
	1	**2**
freebies should be durable	.714	.350
freebies should be reusable	.648	.417
getting more as superior to a discount	.721	.320
you will buy more when there is a mystery involved	.180	.800
when given something for free you will pay more it later	.146	.809
freebies are usable	.529	.495
freebies are great cheaper and low cost promotional tool	.427	.208
internet biogas mails are the great place for the freebies	.549	.503
freebies can be used to compete with the competitors	.794	.240
freebies helpful in brand awareness	.837	.105
freebies and branded gift have a positive effect on the brand	.841	.052
freebies help in brand preference shifting	.772	.298
freebies should be relative to the brand for the better recollection in the future	.771	.337
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

The above table of rotated component matrix is to reduce the no. of factors on which the variable under investigation has high loadings.

Table 17: Rotated component matrix for factor one Differentiation

Sr no.	Variable	Factor loadings
1	freebies should be durable	.714
2	freebies should be reusable	.648
3	getting more as superior to a discount	.721
4	freebies are usable	.529
5	freebies are great cheaper and low cost promotional tool	.427
6	internet biogas mails are the great place for the freebies	.549
7	freebies can be used to compete with the competitors	.794
8	freebies helpful in brand awareness	.837
9	freebies and branded gift have a positive effect on the brand	.841
10	freebies help in brand preference shifting	.772
11	freebies should be relative to the brand for the better recollection in the future	.771

The above table no. 17 was named as Differentiation as it is comprised of all those variables that help a customer to differentiate the FMCG products on the basis of the usage of Freebies.

Table 18: Rotated component matrix for factor 2 Sales promotion

Sr. No.	Variable	Factor loadings
1.	when given something for free you will pay more it later	.809
2.	you will buy more when there is a mystery involved	.800

The second factor after running the factor analysis was named as Sales promotion as it is comprised of the variables that contribute in forming customer preference towards FMCG products due to Freebies offered by the marketer.

6. CONCLUSION

Freebies are something physical or a free sample which includes anything that is given away for free. It's a great way to introduce new product and increase the awareness among the people for increasing the brand building in case of FMCG products. All retailers believe that there is great value in giving the freebies, because its leads to increase the long term relation with our customer's .Freebies are playing very important role in brand building of the FMCG products. From the results of the study it may be concluded that FMCG sector is a very fast growing sector where the marketer needs to adopt different marketing strategies from time to time in order to attract the customers and also to from customer perception so that they may purchase their FMCG products from the organized retailer.

It was also observed that most of the people prefer to buy new product due to freebies, and sometime suggest others to buy the product. Freebies are the great, cheaper and low cost tool for the brand building of the FMCG product. The results of the factor analysis shows that Differentiation with the help of using Freebies definitely help a marketer to convince the customer for buying FMCG product and also the offers and discounts affect the mental framework of a customer resulting into forming perception for buying FMCG products. From the results of ANOVA, it may be concluded that the perception of respondents with respect to the three demographic variables taken in the study including education, occupation and age group varies with respect to buying FMCG products due to the effect of Freebies.

The results of the correlation between use of freebies and purchase of FMCG products due to Freebies shows that there is a positive relationship between the two variables. Thus the marketer should focus more precisely on identifying the needs of the customers and offering them more offers and discounts in the form of Freebies resulting into increased goodwill of the company in the market and increased market share by brand building of their FMCG products in the organized retail.

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