UNVEILING CONSUMER AWARENESS: THE INFLUENCE OF BRAND ORIGIN ON PURCHASE DECISIONS IN THE FMCG SECTOR

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Abstract

This study examines consumer awareness of brand origins within the Fast Moving Consumer Goods (FMCG) sector and its impact on purchasing decisions. Amid globalization, understanding how consumers relate to the origins of their chosen brands is vital for marketers and brand managers. Through a mixed-methods approach involving a structured questionnaire and qualitative interviews, this research explores consumer preferences for domestic versus international brands across three FMCG categories: chocolates, soaps, and toothpastes. Preliminary findings suggest a significant level of awareness among consumers regarding brand origins, with notable differences in preference patterns influenced by factors such as brand identity, perceived quality, and cultural resonance. This study contributes to the discourse on consumer behavior in a globalized market, offering insights for FMCG companies to align their strategies with consumer preferences effectively.

Keywords: Consumer Awareness, Brand Origin, FMCG Sector, Purchasing Decisions, Globalization, Consumer Behavior, Market Strategies, Domestic Brands, International Brands

INTRODUCTION

In the whirlwind of the global economy, the Fast Moving Consumer Goods (FMCG) sector emerges as a dynamic force, deeply embedded in the fabric of everyday life, shaping the preferences and decisions of consumers worldwide. This vibrant sector, teeming with a plethora of brands, serves not just as a market for goods, but as a repository of culture, tradition, and identity, each brand narrating its own unique story of origin, ethos, and heritage. Amidst this rich tapestry, a compelling dimension of consumer behavior surfaces—the depth of consumer knowledge regarding the provenance of the brands they so loyally support. This understanding is crucial, as it sheds light on consumer predilections and discernments, offering a window into the broader implications of globalization on consumer choices and market trends.

The endeavor to decode and comprehend consumer awareness about brand origins within the FMCG sector leads to the inception of a meticulously designed empirical study. This study casts its focus on three pivotal categories within the FMCG domain: chocolates, soaps, and toothpastes, each representing a fundamental segment of consumer goods that touch upon various aspects of daily living. The core objective of this research is to meticulously investigate and reveal the layers of consumer consciousness with respect to whether the brands they endorse originate from within their domestic realms or stretch across international borders. Such an exploration is anticipated to unravel the nuances of consumer knowledge, preferences, and the impact of brand origin on purchasing behavior.

As globalization continues to weave its intricate web across markets, understanding the extent to which consumers can identify and relate to the origins of their chosen brands becomes increasingly pertinent. This knowledge not only illuminates consumer behavior but also provides valuable insights for marketers, brand managers, and policymakers seeking to navigate the complex interplay between global brands and local markets. By dissecting the consumer's ability to pinpoint the roots of their preferred brands, the study aims to contribute to the ongoing dialogue on globalization, cultural identity, and market dynamics within the FMCG sector.

The research design, central to this study, employs an innovative approach, leveraging a structured questionnaire to gather data on consumer preferences across the selected product categories. This methodological framework is built on the hypothesis that consumers possess a tangible understanding of their chosen brands' origins, whether domestic

or foreign. By analyzing responses and preferences related to brands of chocolates, soaps, and toothpastes, the research seeks not only to catalog consumer choices but also to assess the accuracy of their knowledge regarding brand origins.

In embarking on this scholarly journey, the study aspires to contribute a significant chapter to the discourse on consumer awareness in the FMCG sector. It endeavors to offer fresh perspectives on the implications of brand origin knowledge for consumer decision-making and market strategies, thereby enriching our comprehension of the intricate relationships between consumers and the brands they embrace. Through this investigation, we step closer to unraveling the complex dynamics at play in the global marketplace, enhancing our understanding of how consumers navigate the myriad choices presented to them, influenced by the subtle yet powerful notion of brand origin.

LITERATURE REVIEW

Abhilash and Thimmarayappa (2023) delve into the intricate effects of the Goods and Services Tax (GST) on the Fast Moving Consumer Goods (FMCG) sector from a consumer's standpoint. Their study seeks to understand the overarching impact of GST implementation, aiming to dissect its repercussions on pricing, consumer spending patterns, and ultimately, the purchasing behavior within the FMCG landscape. The research methodology includes a comprehensive analysis of consumer responses pre and post-GST rollout, offering insights into the adaptability and response mechanisms of both consumers and companies within the sector. Findings suggest a significant recalibration of consumer purchase decisions and brand loyalty, influenced by GST-induced price adjustments. This study is pivotal, providing a nuanced understanding of GST's ripple effect on consumer economics and the strategic adaptation by FMCG brands to maintain market competitiveness.

Niros et al. (2023) explore the dynamism of marketing strategies for global FMCG brands amidst the COVID-19 pandemic. Their research emphasizes the rapid shift in marketing paradigms as brands navigate through unprecedented market volatility and consumer behavior changes. The study systematically evaluates the effectiveness of various marketing approaches, including digital adoption, consumer engagement tactics, and the pivot towards value-driven messaging during the crisis. The findings highlight the resilience and adaptability of FMCG brands through innovative marketing strategies, underscoring the critical role of agile marketing frameworks in sustaining brand relevance and consumer loyalty in turbulent times. This analysis not only contributes to the discourse on crisis marketing but also outlines a strategic blueprint for FMCG brands in facing future global challenges.

Abdigali et al. (2023) examine the burgeoning field of neuromarketing and its application within the FMCG industry, presenting a cutting-edge perspective on consumer behavior analysis. Their research delves into how neuromarketing techniques—ranging from EEG to eye tracking—can unravel deeper insights into consumer preferences, decision-making processes, and emotional engagements with brands. By integrating case studies and experimental data, the authors showcase the potential of neuromarketing to revolutionize product positioning, advertisement effectiveness, and overall brand strategy. The findings reveal a profound impact on understanding and leveraging consumer subconscious responses, offering FMCG brands a competitive edge in crafting more personalized and impactful marketing campaigns. This study not only demystifies neuromarketing but also heralds a new era of consumer research driven by technological advancements and psychological insights.

Kiss et al. (2022) delve into the dynamics between manufacturer brands and private label brands within the chocolate bar market, exploring how these relationships influence brand loyalty. Their study employs a hybrid choice model to assess the interplay of various factors that contribute to consumer loyalty towards either type of brand. The findings highlight a complex interaction between brand perceptions, quality expectations, and price sensitivity, indicating that consumers weigh these factors differently when choosing between manufacturer and private label chocolate bars. The research underscores the importance of brand management strategies in fostering loyalty, especially for manufacturers competing with increasingly popular private label offerings.

Siriguppi (2022) investigates consumer perceptions towards selected Fast Moving Consumer Goods (FMCG) to discern underlying preferences and attitudes. By analyzing consumer feedback on a range of products, the study

reveals significant insights into the factors that influence purchase decisions in the FMCG sector. Results suggest that quality, price, brand reputation, and advertising play crucial roles in shaping consumer perceptions. This study provides valuable implications for marketers in terms of product positioning, pricing strategies, and the development of effective communication campaigns to enhance brand perception and consumer loyalty.

Derqui, Fayos, and Occhiocupo (2022) explore the concept of trust within the FMCG industry, proposing a virtuous cycle that links trust with successful innovation. Their research suggests that trust between consumers and FMCG brands significantly impacts the acceptance and success of new products. By establishing a framework that connects consumer trust, brand loyalty, and innovation success, the study offers insights into how FMCG companies can leverage consumer trust to foster a conducive environment for innovation. The authors argue that trust not only enhances consumer receptivity to new products but also contributes to a sustainable competitive advantage by promoting a loyal consumer base willing to embrace innovation.

Hasan and Sohail (2021) examine the pivotal role of social media marketing in shaping consumers' purchase decisions, with a particular focus on the differentiation between local and nonlocal brands. Their study meticulously analyzes how social media platforms serve as influential channels that sway consumers towards making purchase decisions, emphasizing the increased effectiveness of these digital strategies on nonlocal brands. The research findings suggest that social media marketing significantly impacts consumer behavior, enhancing brand visibility and attractiveness, which in turn influences the likelihood of purchase. This study highlights the strategic importance of social media in the competitive landscape of international marketing, offering insights into how brands can leverage online platforms to strengthen their market position and consumer base.

Munjal (2020) delves into the effect of celebrity endorsements on impulse buying behaviors among consumers of Fast Moving Consumer Goods (FMCG) in the Delhi/NCR region. Through empirical research, Munjal uncovers that celebrity endorsements significantly increase the propensity for impulse purchases among consumers, attributing this impact to the perceived credibility, attractiveness, and relatability of celebrities. The study sheds light on the powerful influence celebrities wield in the marketing of FMCG products, suggesting that endorsements can be a double-edged sword that brands must wield with strategic foresight. It also emphasizes the need for marketers to align celebrity endorsements with brand values and consumer expectations to optimize their effectiveness.

Joshi (2019) investigates the intricate dynamics of brand extensions and their repercussions on brand equity within the Indian FMCG sector. Through a thorough examination of customer perceptions, Joshi's doctoral research provides compelling evidence on how brand extensions can either fortify or dilute brand equity, contingent upon the perceived fit and consumer attitudes towards the new product categories. This study offers a nuanced understanding of brand equity as a multifaceted construct, influenced by consumers' subjective interpretations of brand actions. The findings underscore the critical importance of strategic planning in brand extension endeavors to ensure alignment with consumer expectations and sustain long-term brand equity.

Dibie and Kalu (2019) embark on a comprehensive exploration into the factors that guide consumer purchase decisions within the fast-moving consumer goods (FMCG) industry. Their research identifies key determinants such as price, brand, quality, advertising, and product availability that significantly influence consumer choices. By dissecting these factors, the study offers an in-depth understanding of consumer behavior, emphasizing the complex interplay between personal preferences and external influences in the decision-making process. The findings serve as a strategic guide for FMCG companies to tailor their marketing and product strategies to meet consumer demands effectively, highlighting the importance of aligning product attributes with consumer expectations to drive purchase decisions.

Korte (2019) delves into the realm of co-branding within the FMCG sector, examining its impact on brand awareness and consumer attitudes. Through her doctoral research, Korte unveils the nuanced effects of co-branding strategies on enhancing brand visibility and shaping consumer perceptions. The study underscores the strategic advantage of co-branding partnerships in creating synergistic effects that benefit the involved brands, leading to increased consumer awareness and positive brand attitudes. The research offers valuable insights for FMCG companies considering co-branding as a tactic to bolster their market presence and forge stronger connections with consumers.

Wood (2018) investigates the pivotal role of transparency in cultivating customer-based brand equity in the FMCG industry. His doctoral dissertation presents a compelling case for the significance of transparency in brand communications, product information, and corporate practices as a cornerstone for building trust and loyalty among consumers. Wood's research highlights transparency as a critical factor in enhancing brand equity, suggesting that consumers value honesty and openness from brands, which in turn influences their purchasing decisions and loyalty. The study provides a framework for FMCG brands to understand the importance of integrating transparency into their business strategies to foster long-term relationships with consumers and strengthen their brand equity in a competitive market landscape.

3. METHODOLOGY

Objective:

To identify the knowledge of brand origin among consumers regarding Fast Moving Consumers Goods

Research Design

The research methodology employed to gauge consumer knowledge of brand origin in the Fast Moving Consumer Goods (FMCG) sector involved a questionnaire distributed among respondents, who were asked to indicate their preferred brands of chocolates, soaps, and toothpastes. This approach selected a mix of domestic and foreign companies based on consumer responses. Participants provided open-ended responses to identify the brands they generally purchase within these categories. The study's hypothesis was predicated on the assumption that consumers have a definitive understanding of the brand origins, be they domestic or foreign. The subsequent data analysis entailed categorizing brands according to the frequency and percentage of consumer preference, with a subsequent examination of whether respondents could correctly identify the origins of these brands. This analysis included both domestic and international brands in each FMCG category, with participants tasked to classify each brand's origin or admit a lack of knowledge with a 'don't know' option. The findings revealed a substantial awareness among consumers about brand origins, with a significant majority able to accurately identify the domestic or foreign origins of their chosen brands across all three product categories. These results informed the objective to assess consumer brand origin knowledge within the FMCG sector, suggesting a high level of consumer awareness in this regard.

4. ANALYSIS AND INTERPRETATION

The respondents were asked to provide responses regarding their purchase preferences from each FMCG categories i.e., Food & Beverage (Chocolate), Household care & Personal care (Soap) and Health care (Toothpaste). The data from respondents are collected through open ended question like: Which brand of Chocolate do you generally purchase; which brand of Soap do you generally purchase; which brand of Toothpaste do you generally purchase. The four companies from each FMCG categories with highest responses were selected for analysis (two domestic companies and two foreign companies).

4.1. Purchase preference of customers regarding FMCG.

Table 4.1.1: Customers' Purchase Preference regarding CHOCOLATE product

CHOCOLATE	FREQUENCY	PERCENTAGE (%)
Cadbury	**667**	**65.8**
Patanjali	**39**	**3.8**
Amul	**127**	**12.5**
Nestle	**135**	**13.3**
Mother Diary	1	0.1
Ferro Rocher	4	0.4
Snickers	1	0.1
Parle	3	0.3

Kinder Joy	10	1.1
Mars	23	2.3
Belgium	3	0.3
Total	**1013**	**100**

(Source: Primary data)

The table 4.1.1 shows that majority of respondents prefer to purchase Amul (12.5%) & Patanjali (3.8%) as domestic brand and prefer Cadbury (65.8%) & Nestle (13.3%) as foreign brand.

Table 4.1.2 Customers' Purchase Preference regarding SOAP product

SOAP	FREQUENCY	PERCENTAGE (%)
Pears	39	3.8
Lux	**222**	**21.9**
Dove	59	5.8
Dettol	**318**	**31.4**
Himalaya	14	1.4
Godrej	27	2.7
Cinthol	37	3.7
Medimix	15	1.5
Margo	**35**	**3.5**
Lifebuoy	37	3.7
Patanjali	**144**	**14.1**
Johnson soap	25	2.4
Liril	20	1.9
Santoor	21	2.1
Total	**1013**	**100**

(Source: Primary data)

The table 4.1.2 shows that majority of respondents prefer Patanjali (14.1%) & Margo (3.5%) as Domestic brand and prefer Dettol (31.4%) & Lux (21.9%) as Foreign brand.

Table 4.1.3 Customers' Purchase Preference regarding TOOTHPASTE product

TOOTHPASTE	FREQUENCY	PERCENTAGE (%)
Colgate	**392**	**38.7**
Dabur	**92**	**9.1**
Pepsodent	**73**	**7.2**
Close Up	33	3.3
Sensodyne	31	3.1
Modi Care	2	0.2
Amway	6	0.6
HUL	4	0.4
Vicco	4	0.4
Meswak	3	0.3
Glister	6	0.6
Neem	3	0.3
Dr. Teeth	1	0.1
Oral B	1	0.1
Patanjali	**348**	**34.4**
Himalaya	14	1.4
Total	**1013**	**100.0**

(Source: Primary Data)

Table 4.1.4: Consolidated details regarding majority of response for CHOCOLATE, SOAP AND TOOTHPATE included in study

Categories	Brands	Frequency (in %)	Domestic and Foreign
Chocolate	Cadbury	65.8	79.1 % (Foreign Brand)
	Nestle	13.3	
	Amul	12.5	16.3 % (Domestic Brand)
	Patanjali	03.8	
Soap	Dettol	31.4	53.3 % (Foreign Brand)
	Lux	21.9	
	Patanjali	14.1	18.1 % (Domestic Brand)
	Margo	03.9	
Toothpaste	Colgate	38.7	45.9 % (Foreign Brand)
	Pepsodent	07.2	
	Patanjali	34.4	43.5 % (Domestic Brand)
	Dabur	09.1	

(Source: Primary Data)

The table 4.1.3 shows that majority of respondents prefer Patanjali (34.4%) & Dabur (9.1%) as Domestic brand and prefer Colgate (38.7%) & Pepsodent (7.2%) as Foreign brand.

The table 4.1.4 shows that for 'CHOCOLATE" product, majority of respondents selected Amul & Patanjali (Domestic Brand) and Cadbury & Nestle (Foreign Brand), for "SOAP" product, majority of respondents selected Patanjali & Margo (Domestic Brand) and Dettol & Lux (Foreign Brand) and for "Toothpaste" product, majority of respondents selected Patanjali & Dabur (Domestic Brand) and Colgate & Pepsodent (Foreign Brand)). It is also found that majority of respondents have purchase preference for foreign products in all FMCG category as in chocolate product category foreign brand account for 79.1 % as compare to domestic brand which account for only 16.3 %, in soap product category foreign products account for 53.3% as compare to domestic brand which account for only 18.1% and in toothpaste product category foreign products account for 45.9% as compare to domestic brand which account for 43.5%.

4.2. Customers Knowledge of Brand Origin for FMCG

Further customers KNOWLEDGE OF BRAND ORIGIN is also examined as to check whether customers are well aware about the origin of brand or not. So to identify customers' knowledge of brand origin, respondents were asked to identify the origin of domestic and foreign brands in three different product categories of FMCG: food & beverages, household & personal care and health care. In each product categories, respondents were presented with two domestic brands and two foreign brands and they have to correctly identify each brand with country of origin (Domestic origin brand or Foreign origin brand), further they were given option of don't know if they were not sure about the origin of brand. The brands for each FMCG category were selected on the basis of data collected in pilot study. The knowledge of brand origin of customers' was evaluated through product "CHOCOLATE" in food & beverages category with brands like Cadbury, Nestle, Amul and Patanjali; through product "SOAP" in household and personal care category with brand like Margo, Patanjali, Lux and Dettol; through product "TOOTHPASTE" in healthcare category with brands like Dabur, Patanjali, Colgate and Pepsodent. The respondents have to correctly identify one option from out of three options in each product categories: Domestic country origin, Foreign country origin or don't know (if they are not aware of origin of brand).

The knowledge of brand origin in food and beverages category was evaluated through product "CHOCOLATE" with brands like Amul, Nestle, Patanjali and Cadbury.

From the Table 4.2.1, it is found that 89.6% (907) respondents have correctly identified "Amul" chocolate as

domestic brand, while 5.9% (60) respondents have wrongly identified "Amul" chocolate as foreign brand, whereas 4.5% (46) respondents provide don't known response for "Amul" chocolate as they are not aware of origin of Amul brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Amul brand as a domestic country origin.

Table 4.2.1: KNOWLEDGE OF BRAND ORIGIN: CHOCOLATE

Category	Brand Origin	Frequency	Percentage (%)
Amul	Domestic Product	907	89.6
	Foreign Product	60	5.9
	Don't Know	46	4.5
	Total	**1013**	**100.0**
Nestle	Domestic Product	204	20.1
	Foreign Product	700	69.1
	Don't Know	109	10.8
	Total	**1013**	**100.0**
Patanjali	Domestic Product	969	95.7
	Foreign Product	15	1.4
	Don't Know	29	2.9
	Total	**1013**	**100.0**
Cadbury	Domestic Product	164	16.2
	Foreign Product	711	70.2
	Don't Know	138	13.6
	Total	**1013**	**100.0**

(Source: Primary Data)

From the Table 4.2.1, it is also found that 69.1% (700) respondents have correctly identified "Nestle" chocolate as foreign brand, while 20.1% (204) respondents have wrongly identified "Nestle" chocolate as domestic brand, whereas 10.8% (109) respondents provide don't known response for "Nestle" chocolate as they are not aware of origin of Nestle brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Nestle brand as a foreign country origin.

From the table 4.2.1, it is also found that 95.7% (969) respondents have correctly identified "Patanjali" chocolate as domestic brand, while 1.4% (15) respondents have wrongly identified "Patanjali" chocolate as foreign brand, whereas 2.9% (29) respondents provide don't known response for "Patanjali" chocolate as they are not aware of origin of Patanjali brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Patanjali brand as a domestic country origin.

From the Table 4. 2.1, it is also found that 70.2% (711) respondents have correctly identified "Cadbury" chocolate as foreign brand, while 16.2% (164) respondents have wrongly identified "Cadbury" chocolate as domestic brand, whereas 13.6% (138) respondents provided don't known response for "Cadbury" chocolate as they are not aware of origin of Cadbury brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Cadbury brand as a foreign country origin.

The knowledge of brand origin of consumers in household & personal care category was evaluated through product

"SOAP" with brands like Lux, Margo, Dettol and Patanjali.

From the Table 4.2.2, it is found that 52.7% (534) respondents have correctly identified "Lux" soap as foreign brand, while 37.8% (383) respondents have wrongly identified "Lux" soap as domestic brand, whereas 9.5% (96) respondents provide don't known response for "Lux" soap as they are not aware of origin of Lux brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Lux brand as a foreign country origin.

From the Table 4.2.2, it is also found that 66.0% (669) respondents have correctly identified "Margo" soap as domestic brand, while 19.1% (193) respondents have wrongly identified "Margo" soap as foreign brand, whereas 14.9% (151) respondents provided don't known response for "Margo" soap as they are not aware of origin of Margo brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Margo brand as a domestic country origin.

Table 4.2.2: KNOWLEDGE OF BRAND ORIGIN: SOAP

Category	Brand Origin	Frequency	Percentage (%)
Lux	Domestic Product	383	37.8
	Foreign Product	534	52.7
	Don't Know	96	9.5
	Total	1013	100.0
Margo	Domestic Product	669	66.0
	Foreign Product	193	19.1
	Don't Know	151	14.9
	Total	1013	100.0
Dettol	Domestic Product	407	40.2
	Foreign Product	536	52.9
	Don't Know	70	6.9
	Total	1013	100.0
Patanjali	Domestic Product	960	94.8
	Foreign Product	23	2.2
	Don't Know	30	3.0
	Total	1013	100.0

(Source: Primary Data)

From the Table 4.2.2, it is also found that 52.9% (536) respondents have correctly identified "Dettol" soap as foreign brand, while 40.2% (407) respondents have wrongly identified "Dettol" soap as domestic brand, whereas 6.9% (70) respondents provide don't known response for "Dettol" soap as they are not aware of origin of Dettol brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Dettol brand as a foreign country origin.

From the Table 4.2.2, it is found that 94.8% (960) respondents have correctly identified "Patanjali" soap as domestic brand, while 2.2% (23) respondents have wrongly identified "Patanjali" soap as foreign brand, whereas 3.0% (30) respondents provide don't known response for "Patanjali" soap as they are not aware of origin of Patanjali brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Patanjali brand as a domestic country origin.

Table 4.2.3: KNOWLEDGE OF BRAND ORIGIN: TOOTHPASTE

Category	Brand Origin	Frequency	Percentage (%)
Colgate	Domestic Product	297	29.3
	Foreign Product	654	64.6
	Don't Know	62	6.1
	Total	1013	100.0

Pepsodent	Domestic Product	228	22.5
	Foreign Product	664	65.6
	Don't Know	121	11.9
	Total	1013	100.0
Patanjali	Domestic Product	963	95.1
	Foreign Product	21	2.1
	Don't Know	29	2.8
	Total	1013	100.0
Dabur	Domestic Product	892	88.1
	Foreign Product	58	5.7
	Don't Know	63	6.2
	Total	1013	100.0

(Source: Primary Data)

Further, the knowledge of brand origin of consumers in healthcare category was evaluated through product "TOOTHPASTE" with brands like Colgate, Pepsodent, Patanjali and Dabur.

From the table 4.2.3, it is found that 64.6% (654) respondents have correctly identified "Colgate" toothpaste as foreign brand, while 29.3% (297) respondents have wrongly identified "Colgate" toothpaste as domestic brand, whereas 6.1% (62) respondents provide don't known response for "Colgate" toothpaste as they are not aware of origin of Colgate brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Colgate brand as a domestic country origin.

From the Table 4.2.3, it is found that 65.5% (664) respondents have correctly identified "Pepsodent" toothpaste as foreign brand, while 22.5% (228) respondents have wrongly identified "Pepsodent" toothpaste as foreign brand, whereas 11.9% (121) respondents provide don't known response for "Pepsodent" toothpaste as they are not aware of origin of Pepsodent brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Pepsodent brand as a foreign country origin.

From the Table 4.2.3, it is found that 95.1% (963) respondents have correctly identified "Patanjali" toothpaste as domestic brand, while 2.1% (21) respondents have wrongly identified "Patanjali" toothpaste as foreign brand, whereas 2.8% (29) respondents provide don't known response for "Patanjali" toothpaste as they are not aware of origin of Patanjali brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Patanjali brand as a domestic origin.

From the Table 4.2.3, it is found that 88.1% (892) respondents have correctly identified "Dabur" toothpaste as domestic brand, while 5.7% (58) respondents have wrongly identified "Dabur" toothpaste as foreign brand, whereas 6.2% (63) respondents provide don't known response for "Dabur" toothpaste as they are not aware of origin of Dabur brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Dabur brand as a domestic origin.

So from the above aforementioned statistics, it is concluded that majority of respondents are aware of the origin of brand as more than half of respondents are able to correctly identify the brand origin in each product categories. In Chocolate product category, majority of respondents are able to correctly identify all brands (Amul: 89.5, Nestle: 69.1, Patanjali: 95.7 and Cadbury: 70.2) as compare to respondents who are not able to correctly identify all brands (Amul: 5.9, Nestle: 20.1, Patanjali: 1.5 and Cadbury: 16.2). In Soap product category, majority of respondents are able to correctly identify all brands (Lux: 52.7, Margo: 66, Dettol: 52.9 and Patanjali: 94.8) as compare to respondents who are not able to correctly identify all brands (Lux: 37.8, Margo: 19.1, Patanjali: 2.3 and Dettol: 40.2). In Toothpaste product category, majority of respondents are able to correctly identify all brands (Colgate: 64.6, Pepsodent: 65.5, Patanjali: 95.1 and Dabur: 88.1) as compare to respondents who are not able to correctly identify all brands (Colgate: 29.3, Pepsodent: 22.2, Patanjali: 2.1 and Dabur: 5.7).

Hence, on basis of above statistics, it can be said that respondents have knowledge of brand origin as majority of respondents in each products category have correctly identified the origin of brand.

5. CONCLUSION

The empirical study on consumer awareness regarding the origins of Fast Moving Consumer Goods (FMCG) brands unveils insightful findings that significantly enrich our understanding of consumer behavior in the context of globalization and market dynamics. The meticulously gathered data from questionnaires covering chocolates, soaps, and toothpastes—three pivotal categories of FMCG—reveal a striking level of consumer awareness about the provenance of their preferred brands. A substantial majority of participants could accurately identify whether their chosen brands were domestic or foreign, indicating a pronounced awareness of brand origin among consumers. This discernment is particularly pronounced in the identification of domestic brands across all categories, suggesting a robust connection between consumers and local brands that might be rooted in a blend of patriotism, ethnocentrism, and cultural affinity. The analysis further divulges a nuanced preference pattern, with a significant inclination towards foreign brands in certain categories, such as chocolates, where brands like Cadbury and Nestle lead with substantial margins. This preference underscores the impact of globalization, where despite a strong awareness of domestic brands, foreign brands still capture a significant share of consumer loyalty, likely due to perceived quality, heritage, or global appeal. However, the preference is not universally skewed towards international brands, as evidenced in categories like toothpaste, where domestic brands such as Patanjali showcase strong consumer allegiance, pointing towards a complex interplay of factors guiding consumer preferences, including brand identity, perceived value, and cultural resonance.

The study also brings to light the effective role of brand origin knowledge in shaping consumer choices, suggesting that awareness does not necessarily deter from or favor the selection of foreign brands but rather equips consumers with a basis for informed decision-making. This balance between domestic and foreign preferences highlights the nuanced impact of consumer ethnocentrism, where consumers, though proud of domestic origins, are not entirely resistant to embracing foreign brands, suggesting a selective yet open-minded approach towards global and local products. Drawing conclusions from these findings, it's evident that brand origin plays a pivotal role in consumer decision-making within the FMCG sector, with a clear demonstration of high awareness levels among consumers regarding the origins of their chosen brands. This awareness, coupled with a nuanced preference pattern, underscores the complexity of consumer behavior in a globalized market, where decisions are influenced by a mosaic of factors including cultural affinity, perceived quality, and brand narrative. For marketers and brand managers, these insights offer a valuable foundation for strategies that align with consumer preferences, emphasizing the importance of brand storytelling, authenticity, and the cultivation of a strong brand identity that resonates with the consumer's sense of local pride and global openness. As such, understanding consumer awareness and preferences concerning brand origin is crucial for navigating the intricate landscape of the FMCG sector, offering key lessons in leveraging globalization while honoring the uniqueness of local markets.

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