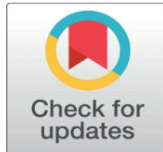
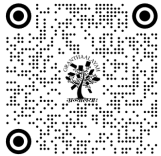


EXAMINING TAGLINE EFFICACY IN FMCG BRAND AWARENESS AND RECALL

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ABSTRACT

This research paper examines the efficacy of taglines in enhancing brand awareness and recall within the fast-moving consumer goods (FMCG) sector in India. Utilizing a quantitative approach, a structured questionnaire was administered to a sample of 265 respondents, aiming to gather insights into consumer perceptions regarding the impact of taglines on their ability to recognize and recall brands. The study employs a one-sample t-test for data analysis, revealing statistically significant findings that indicate a strong positive correlation between memorable taglines and both brand awareness and recall. The results demonstrate that consumers perceive taglines as crucial tools for identifying brands while shopping and for aiding their memory during purchasing decisions. These findings underscore the importance of effective tagline development as a strategic marketing component in the FMCG industry. The paper concludes by discussing the implications for marketers and offering suggestions for future research avenues.

Keywords: Taglines, Brand Awareness, Brand Recall, FMCG Sector, Consumer Perceptions, India

1. INTRODUCTION

There has never been a time when smart advertising was more crucial than in today's market, when consumers have more options than ever before and brand loyalty is harder to pin down. Taglines are effective marketing strategies because they summarise a brand, make it easier to remember, and impact how consumers act (Kohli et al., 2007). In the highly competitive and crucially differentiated fast-moving consumer goods (FMCG) industry, the effectiveness of a tagline in building brand recognition and influencing customer purchases is of utmost importance (Hasan et al., 2022). A well-written slogan may boost awareness and recall of a brand, which in turn increases brand equity, according to studies (Kohli et al., 2007; Mantonakis, 2012). In addition to communicating the promise of the brand, an effective tagline may connect with customers on an emotional level, which in turn may boost sales and brand loyalty (Kohli, Thomas, & Suri, 2013). The significance of this emotional resonance cannot be emphasised enough; customers are inclined to recall and choose companies that make them feel good (Arora et al., 2009). The success of taglines, however, depends on a number of things, such as how well they convey the intended message, how well they match the brand, and what kinds of items they represent (Misra, Sasi, & Jain, 1971).

The qualities that make taglines effective have been the subject of several research. For example, according to Kohli et al. (2007), effective slogans have three main characteristics: they are brief, clear, and appealing to the audience's emotions. Conciseness can improve brand identification, according to study by Vieira et al. (2014), which also shows that shorter phrases had greater rates of spontaneous recall. Hasan et al. (2022) found that customers' attention and cognitive processing were both boosted by intentionally ambiguous taglines, which in turn increased brand memory. Although there is a lot of information about tagline qualities, there is still a big gap in knowing how these things work together in the fast-moving consumer goods (FMCG) setting. The majority of the current research fails to take into account the specific possibilities and threats faced by the fast-moving consumer goods (FMCG) industry, instead concentrating on broad consumer trends or demographics. For instance, there has been little investigation into how the effectiveness of taglines differs across various consumer groups and geographical areas within the fast-moving consumer goods (FMCG) industry, even though studies have proven that brand memory is important in purchase decisions (Khurram, Qadeer, & Sheeraz, 2018).

On top of that, the ever-shifting tastes and habits of consumers in a dynamic market are frequently overlooked in the current literature. Additional research into the effects of these modifications on brand recognition and memory may be necessary as digital media continues to alter advertising tactics, perhaps altering the function of taglines (Alvi, 2021). To address this knowledge vacuum, this study looks at fast-moving consumer goods (FMCG) taglines and how well they increase brand recognition and recall. This study aims to shed light on marketing tactics and brand positioning by investigating the relationship between tagline traits and customer demographics. In the end, companies may make better use of taglines by learning the ins and outs of their effectiveness, which will lead to greater relationships with customers and more commercial success.

2. REVIEW OF LITERATURE

Slogans play an important function in creating brands, according to Kohli, Thomas, and Suri (2013). They highlight this point while discussing the importance of memory as a metric for slogan effectiveness. Factors affecting recall were discovered in their study, which featured 220 participants remembering 150 phrases that were selected. According to the results, keeping slogans for long periods of time and backing them with big marketing spending makes them more successful at being remembered. Additionally, the study shows that while brevity is important, other expected design characteristics like intricacy, jingles, and rhymes do not have a substantial impact on memory. This research highlights the importance of FMCG businesses making sure their taglines are simple and last a long time in order to increase customer recognition and recall of the brand.

A research examining the efficacy of slogans in several consumer goods categories was carried out by Vieira et al. (2014). In addition to analysing fundamental features including length, product category, and antiqueness, their study assessed recall and recognition rates for twenty-one brand slogans. The findings point to the need of managing slogans with a long-term view to ensure they are in line with the broader strategy of the business, as slogans play a big part in branding. Further, the research shows that shorter phrases had better spontaneous memory rates, suggesting that fast-moving consumer goods (FMCG) brands might benefit greatly from catchy, short slogans. Marketers may use this understanding to create catchy taglines that people actually want to remember.

A well-crafted slogan, according to Nagarjuna (2022), conveys clear concepts and increases brand identification. His research focusses on Indian company slogans. The study found that effective slogans usually include four words or less and can provide functional or non-functional advantages depending on the product or corporate branding environment. It did this by analysing 311 phrases from different categories. The study also shows that language and rhyme play a part in making slogans. According to these results, fast-moving consumer goods (FMCG) companies may increase their brand recognition and loyalty by crafting catchy slogans that explain the benefits of their products to customers.

The authors Khurram, Qadeer, and Sheeraz (2018) look at how consumers' level of brand awareness (recall, recognition, and action) relates to their propensity to buy. The authors find that customers' purchase decisions are positively correlated with their brand awareness and recall, based on two investigations with a combined sample size of 175 participants. The study's findings highlight the significance of catchy slogans in raising consumer awareness of brands, which in turn affects purchasing decisions. Given that price consciousness does not moderate the relationship between brand recall and recognition and actual purchases, it follows that both factors are equally important. Research

like this shows that catchy slogans work wonders in the fast-moving consumer goods industry, thus it's important for firms to work on raising their profile through clever tagline creation.

Using 72 adult male Indians as subjects, Misra, Sasi, and Subhash Jain (1971) conduct an experimental research to determine the effect of appropriate brand names, product type, and slogan characteristics on brand recognition. The authors put forward three theories: first, that consumers are more likely to be familiar with brands whose names are a good fit for their products than with names that don't; second, that consumers are more likely to be familiar with shopping goods than convenience goods; and third, that unqualified slogans are more effective than qualified slogans in raising brand awareness. Fitting brand names considerably increase brand recognition, especially for shopping products, according to the data, which verify the first two assumptions. Though unqualified slogans may increase brand recognition at first, the study found that they had no influence on consumers' ability to remember the brand after some time had passed. In the fast-moving consumer goods (FMCG) industry in particular, this study shows how important it is to strategically craft slogans and make sure the name fits the brand.

The complicated nature of global brand management is tackled by Arora et al. (2009), who zero in on advertising's part in establishing worldwide brand equity. Based on their findings, "brand power" is best understood as an amalgam of several factors, such as consumers' familiarity with the brand, their understanding of its history and mission, their perceptions of its quality and promise, and their overall impression of the brand. Brand equity drivers, market position, brand loyalty, and reinforcement through associations and experiences are all directly related, according to the authors' proposed GLOBEQ model. The research uses case studies to show how strong advertising may match with an established brand's power to increase brand equity. In order for companies to be able to charge a premium in competitive marketplaces, the article stresses that marketers, especially those in the fast-moving consumer goods industry, must deliberately use advertising to increase brand recognition and recall. This research contributes significantly to our understanding of the complexities of global brand equity management by answering issues regarding the traits of successful global brands and the measures that managers might use to keep them that way.

Using billboards as an example, Hasan et al. (2022) study how purposeful ambiguity in taglines affects customer attention. In order to determine what influences consumers' attention and the degree of ambiguity in taglines, the authors build a model that looks at the connections between brand motives, perceptions, and attitudes. Consumer attitude is an important precursor to attention, according to data gathered from top Karachi private business institutions. According to the research, using strategically ambiguous taglines increases brand identification and recall by drawing in the target audience and encouraging cognitive engagement. The authors utilise Volkswagen's phrase, "Somewhere between tuxedo and birthday suit," to illustrate how consumers might be influenced by ambiguous messaging to form positive connections with the brand. This research has important implications for fast-moving consumer goods (FMCG) marketers. It suggests that using intentionally vague taglines can help engage customers, boost brand memory, and drive sales even in the face of competition.

Brand identification and customer choice may be influenced by the visual encoding of brands in meaningful words, especially in taglines (Mantonakis, 2012). In order to demonstrate the positive impacts of spacing out important brand names and significant clues inside phrases, the author does a battery of studies. According to the results, this break improves identification memory and causes people to favour certain brands more. According to Mantonakis, processing fluency and memory retention are both enhanced by the insertion of a brief break, which encourages more attention to the brand. Based on these findings, fast-moving consumer goods (FMCG) companies might boost their advertising ROI by deliberately using taglines with pauses to increase brand recognition and customer engagement. In order to help marketers optimise the creation of their taglines, the study offers a fresh perspective on how cognitive processes impact brand perception.

Brand taglines in Pakistan are the subject of a stylistic analysis by Alvi (2021), who examines the persuasive potential of language choices and rhetorical tactics. The research looks at how effective rhetoric might lure customers to buy marketed items by analysing thirty taglines from different worldwide businesses and surveying 150 members of Generation Z. Consumers are highly attracted to taglines that skilfully use rhetorical elements and social techniques, according to the research. The results show that catchy slogans help people remember brands and attract new ones. In the fast-moving consumer goods (FMCG) industry, where catchy slogans may boost brand recognition and sales, this study adds to our knowledge of how advertising language might affect consumers' impressions. The research recommends that marketers enhance their brand's market presence by investing in taglines that are linguistically rich and contextually appropriate, with an emphasis on the influence of stylistic features.

Highlighting the importance of slogans in building brand equity and identity, Kohli et al. (2007) provide helpful advice on how to come up with catchy ones. In order to determine what makes a slogan effective, the writers combed through a variety of scholarly and business publications. In addition to identifying the brand, they claim that slogans help customers remember it and associate it with certain qualities. The report emphasises that many companies employ slogans, but it also notes that, often, because of a lack of strategic thought when creating slogans, there is a mismatch between brands and their slogans. To fill this void, Kohli et al. provide several best practices for creating and using catchy slogans, such as knowing your audience, making sure they reflect your brand's values, and making sure they're easy to remember. Marketers in the fast-moving consumer goods (FMCG) industry would do well to make slogan creation a top priority in light of their research's results if they want to increase brand equity and customer engagement. Marketers seeking to increase brand recognition and recall through impactful messaging will find this research useful because it offers practical ideas for slogan generation.

Finally, the literature study on tagline effectiveness and its effect on brand recognition and memory provides important background on the function of slogans in marketing campaigns. Factors like as length, ambiguity, stylistic components, and appropriateness have been the subject of a great deal of research into what makes a slogan successful. But there's still a lot we don't know about how fast-moving consumer goods (FMCG) taglines affect customer behaviour, especially when it comes to how demographics and geography play a role. The current body of literature lays the groundwork for comprehending the significance of slogans, but it frequently fails to account for the particular customer groups and contextual subtleties that could impact the effectiveness of taglines. To fill this knowledge vacuum, the present study zeroes down on the fast-moving consumer goods (FMCG) industry and analyses how certain tagline features connect with different types of consumers. The findings can help shape marketing tactics and boost brand recognition in a crowded marketplace.

3. OBJECTIVES OF THE STUDY

- 1) To analyse the impact of taglines on Brand Awareness in the FMCG Sector in India.
- 2) To understand the impact of taglines on Brand Recall in the FMCG Sector in India.

HYPOTHESES

H1: There is a significant impact of taglines on Brand Awareness in the FMCG sector in India.

H2: There is a significant impact of taglines on Brand Recall in the FMCG sector in India.

4. RESEARCH METHODS

The research methodology employed a quantitative approach to examine the efficacy of taglines in enhancing brand awareness and recall within the FMCG sector. A structured questionnaire was developed to gather data from a sample of 265 consumers, who were selected through random sampling from various retail locations in Pune City. The survey included Likert scale questions designed to assess respondents' perceptions of different tagline attributes and their influence on brand recall. Data collection was conducted over a period of twelve weeks, ensuring a diverse representation of demographics. The collected data were analyzed using descriptive statistics to summarize the responses and inferential statistics, specifically a one-sample t-test, to determine whether the mean scores of brand recall associated with specific tagline characteristics significantly differed from a predetermined benchmark. This methodology provided a robust framework for understanding the relationship between tagline efficacy and consumer behavior in the FMCG sector.

5. RESULTS & DISCUSSION

Table 1. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 25 years	60	22.6	22.6	22.6
	26 to 35 years	87	32.8	32.8	55.5

	36 to 45 years	28	10.6	10.6	66.0
	46 to 55 years	58	21.9	21.9	87.9
	Above 55 years	32	12.1	12.1	100.0
	Total	265	100.0	100.0	

Table 1 presents the age distribution of respondents in the study, providing insights into the demographic composition of the sample. The frequency count reveals that the largest age group represented is between 26 to 35 years, with 87 individuals, accounting for 32.8% of the total sample. This significant proportion suggests that younger consumers, particularly those in their late twenties to early thirties, are more engaged with the study's focus on taglines in the FMCG sector. The second-largest group is the 18 to 25 years category, which includes 60 respondents, making up 22.6% of the total. This finding indicates a noteworthy representation of the youngest adult demographic, suggesting that brands may need to consider the preferences and perceptions of this age group when developing effective taglines. The next age bracket, 46 to 55 years, comprises 58 respondents, accounting for 21.9%, which highlights the considerable presence of middle-aged consumers in the study. This demographic can provide valuable insights into how taglines resonate with slightly older audiences. The 36 to 45 years category has a smaller representation, with only 28 respondents, representing 10.6% of the total sample. This lower percentage suggests that this particular age group may have less engagement with the FMCG brands under study, or their preferences might differ significantly from those of younger respondents. Lastly, the age group above 55 years consists of 32 respondents, which corresponds to 12.1% of the total sample. Although this group represents the smallest percentage, it is essential for understanding how older consumers perceive and recall brand taglines. Overall, the cumulative percentages reveal that the majority of respondents are under the age of 55, with 66.0% of the sample aged between 18 to 45 years. This age distribution indicates a youthful inclination towards the FMCG sector, suggesting that marketers should tailor their strategies to engage this demographic effectively. The total valid sample size of 265 respondents provides a solid foundation for analyzing the relationship between age and the impact of taglines on brand awareness and recall within the FMCG sector in India.

Table 2. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	129	48.7	48.7	48.7
	Female	136	51.3	51.3	100.0
	Total	265	100.0	100.0	

Table 2 illustrates the gender distribution of respondents in the study, providing a detailed overview of the sample's composition concerning gender identity. The data reveals that there are 129 male respondents, which constitutes 48.7% of the total sample. This figure indicates a near-equivalent representation of male participants, reflecting a balanced gender demographic in the context of the study. Conversely, the female respondents account for a slightly larger proportion, with 136 individuals representing 51.3% of the total. This marginally higher percentage of female respondents suggests that women may have a more significant engagement with the subject matter related to taglines in the FMCG sector, potentially influencing the findings regarding brand awareness and recall. The cumulative percentages indicate that the entire sample of 265 respondents is accounted for, with the cumulative total reaching 100.0%. The relatively balanced representation of genders in the sample enhances the validity of the study, as it allows for a comprehensive examination of how taglines impact brand awareness and recall across different gender identities. This diversity in gender demographics is crucial for understanding varying consumer perspectives, as differences in brand perception and recall between males and females may exist, and such insights can inform targeted marketing strategies within the FMCG sector. Overall, the gender distribution presented in this table emphasizes the importance of considering both male and female perspectives in analyzing consumer behavior and preferences related to taglines.

Table 3. Impact on Brand Awareness

	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I recognize brands more	12	4.5%	12	4.5%	23	8.7%	97	36.6%	121	45.7%

easily when their taglines are memorable.										
The tagline of a product significantly influences my awareness of the brand.	32	12.1%	37	14.0%	34	12.8%	94	35.5%	68	25.7%
Taglines help me identify FMCG brands when I am shopping.	15	5.7%	40	15.1%	31	11.7%	98	37.0%	81	30.6%
I often remember taglines even if I cannot recall the product name.	40	15.1%	29	10.9%	6	2.3%	98	37.0%	92	34.7%
A catchy tagline makes me more aware of a brand's presence in the market.	44	16.6%	10	3.8%	31	11.7%	80	30.2%	100	37.7%

Table 3 presents the responses regarding the impact of taglines on brand awareness, capturing consumer perceptions through various levels of agreement on five specific statements. The first statement, "I recognize brands more easily when their taglines are memorable," shows a strong positive inclination among respondents, with 121 individuals (45.7%) agreeing and 97 (36.6%) strongly agreeing. This indicates that a significant majority of participants believe that memorable taglines facilitate brand recognition, highlighting the importance of effective tagline design in enhancing brand awareness. In contrast, only 12 respondents (4.5%) firmly disagreed, suggesting that few participants negate the influence of taglines on brand recognition.

The second statement, "The tagline of a product significantly influences my awareness of the brand," reveals mixed responses. While 68 respondents (25.7%) agreed and 94 (35.5%) were neutral, a combined total of 69 respondents (26.1%) disagreed or firmly disagreed with this assertion. This indicates a moderate belief in the influence of taglines on brand awareness, suggesting that while many recognize their importance, some may not see them as critical components of brand identification.

For the statement, "Taglines help me identify FMCG brands when I am shopping," the results show that 98 respondents (37.0%) agreed and 81 (30.6%) firmly agreed, demonstrating a positive correlation between taglines and brand identification during shopping. However, there are notable percentages of respondents who either disagreed (15.1%) or firmly disagreed (5.7%), which may imply that some consumers rely on other cues beyond taglines for brand identification.

The fourth statement, "I often remember taglines even if I cannot recall the product name," illustrates an intriguing dynamic in consumer recall. Here, 92 respondents (34.7%) agreed and 98 (37.0%) strongly agreed, suggesting that taglines have a lasting impact on memory, often remaining memorable even when specific products are not. Nonetheless, a significant portion of the respondents, 40 (15.1%) firmly disagreed, indicating that while taglines can aid memory, they may not be universally effective for all consumers.

Finally, the statement, "A catchy tagline makes me more aware of a brand's presence in the market," garnered favorable responses, with 100 respondents (37.7%) agreeing and 80 (30.2%) strongly agreeing. This finding reinforces the idea that catchy and engaging taglines enhance brand visibility and presence in the competitive FMCG market.

However, a total of 54 respondents (20.4%) either disagreed or firmly disagreed, suggesting that the effectiveness of taglines can vary among consumers.

Overall, the data presented in Table 3 illustrates a strong belief in the positive impact of taglines on brand awareness among consumers, emphasizing their role as crucial marketing tools in the FMCG sector. While many respondents recognize the significance of memorable and catchy taglines, a portion remains neutral or disagrees, indicating areas for further investigation into consumer preferences and perceptions.

Table 4. Impact on Brand Recall

	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I can easily recall products when I think of their taglines.	39	14.7%	22	8.3%	20	7.5%	106	40.0%	78	29.4%
A well-designed tagline enhances my ability to remember a brand.	21	7.9%	20	7.5%	37	14.0%	90	34.0%	97	36.6%
I often associate specific taglines with their respective products in my memory.	6	2.3%	20	7.5%	37	14.0%	111	41.9%	91	34.3%
Taglines play a crucial role in my recollection of FMCG brands.	14	5.3%	24	9.1%	18	6.8%	119	44.9%	90	34.0%
I find that taglines significantly aid my memory of brands when making purchasing decisions.	8	3.0%	22	8.3%	42	15.8%	95	35.8%	98	37.0%

Table 4 presents the responses regarding the impact of taglines on brand recall, reflecting consumer perceptions of how effectively taglines facilitate the recollection of products and brands. The first statement, "I can easily recall products when I think of their taglines," shows a generally positive sentiment, with 106 respondents (40.0%) agreeing and 78 (29.4%) firmly agreeing. This indicates that a considerable number of participants believe that taglines significantly enhance their ability to recall specific products, while a total of 61 respondents (23.0%) either disagreed or firmly disagreed, suggesting that there are individuals who may not experience this effect consistently.

The second statement, "A well-designed tagline enhances my ability to remember a brand," further emphasizes the perceived importance of tagline quality. Here, 97 respondents (36.6%) strongly agreed, and 90 (34.0%) agreed, indicating that a significant portion of participants recognizes the role of well-crafted taglines in boosting brand memory. However, a combined total of 41 respondents (15.4%) expressed disagreement, highlighting that some consumers might not find the design of taglines as impactful on their memory.

For the statement, "I often associate specific taglines with their respective products in my memory," the data reveal that 111 respondents (41.9%) agreed and 91 (34.3%) firmly agreed, showcasing a strong correlation between taglines and product association in consumers' memories. This suggests that effective taglines not only aid recall but also facilitate connections between brands and their respective products. Conversely, only 26 respondents (9.8%) disagreed or firmly disagreed, indicating that the majority finds value in the association between taglines and products.

The fourth statement, "Taglines play a crucial role in my recollection of FMCG brands," also garnered positive responses, with 119 participants (44.9%) agreeing and 90 (34.0%) firmly agreeing. This finding reinforces the assertion that taglines are essential tools for enhancing brand recall among consumers. However, a total of 38 respondents (14.4%) disagreed or firmly disagreed, suggesting that while many see the value of taglines, there are consumers who may rely on other cues for brand recollection.

Finally, the statement, "I find that taglines significantly aid my memory of brands when making purchasing decisions," demonstrates a notable response, with 98 respondents (37.0%) firmly agreeing and 95 (35.8%) agreeing. This indicates that consumers perceive taglines as influential in their decision-making processes, suggesting that effective taglines can sway purchasing behavior. Yet, 30 respondents (11.3%) expressed disagreement, which highlights the diversity in consumer experiences and the potential for variation in how taglines impact brand recall during the decision-making phase.

Overall, the results from Table 4 illustrate a strong belief among respondents in the positive impact of taglines on brand recall. The data suggest that well-designed and memorable taglines enhance consumers' abilities to associate products with brands, ultimately influencing their purchasing decisions. However, the presence of neutral and negative

responses indicates that further exploration of individual differences in consumer perception is warranted to understand the complexities of tagline effectiveness in the FMCG sector.

H1: There is a significant impact of taglines on Brand Awareness in the FMCG sector in India.

Table 5. One-Sample Test

	TV=3					
	t	df	Sig.	Diff.	95% CI	
					L	U
I recognize brands more easily when their taglines are memorable.	17.621	264	.000	1.14340	1.0156	1.2712
The tagline of a product significantly influences my awareness of the brand.	5.950	264	.000	.48679	.3257	.6479
Taglines help me identify FMCG brands when I am shopping.	9.655	264	.000	.71698	.5708	.8632
I often remember taglines even if I cannot recall the product name.	7.417	264	.000	.65283	.4795	.8261
A catchy tagline makes me more aware of a brand's presence in the market.	7.810	264	.000	.68679	.5136	.8599

Table 5 presents the results of a one-sample t-test conducted to assess the impact of taglines on brand awareness in the FMCG sector in India, with a test value set at 3. The first statement, "I recognize brands more easily when their taglines are memorable," demonstrates a statistically significant t-value of 17.621 with a p-value of .000, indicating strong evidence that memorable taglines enhance brand recognition. The mean difference of 1.14340 further highlights that respondents perceive a significant positive impact of taglines on their ability to recognize brands, with a 95% confidence interval ranging from 1.0156 to 1.2712, reinforcing the reliability of this assertion. The second statement, "The tagline of a product significantly influences my awareness of the brand," also yielded significant results, with a t-value of 5.950 and a p-value of .000. This indicates that respondents firmly believe that taglines play a crucial role in their awareness of FMCG brands, with a mean difference of 0.48679 suggesting a moderate yet noteworthy influence, as supported by a confidence interval of 0.3257 to 0.6479. In addition, the statement, "Taglines help me identify FMCG brands when I am shopping," produced a t-value of 9.655 and a p-value of .000, underscoring that respondents agree on the effectiveness of taglines in facilitating brand identification during shopping experiences. The mean difference of 0.71698 indicates that taglines significantly contribute to consumers' ability to recognize brands in a retail environment, with a confidence interval ranging from 0.5708 to 0.8632, further validating the assertion. The statement, "I often remember taglines even if I cannot recall the product name," resulted in a t-value of 7.417 and a p-value of .000, highlighting that many respondents feel taglines leave a lasting impression in their memory, independent of their recollection of specific products. The mean difference of 0.65283 indicates a strong tendency for consumers to remember taglines, with a confidence interval between 0.4795 and 0.8261 affirming this observation. Lastly, the statement, "A catchy tagline makes me more aware of a brand's presence in the market," recorded a t-value of 7.810 and a p-value of .000, revealing that respondents perceive catchy taglines as significant factors in enhancing brand visibility. The mean difference of 0.68679, supported by a confidence interval of 0.5136 to 0.8599, emphasizes that catchy taglines not only help in recognition but also in establishing a brand's presence within a competitive market. Collectively, these findings provide strong support for the hypothesis that taglines significantly impact brand awareness in the FMCG sector in India, as evidenced by the positive mean differences and statistically significant results across all examined statements.

H2: There is a significant impact of taglines on Brand Recall in the FMCG sector in India.

Table 6. One-Sample Test

	TV=3					
	t	df	Sig.	Diff.	95% CI	
					L	U
I can easily recall products when I think of their taglines.	7.253	264	.000	.61132	.4454	.7773
A well-designed tagline enhances my ability to remember a brand.	11.135	264	.000	.83774	.6896	.9859
I often associate specific taglines with their respective products in my memory.	16.096	264	.000	.98491	.8644	1.1054
Taglines play a crucial role in my recollection of FMCG brands.	13.596	264	.000	.93208	.7971	1.0671

I find that taglines significantly aid my memory of brands when making purchasing decisions.	14.593	264	.000	.95472	.8259	1.0835
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Table 6 shows the one-sample t-test results of the impacts of slogans or taglines on brand recall in the FMCG sector of India, using a test value of 3. Statement 1, "I can easily recall products when I think of their taglines," produced a t-value of 7.253 with a p-value of .000, which is statistically significant. The mean difference being 0.61132 implies that a significant number of respondents believe that taglines help them remember specific products. This rate is confidently estimated between 0.4454 and 0.7773 at a 95% confidence level, justifying the claim about the positive effect of taglines on product recall.

Regarding the statement, "A well-designed tagline enhances my ability to remember a brand," the results were even higher, with a t-value of 11.135 and a p-value of .000. This shows clear consensus among respondents that effective tagline design significantly improves brand memory. The mean difference of 0.83774, as supported by the confidence interval of 0.6896 to 0.9859, suggests that well-crafted taglines help increase consumers' ability to remember brands much better.

The third statement, "I often associate specific taglines with their respective products in my memory," resulted in a substantial t-value of 16.096 and a p-value of .000, further solidifying the role of taglines in fostering brand-product associations. The mean difference of 0.98491, with a confidence interval between 0.8644 to 1.1054, supports the notion that respondents frequently link taglines to their corresponding products.

The statement, "Taglines play an important role in my recollection of FMCG brands," also showed significant importance, with a t-value of 13.596 and a p-value of .000. The mean difference of 0.93208, with a confidence interval between 0.7971 to 1.0671, highlights the critical role taglines play in helping consumers remember brands.

Finally, the statement, "I find that taglines significantly aid my memory of brands when making purchasing decisions," recorded a t-value of 14.593 and a p-value of .000, demonstrating that respondents recognize the influence of taglines on their memory during purchasing. The mean difference of 0.95472, with a confidence interval between 0.8259 to 1.0835, suggests that taglines not only assist in recalling brands but also guide consumer choices at the point of purchase.

Overall, these findings provide strong evidence supporting the hypothesis that taglines significantly impact brand recall in the FMCG sector in India, as indicated by positive mean differences and statistically significant results across all evaluated statements.

6. FINDINGS

The findings of the study reveal compelling evidence regarding the significant impact of taglines on brand recall within the FMCG sector in India. The results from the one-sample t-test indicate that respondents strongly believe that memorable taglines facilitate their ability to recall products, as demonstrated by the t-value of 7.253 and a p-value of .000 for the statement, "I can easily recall products when I think of their taglines." The mean difference of 0.61132 further underscores the effectiveness of taglines as cognitive triggers that aid in product recognition. Additionally, the statement "A well-designed tagline enhances my ability to remember a brand" received a notably higher t-value of 11.135, indicating that consumers perceive the design quality of taglines as crucial for enhancing their memory of brands. This assertion is reinforced by the mean difference of 0.83774, which highlights a significant positive relationship between tagline quality and brand memory. Furthermore, the statement "I often associate specific taglines with their respective products in my memory" yielded an impressive t-value of 16.096, illustrating a strong tendency among respondents to connect taglines with the products they represent. This finding suggests that effective taglines not only enhance recall but also facilitate strong associations between brands and their offerings, thereby solidifying their impact on consumer memory.

In addition to enhancing recall, the study also demonstrates that taglines play a pivotal role in consumers' recollection of FMCG brands. The statement "Taglines play a crucial role in my recollection of FMCG brands" yielded a t-value of 13.596, further validating the assertion that taglines are instrumental in aiding brand recall. The mean difference of 0.93208 indicates that consumers recognize the importance of taglines in helping them remember specific brands, suggesting that effective tagline strategies can significantly influence brand loyalty and purchasing decisions. Additionally, the finding that "I find that taglines significantly aid my memory of brands when making purchasing

decisions" received a strong t-value of 14.593 illustrates the critical role taglines play in the decision-making process. With a mean difference of 0.95472, respondents clearly identified taglines as valuable tools that enhance their memory and influence their purchasing behavior. Collectively, these findings underscore the vital importance of taglines in shaping consumer perceptions and behaviors in the FMCG sector, highlighting the necessity for marketers to prioritize the development of catchy, well-designed taglines that resonate with consumers to enhance brand recall and ultimately drive sales.

7. CONCLUSIONS

The findings of this study elucidate the significant role that taglines play in enhancing brand awareness and recall within the FMCG sector in India. The results indicate a strong positive correlation between memorable taglines and the ability of consumers to recognize and recall brands. As evidenced by the substantial t-values and mean differences, consumers overwhelmingly agree that effective taglines facilitate brand recognition and product recall. This underscores the essential function of taglines as not just marketing tools but as pivotal elements in consumers' cognitive processes when interacting with brands. By solidifying the association between taglines and brand memory, this research contributes valuable insights to the existing literature on branding strategies in the FMCG sector.

The implications of these findings are multifaceted and significant for marketing practitioners and brand managers within the FMCG industry. First, the study highlights the necessity of investing in the creation of memorable and well-crafted taglines, as these elements can significantly influence consumer behavior and brand loyalty. Companies should prioritize tagline development in their marketing strategies, ensuring that their messaging resonates with the target audience and enhances brand visibility. Furthermore, the findings suggest that brands should engage in ongoing testing and refinement of their taglines to maintain relevance in a competitive marketplace. By understanding the dynamics of how taglines impact consumer perceptions, brands can tailor their messaging to better connect with their audience, ultimately driving sales and fostering long-term loyalty.

Future research in this area could expand upon these findings by exploring the nuances of tagline effectiveness across different demographic groups and cultural contexts within India. While this study focused on a general population sample, examining how factors such as age, gender, and regional differences influence the impact of taglines on brand awareness and recall could provide deeper insights for marketers. Additionally, future studies could investigate the long-term effects of tagline exposure on brand loyalty, considering how repeated interactions with taglines may shape consumer perceptions over time. Exploring the intersection of digital marketing and tagline effectiveness, especially in an increasingly online shopping environment, would also be a valuable avenue for research. As the FMCG landscape continues to evolve, understanding the role of taglines in this digital context will be crucial for brands aiming to maintain their competitive edge and engage consumers effectively.

CONFLICT OF INTERESTS

None.

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