A STUDY ON BRAND AWARENESS TOWARDS RICH DAIRY PRODUCTS (INDIA) PRIVATE LIMITED, NAMAKKAL

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ABSTRACT

This article contains a study on brand awareness satisfaction of Rich Dairy Products (India) Private Limited, Namakkal**.** The primary data were collected from the respondents by using well-structured questionnaire through the survey method. The secondary data is collected from the company profiles, magazines, journals, publications and web sites. The sampling technique adopted for the study was convenience sampling. A sample of 110 customers were selected from Namakkal. The data collected was classified for the purpose of analysis by using tools like sample percentage analysis and chi-square test, and this research provides a reasonable suggestion.

Key Words: Brand Awareness, Brand Equity, Brand Loyalty, Perceived Quality, Satisfaction.

INTRODUCTION OF THE STUDY

Brand awareness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' buying decision; it represents the main factor for including a brand in the consideration set. Brand awareness can also influence consumers' perceived risk assignment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics. On the other hand, brand awareness can be depicted in to at least two facets – unaided (brand recall) and aided (brand recognition) - each of the two facets having its more or less effective influence on buying decision and perceived risk assignment.

It may be extremely difficult to dislodge a brand that had achieved dominant awareness level. Brand awareness is vitally important for all brands but high brand awareness without an understanding of what sets one apart from the competition does one virtually no good.

REVIEW OF LITERATURE

The Brand Today the primary capital of many businesses is their brands. For decades the value of a company was measured in terms of its real estate, then tangible assets, plants and equipment's. However, it has recently been recognized that company's real value lies outside business itself, in the minds of potential buyers or consumers. "A brand is both, tangible and

intangible, practical and symbolic, visible and invisible under conditions that are economically viable for the company" **(Caperer, 1986).**

Brands are built up by persistent difference ever the long run. They cannot be reduced just to a symbol on a product or a mere graphic and cosmetic exercise. A brand is the signature on a constantly renewed, creative process which yields various products. Products are introduced, they live and disappear, but brands endure. The consistency of this creative action is what gives a brand its meaning, its content, and its characters': creating a brand requires time and identity.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To assesses the awareness of RICH product brand in the market.
- To obtain apparent views regarding quality of RICH brand.
- To study the marketing policy which linked with performance goals

SECONDARY OBJECTIVES

- To assess the kind of recommendations made towards the brand to others.
- To identify the reason for the brand preference over the competing brands.
- To appraise the customer satisfaction level by choosing the particular brand.

SCOPE OF THE STUDY

- It assists the firm to understand the consumer psychology on choosing the brand stability To the alternatives.
- It also helps to assess the real opinion and mindset of consumers and aids to meet out their expectation in future in turn that will increases the volume of sales.
- The study helps us to know about the Customers brand awareness level towards other competing brands.

LIMITATIONS OF THE STUDY

- ➢ Time constraints were one of the most important factors that imposed restrictions on conducting the study extensively.
- ➢ Some of the respondents were unwillingness to answer the question.
- ➢ Some of the respondents were afraid to give true information in some cases.

RESEARCH METHODOLOGY

"A research design is the arrangement of conditions for collection and analysis data in a manner that aims to combine relevance to the researcher purpose with economy in procedure"

It constitutes the blueprint for the collection, measurement and analysis of data. As such design includes an outline of what the researcher will do form writing the hypothesis and its operational implications to the final analysis of data.

To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course of action. The research has been defined as "A careful investigation or enquiry especially through search for new facts in any branch of knowledge". To give more additions to the old research new ones are conducted. So conduct a new research on logistics management with special reference to heavy transportation vehicle in Tamil Nadu.

DATA ANALYSIS AND INTERPRETATION

CHI – SQUARE TEST

The table showing the analysis of the relationship between gender of the respondents and recommend this product to other.

NULL HYPOTHESIS (H0):

There is no significant relationship between gender of the respondents and recommend this product to other.

ALTERNATIVE HYPOTHESIS (H1):

There is a significant relationship between gender of the respondents and recommend this product to other.

Observed count

S.No.	Gender	Recommend this product to other		Total
		Yes	**No**	
1.	Male	90	-40	**50**
2.	Female	11	59	**70**
	Total	**101**	**19**	**120**

Expected count

S.No.	Gender	Recommend this product to other		Total
		Yes	No	
1.	Male	42.1	**7.9**	**50**
2.	Female	58.9	11.1	**70**
	Total	**101**	**19**	**120**

NULL HYPOTHESIS

There is no significant difference between gender of the respondents and recommend this product to other.

Chi-square

Of	E	$(O-E)^2$	$(O-E)^2/E$
90	42	2304	54.8
11	59	2304	39.0
-40	8	2304	288
59	11	2304	209.4

Formula

Chi – Square $\quad\quad = (O-E)^2/E$

Degrees of freedom $\quad = (r-1)\ (c-1)$

$\quad\quad\quad\quad\quad\quad\quad = (2-1)\ (2-1)$

$\quad\quad\quad\quad\quad\quad\quad = 1$

Level of Significance $\quad = 5\%$

Calculated value $\quad\quad = 591.2$

Table value $\quad\quad\quad\quad = 2043$

3.3.1 WEIGHTED AVERAGE METHOD

To find the rank in which play vital role r0ich dairy products.

Level of Satisfaction / Features	Rank				
	I	II	III	IV	V
Price	65	50	5	0	0
Quality	28	45	43	2	2
Taste	48	38	27	1	6
Availability	37	49	27	5	2
Calcium growth	39	44	27	6	4
Children's growth	25	53	32	6	4

Level of Satisfaction / Features	Rank					Weighted average total	Rank
	I	II	III	IV	V		
Price	325	200	15	0	0	450	6
Quality	140	180	129	4	2	379	2
Taste	240	152	81	2	6	401	5
Availability	185	196	81	10	2	395	4
Calcium growth	195	176	81	12	4	390	3
Children's growth	125	212	96	12	4	374	1

Source: Primary data

The above table shows that the factors gets highest average weights.

6th Rank us 450 are Price

5th Rank us 401 are Taste

4th Rank us 395 are Quality

3th Rank us 390 are Calcium growth

2th Rank us 379 are Availability

1th Rank us 374 are Children' growth

FINDINGS

- It is found that 58% of consumers are female.

- It is found that 42% of the consumers are in the age group of 20-30 years.

- It is found that 43% of the consumers are professionals.

- It is found that 44% of the consumers are 3-5 members in their family.

- It is found that 45% of the consumers are self – employed.

- It is found that 42% of the consumers are earning below Rs.5000 per month.

- It is found that 37% of the consumers are knows about this product by the way of advertisement.

- It is found that 38% of the consumers are like to buy Richyaa fruit drink.

- It is found that 36% of the consumers are like to buy 600 ml quantity.

- It is found that 37.5% of the consumers buy this product in super market.

- It is found that 53% of the consumers are purchase the product one a day.

- It is found that 41% of the consumers are using this rich dairy product below 1 year.

- It is found that 43% of the consumers are purchase this product by its taste.

- It is found that 51% of the consumers are feeling good about this product quality.

- It is found that 36.5 % of the consumers are feeling the product price is reasonable.

- It is found that 46% of the consumers are influenced by television.

- It is found that 84% of the consumers are recommend this product to others.

SUGGESTIONS

- ❖ There is no proper supply of the product to retailer so the company have to make necessary steps.

- ❖ The product awareness is low the company have to make the awareness about the product.

- ❖ The product door delivery method is very poor in area so the retailer has to keep in their mind.

- ❖ As compare to other product the rich dairy advertisement is low, so advertisement must be very high to create awareness among the consumer.

- ❖ The package system is very traditional one so product is very quickly happen to liquid.

- ❖ Rich dairy products should improve their sales promotional efforts.

- ❖ Availability of juice flavor in all retail shop is very low. So the manufactures have to make proper channel of distribution.

- ❖ Try to bring more innovations like more varieties, sizes & their different combinations.

- ❖ Company should improve its packaging.

- ❖ Time to time market survey should be conducted.

CONCLUSION

The conclude my project works on brand awareness of rich dairy products. It was really very interesting interacting with customers & has an insight into brand image in their minds. The main aim was to know the factors & attributes of brand which customers look when he goes to buy cool drinks. From the survey, in all concluded that people are quite satisfied with the brand, especially due to its taste. The organized market of cool drinks industry is growing, because more & more women are getting employed, income levels have increased. So Rich Dairy as major player in organized market has even better opportunities in future. Some customers have complained about packaging & prices where company has to improve. But in all it can be conducted that most of the customers are satisfied about the brand & are well aware of various attributes of the brand. Cool drinks has become a consumers market rather than a seller's market as the market is flooded

with several varieties of brands. So it is the primary duty of the marketing department to analyze the market and consumer behavior and to produce a cheap and the best product for his own survival and to succeed in establishing his market in the modern cut fancies expectations and anticipation of customers and based on that forecast may be done. Today, one has to run so faster to stay in the same place in the market.

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WEBSITE

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