

CUSTOMER BRAND AWARENESS AND BRAND TOWARDS PICKLES PRODUCTS

*Authors**

S.Rajani , Associate Professor, Malla Reddy Engineering College” Secunderabad
&

*T.Rayappa Reddy , Master of Business Administration from “Malla Reddy Engineering College”
Secunderabad*

Abstract:

Brand awareness is essential from the time when lot of consumers feels that if the brand is fine famous it has decent quality. Brand awareness clearly affects consumer preference and here by their selection of brand. Knowing extend of brand awareness of a particular firm has become vital in this existing competitive scenario. Brand preference is clear as measure of brand faithfulness in which a consumer will pick a particular brand in existence of rival brands, but will agree alternatives if that brand is not existing.

The study at Amrutha Foods, Bangalore conducted to know now far the consumers are aware of the Amrutha Pickles product and their preference about the product. Consumers are aware of the Amrutha Pickles product offered by Amrutha Foods. The researcher could find that Amrutha Pickles has established a good brand name among the customers. And most of the most of the customers are aware of the coconut oil offered by Amrutha Pickles and they have enough consumers too.

The study has proved that the brand has almost good Awareness level among the consumers. The consumers most prefer the product. As brand Awareness has a major role in this competitive industry this study was of an almost importance.

Key words: Brand awareness, E-Commerce, Food products

Introduction:

It is found that most of the respondents have knowledge about the brand from the Television. As the basic step of creating brand Awareness the firm has to give more advertisements so that will be much easier for the firm to penetrate to the market by having a good place in the mind of the consumers. From the study it is clear that quality of Amrutha Pickles product is high compared to other hands but the prices are not favored by the low income group.

Today its common accepted that strong brands accelerated business performance with the power to like the company’s status to positions of prominence in their market places. A brand is a label or symbol

using to recognize the foundation of manufactured goods. When mounting a new manufactured goods, brand is an significant judgment. The brand can enhance substantial value when it is sound familiar and has positive suggestions in the thoughts of the customer. The project undertaken to measure the brand awareness and brand preference level of -Double Horsell food products, computing the brand awareness and brand preference level of a particular enterprise's brand is a dynamic significance then it directs the total of persons who are as fine as what morals they add to exact brand is a given era of phase and it also highpoints the efficiency of the promoting or marketing tools castoff for the resolution .And it also helps to understand the different attributes which make customers to prefer the brand.

Awareness and preferences are the dual key metrics that whichever enterprise would use to quantify their brand strong point. Awareness is humble expressions- how various persons recognize my brand? Regularly, awareness is stately over studies that ask members a series of questions. It is the consumer's capability to recognize or remember the brand contained by a specified product class in enough particulars to make a buying choice. The purposes of the most promoting drive are to produce and keep brand preference. The primary stage is to make potential clients aware of brand's reality.

The present research study was carried out with the new view to recognize the level of brand awareness and customer's preference for the AMRUTHA PICKLES products. The study also analyzed whether the quality influence brand preference.

NEED FOR THE STUDY

The project study was conducted on the topic -Customers brand awareness and brand preference of Amrutha Pickles product at Amrutha Foods Pvt Ltd. The purpose of this research is to gain the deeper knowledge about how and how customers are aware about Amrutha Pickles products and how they are preferring the Amrutha Pickles products. The problem is to identify the problem related with brand awareness among the customers was done to analyze the brands mostly preferred by customers in the market, the customers brand awareness and brand preference of Amrutha Pickles and to rate the customers brand loyalty.

OBJECTIVES OF THE STUDY

- To determine the influence of advertisement on customer brand preference
- To identify the attributes that makes customers to prefer a specific brand
- To analyze whether the quality of a product have any influence on the customer brand preference

HYPOTHESIS:

H0 (Null hypothesis): There is no relationship between quality of the product and customers satisfaction with the product

H1 (Alternative hypothesis): There is a relationship between quality of the product and customers satisfaction with the product

SCOPE OF THE STUDY

The study covers how long Amrutha Pickles products can keep its market penetration by keeping its customers happy and meet their changing demands in the competitive world. The scope of the study has been spread around the following issues and tried to address it within the prevailing economic condition

RESEARCH METHODOLOGY

Research has been well-defined as the handling of concepts or symbols for the determination of generalized to extend accurate or validate knowledge, if knowledge helps in creation of theory or in the preparation of an art. Research methodology is a way to analytically explain the research problems.

Data Sources

Primary Data: Data and information was collected From people in Bangalore through questionnaires

Secondary Data:

Secondary data are information study already collected by others for certain other purposes. Internal: Data from organization, employees.

External: Research reports, websites of organizations.

SAMPLING PLAN

It is definite plan for obtaining a sample from the population.

Sample Unit: A decision regarding sampling unit should be taken before selecting samples for the study. Here in this study the sample unit is Amrutha Pickles products among the customers of Amrutha Foods Pvt Ltd.

Sampling Size : Sample size is the representative unit of the population. For this study survey was conducted for 100 respondents.

Sampling procedure: In this study convenient sampling techniques is used for data collection. Convenient sampling technique means selecting whatever sampling unites are conveniently available.

Contact Method: Direct contact.

LIMITATIONS

- **Time factor**

The researcher had only limited period of 6 weeks study. So the study was time bound

- **Experience**

The research had limited experience in the field being a student

- **Response**

Some of the respondents were reluctant to answer all the question is being collected from a sample of population; this view cannot be generalized on large population

- **Sample survey**

Since the information is being collection from a simple of population , this view cannot be generalized on large population.

Food Industry

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry.

Accounting for about 32 per cent of the country's total food market, The Government of India has been instrumental in the growth and development of the food processing industry. The government through the Ministry of Food Processing Industries (MoFPI) is making all efforts to encourage investments in the business. It has approved proposals for joint ventures (JV), foreign collaborations, industrial licenses, and 100 per cent export oriented units.

FACTORS INFLUENCING CONSUMER PREFERENCE OF A BRAND

Promoting:

Promoting assumes an essential job in purchaser inclination, particularly for non-strong products, for example, nourishment or magazines. Promoting educates purchasers of accessible merchandise and enterprises and furthermore shapes their impressions of these items. Promoting can likewise make request; for instance, a shopper might not have needed another wireless until he saw garish new telephones on TV.

Social Institutions:

Social establishments, including guardians, companions, schools, religion and network show likewise impact buyers' inclinations. For instance, children should need to have the equivalent toys their classmates have, while youthful grown-ups may buy similar items their folks used to purchase.

ANALYSIS AND INTERPRETATION

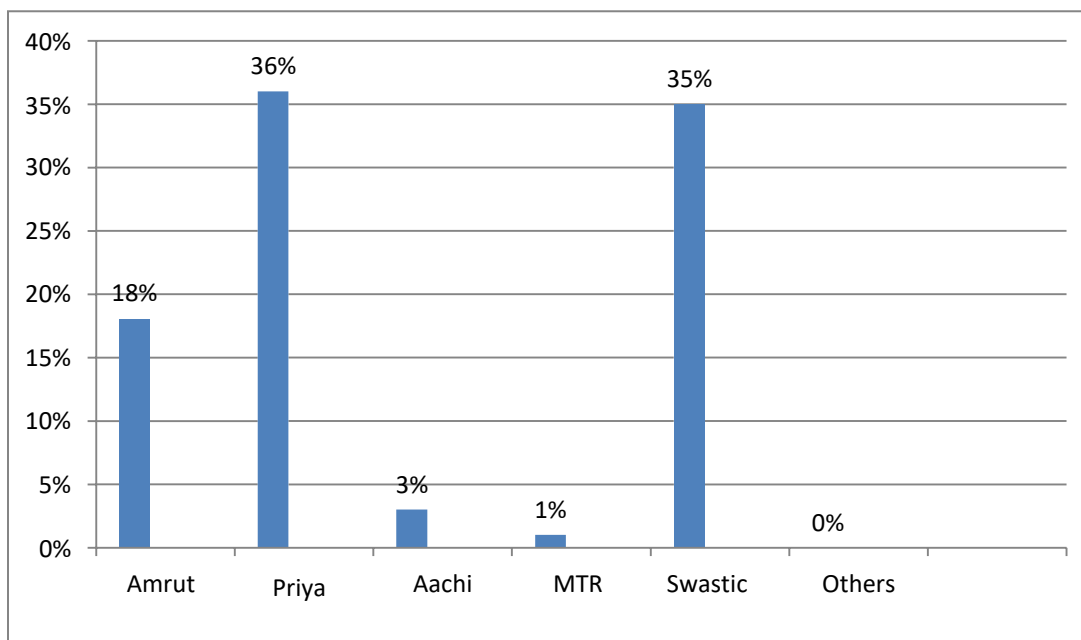
Table 1 Brand Preference of Respondents pickles with other products

OPTIONS	NO.OF RESPONDENTS	PERCENTAGE
Amrutha	18	18%
Priya	36	36%
Aachi	3	3%
MTR	1	1%
Swasthic	35	35%
Others	0	0%
Total	100	100%

Source: Compiled from the field survey data

From the study it was found that 36% of respondents prefer Priya, 35% of respondents prefer Amrutha 18% prefer MTR, 1% respondents prefer products.

Chart 1 Chart showing brand preference of respondents



INTERPRETATION

The most preferred Brand Preference is for Amrutha Pickles due to its high quality of products and the techniques they adopt to improve their brand preference. Majority of the respondents are familiar with Amrutha Pickles products due to the influence of Amrutha Pickles products in the market

Table 2 The respondents’ familiarity with Double Horse

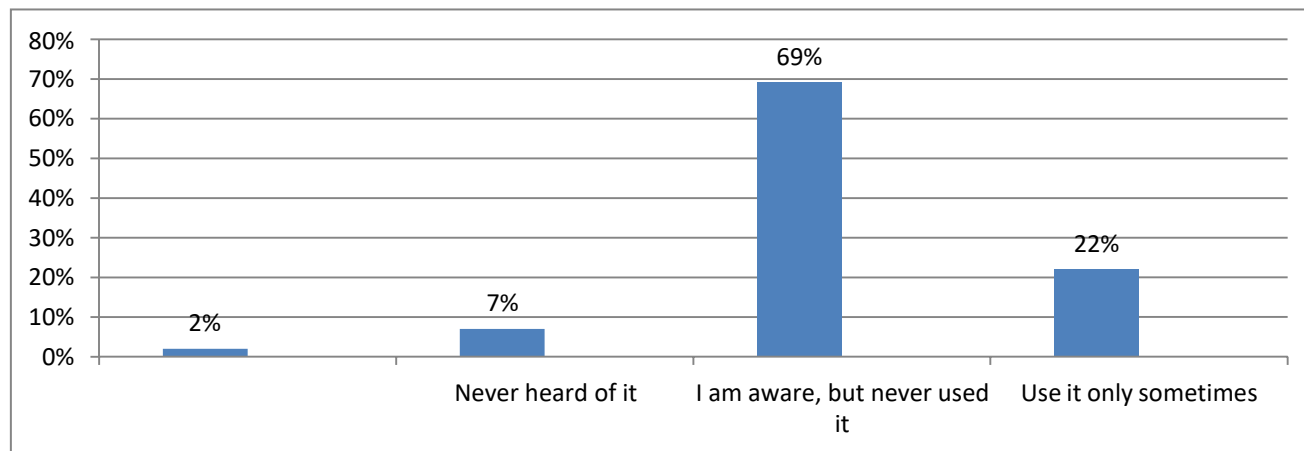
OPTIONS/OPINIONS	NO.OF RESPONDENTS	PERCENTAGE
Never heard of it	2	2%
I am aware, but never used it	7	7%
Use it only sometimes	69	69%
Use it only a regular basis	22	22%
Total	100	100%

Source: Compiled from the field survey data

ANALYSIS

From the above table, 69% of the respondents use the product some times, 22%use it regular basis, 7% of them are aware about it but have never used it and 2% of respondents had never heard about Amrutha Pickles products.

Chart 2 Chart showing the respondents familiarity with Double Horse.



INTERPRETATION

From this study it can be concluded that, nearly 69% of the people use the products sometimes, only because of the quality and taste of the products. Since Amrutha is dedicated to give total gratification to their consumers through constant perfection of products and innovative food products, every customers will dare to experiment the company’s product at least in a while. And 22% of the customers use it on a regular basis which is also a key factor in maintaining their business.

Table 3 Customers awareness about Other products

ITEMS	NO.OF RESPONDENTS	PERCENTAGE
Rice	10	10%
Rice flour	6	6%
Wheat products	12	12%
Curry powders	16	16%
Spices & condiments	4	4%
Spice masala paste	10	10%
Coconut products	2	2%
Instant breakfast	9	9%
Ready to cook products	11	11%
Ready to eat products	7	7%
Pickles	4	4%
Health products	6	6%
Snacks	3	3%
Total	100	100%

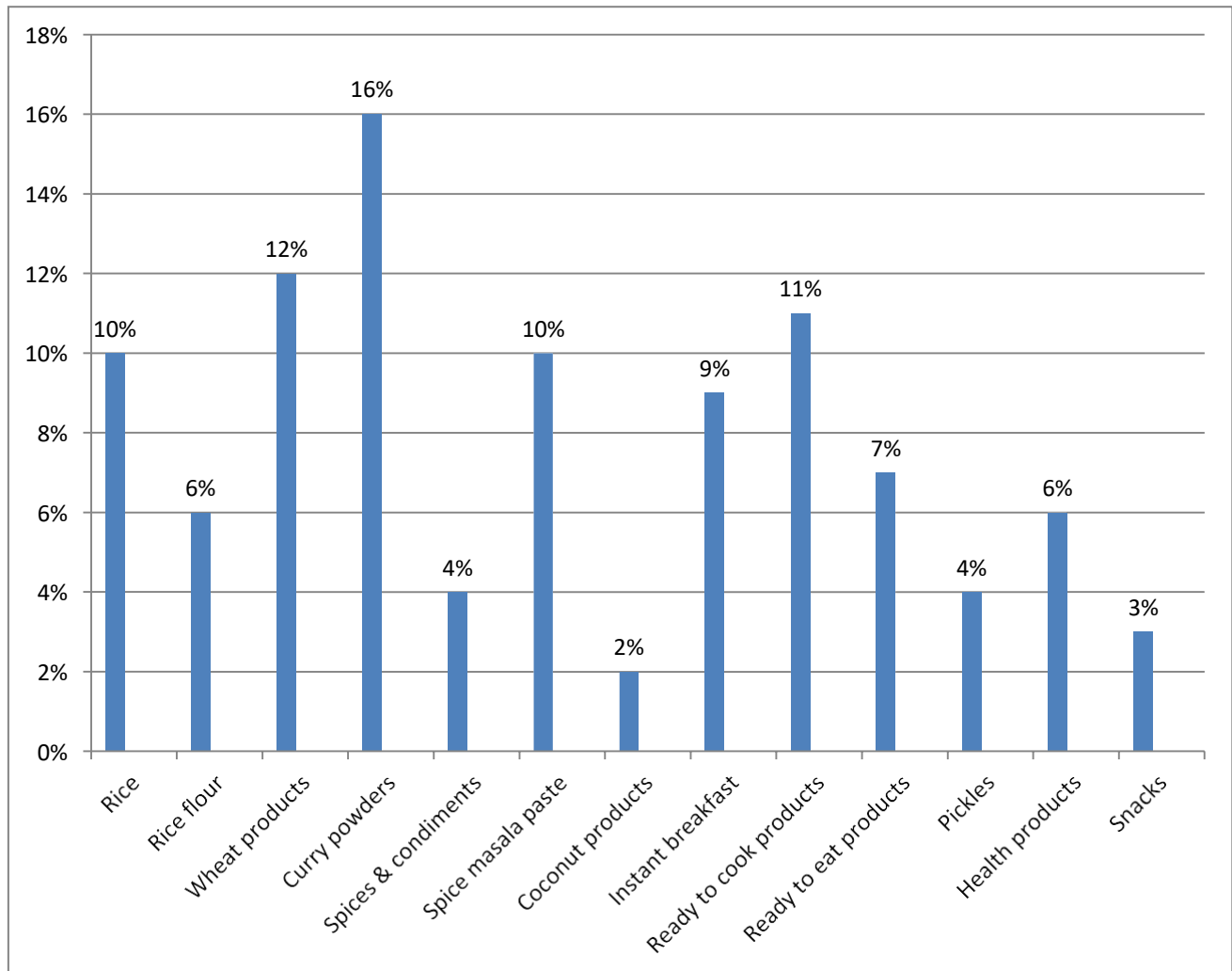
Source: Compiled from the field survey data

ANALYSIS

From the above table, 16% of respondents are aware about curry powders and 11% of consumers are aware about Ready to cook products ,12% respondents are aware about wheat products and 10% consumers are aware about spice masala products , and 10% of respondents are aware about rice and remaining products like rice flour, spices and condiments coconut products ready to eat products, pickles, health products and snacks

,awareness about all these products are lesser compared to the main products.

Chart 3 Chart showing customers awareness about Amrutha Pickles products



INTERPRETATION

Though Amrutha group started with the rice milling, from this analysis it is clear that, today, the most known Amrutha Pickles product is the curry powders and exploring new dishes has come far way better. This experimentation of new dishes is enhanced by the curry powders which add a special taste. Amrutha Pickles producing varieties of curry powders make the customers to take the initiative step in purchasing the company product.

FINDINGS, CONCLUSION, AND SUGGESTIONS

FINDINGS

- As per this research most of them are aware about Amrutha Pickles brand and Most of them are also preferring the Amrutha Pickles Brand
- It is found that 69% of respondents are use the products sometimes and 22% use it on regular basis
- Most of the respondents are more aware about Rice ,curry powders, wheat products, spices masala products, and Ready to cook items
- It is found that 84% of the respondents are using Amrutha Pickles products
- Most of the respondents are aware about Double Hose through television (42.71%) and newspapers (26.04%).
- 72.91 % respondents agree that Amrutha Pickles products are very attractive and remaining is satisfied.
- Majority of the respondents are satisfied with the quality of Amrutha Pickles products.
- It is found that Amrutha Pickles products are affordable
- Majority of the respondents prefer Amrutha Pickles product, because of its quality and easy availability in their nearby outlets.
- It is found that Amrutha Pickles product have attractive and protective packaging
- Most of the respondents prefer Amrutha Pickles brand because of good quality.
- Most of the respondents choose Amrutha Pickles products for functional purposes.
- Majority of the respondents prefer extra quantity (38%) as the promotional offer of the products
- Most of the customers are preferring Amrutha Pickles
- Majority customers opined they don't have any complaints in Double products.. But 16,84% customers have some complaints on the packing and expiry of Amrutha Pickles product.
- Most of the customers don't have any complaints on Amrutha Pickles products.

CONCLUSION

The project entitled 'a study on brand awareness and brand preference of Amrutha Pickles products' at Amrutha was done to study the brand awareness and brand preference of customers on Double Horse.

To conclude, from my study it was understood that majority customers have aware about Amrutha Pickles brand and the show a high rate of brand loyalty towards Amrutha Pickles products. Most of the customers prefer Amrutha Pickles because of its brand image, quality, durability availability, advertisement etc. The current situation of Amrutha Pickles the market is good but measures should be taken for Brand Rejuvenation i.e. Adding value to an existing brand by improving the product quality and its overall attributes and appeal.

In short, "Brands live in the mind of consumers. A brand is a living memory of a product. It is not simply a name. It brings consumers and marketers closer.

Since Amrutha Pickles product had a good brand image in the market, majority customers show a high rate of brand loyalty toward Double Horse. Even through Amrutha Pickles is very popular among the various brand in the market, it can grow much more in future when the company improve certain factors following are some of my suggestions based on my study

- Company should exhibit their advertisement not only in television but also in other medias of advertisement like internet, newspaper etc.
- It is advisable for the firm to select those celebrities who can attract and influence the potential customers towards the brand Double Horse.
- Amrutha Pickles can enhance its promotional offers like extra quantity, free gift, and discount, buy one get one offers so as to increase its sales.
- Company can fix the price of Amrutha Pickles product in such a way that all income levels especially low income group can afford it.
- The firm should undertake continues market research so that it can be up to date in dynamic business scenario.
- It is advisable for the firm to watch with eager the movements of the competitors so as to counter play the competitors in the market.
- Company should try to create competitive advantage for its product so that the customers can differentiate Amrutha Pickles product from other similar brands..

- Company should design the package of its products in such a way that the brand name i.e.; Amrutha Pickles should be the main highlights.

References:

- a. Hoeffler, S., & Keller, K. L. (2003). The marketing advantages of strong brands. *Journal of brand management*, 10(6), 421-445.
- b. Park, C. S., & Srinivasan, V. (1994). A survey-based method for measuring and understanding brand equity and its extendibility. *Journal of marketing research*, 31(2), 271-288.
- c. Dewsnap, B., & Jobber, D. (2007, June). Testing a model of marketing-sales relations. In Academy of Marketing Conference.
- d. Malik, M. E., Ghafoor, M. M., Hafiz, K. I., Riaz, U., Hassan, N. U., Mustafa, M., & Shahbaz, S. (2013). Importance of brand awareness and brand loyalty in assessing purchase intentions of consumer. *International Journal of Business and Social Science*, 4(5).
- e. Aaker, D. A., & Biel, A. L. (1993). *Brand equity and advertising: An overview (pp. 1-10)*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- f. Cornwell, T. B., Roy, D. P., & Steinard, E. A. (2001). Exploring managers' perceptions of the impact of sponsorship on brand equity. *Journal of Advertising*, 30(2), 41-51.
- g. Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005). The influence of advertising on consumer brand preference. *Journal of social sciences*, 10(1), 9-16.
- h. Chen, C. F., & Chang, Y. Y. (2008). Airline brand equity, brand preference, and purchase intentions—The moderating effects of switching costs. *Journal of Air Transport Management*, 14(1), 40-42.
- i. Lu, L. C., Chang, W. P., & Chang, H. H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 34, 258-266.
- j. Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product:: A replication. *Journal of business research*, 48(1), 5-15.