A STUDY ON BRAND AWARENESS TOWARDS JEPPIAAR MILK PRODUCTSPRIVATE LIMITED WITH REFERENCE TO TIRUVANNAMALAI

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ABSTRACT

Nowadays, it is quite important that business companies understand brand awareness and consumer profile for their products and services. They can take advantage of this information to properly adapt their marketing strategies to the needs of their targeted markets and segments. This research paper aims at measuring brand awareness of milk in Tiruvannamalai. Through a set of face-to-face questionnaires, it is revealed that those in charge of purchases in the household are pretty aware of the vast majority of the milk brands available in Tiruvannamalai market. They also give high evaluation scores to the most known brands. On the other hand, consumers' profile for Jeppiaar milk seems to differ based onsome specific socio-economic variables of the household and the person in charge of the purchases. The consumers with the highest income and education level are more aware about food safety importance. Such consumers are leaned more towards purchasing Jeppiaar milk

1. INTRODUCTION

Brand Awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction. Brand awareness is the extent to which the consumer associates the brand with the product he desires to buy. It is the brand recall and the brand recognition of the company to the consumers. Brand recall is the ability of the consumer to recollect the brand with reference to the product whereas brand recognition is the potential of the consumer to retrievethe past knowledge of the brand when enquired about the brand or shown an image of the brand logo. Brand awareness is an essential part of brand development which helps the brand to stand out from the others in this monopolistically competitive market. A brand name that is well known to the great majority of households is also called a household name. Brand awareness is an important way of promoting commodity-related products. This is because for these products, there are very few factors that differentiate one product from its competitors. Therefore, the product that maintains the highest brand awareness compared to its competitors will usually get the most sales.A brand is much more than a name, logo, colors, a tagline, or symbol. These are marketing tools tactics. A brand is essentially a marketer's promise to deliver a specific set offeature, benefits and services consistently to the buyers. The marketer must establish amission for the brand and a vision of what the brand must be and do. Brand nodding occurs when customers experience the company as delivering on its benefit promise. The fact is that brands are not built by advertising but by the brand experience. Brands vary in the amount of power and value they have in the marketplace. Wedefine brand equity as the positive differential effect that knowing the brand name has on customer response to the product or service. Brand equity results in customers showing a preference for one product over another when they are basically identical. The extent to which customers are willing to pay more for the particular brand is measure of brand equity.A brand needs to be carefully managed a so that its equity does not depreciate. This requires maintaining or improving brand awareness, perceived quality and functionality, and positive associations. These tasks require continuous R and D investment, skill ful advertising, and excellent trade and consumer service. Each firm wants to identify its products and distinguished them from their competitors in the market. A firm does and confirms it by means of branding. Branding means, naming a product for its identificationand distinction. A product will gain its image and consumer loyalty through its brandBrand awareness, which refers to a buyer's knowledge of a particular product or company, allows the buyer to get the most from what he buys. Consumers know more about their choices when they have product information and benefit from knowing their rights, hearing about alerts and warnings and finding out about safety issues.Brand awareness is about making the consumer aware of his/her rights. It is a marketing term which means that consumers are aware of products or services, its characteristics and the other marketing P's (place to buy, price, and promotion).Though the first consumer movement began in England after the Second World War, a modern declaration about consumer's rights was first made in the United States of America in 1962, where four basic consumer rights (choice, information, safety and to be heard) were recognized. Ralph Nadar, a consumer activist, is considered as the father of 'consumer movement'. March 15 is now celebrated as the World Consumer Rights Day. The United Nations in 1985 adopted, certain guidelines to achieve the objectives of maintaining protection for

consumers and to establish high level ethical conduct for those engaged in production and distribution of goods and services.High prices, duplicate articles, underweight and under – measurements, rough behaviour, undue conditions, artificial scarcity are some of the ways by which consumers are exploited by manufacturers and traders. Limited information, limited supplies and low literacy are factors causing exploitation of consumers.There are no legal formalities for filing the complaint. Suppose, you find yourself cheated by trader or a manufacturer and wish to make a complaint to consumer court, you can write the details on a plain paper. Attach the supporting documents, that is, guarantee or warrantee card and cash memo with the complaint and submit it in the district consumer court.

2. STATEMENT OF THE PROBLEM

The motive of any company is to generally acquire larger market share i.e., high % of sales in the Industry. This could be only achieved by building a higher % of brand loyal customers. Company can survive if there is a stiff computational activity in the market and brand loyal customers. To create brand awareness and loyal customer is major difficult taskto the company. So the study is to study and analyze the awareness level of the brand, to identify and analyze the factors that influence the customer preference, to know the preference level among the brands in the company, to know the level of satisfaction of consumers and to know the effect of price changes on purchase decision of the brands.

3. OBJECTIVES OF THE STUDY

The objective of the study is to understand the brand awareness towards Jeppiaar milk. For this, the objectives of the Research Work are as under:

- To study the relationship between the promotional strategies and brand awareness indairy product.

- To recommend alternative actions to make to increase brand awareness of Jeppiaarmilk.

- This study will help the marketer to maintain better brand awareness through promotional strategies and activities.

- To improve their market performance and customer satisfaction of the branded milkof Tiruvannamalai.

- To know the awareness level among the brands in milk products.

- To know the effect of price changes on purchase decision of the brands of milksproduct.

- To identify the factors influencing the consumers to prefer a particular brand.

- To study the impact of media on brand awareness.

4. SCOPE OF THE STUDY

- The research study entitled "A Study on Brand Awareness towards Jeppiaar milk Product" will help to understand the expectation of the milk agency in a meaningful way.

- It also helps to understand the sales patterns of the product and to know the factors influencing the sales.

- This study helps to know the expectation and satisfaction level of the consumer for development

- It helps to improve the product values.

- It also gives the suggestion for improvement the promotional activities.

- It helps to earn new customers.

5. LIMITATIONS OF THE STUDY

- The study is limited to only Tiruvannamalai. This may not give a generalized conclusion.

- There may be personal bias of the respondent, which affects the result of the study.

- Some of the respondents were very casual, which poses a bias on the data collected.

- Generally, the respondents were busy in their work and were not interested inresponding.

- The questionnaire did not cover the whole aspect of the market potential of Jeppiaarmilk.

6. REVIEW OF LITERATURE

1. Neal & Strauss, (2017) The most important assets of any business are intangible including its base of loyal customers, brands, symbols & slogans and the brand's underlying image, personality, identity, attitudes, familiarity, associations and name awareness. These assets along with patents, trademarks, and channel relationships comprise brand equity, and are a primary source of competitive advantage and future earnings.

2. Keller (2018) stated that Brand awareness can be referred to as the ability of a consumer to distinguish a brand under various conditions. They also noted that brand awareness is built and increased by familiarity with the brand as a result of repeated vulnerability which eventually leads to consumers experience with the brand. Consumer's experience of a particular brand could either be by hearing, seeing, or thinking about it and this will help the brand to stick in their memory.

3. Hans van (2019) Given the importance of consumer awareness of functional food ingredients for healthy food choices, the aim of this study is to explore consumers' ingredient awareness and the determinants which influence the awareness about functional food ingredients. The study shows that consumers' ingredient awareness varies throughout the sample. Overall it can be stated, that 19% of consumer awareness about functional food ingredients is explained through the described model based on the following predictors: age, educational level, health status, health motivation and information strategies. Among these factors, consumers' health motivation seems to have the highest relevance to explain consumer awareness. But also the determinants information strategies as well as the education show a significant influence on consumers' ingredient awareness.

4. Srinvasan, Park (2020) states that brand knowledge consists of mutually related information to a brand, such as awareness, attributes, benefits, images, thoughts, feelings attitudes and experiences. All these information characteristics of brand knowledge become integrated in constant interaction with customers that brings out forth the real understanding

1. Neal & Strauss, (2017) Awareness, Image, Branding & Benchmarking, from http://www.mrworldwide.com/mrw/english/learn.html

2. Keller (2018) "Brand Awareness of packed milk- a study of urban consumers in Rohtak District",International journal of enhanced research in management and computer applications vol:4 issue:6, pp.29- 35.

3. Hans van (2019) Understanding Brand Equity for Successful Brand Awareness, Journal of ConsumerMarketing, 12(4), 51

4. Srinvasan, Park (2020) Awareness, Image, Branding & Benchmarking Marketing Research Studies of the product or service. As mentioned earlier, brand image consists of a set of associations that the customer will link with the brand.

5. Park, Jaworski and MacInnis (2021) enhanced that if a company, its product or service, constantly holds a favorable brand image among the public, it will certainly gain a good position in the market, sustainable competitive advantage and increase market share and performance. Finally, many empirical studies have confirmed that a positive brand image willeventually lead, beside loyalty, purchase behavior and brand performance, to brand equity.

6. Kalaiselvi (2022) has revealed the perception, Brand preference, awareness of branded consumer milk products. The study has been done in Coimbatore city. The study has been done with 120 respondents selected by using simple random sampling method. The chi- square and correlation has been used in Excel. The attitude of male and female are different while preferring the brand of milk products. There should be more awareness created to the customers about the brands by their marketing agencies.

7. RESEARCH METHODOLOGYCORRELATION

The table shows that the relationship between Monthly income and Influencingyou to prefer the brand of milk

Correlations

		Monthly income	Influencing youto prefer thebrand of milk
Monthly income	Pearson Correlation	1	.942[*]
	Sig. (2-tailed)		.000
	N	120	120
Influencing you to prefer thebrand of milk	Pearson Correlation	.942[**]	1
	Sig. (2-tailed)	.000	
	N	120	120

Correlations

		Monthly income	Influencing youto prefer thebrand of milk
Monthly income	Pearson Correlation	1	.942**
	Sig. (2-tailed)		.000
	N	120	120
Influencing you to prefer thebrand of milk	Pearson Correlation	.942**	1
	Sig. (2-tailed)	.000	
	N	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

8. NONPARAMETRIC CORRELATIONS

Correlations

			Monthlyincome	Influencing you to preferthe brand ofmilk
Kendall's tau_b	Monthly income	Correlation Coefficient	1.000	.889**
		Sig. (2-tailed)	.	.000
		N	120	120
	Influencing you to preferthe brand of milk	Correlation Coefficient	.889**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120
Spearman's rho	Monthly income	Correlation Coefficient	1.000	.942**
		Sig. (2-tailed)	.	.000
		N	120	120
	Influencing you to preferthe brand of milk	Correlation Coefficient	.942**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120

Result-This is a positive correlation. There are relationships between Monthly income andInfluencing you to prefer the brand of milk.

ANOVA

9. NULL HYPOTHESIS

Ho: There is no significant relationship between educational qualification and satisfied with the advertisement provided

Alternative Hypothesis

H1: There is a significant relationship between educational qualification and satisfied with theadvertisement provided

Descriptive Educational Qualification	Mea n	Std. Deviati on	Std. Error	95% Confidence Interval for Mean		Minimu m	Maximu m	Between-Component Variance
				Lower Bound	Upper Bound			

	N								
Highly satisfied	21	1.48	.512	.112	1.24	1.71	1	2	
Satisfied	27	2.67	.480	.092	2.48	2.86	2	3	
Neutral	29	3.00	.000	.000	3.00	3.00	3	3	
Dissatisfied	30	4.23	.430	.079	4.07	4.39	4	5	
Highly dissatisfied	13	5.00	.000	.000	5.00	5.00	5	5	
Total	120	3.18	1.167	.106	2.97	3.39	1	5	
Model Fixed Effects			.380	.035	3.11	3.25			
Random Effects				.574	1.59	4.78			1.535

10. TEST OF HOMOGENEITY OF VARIANCES

Educational Qualification

Levene Statistic	df1	df2	Sig.
67.917	4	115	.000

ANOVA

Educational Qualification	Sum ofSquares	df	Mean Square	F	Sig.
Between (Combined)	145.362	4	36.340	251.684	.000
Line Unweightear d	130.520	1	130.520	903.948	.000
Ter Weightedm	141.039	1	141.039	976.797	.000
Deviation	4.323	3	1.441	9.980	.000
Within GroupsTotal	16.605	115	.144		
	161.967	119			

Robust Tests of Equality of Means[b]

Educational Qualification

	Statistic[a]	df1	df2	Sig.
Welch	.	.	.	.
Brown-Forsythe	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for Educational Qualification because at least one group has 0 variance.

POST HOC

Multiple Comparisons

Dependent Variable:EducationalQualification

	(I) Satisfied with the advertisement provided (J) Satisfied with the advertisement provided		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
LSD	Highly satisfied	Satisfied	-1.190*	.111	.000	-1.41	-.97
		Neutral	-1.524*	.109	.000	-1.74	-1.31
		Dissatisfied	-2.757*	.108	.000	-2.97	-2.54
		Highly dissatisfied	-3.524*	.134	.000	-3.79	-3.26
	Satisfied	Highly satisfied	1.190*	.111	.000	.97	1.41
		Neutral	-.333*	.102	.001	-.53	-.13
		Dissatisfied	-1.567*	.101	.000	-1.77	-1.37
		Highly dissatisfied	-2.333*	.128	.000	-2.59	-2.08
	Neutral	Highly satisfied	1.524*	.109	.000	1.31	1.74
		Satisfied	.333*	.102	.001	.13	.53
		Dissatisfied	-1.233*	.099	.000	-1.43	-1.04
		Highly dissatisfied	-2.000*	.127	.000	-2.25	-1.75
	Dissatisfied	Highly satisfied	2.757*	.108	.000	2.54	2.97
		Satisfied	1.567*	.101	.000	1.37	1.77
		Neutral	1.233*	.099	.000	1.04	1.43
		Highly dissatisfied	-.767*	.126	.000	-1.02	-.52
	Highly dissatisfied	Highly satisfied	3.524*	.134	.000	3.26	3.79
		Satisfied	2.333*	.128	.000	2.08	2.59
		Neutral	2.000*	.127	.000	1.75	2.25
		Dissatisfied	.767*	.126	.000	.52	1.02
Tamhane	Highly satisfied	Satisfied	-1.190*	.145	.000	-1.62	-.76
		Neutral	-1.524*	.112	.000	-1.87	-1.17
		Dissatisfied	-2.757*	.137	.000	-3.16	-2.35
		Highly dissatisfied	-3.524*	.112	.000	-3.87	-3.17
	Satisfied	Highly satisfied	1.190*	.145	.000	.76	1.62
		Neutral	-.333*	.092	.013	-.62	-.05
		Dissatisfied	-1.567*	.121	.000	-1.92	-1.21
		Highly dissatisfied	-2.333*	.092	.000	-2.62	-2.05
	Neutral	Highly satisfied	1.524*	.112	.000	1.17	1.87
		Satisfied	.333*	.092	.013	.05	.62
		Dissatisfied	-1.233*	.079	.000	-1.47	-1.00

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		Highly dissatisfied	-2.000	.000	.	-2.00	**-2.00**
	Dissatisfied	Highly satisfied	2.757[*]	.137	.000	2.35	**3.16**
		Satisfied	1.567[*]	.121	.000	1.21	**1.92**
		Neutral	1.233[*]	.079	.000	1.00	**1.47**
		Highly dissatisfied	-.767[*]	.079	.000	-1.00	**-.53**
	Highly dissatisfied	Highly satisfied	3.524[*]	.112	.000	3.17	**3.87**
		Satisfied	2.333[*]	.092	.000	2.05	**2.62**
		Neutral	2.000	.000	.	2.00	**2.00**
		Dissatisfied	**.767**[*]	**.079**	**.000**	**.53**	**1.00**

*. The mean difference is significant at the 0.05 level.

11. HOMOGENEOUS

Educational Qualification

Satisfied with the advertisement provided		N	Subset for alpha = 0.05				
			1	2	3	4	5
Student-Newman-Keuls[a]	Highly satisfied	21	1.48				
	Satisfied	27		2.67			
	Neutral	29			3.00		
	Dissatisfied	30				4.23	
	Highly dissatisfied	13					5.00
	Sig.		1.000	1.000	1.000	1.000	1.000
Tukey B[a]	Highly satisfied	21	1.48				
	Satisfied	27		2.67			
	Neutral	29			3.00		
	Dissatisfied	30				4.23	
	Highly dissatisfied	13					5.00

Means for groups in homogeneous subsets are displayed

a. Uses Harmonic Mean Sample Size = 21.796.
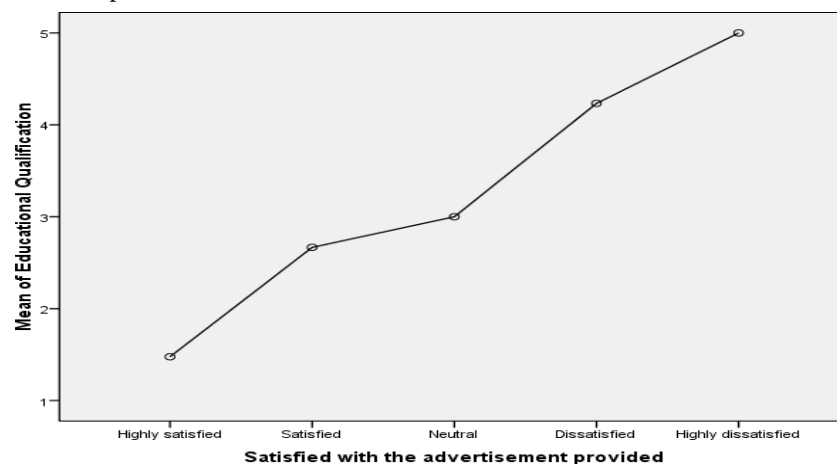
12. RESULT

From the above analysis, we find that calculated value of the F-value is a positive

916.187 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between educational qualification and satisfied with the advertisement provided. The results are **significant** at 4 % level.

13. FINDINGS:

1. Mostly of the respondents are affecting brand loyalty of Good admissible life.

2. Mostly of the respondents are using Below 3 months.

3. Mostly of the respondents are Influenced by Price.

4. Mostly of the respondents have Good Brand image.

5. Mostly of the respondents are said good for hygienic and health.

6. Mostly of the respondents are Satisfied for product Quality.

7. Mostly of the respondents are feeling Attractive packaging.

8. Majority of the respondents are having awareness of milk product.

9. Mostly of the respondents are Dissatisfied for providing advertisement.

10. Mostly of the respondents are disagreed for best than another milk brand product.

11. Mostly 36.7% of the respondents are expecting right weight from theorganization.

12. Mostly 36.7% of the respondents are highly satisfied about Nutrition aboutcustomer brand awareness level.

14. CONCLUSION

In the competitive environment, the focus of the organization is more to create brand awareness to the products among several products. So customer satisfaction is the continuous process for keeping the customers intact.It is concluded that mostly people preferred Jeppiaar milk due to its taste, quality, price and availability. Some people often like to have a purchase of the milk.The company can give more offers to attract more customers. More price discounts should be provided. The company can give about their product information through with booklets and catalogues. The advertisement should more frequently appear in T.V channels. The company can give more advertisement in leading magazines and channels.

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