

A COMPARATIVE STUDY TO CHECK THE LEVEL OF AWARENESS REGARDING SELECTED MILK PRODUCT BRANDS

Dr. Lalit Singla¹,

Assistant Professor, School of Commerce and Management, Sri Guru Granth Sahib World
University, Fatehgarh Sahib.

Monika Jindal²

Assistant Professor, Department of Commerce, A.S College, Khanna.

ABSTRACT

Brands are the valuable assets for any organization. Brand add value o the products makes them easily sale in the market. Brand is the personality that identifies a product, service or company. To still remain in the market brand needs to take extra steps to keep customers interested, as people always looks for the best product. Customer will buy the product if they are aware about it Brand awareness is an important way of promoting commodity related products. The objective of the study is to examine the level of awareness regarding brand of super product and to study the awareness of super brand as compare to other brands. For achieving this objective research carried out at 100 respondents residing at Mandi Gobindgarh, Khanna and its villages. For testing reliability statically test chi-square was applied. The study suggests that there is a need to aware the customer about the different products of super brand. There is a need to improve the advertisement of super products because population is not properly aware bout the different products of super brands. It will help in increasing brand image. There is a need to capture more area to sale super products that will help to aware the people of that area who are not aware earlier.

INTRODUCTION

In these days, brands compete with one another to dominate the market. It can be done either by cutting down prices or improving quality of product. Brands are the valuable assets for any organization. Brand add value o the products makes them easily sale in the market. Brand is the personality that identifies a product, service or company. When a brand has a legal protection or sanction and the right to its exclusive use by its owner, it becomes a trade mark. In India brands can be registered as trademarks under Trade and Merchandise Mark Act of 1958.To still remain in the market brand needs to take extra steps to keep customers interested, as people always looks for the best product. Customer will buy the product if they are aware about it. So, there is a need to aware the customer regarding a particular brand and to determine the brand awareness level among customers regarding a product. 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 as compared to its competitors will usually get the most sales.

Definition:

“A brand is a seller’s promise to deliver a specific set of features, benefits and services consistent to the buyers.”

Philip kotler

REVIEW OF RELATED LITERATURE

A literature review provides an overview and a critical evaluation of body of literature relating to a research topic or a research problem. "A literature review is the process of reading, analyzing, evaluating, and summarizing scholarly materials about a specific topic." (Richard Nordquist)

Zhang (2015) revealed that the impact of brand image on customer satisfaction and customer loyalty has been testified. The brand image not only influence the customer loyalty directly but also impact on it through other mediating factors. Some research result demonstrates that brand image exerts no direct influence on customer loyalty but it can impact on customer loyalty customer satisfaction.

Vishwas, George, Siril, (2014) studied that loyal consumer are emotional creature which are highly driven by their desire to maintain a relationship with the brand they feel an emotional connection with. As continuance commitment was found to not have any considerable impact on consumer's loyalty towards a brand, it is assumed that factors such as price and other available alternatives does not influence this desire to maintain said relationship.

Sundari, (2014) examined brands have gained renewal interest in recent years. Brand consciousness can create advantages and benefits for the firm, the trade or the consumer. The aspects of brand consciousness typically involve uncertainties to quantify in brand valuation studies. A strong brand can serve as umbrella under which to launch new product or to license existing one.

Nagasaki, Navaneetha, (2014) studied that the economic aspect of green marketing should not be neglected because ecological issue are the focal point of green marketing decision making. There should be transformation of all the marketing activities from chemical orientation to natural oriented-marketing approaches not only be towards customer oriented, but the focus should be customer plus environmental oriented for sustainable growth and development of future generation. Marketers need to understand the significance of eco marketing and have to be very sensitive towards environmental and ethical aspects.

Ehsan, (2013) studied developing brand awareness and brand loyalty is a need of time. Managers all over the world should actively promote and improve the brand awareness and brand loyalty of the customer to enhance their purchase intention. These efforts are more likely to be faithful if these practices are accompanied by communication about the brand to the targeted customers. There is a need to focus on brand awareness and brand loyalty to increase the purchase intentions for their brand.

Gupta, Kaur, (2013) revealed that there is an increasing trend among the people of rural areas about the awareness of various brands of the daily consumption goods. People of rural area are becoming more consciousness about their health and other aspect of life. They assume that branded products are quality products which are good for their health and for beauty aspects; even people are ready to pay high price for the branded products.

Ali Husain, (2012) studied that customer wants to see an improvement in services and support services. The management should have a clear understanding of the customer wants and needs, the market environment, what they need to do to satisfy their customers, how they can build their brand identity, image and create awareness of the product.

Wang chin Mel, (2012) studied that the corporate brand image significantly effects customer

satisfaction and customer loyalty, and customer satisfaction has strong impact on customer loyalty. Subhani Imtiaz Muhammad and Osman amber, (2009) studied that awareness has no relationship with perceptions in the case of milk brand. Further study suggests that perception has no direct link with brand loyalty for any packed milk brands. The milk packed product category demonstrates no significant mediating role for perception between awareness and consumer loyalty. This may help to explain presence of switching.

Draganska, Michaela, (2009) revealed that advertising expenditure has a significant positive effect on a brand's stock of awareness but no significant effect on its stock of perceived quality. Primary effect of advertising for the particular brand is to increase the awareness regarding a product among the people. Once consumers have used the brand, they must be aware of its existence and should know its characteristics, so informative advertising should not affect them anymore. Since usage experience is often not directly observable, this imperial strategy is largely limited to newly introduce brand.

Keller Kevin lane, (2005) found that branding and brand management has clearly become an important management priority for all type of organization. It could be argued that there has been a somewhat of a preoccupation with brand extensions and some of the processes that lead to the development of brand equity. By contrast, there have been relatively limited efforts toward exploring the financial, legal and social impacts of brand.

NEED OF THE STUDY

The study is needed to find out the some suggestive measures perceived by chanakya industry regarding establishment of brand. Chanakya dairy product ltd. plays an important role in the economic growth and development of country. Chanakya dairy product ltd. has a significant share in export of the country and also provides a large no. of employment opportunities to the population of India. The study conducted to find out the suggestive approach to make brand more effective.

OBJECTIVES OF THE STUDY

- To know the level of awareness regarding brand of super product.
- To study the awareness of super brand as compare to other brands

RESEARCH METHODOLOGY

It is a systematic way of conducting a project it is a series of steps, which are undertaken in order to reach at the final decision. This report is based on primary as well as secondary data, however primary data collection was given more importance since it is overhearing factor in attitude studies. One of the most important uses of research methodology is that it helps in identifying the problem, collecting, analyzing the required information and providing an alternative solution to the problem.

Scope of the study

The study is conducted at Mandi Gobindgarh, Khanna and its villages. This study is limited to the information given by the respondents and secondary sources.

Research design: Descriptive Analysis

Collection of Data:

Primary data: In this study questionnaire has been used for receiving primary data. Firstly The questionnaire was formulated and then responses were collected from the respondents. Secondary data: In this study information from various websites and journals are collected.

Sample Design:

Sample size: The sample size for the study is 100 respondents. In this study the data is collected from 100 respondents.

Sampling method: The Quota sampling method is used for collecting data from the respondents.

DATA ANALYSIS AND INTERPRETATION

In this study data from 100 respondents are collected and then presented into sheet. After the data filtration the whole data is converted into tables. Percentage method and chi square test is used or analyzing the data into meaningful information. The results of survey have been analyzed as follows:

Table No. 5.1

Awareness regarding all milk & milk Products of Super brand

Particulars	Frequency of awareness	percentage	Cumulative %
Yes	55	55%	55%
No	45	45%	100%
<i>Total</i>	100	100%	

According to table 5.1 only 55% respondents are aware about all milk & milk products of super brand and 45% respondents are not aware about milk & milk products of Super brand.

Table 5.2

Awareness regarding all milk & milk Products of Super brand on the basis of gender

Gender	No. of respondents	Frequency of awareness	percent
Male	40	20	36.36%
Female	60	35	63.64%
<i>Total</i>	100	55	

According to table 5.2 out of total respondents who are aware about all milk & milk products of super brand 36.36% are male and 63.64% are female.

Table no. 5.3

Awareness regarding all milk & milk Products of Super brand on the basis of area

Area	No. of respondents	Frequency of awareness	Percentage
Urban	20	17	30.91%
Semi- urban	30	28	50.91%
rural	50	10	18.18%
<i>Total</i>	100	55	100%

As per table 5.3 the respondents who Aware about super brand are 30.91% belongs to urban area,

50.91% relates to semi-urban area and 18.18% belongs to rural area.

Table no. 5.4

Awareness regarding all milk & milk Products of Super brand on the basis of age

Age	No. of respondents	Frequency of awareness	Percentage
Below 20	30	11	20%
20-30	45	24	43.64%
Above 30	25	20	36.36%
Total	100	55	100%

According to table 5.4 the respondent whose age is below 20 and fully aware about milk & milk products of super brand are 20%, and respondents whose age is 20-30 are 43.64% and whose age is 30-40 and fully aware about milk & milk products of super brand are 36.36%.

Table 5.5

Awareness regarding all milk & milk Products of Super brand on the basis of occupation

Occupation	No. of respondents	Frequency of awareness	Percent
Private job	17	8	14.55%
Govt. Job	-	-	0%
House wife	28	16	29.09%
Student	16	9	16.36%
Other	39	22	40%
<i>Total</i>	100	55	100%

The table 5.5 represents that out of awareness regarding all milk and milk products of super brand 14.55% belongs to private jobs, 29.09% are house wife 16.36% are student and 40% are belongs to other occupation.

Table No.5.6

Media through which people are aware about super brand

Particulars	No. of respondents	Percent	Cumulative %
T.V	-	0%	
Radio	-	0%	
Newspaper	-	0%	
Hoarding	18	18%	18%
Friends / relatives	82	82%	100%
<i>Total</i>	100	100%	

According to figure 5.6 there is no proper media to aware the people regarding a super brand. Out of aware respondents 18% are aware from hoardings and 82% are aware from their friends and relatives.

Awareness regarding Milk and Milk products of different Brands

Table no.5.7(a)

Verka

Particulars	No. of respondents	Percent	Cumulative %
Fully Aware	73	73%	73%
Almost aware	15	15%	88%
Less aware	12	12%	100%
Not aware	-	0%	
Total	100	100%	

The table no. 5.7(a) shows that out of 100 respondents 73% are fully aware , 15% are almost aware and 12% are less aware about milk and milk products of verka brand.

Table no.5.7(b)

Super

Particulars	No. of respondents	Percent	Cumulative %
Fully Aware	55	55%	55%
Almost aware	24	24%	79%
Less aware	21	21%	100%
Not aware	-	0%	
Total	100	100%	

The table no. 5.7(b) shows that out of 100 respondents 55% are fully aware, 24% are almost aware and 21% are less aware about milk and milk products of Super brand.

Table no.5.7(c)

Amul

Particulars	No. of respondents	Percent	Cumulative %
Fully Aware	95	95%	95%
Almost aware	3	3%	98%
Less aware	2	2%	100%
Not aware	-	0%	
Total	100	100%	

The table no. 5.7(c) shows that out of 100 respondents 95% are fully aware , 3% are almost aware and 2% are less aware about milk and milk products of amul brand.

Table no.5.7(d)

Purik

Particulars	No. of respondents	Percent	Cumulative %
Fully Aware	4	4%	4%
Almost aware	2	2%	6%
Less aware	14	14%	20%
Not aware	80	80%	100%
Total	100	100%	

The table no. 5.7(d) shows that out of 100 respondents 4% are fully aware, 2% are almost aware, 14% are less aware and 80% are not aware about milk and milk products of purik brand.

HYPOTHESIS TESTING

As per the data to the test the significance of references while selecting an employee for a job. According to figure 5.1 only 55% respondents are aware about all milk & milk products of super brand and 45% respondents are not aware about milk & milk products of Super brand.

Chi square test was applied.

Ho: All persons are not fully aware about milk & milk products of Super brand.

H1: All persons are fully aware about milk & milk products of Super brand.

Calculated value = 1, @5% level of table value of chi square = 3.841

Result: Calculated value < Table value, so null hypothesis is accepted as all the persons are not fully aware about milk & milk products of Super brand.

Decision: All persons are not fully aware about milk & milk products of Super brand.

CONCLUSION

As per this study super brand is not popular as compare to other brands. The people are not fully aware about super brand because of lack of advertisement. Only 55%% respondents are fully aware about super brand through their friends and hoardings. There are number of factor which affect the sale of brand The people are not fully aware about the super brand. Only 55% respondents are fully aware about super brand. Out of fully aware people 36.36% are male and 63.64% are female. There is no proper media for the advertisement of super brand. The awareness level of super brand is more as compare to Purik. But as compare to Verka and Amul, the awareness of Super brand is less. Only 17% respondents prefer super brand as compare to other brands. The study suggests that there is a need to aware the customer about the different products of super brand. There is a need to improve the advertisement of super products because population is not properly aware bout the different products of super brands. It will help in increasing brand image.

There is a need to capture more area to sale super products that will help to aware the people of that area who are not aware earlier.

BIBLIOGRAPHY

BOOKS:

- Gupta shashi k., Rangi Praneet. (2013).Marketing research. New Delhi: Kalyani Publishers.
- Kothari C.R, Garg Gaurav. (2015).Research Methodology. New Delhi: New age International publisher.
- Kaur Kirandeep, Rubi. (2013).Integrated Marketing Communication and brand Equity. New Delhi, kalyani publisher.
- Chopra P.K., Mehra Bhawna. (2012).Marketing Management. New Delhi:Dreamtech Publisher.

JOURNALS:

- Zhang Yi (2015), "The impact of brand image on consumer behavior", Open journal of business and management,vol.3,No. 1, pp 58-62
- Vishwas M., George L. &Siril J. (2014), "Determinants of brand loyalty: A study of the experience commitment-loyalty consumer
- Sundari R. (2014) "Brand consciousness of women consumer"International journal of business economics, finance, and social science:
- Nagasaki M., Navaneetha B.(2014) "A study on awareness and usage of green products among the women students"International journal of business administration vol.4, issue: 5:
- Ehsan M. (2013) "Importance of brand awareness and brand loyalty in assessing purchase intentions of customers"International journal of business and social science, vol 4 no. 5:
- Gupta S., Kaur M. (2013) "Brand awareness among consumers on daily consuming goods", international journal of economics, management and social science.

WEBSITES:

- www.chanakyadairy.in
- www.scribd.com
- www.shoadganga.com
- www.slideshare.com