BRAND AWARENESS OF CONSUMERS ON DAIRY PRODUCTS WITH SPECIAL REFERENCE TO POLLACHI

R. YOGESHWARI
Research Scholar

V. SURESHKUMAR
Assistant Professor in MBA
Sree Saraswathi Thyagaraja College, Pollachi

Abstract

The main aim of the study is to reveal the brand awareness of dairy products in Pollachi. There are many Brands available in the study area so the researcher finds the level of awareness about the brands. There are 200 respondents were taken for the study using convenient sampling technique. The Age, Gender, Educational Qualification of the respondents is identified through Simple percentage tool. The awareness level of the respondents is assessed through ranking method.

Keywords: Brand Awareness, Dairy Products.

Introduction

Brand awareness plays a major role for every product. In general, awareness is all about the consumer's knowledge towards the product they purchase. Once the consumers are satisfied and well known about the product they purchase. The awareness can be created by promotional strategies. It is the consumer's ability to recollect the product and thus helps in decision making. There are different kinds of brand awareness. Consumers prefer various brands according to their considerations.

Brand awareness is like a key indicator to create some competitive market performance. To create brand awareness about the particular brand, the marketers collect various metric measures to make a particular product and make aware of it aware. Awareness level for the particular product must be done in various sectors and also from various places to make, know about the product in a easy and simple way as it reaches the customers easily.

Definition

According to the American Marketing Association, a brand is a "name", term, sign, symbol or design or a combination of them intended to identify the goods and services of sellers and to differentiate them from those of competition." (Keller, 1998).

"Brand awareness refers to the strength of a brand's presence in the consumer's mind" said by (Aaker, 1996, p.10)

Statement of the Problem

In today's world everyone are using milk in a regular manner. It is considered as a health drink from children's to adults. There are many branded milk products are available in the competitive market, each products differ from various components such as fat content, protein, carbohydrate, water, vitamins, minerals. There

are many factors that influence the customers while purchasing the product. Since the study area is a place where the population is high and there are numerous milk brands are available, hence this study helps to know the awareness towards the milk they purchase.

Objectives of the Study

The present study was designed to study the Brand Awareness towards Dairy products, Pollachi with the following specific objectives:

- To analyze the Brand Awareness of dairy products in Pollachi.
- To assess the factors influencing brand awareness of milk products.

Literature Review

Geetha (2015) in the study has analyzed the brand awareness and brand perception. Have also analyzed the factors which affect the brand loyalty. The study has been made with the consumers who are using different brands of packaged milk. The interview schedule has been done to the respondent. The convenient sampling method has been used to analyze the brand loyalty. With 100 respondents and all brands available in Rohtak city are taken for the research. Suggests reducing the price of some brands, to attain new customers. The study reveals that the Amul brand is more aware and preferred by the respondents.

Kalaiselvi (2014) has revealed the perception, Brand preference, awareness of branded consumer FMCG products. The study has been done in Coimbatore city. The study has been done with 100 respondents selected by using simple random sampling method. The Annova and T.test has been used in SPSS. The attitude of male and female are different while preferring the brand of FMCG products. There should be more awareness created to the customers about the brands by their marketing agencies.

Dhanya and Palanichamy (2018) has analyzed the awareness and buying behavior of the consumers of dairy products. The research has been done in the Coimbatore district. 120 respondents are analyzed using simple random sampling technique. Out of 120 respondents 75 are only using Aroma products. The tools used to assess the data are Descriptive statistics, z test, Likert's scaling, and Garrett's rating method. The Aroma brand is well known to the customers. There should not arise any demand

for the product. The quality product should always available in the market without any demand.

Research Methodology

The research method adopted for the study was descriptive research and the sampling used was convenient sampling technique. The primary data around 200 milk users taken for the study. The questionnaire was collected with likert scaling method as a primary data. The secondary data was collected with the help of journal, thesis, and magazines. The tools such as percentage analysis and ranking method were used.

Analysis and Interpretation

Age of the Respondents

Age	Respondents	%
Below 20 Years	10	11
21 - 30 Years	97	48
31 - 40 Years	55	27
Above 40 Years	27	14
Total	**200**	**100**

The above table reveals that 11% of the respondents come under the group Below 20 Years and 48% of the respondents come under the group 21 to 30 Years and 27% of the respondents come under the group of 31 to 40 Years and 14% of the respondents comes under the group of above 40 Years.

(48%) of the maximum number of the respondents belongs to the age group of 21-30 Years.

Gender of the Respondents

Gender	No. of Respondents	%
Male	75	38
Female	125	62
Total	**200**	**100**

The above table shows that 38% of the respondents are Male, and 62% of the respondents are Female. (62%) of the maximum number of the respondents belongs to Female

Educational Qualification of the Respondents

Qualification	Respondents	%
No formal education	7	4
Upto Hr Sec	48	24
Degree	93	46
Post Graduate	41	20
Others	11	6
Total	**200**	**100**

The above table shows that 4% of the respondents comes under the group No formal

education, 24% of the respondents comes under the group UptoHr Sec, 46% of the respondents comes under the group Degree, 20% of the respondents comes under the group of Post Graduate, and 6% of the respondents come under the group of Others (46%) of the maximum numbers of the respondents are Degree holders.

Awareness of Branded Dairy Products

Dairy Products	Mean Score	Ranks
Sakthi	4.125	II
Aavin	4.085	III
Arokya	4.43	I
Cavin's	3.835	V
Amrut	3.77	VI
Amul	3.845	IV
KC+	3.295	IX
Aroma	3.495	VII
Patanjali	2.825	X
Cowma	3.37	VIII

The above table reveals that Arokya brand ranks I, the mean score value is (4.43), Sakthi brand ranks II, the mean score value is (4.125), Aavin brand ranks III, the mean score value is (4085), Amul brand ranks IV, the mean score value is (3.845), Cavin's brand ranks V, the mean score value is (3.835), Amrut brand ranks VI, the mean score value is (3.77), Aroma brand ranks VII, the mean score value is (3.495), Cowma brand ranks VIII, the mean score value is (3.37), KC+ brand ranks IX, the mean score value is (3.295), Patanjali brand ranks X, the mean score value is (2.825).

Findings

➢ (48%) of the maximum number of the respondents belongs to the age group of 21-30 Years.

➢ (62%) of the maximum number of the respondents belongs to Female.

➢ (46%) of the maximum numbers of the respondents are Degree holders.

➢ (4.43) of the maximum numbers of the respondents are aware of Arokya brand.

Suggestions

There is a need for the other brands to improve the following factors to make their product to reach high standard.

• Taste
• Brand awareness
• Affordable price
• Fat content

CONCLUSION

The consumers based on the findings they were aware about all the brands in dairy industry. Most of the consumers are aware about Arokya milk in study area. The awareness about the product is different from the brand preference.

References

1. V.VijayAnand, N.Panchanatham, B. Rajasekaran(2013), "Brand Preferences And Brand Loyalty - An Empirical Study With Special Reference To Packaged Milk", International Research Journal of Business and Management (IRJBM), vol:4, pp.45-56.

2. Jhansi.N(2015)," Consumers and Dealers Preference and Perception of Selected Brands of Milk Products In Hyderabad City", pp. 1-74.

3. Geetha(2015), "Brand preference 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.

4. S.Kalaiselvi(2014), "Brand Awareness and Consumer Preference for FMCG Products : An Emprirical study with special reference to Coimbatore City:, International Journal of Management and Social Science Research Review, vol-1, issue-2, pp.225-232

5. Dhanya.K, Venkatesa palanichamy. N (2018), "An overview of Consumer Buying Behavior towards Aroma Milk Products in Coimbatore District, Tamil Nadu," International Journal of Advance in Agricultural Science and Technology, vol:5, issue:7 pp:109-123.

6. Muhammad Imtiaz Subhani and Ms. Amber Osman,(2011), "A study on the association between brand awareness and consumer/brand loyalty for the packaged milk industry in Pakistan" South Asian Journal of Management Sciences Vol. 5, No. 1, pp:1-14.

7. Suresh kumar.V and Thayumanavar.B (2018)," Post purchase behavior of consumers on select branded herbal products", Research explorer,Vol VI (17),PP-115-119.

8. Suresh kumar.V and Thayumanavar.B (2018)," Buying behavior of select branded herbal products",SELP Journal of social science, Vol IX (35),PP 1-5.