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## A STUDY ON CONSUMER AWARENESS TOWARDS UDHAYA KRISHNA GHEE PRODUCTS IN POLLACHI TOWN

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### Abstract

*Udhaya Krishna Ghee enjoys a formidable market share in the middle east and South east Asian countries. It was founded in 1980, Udhaya Krishna Ghee is known for its traditional flavor and excellent quality and divine purity. Consumer awareness is a need of present days. Since we are inspired to buy different product through advertisement but many of them are not qualitative product. In this age of capitalism and globalization, the main objective of each producer is to maximize his profit. In each and every possible way the producer are trying to increase the sale of their products. This study consumer awareness, factor, price and package of udhaya Krishna ghee.*

**Keywords:** Awareness, Factors, Price, Package.

### Introduction

Consumer awareness refers to the understanding by a consumer of their rights in regards to a product or service being marketed or sold, enabling buyers to get the most from what they purchase. There are four categories in the concept of consumer awareness: information, choice, safety and the right to be heard.

Therefore, in fulfillment of their aim they forget the interests of consumer s and start exploiting them for example – overcharging, under weighing, selling of adulterated and poor quality goods, misleading the consumers by giving false advertisement etc. Thus in order to save himself from being cheated, it is necessary for a consumer to be aware. In this way, consumer awareness means creating awareness of a consumer towards his rights and duties. It has been observed very often that a consumer does not get right goods and services. He is charged a very high price or adulterated or low quality

goods are sold to him. Therefore it is necessary to make him aware.

### Scope of the study

This study will give more insight into the dimensions of Consumer awareness Based Brand Equity and its chemistry with Sales Promotions, Price and Premium Promotions. It will help to refine the scaling techniques employed to find out Consumer awareness in different categories and class of products.

### Objectives of the study

- To find the awareness about the brands of Udhaya Krishna ghee.
- To find the influencing factor to prefer Udhaya Krishna ghee.
- To find the level of awareness of package and price of the product.

### Limitations of the study

- Due to lack of time households might have just ticked the options
- Some customers may not have understood the question properly
- Some were not comfortable to express themselves in English

**Review of Literature**

**Kupuswamy&VenkatramaRaju (2011)**,examined that the initiatives undertaken by the companies to improve Energy Efficiency, devising ways and means for re-use of energy, oils and materials to promote Resource Conservation. It highlights the development of sustainability at three levels, namely, Strategic Level, Relationship and Co-ordination Level and Operating Level.

**Rubaina, (2011)**, conducted a research on the customer preference towards dairy products. The study made an attempt to identify the customer’s preference towards dairy products and to know about the factors which influence the selection of different brands of dairy products. The study revealed that the company should make survey to know the expectations of the consumers and produce that product in the manner so as to attract more customers towards their brand and advertisement can be done through mass media to increase sales and to educate customers about the product.

**JothiMary.C, (2013)**, conducted a study on consumer behavior of Aavin. The study focused on consumer behavior is a subset of consumer behaviors, which is concerned with decisions that lead up to the act of purchase. It could be the influence of the variable price brand image, quality of the product, regularity of service. The study attempts to bring out the factors leading to the purchase behavior and perception of consumers in buying Aavin milk. The consumers are satisfied with quality of Aavin brand compared to other brands.

**Ananda Kumar. A and Babu.S, (2014)**,made an attempt to find the factors affecting consumer’s buying behavior, with the focus on dairy products. The variables include packaging, cost, availability, ingredients, product popularity, product quality, product taste, etc., that influence the choice of a brand from among those in the consideration list, but may not be the most important and primary determinants for short listing brands. The study is useful to the marketers as they can create various marketing programs that they believe will be of interest to the consumers. It can also boost their marketing strategy.

**Elangovanand Gomatheeswaran.M, (2015)**,focused on consumer behaviour towards various brands of milk and milk

products. Consumers’ lifestyles are influenced by number of factors. Like culture, subculture, values, demographic factors, social status, reference groups, household and also the internal makeup of the consumer, which are emotions, personality motives of buying, perception and learning. The study was examining the differences in consumer’s behavior with socio and economic characteristics towards brand selection.

**Table showing gender wise classification**

S.N.	Particulars	F	%
1	Male	94	43
2	Female	126	57
Total		220	100

From the above table it is found that out of 220 respondents male respondents are 43% and female respondents are at maximum of 57%.

**Table showing area of residence**

S.N	Particulars	F	%
1	Urban	94	43
2	Semi urban	81	37
3	Rural	45	20
Total		220	100

From the above table showing are of residence it is found that maximum of 43% of the respondents are in urban area, 37% of the respondents are in semi urban and minimum of 20% of the respondents are in rural area.

**Table showing age wise classification**

S.N	Particulars	F	%
1	Below 20 years	11	5
2	21-30 years	49	22
3	31-40 years	84	39
4	Above 40 years	76	34
Total		220	100

From the above table it is found that 5% of the respondents are below 20 years, 22% of the respondents are between 21-30 years, maximum of 39% of the respondents are between the age group of 31-40 years and 34% of the respondents are above 40 years.

**Table showing type of family of the respondents**

S.N	Particulars	F	%
1	Joint family	26	12
2	Nuclear family	194	88

Total	220	100
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From the above table it is found that out of 220 respondents minimum of 12% of the respondents are in join family and maximum of 88% of the respondents are in nuclear family.

**Table showing respondents usage of the product**

S.No	Particulars	F	%
1	Yes	220	100
2	No	0	0
Total		220	100

From the above table it is found that out of 220 respondents 100% of the respondents have used the product.

**Table showing mode of awareness about the product**

S.N	Particulars	F	%
1	TV	67	31
2	Newspaper	49	22
3	Radio	24	11
4	Internet	21	9
5	Words of mouth	59	27
Total		220	100

From the above table it is found that out of 220 respondents 31% of the respondents came to know about the product through TV, 22% of the respondents were aware by newspaper, 11% of them by radio, minimum of 9% came to know through internet and 27% of them aware through words of mouth.

**Table showing easy availability of the product**

S.No	Particulars	F	%
1	Highly agree	65	29
2	Agree	89	40
3	Neutral	54	25
4	Disagree	9	5
5	Highly disagree	3	1
Total		220	100

From the above table it is found that out of 220 respondents, 29% of them highly agree about easy availability of the product, 40% of the respondents agree, 25% of the respondents have neutral opinion, 5% disagree and 1% of the respondents highly disagree about the easy availability of the product.

**Table showing respondents awareness of package**

S.No	Particulars	F	%
1	Pouch	29	13
2	Jar	31	14
3	Tin	19	8
4	All the above	141	65
Total		220	100

From the above table it is found that out of 220 respondents, 13% of the respondents are aware of only pouch pack, 13% of the respondents are aware of jar, 8% of the respondents are aware of tin pack and maximum of 65% of the respondents are aware of all the above packs.

**Table showing time period of awareness of the product**

S.No	Particulars	F	%
1	Less than 1 year	32	15
2	1-2 years	76	35
3	3-4 years	89	40
4	More than 4 years	23	10
Total		220	100

From the above table it is found that out of 220 respondents, 15% of the respondents are aware of the product from less than one year, 35% of them aware from 1-2 years, 40% of them were aware from 3-4 years and 10% of the respondents were aware of the product form more than 4 years.

**Table showing unavailability of the product**

S.No	Particulars	F	%
1	Highly agree	14	6
2	Agree	22	10
3	Neutral	29	13
4	Disagree	75	35
5	Highly disagree	80	36
6	Total	220	100

From the above table it is found out of 220 respondents 6% of the respondents highly agree about unavailability of the product, 10% of the respondents agree, 13% of the respondents have an neutral opinion, 35% of the respondents disagree that there are no unavailability of the product and 36% of the respondents highly disagree.

**Table showing how often respondents buy the product**

S.No	Particulars	F	%
1	Daily	5	3

2	Weekly	29	13
3	Monthly	92	42
4	Yearly	28	12
5	Needed time	66	30
Total		220	100

From the above table it is found that out of 220 respondents, 3% of the respondents buy daily, 13% of the respondents buy weekly, 42% of the respondents buy monthly, 12% of the respondents buy yearly and 30% of the respondents buy at needed time.

**Table showing price range mostly preferred**

S.No	Particulars	F	%
1	Less than 100	56	26
2	100 to 500	69	31
3	500 to 1000	72	32
4	More than 1000	23	11
Total		220	100

From the above table it is found that out of 220 respondents, 26% of the respondents prefer product price range from less than 100, 31% of the respondents prefer price range between 100 to 500, 32% of them prefer between 500 to 1000 and minimum of 11% of the respondents buy at the price range more than 1000.

**Table showing awareness about other products**

S.No	Particulars	F	%
1	Aroma	44	20
2	Milky mist	49	23
3	Amul	61	27
4	RKG	39	18
5	Cavin's	27	12
6	Total	220	100

From the above table it is found that out of 220 respondents 20% of the respondents are aware of the brand aroma, 23% of them are aware of milky mist, 27% of the respondents are aware of amul, 18% of the respondents are aware of RKG, 12% of the respondents are aware of cavins brand.

**Table showing satisfaction level compared to other products**

S.No	Particulars	F	%
1	Highly satisfied	89	41
2	Satisfied	71	32

3	Neutral	41	19
4	Dissatisfied	12	5
5	Highly dissatisfied	7	3
Total		220	100

From the above table it is found that out of 220 respondents, 41% of the respondents are highly satisfied compared to other products, 32% of the respondents are satisfied, 19% of them have an neutral opinion on satisfaction level on the product compared to the other products, 5% of the respondents are dissatisfied and 3% of them are highly dissatisfied.

**Table showing attractiveness than other brand**

S.No	Particulars	F	%
1	Highly agree	61	28
2	Agree	79	36
3	Neutral	52	24
4	Disagree	20	9
5	Highly disagree	8	3
Total		220	100

From the above table it is found that out of 220 respondents 28% of the respondents highly agree on attractiveness than other product, 36% of them agree and 24% of the respondents have a neutral opinion, 9% of the respondents disagree about attractiveness than other product and 3% of them highly disagree.

**Table showing respondents prefer the product to others**

S.No	Particulars	F	%
1	Highly agree	97	45
2	Agree	72	33
3	Neutral	47	21
4	Disagree	4	1
Total		220	100

From the above table out of 220 respondents, 45% of the respondents highly agree that they prefer the product to others, 33% of them agree, 21% of the respondents have an neutral opinion, 1% disagree and none of the respondents highly disagree on preferring the product to others.

**Table showing offers attractiveness**

S.No	Particulars	F	%
1	Highly agree	41	19
2	Agree	39	17
3	Neutral	51	23
4	Disagree	59	27

5	Highly disagree	30	14
Total		220	100

From the above table it is found that out of 220 respondents, 19% of the respondents highly agree that offers are attractive, 17% of the respondents agree, 23% of the respondents have a neutral opinion, 27% of the respondents disagree and 14% of the respondents highly disagree on offers.

**Table showing rank correlation of feature made to buy the product**

	N	Percentiles			Mean Rank	Rank
		25th	50th (Median)	75th		
Taste	220	1.0000	1.0000	2.0000	2.20	1
Aroma	220	2.0000	3.0000	3.0000	3.51	3
Quality	220	2.0000	2.0000	3.0000	3.11	2
Package	220	2.0000	3.5000	4.0000	3.96	5
Price	220	2.0000	2.0000	3.0000	3.52	4
Availability	220	2.0000	5.0000	5.0000	4.70	6

From the rank correlation analysis it is found that mean rank value of taste is 2.20 which shows that taste is the major feature which makes the consumers to prefer. The second ranked feature is quality, next is aroma which follows price, fourth ranked feature is package and the least rated feature is availability.

**Findings**

- It is found that out of 220 respondents 57% of the respondents are female.
- It is found that out of 220 respondents 43% of the respondents are in urban area.
- It is found that out of 220 respondents 39% of the respondents are in age group between 31-40.
- It is found that out of 220 respondents 88% of the respondents are in nuclear family.
- It is found that out of 220 respondents 100% of the respondents have used the product.
- It is found that out of 220 respondents 31% of the respondents came to know about the product through TV.
- It is found that out of 220 respondents 40% of the respondents agree about easy availability of the product.
- It is found that out of 220 respondents 65% of the respondents are aware of all the kind

of packs such as pouch, jar and tin of udhaya Krishna ghee.

- It is found that out of 220 respondents 40% of the respondents are aware of the product for a period between 3-4 years.
- It is found that out of 220 respondents 36% of the respondents are highly disagree about the unavailability of the product.
- It is found that out of 220 respondents 42% of the respondents buy the product monthly.
- It is found that out of 220 respondents 32% of the respondents prefer the price range from 500₹ to 1000₹.
- It is found that out of 220 respondents 27% of the respondents are aware of amul other than Udhaya Krishna ghee.
- It is found that out of 220 respondents 41% of the respondents are highly satisfied with the product compared to other products.
- It is found that out of 220 respondents 36% of the respondents agree that the product have attractiveness than other brands.
- It is found that out of 220 respondents 45% of the respondents highly agree that they prefer the product to others.
- It is found that out of 220 respondents 27% of the respondents disagree on the offers give.
- From the rank correlation analysis it is found that mean rank value of taste is 1.91 which shows that taste is the major feature which makes the consumers to prefer. The second ranked feature is aroma, next is quality which follows package, fourth ranked feature is price and the least rated feature is availability.

**Conclusion**

An attempt is made to identify the level of awareness among the respondents towards Udhaya Krishna Ghee. It was found during studies that Udhaya Krishna Ghee has a very good market reputation in Coimbatore city. They have a huge market share and big customer base. They have a bright future as have many uncovered area and potential customers. Consumers are satisfied with the quality of the product. There are lots of varieties of quantity and package is available in the market. Consumers have complaint regarding packaging and sometimes availability of the product.

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