

Available online @ www.iaraindia.com
 SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
 ISSN: 0975-9999 (P) 2349-1655 (O)
 Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
 Volume XIII, Issue 51
 January – March 2022
 Formerly UGC Approved Journal (46622), © Author

A STUDY ON BRAND AWARENESS AND CUSTOMER EXPECTATIONS FOR DHALL IN SPECIAL REFERENCE WITH UDHAYAM BRAND OF PRODUCT IN MANNARGUDI TOWN

Mrs. J.ANNAMMAL

Assistant Professor of Commerce
 STET Women's College, (Autonomous)
 Mannargudi.

&

Miss. K.SONA

II- Mcom
 STET Women's College, (Autonomous)
 Mannargudi.

Abstract

The subject is investigation one of the purposes of this paper was to do a research about brand awareness to see what extent it matters when the first time in an unfamiliar environment one of the objectives was to determine if there were any difference in buying behavior between the chosen or different culture the research group is limited to students from china, India and Iran. The conclusion of research paper was that all investigated factors had some importance of choice of brand while quality had a greater effect on brand choice than brand awareness. Brand serves a pivotal role for distinguishing goods and services from those the competitors the emergence of brand in marketing tactics and hence provides useful insights for managers and further research. Brands in the recent decades, there are a growing number of researches conducted in the field of consumer behavior.

Keywords: Brand awareness, Brand name, Branding, Brand image, Brand loyalty, Consumer behavior

1. INTRODUCTION

Branding is a major issue product strategy well known brands commands price premium developing a branded product requires a great deal of long term investment, especially for production and packaging the most distinctive skills of professional marketers is their ability to

create maintains product and enhance brand consumer behavior refers to the activities in which people acquire consume and dispose products and services .owning to the proliferation of brands in the recent decades, there a growing number of researches conducted buying behavior. However,most of them

concentrate on a single country study regardless of the importance of cross-country comparison which will inspire innovative ideas for understanding the fast changing consumer habits. The dissertation is going to investigate the differences of British and Chinese in purchasing clothes under the influence of brand image.

Definition of Brand:

According to the American marketing association defines "A brand as a name, term, sign, symbol or design of combination of them, intended to identify the goods or services of one seller or group of seller and to differentiate them from those of competitors.

Statement of the Problem:

The problem undertaken for the study purpose is to find out the public eagerness to purchase of Dhall in branded items, preferential statuses of consumers are analyzed on what basis the consumer prefers his brand and which influence him to buy such as brand and how his buying motives is created, are analyzed and conducted the exact buying behavior of the consumer towards using Udayam Dhallin Mannargudi Town.

Objectives of the Study

- To study the socio –demographic factors of the respondents
- To find out the brand which is moving fast or first
- To find out effective medium of advertisement
- To study the purchase behavior of the buyer of Branded dhal users
- To analyses the fast moving brand to the customer.
- To identify the attributes that makes respondents to choose Udayam Dhall.

Methodology:

Methodology is a comprehensive term, which includes various methods, and procedures, which are used for research analysis. It is way to solve the research problems systematically. This study attempts to find the public eagerness to

purchase Dhal products. Adopting a descriptive design carried out this study. Since the objectives of the study are mainly concerned with customers attitude, the necessarily data for analysis were from primary and secondary data.

Primary data are collected from the customers through questionnaire secondary data regarding the company profile and collected from journals magazines and websites.

Tools of Analysis:

The data collected from the respondents were processed, analyzed and presented in the form of table and graphs like bar diagrams, wherever necessarily, percentage have been worked out so that future comparison is made possible.

Sampling Type:

Simple random sampling technique is used for data collection among the customer. Primarily data were collected by questionnaire. The data collected from, the respondents were edited, analyzed and presented in the form of tables and charts wherever necessary.

Sampling Size:

The research has adopted random sampling technique for the research. The sample frame of the present research work has contained all varieties of the consumers. 100 samples have been selected in this regard.

Scope of the Study:

Every one of us is a consumer. In recent days, consumer in Mannargudi is at the point where there is a multiplicative effect of income growth, aspiration to consumer and a changed consumption, friendly ideology/social discourse across the income board, especially in Mannargudi. Hence the buying behavior of consumer has become a hot cake because Indian consumer in recent days is consuming everything from shampoo to motor cycle. This is the main reason behind the analysis Mannargudi market.

Limitations of the Study:

- The time factor was the major constraints because of which the

researcher could not collect more data in a short period.

- Few respondents took more times to answer the questionnaire.
- The researcher had difficulty with more of the respondents who were not willing to co-operate with study, as they were busy with their work.
- More over the study is restricted to Mannargudi town only due to time and cost factors.

TABLE 1
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AGE

S.No	Age	No. of Respondents	Percent age
1	Below 15 yrs	06	06
2	15 to 30 yrs	31	31
3	30 to 50 yrs	48	48
4	Above 50 yrs	15	15
Total		100	100

Source: Primary data

Inference:

The above table shows that 48% of the respondents are in the age group of 30 to 50, 31% of the respondents are in the age group of 15 to 30, 15% of the respondents are in the age group of above 50, 6% of the respondents are in the age group of below 15 yrs.

TABLE - 2
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MARITAL STATUS

S.No	Marital status	No. of Respondents	Percent
1	Married	69	69
2	Unmarried	31	31
Total		100	100

Source: Primary data

Inference:

The table shows reveals that marital status of the respondents terms of 69% of the respondents are married and 31% of the respondents are unmarried.

TABLE - 3
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SATISFACTION OF QUALITY

S.No	Opinion	No. of Respondents	Percentage
1	Highly satisfied	48	48
2	Satisfied	37	37
3	Dissatisfied	09	09
4	Highly dissatisfied	06	06
Total		100	100

Source: Primary Data

Inference:

The table shows that 48% of the respondents are highly satisfied the quality of the Udhayam Dhall, 37% are satisfied, 9% are dissatisfied and only 6% of the respondents are highly dissatisfied the quality of the Udhayam Dhall.

TABLE -4
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF IMPROVING THE BRAND IMAGE

S.No	Brand Image	No. of Respondents	Percentage
1	Quality	16	16
2	Quantity	17	17
3	Package	28	28
4	Advertisement	39	39
Total		100	100

Source: Primary Data

Inference:

The above table shows that 39% of the respondents are belongs to advertisement, 28% of the respondents are belongs to package, 17% of the respondents are quantity and 16% of the respondents are belongs to quality. Therefore majority of the respondents are belongs to advertisement on the basis of improving the product.

**TABLE-5
CLASSIFICATION OF
RESPONDENTS ON THE BASIS
OF REASON FOR PREFER THE
BRAND**

S. No	Reason	No. of Respondents	Percentage %
1	Safety	29	29
2	Familiarity	25	25
3	Prestige	10	10
4	Quality	36	36
Total		100	100

Source: Primary Data

Inference:

The above table shows that 36% of the respondents are prefer the brand for quality, 29% of the respondents are like to safety, 25% are familiarly and only 10% of the respondents are like to prestige.

Findings:

- The majority of the respondents are in the age group of 30 to 50(48%)
- Majority (69%)of the respondents are married.
- 48% of the respondents are highly satisfied the quality of the product.

- Majority 39% of the respondents are opinion that advertisement is the important factor for improve the brand image.
- Majority 36% of the respondents prefer the brand for qualification

Suggestions:

- Customer buy the brands depend upon the price of the product .If the price is reduced considerably all the consumers will prefer that brand.
- Improvement of quality should be considered but at the same time price equilibrium should be maintained.
- Step should be taken to make the products available in different shopping centers.
- Sensible advertisement should be made for better impression in the customer mind.

Conclusion:

The number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind. Though the majority of the respondents stick to their brand preference after entering the store however, more women stick their brand preference then men.

Reference Book:

- Beri G.C.Tata, Mc.Grew Hill Marketing publishing co,Ltd,New delhi 1981.
- C.R.Kothari Researchmethodology New age International (p) Ltd, New Delhi
- Cararence Hills,woorus FF Marketing management A.L.T.B.S Publishing.