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## A STUDY ON CONSUMER ATTITUDE TOWARDS LION BRAND IN THIRUTHURAI POONDI TOWN

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### Abstract

*Marketing is the back bone for the success of any organization. A study of retailer preferences towards various products in lion brand. In Thiruthuraipoondi was conducted by the researcher. The objective of the project is to identify the preferences of the retailer towards various products, some of the products quality and service quality features has identified such as packaging labeling, specification, weight, complaints and samples. A sample of 75 was taken and convenience sampling technique was done using a structured questionnaire. The analysis of retailer preference was done by using statistical tools and based on it suggestions for the improvement of retailer perception was given so that it help to develop the companies.*

**Keywords:** *Lion brand, convenience sampling, marketing, products in lion brand, retailer preference.*

### 1. INTRODUCTION

Marketing occupied an important place in all stages of economic life, even from barter system. But, marketing is a complicated state. Modern marketing possesses special characteristics. Modern marketing covers all business activities in order to ascertain the demand, product planning, distribution and facilities entire marketing process. The modern marketing

emphasizes the need for integrated and well-coordinated marketing programmer.

Consumer attitudes is a composite of three elements: cognitive information, affective information, and information concerning a consumer's past behavior and future intentions. In other words, attitude consists of thoughts or beliefs, feelings, and behavior or intentions towards a particular thing, which in this case is usually a good or services. For example,

you may have a very positive view of a particular sports car (for example, you believe it performs better than most), it makes you feel good, and you intend to buy it.

**MEANING**

Attitude is enduring organization of motivational, emotional, perceptual and cognitive process with respect to same of the individual world.

**DEFINITION**

*“Attitude is a tendency or predisposition to evaluate an object or symbol of that object in a certain way”.*

– **KATZ AND SCOTLAND**

*“Attitude as learned predispositions to respect to an object or class of object in a consistently favorable or unfavorable”.*

**GORDON ALL PORT.**

**RESEARCH DESIGN OF STUDY**

Research design expresses both the structure of the research problem the frame work organization of the relationship among variables of the study and the plan of investigation used obtain empirical evidence on those relationship.

**OBJECTIVE**

The purpose of research is to discover answers to question through the application of scientific procedure. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet though each research study has its own specific purpose we may think of number of following broad groupings:

- To study the socio-demographic character of the consumer.
- To analysis the factors influencing the brand preference of lion brand of products.
- To know the frequency of purchase of lion brand of products.
- To study the brand loyalty of lion brand of products.
- To identify the retailers preference towards various products in lion brand.

**METHODOLOGY**

For the purpose of the study “survey method” has been followed the study is

based on the primary and secondary data. The data was collected through personal interview with the help of structural interview schedule. To study the consumer attitudes of lion dates in Thiruthuraipoondi town, 75 sample consumers were selected from Thiruthuraipoondi by adopting convenience sampling method. The secondary data were collected data from magazines, journals etc.

**LIMITATIONS**

- The time factors were the major constraints because of which the research could not collect more data in a short period.
- Few respondents took more times to answer the questionnaire.
- The researchers had difficult with more of the respondents who were not willing to co-operate with the study, as they were busy with their work.
- More over the study is restricted to Thiruthuraipoondi town only due to time and cost factors.

**DATA ANALYSIS AND INTERPRETATION**

The research analysis economic factor of the respondents and find out the societal value of the respondents and status of the respondents with the help of defined questions related with the economic factors that is age of the respondents, marital status of the respondents and income level of the respondents. The researcher preferred percentage analysis to find out the consumer attitudes of the respondents.

**Classification of respondents on the basis of age**

S.no	Age	No. Of Respondents	Percentage %
1	Below 20	12	16
2	21 to 30	33	44
3	31 to 40	18	22
4	Above 40	12	18
	<b>Total</b>	<b>75</b>	<b>100</b>

*Sources: Primary Data*

**INFERENCE:**

The above table reveals that majority of the respondents are in the age group of 21 to 30 (44%), 22% of the respondents are in the group of 31 to 40 years, 16% each of respondents are in the age group of below 20.

**Classification Of Respondents On The Basis Of Gender**

S.N	Gender	No.of. Respondents	Percentage %
1	Male	45	60
2	Female	30	40
	<b>Total</b>	<b>75</b>	<b>100</b>

Sources: Primary Data

**INFERENCE:**

The above table shows the gender wise classification of the respondents in terms of percentage. 60% of respondents are male and the rest 40% of the respondents are female.

**Classification Of Respondents On The Basis Of Preference Of Lion Brand Product**

S.n	Product preference	No. of. Respondents	Percentage
1	Lion Dates	32	43
2	Lion Dates Syrup	17	22
3	Lion Brand Halva	7	10
4	Lion Honey	14	19
5	Lion Jam	05	6
	<b>Total</b>	<b>75</b>	<b>100</b>

Sources: Primary Data

**INFERENCE:**

The above shows that majority 43% of the respondents are prefer the lion brand dates, 22% of the respondents prefer the lion Dates syrup, 19% prefer the lion brand honey, 10% are like lion brand halva and only 6% of the respondents are like lion brand jam.

**Classification Of Respondents On The Basis Of Factors Influencing Product Preference**

S.n	Factors influencing	No. of Respondents	Percentage %
1	Taste	22	28
2	Healthy	15	19
3	Attractive Packing	8	13
4	Advertisement	9	12
5	Brand Image	13	17
6	Price	8	11
	<b>Total</b>	<b>75</b>	<b>100</b>

Sources: Primary Data

**INFERENCE:**

The table Shows that 28% of the respondents are prefer that lion brands for its taste. 19% of the respondents prefer their lion brand for its healthy, 13% of the respondents are like it for attractive packing. 12% of the respondents influenced by its advertisement, 17% of the consideration to price.

**Classification Of Respondents On The Basis Of Form Of Advertisement**

S.n	Form of advertisement	No. of respondents	Percentage %
1	T.V	30	40
2	News paper	21	28
3	Magazine	16	22
4	Radio	8	10
	<b>Total</b>	<b>75</b>	<b>100</b>

Sources: Primary Data

**INFERENCE:**

The above table reveals that the form of advertisement watch by respondents. 40% of the respondents are watching television, 28% other respondents are newspaper, 22% of the respondents are magazine and 10% are radio.

**FINDINGS**

- Majority of the respondents (60%) taken for the study are male.
- Majority of the respondents (44%) fall in the age group of 21-30.

- Majority of the respondents i.e.74% are unmarried.
- Majority (60%) of the respondents are qualified in UG level.
- Majority of the respondents (43%) have prefer Lion Dates and another 22% are prefer Lion dates syrup.
- 28% of the respondents are prefer product for its taste.

#### SUGGESTIONS

- Advertisement message should be clear and reachable to all including illiterate.
- Package of the Lion Brand product must attractive and they must create impulsive buying preference in the consumer.
- The company should develop awareness among the customer about their product and for thus, they have to conduct some consumer awareness programmer..

#### COCLUSION

A study on retailers preference towards various products in lion brand. In Thiruthuraiipoondi was conducts with a sample of 75. Convenience sampling technique with a structured questionnaire. The analysis of the study was done using SPSS package. The retailer to preference towards various products was founds to be good but can be definitely improved. Based on it was found that there can be improvements made to avoid damages and from complains. Some suggestions are given pertaining to it, if the suggestions are implemented it will help to develop the company.

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