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A STUDY ON BRAND ACTIVISM AND ITS IMPACT ON CONSUMER PERCEPTION AT EID PARRY (INDIA) LIMITED, PUGALUR

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Abstract

This study investigates the influence of brand activism on consumer perception at EID Parry (India) Limited in Pugalur. Utilizing a sample of 150 respondents, employing descriptive research methods and convenience sampling, the research explores the correlation between brand activism and consumer satisfaction. Findings suggest a positive relationship between consumer age and overall satisfaction levels, indicating the importance of tailored activism strategies. Recommendations include leveraging multiple channels, such as newspapers and social media, to enhance brand awareness. Ultimately, the study affirms EID Parry's favourable brand perception and emphasizes the strategic significance of brand activism in fostering consumer loyalty.

Keywords: Brand activism, Consumer perception, EID Parry (India) Limited, Brand awareness, Consumer satisfaction.

INTRODUCTION

Brand activism, a burgeoning marketing approach, entails brands taking proactive stances on social or environmental issues, resonating with socially conscious consumers. This strategy, distinct from traditional corporate social responsibility (CSR), seeks to differentiate companies, enhance customer loyalty, and increase brand visibility. Consumer perception, shaped by marketing messages, personal experiences, and social influence, plays a pivotal role in driving purchasing decisions and brand preferences. Understanding consumer perception is vital for companies aiming to foster brand awareness, loyalty, and market share.

COMPANY PROFILE

E.I.D Parry (India) Limited, part of the Murugappa Group, boasts a rich history spanning over 170 years, pioneering innovations in the sugar industry and expanding into bio-pesticides and nutraceuticals. With a vertical management structure and a diverse product portfolio, including sugar and nutraceuticals like Spirulina and Chlorella, the company emphasizes integrity, passion, quality, respect, and responsibility. E.I.D Parry operates multiple sugar factories across India and is renowned for its commitment to excellence, evident in certifications like FSSC 22000. Through strategic partnerships and a customer-centric approach, E.I.D Parry continues to lead in its sectors while upholding a vision of sustainable agricultural value creation.

OBJECTIVES OF THE STUDY

- To investigate the impact of brand activism on consumer perception towards EID Parry (India) Limited, Pugalur.
- To understand the demographic profile of customers to contextualize their perceptions and

behaviour.

- To assess levels of brand awareness and activism among consumers to gauge their engagement with the company's values and initiatives.
- To evaluate consumer perception of product quality at EID Parry (India) Limited to determine its alignment with brand image and customer expectations.
- To estimate overall consumer satisfaction and retention levels to ascertain the effectiveness of brand activism in fostering loyalty and positive consumer experiences.

NEED OF THE STUDY

The study on brand activism and its impact on consumer perception highlights challenges within EID Parry (India) Limited's organizational setup, hindering effective integration of activism initiatives. These shortcomings may impede the company's alignment with societal issues and weaken consumer engagement. Through actionable insights, the study aims to guide improvements, fostering a more robust integration of brand activism strategies and enhancing consumer perception for sustained success.

SCOPE OF THE STUDY

The study focuses on examining the impact of brand activism on consumer perception within EID Parry (India) Limited in Pugalur, surveying 150 customers. It aims to assess consumer awareness of the company's activism efforts, their influence on product perception, and subsequent purchasing behaviour. Additionally, demographic factors will be analysed to determine variations in the impact of brand activism across different consumer groups.

LIMITATIONS OF THE STUDY

Limitations may arise from the restricted sample size of 150 customers, potentially constraining the study's generalizability. The exclusive focus on EID Parry (India) Limited in Pugalur limits insights into broader market dynamics. Reliance on self-reported data could introduce response bias, impacting the study's validity. Additionally, the study's scope may overlook other influential factors beyond brand activism in shaping consumer perception. (Ferzand, 2016)

REVIEW OF LITERATURE

Onyemah et al. (2018) discovered that brand activism can enhance brand credibility, emphasizing the importance of sustained, value-aligned efforts. The study highlights the necessity for companies to demonstrate long-term commitment to social justice causes to foster consumer trust and support.

Han and Lee (2019) observed that brand activism positively influences consumer trust and loyalty in the food industry, with sincerity of actions moderating this effect. Their study underscores the importance of genuine engagement.

RESEARCH METHODOLOGY

- **Research design:** Descriptive Research Design.
- **Collection Method:** Data were collected through structured questionnaires.
- **Sampling Techniques:** Convenience sampling (Simple random sampling).
- **Sample size:** The sample size is 150 respondents.
- **Tools used for analysis:** 1. Simple percentage analysis.2. Chi-square.3. Correlation

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

INTERPRETATION

The analysis of respondents' demographics and preferences reveals notable trends. A majority of respondents are male (70.4%) and married (72.0%), with 46.4% earning between Rs. 2,00,000 to 3,00,000 annually. Furthermore, 52.8% fall within the 26-35 age group, and social media emerges as the primary source of brand awareness (37.6%). Respondents generally prefer brands based on brand image (34.4%) and express a willingness to recommend brands to others (41.6%). Overall, the majority are satisfied with product quality (32.8%) and express loyalty towards brands (47.2%).

CHISQUARE ANALYSIS: Relation between the gender of the respondents and level of brand awareness & brand activism towards the product

Test	Value	DF	p-value
Pearson	28.894 ^a	14	.011
Likelihood	33.133	14	.003
Linear-by-Linear	3.092	1	.079

RESULT

The analysis yields a non-significant p-value of 0.011, failing to reject the null hypothesis, indicating no significant relationship between respondents' gender and brand awareness/activism levels.

CORRELATION ANALYSIS

Relationship between age group of the respondents and overall consumer satisfaction level

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	0.05	1.001	0.250
Spearman's ρ	0.06	1.160	0.251

RESULT

The correlation coefficient of 0.250 between respondents' age group and overall consumer satisfaction level suggests a positive relationship, indicating that as age increases, overall consumer satisfaction tends to rise.

FINDINGS

The findings reveal that a majority of respondents are male (70.4%) and married (72.0%), with a significant portion having an income ranging from Rs. 2,00,000 to 3,00,000 per year (46.4%). Most respondents have completed an undergraduate degree (49.6%) and fall within the age group of 26-35 years (52.8%). Social media plays a crucial role in brand awareness, with 37.6% of respondents relying on it to learn about the source of the brand. Additionally, factors such as brand image, price range awareness, and perceived value for money strongly influence consumer preferences. Overall, while there's no significant relationship between gender and brand awareness, there's a positive correlation between age group and consumer satisfaction levels. (aalpher, 1988)

SUGGESTIONS

To enhance brand perception and consumer engagement, EID Parry (India) Limited should leverage diverse channels like newspapers and social media for heightened brand awareness. Consistency in brand image and product quality is crucial for reinforcing positive perceptions and building trust. Utilizing various media platforms effectively showcases brand performance and values, strengthening the bond with customers. Additionally, ensuring standard product quality, durability, and fostering customer loyalty through proactive engagement and appealing packaging are vital for sustained brand advocacy and long-term success.

CONCLUSION

The study underscores the pivotal role of brand activism in shaping consumer perception at EID Parry (India) Limited, Pugalur, emphasizing the need for strategic integration of activism initiatives. Despite no significant gender-brand awareness relationship, the positive correlation between age and consumer satisfaction highlights the importance of tailored strategies. Leveraging diverse channels for brand awareness and ensuring consistency in brand image and product quality are recommended for fostering consumer engagement and loyalty. Ultimately, the study affirms the strategic significance of brand activism in enhancing brand perception and fostering long-term consumer relationships for sustained success. (Shah, 2019)

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