



A Study on Customer Brand Awareness on Duroflex Mattress in Hosur City

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ABSTRACT

It is highly unpredictable to know the consumer's decision to buy a product or not to buy as today's market is more dynamic in nature with more and more product offerings with the short product life cycles. This is because of the fastest changes in the area of product innovations across the world with the advent of sophisticated technologies. As the customer choice is widened with more brand awareness among the consumers and the impact on the customer satisfaction could be measured more accurately. This paper focuses on the prospective buyers' with respect to their brand awareness and its impact on the level of customer satisfaction of the tobacco products manufactured by Duroflex Pvt. Ltd. This study was conducted in Visakhapatnam a city of India with a sample of 200 respondents. The research results suggests that there is an impact of brand awareness on customer satisfaction with respect to product quality, price etc.

KEYWORDS : Brand proliferation, Customer satisfaction, brand name, brand awareness and product quality.

INTRODUCTION

According to (Kameswara Rao Poranki, Mohammed Abul Khair & bdulaziz Khalid Alotaibi April,2014) the researchers have analyzed the customer satisfaction through standards tools of research however the Customer satisfaction is a term frequently used in marketing. They have understood that Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. It is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. The researcher Kameswara Rao Poranki has the opinion that without any brand awareness about the products offered in the market, the marketer couldn't understand the level of customer satisfaction. Therefore, the author confirms that there is a direct impact of brand awareness on the level of customer satisfaction. It means once, the customer knows about the product, through the brand awareness created by the marketer, the tendency of the customer to buy the product and uses it then only whether the marketer can assess the impact of brand awareness on the customer satisfaction. So, the first things are first, like first the brand awareness followed by the measurement of customer satisfaction.

The concept of Brand awareness is understood as the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. However it is expressed as a percentage of the target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction by any company in any part of the world. It is rightly pointed out by the researcher that the Brand awareness is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions in the market (Keller, Kevin (1993).

The fine tuning of brand awareness could be the brand recognition and brand recall performance. In fact, the brand recognition refers to the ability of the consumers to correctly differentiate the brand they previously have been exposed to. This does not necessarily require that the consumers identify the brand name. It often means that consumers can respond to a certain brand after viewing its visual packaging images (Percy, Larry; Rossiter, John (1992). The brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory. In another words, a brand name that is well known to the great majority of households is also called a household name. In this modern world, the marketing wisdom tells you to go where your audience is. Like any population across the

world, nearly every American who has a computer is on Facebook, then most of your audience is likely there. It is more easier, to create brand awareness on social media requires a different approach than traditional media. But there is a need for a strategy that is custom tailored to your brand and audience; cookie cutter approaches will only take the company ahead. The marketers shouldn't take this a formula but it could be one of the tool to promote the product while broaden the company's social media branding arsenal. However, the marketer need to develop their own unique social media strategy and discover how you can best apply these tools. The above figure tells us that there are core variables attached to the brand of any company, namely loyalty, awareness, perception, value and identity. Each variable is interrelated to one another in order to promote the brand.

The concept Brand proliferation is when a firm puts out new brand names under the same product lines. For example, Huggies is a firm owned by Kimberley-Clark. Huggies is best known for producing disposable diapers, and has different product lines such as Pull-Ups and Little Swimmers. In the same manner, Duroflex Pvt. Ltd has planned its marketing strategies.

ABOUT THE COMPANY

In 1963, when our founder, the late Mr. P. C. Mathew first began manufacturing coir mattresses, it was a pioneering effort. In the 50 years that followed, much has changed. People, policies, economies, markets, ergonomic theories, customer preferences and many new technologies. But the spirit of new ventures has endured.

The pioneering effort 50 years ago has endeavored to create India's leading manufacturer of rubberized coir mattresses. We are now India's largest exporter of sleep and comfort products. What began as a small manufacturing plant along the quiet canal at Alleppey, Kerala, is today a leading enterprise with the most modern manufacturing processes in Andhra Pradesh, Tamil Nadu and Kerala. And customers across the world.

We expect more change in the years to come. But what will stay with us is the endeavour that began it all. A spirit that will challenge and motivate us to innovate and continuously create better sleep and comfort products.

REVIEW OF LITERATURE

Organizations need to retain existing customers while targeting non-customers (John, Joby 2003). To Measure customer satisfaction provides an indication of how successful the organization is at pro-

viding products and/or services to the marketplace. "Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. It can be, and often is, measured along various dimensions. A hotel, for example, might ask customers to rate their experience with its front desk and check-in service, with the room, with the amenities in the room, with the restaurants, and so on. Additionally, in a holistic sense, the hotel might ask about overall satisfaction 'with your stay.'(Farris, Paul W.; Neil T. Bendle; Phillip E. Pfeifer; David J. Reibstein (2010). Some researches opined that, as research on consumption experiences grows, evidence suggests that consumers purchase goods and services for a combination of two types of benefits like hedonic and utilitarian. The first one, Hedonic benefits are associated with the sensory and experiential attributes of the product while the second one Utilitarian benefits of a product are associated with the more instrumental and functional attributes of the product (Batra and Athola 1990). According to the author Kameswara Rao Poranki, the term, Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product or service with the state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. However, the level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products according to the author. The famous work done by Parasuraman, Zeithaml and Berry (Leonard L) between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance which provides the measurer with a satisfaction "gap" which is objective and quantitative in nature.

OBJECTIVES

- To determine the Brand awareness of the product.
- To find out the status of brands in the competitive market in the market.
- To measure the level of Customer satisfaction about some brands of the company.
- To ascertain the impact of brand awareness on customer satisfaction.

METHODOLOGY

This research paper has prepared based both on primary and secondary data. The secondary data was collected from various sources and the primary data was collected through structured questionnaire. As per the objectives of the study a questionnaire has been prepared to collect the information from 200 respondents as the researcher has adopted simple stratified random sampling method while selecting the respondents at Hosur, Taminadu. The data thus collected has been summarized and analyzed by using statistical tools relevant to this study with reference to Duroflex Pvt. Ltd.

TABLE-1
The Age-wise distribution of respondents

Age	Number of Respondents	Percentage
18-20 yrs	22	11%
21-25yrs	30	15%
25-30yrs	40	20%
30-35yrs	40	20%
35-40yrs	48	24%
40 and above	20	10%
Total	200	100%

Source: Primary Data

Interpretation:

The above table shows the distribution of respondents as per their

age and percentage of the population under study.

TABLE-2
The Level of Customer Satisfaction of the company brands

Level of Customer Satisfaction	Number of Respondents	Percentage
Excellent	0	0%
Very Good	2	5%
Good	5	13%
Fair	13	32%
Unsatisfied	20	50%
Total	200	100%

Source: Primary Data

Interpretation:

The above table shows the customer satisfaction level with respect to the brands of the company products under study.

TABLE-3
The brand preference of the customers compared to competitive brands

Brand Awareness	Number of Respondents	Percentage
Yes	72	36%
No	128	64%
Total	200	100%

Source: Primary Data

Interpretation:

The above table shows the brand preference with respect to the competitors' brands of the company products under study.

TABLE-4
The customer satisfaction rating on the quality of brands of Duroflex Pvt. Ltd

Consumer response	No. of Respondents	Percentage
Good	17	8.50%
Fair	62	31.00%
Poor	121	60.50%
Total	200	100%

Source: Primary Data

Interpretation:

The above table shows the customer satisfaction rating on the cigarette brand of the company under study.

TABLE-5
The effect of price on the customer satisfaction of a any company in general

Effect of price	No. of Respondents	Percentage
Yes	111	55.5%
No	89	44.5%
Total	200	100%

Source: Primary Data

Interpretation:

The above table shows the customer rating on the effect of price on the customer satisfaction of any company in general.

TABLE-6
The effect of price on the customer satisfaction of Duroflex Pvt. Ltd

Price of the cigarette	No. of Respondents	Percentage
Yes	143	71.5%
No	57	28.5%
Total	200	100%

Source: Primary Data

Interpretation:

The above table shows the customer rating on the effect of price on the customer satisfaction of Duroflex Pvt. Ltd.

FINDINGS

It is very interesting to note that the age group of 35-40 yrs is the main users of the however the age group below 35-40 yrs is also extensively. The most preferred brand in the market is Silk cut. Around 41% customers have voted for this product. Only 36% of the customer aware about the brand named Stellar. Only 20% of the customer selected the life time. According to the consumers who have selected before or brand currently, 50% of them are unsatisfied with the product. According to all the consumers who have selected or not selected, 60.50% of them are unsatisfied with the product. 56.50% of the respondents voted for the regular. 55.50% of customers have said that higher prices can affect the sales of the product. Around 42% of the respondents said that the most preferred content of the its flavor.

CONCLUSION

The researcher is able to garner the perceptions of different respondents towards also found out how much they were satisfied with the overall quality and service of the product. The awareness of this brand is low so the level of customer satisfaction is also low. It was found in this research most of the people didn't knew about the product named it means the brand awareness is low. The researcher suggests that the brand awareness of this company is not encouraging which leads to average customer satisfaction. Therefore, this company needs to go for more promotional campaign and also needed to increase distribution network. The company needed to go for SWOT analysis to devise better strategies to enhance the customer satisfaction through its brand awareness activities. This company has a more 12% in market share. Finally there are some limitations in this research as some of the customers/retailers were not interested to answer all the queries as per the questionnaire. Some of the respondents were either busy or not interested during the interview. The sample size taken for this research work is 200 which may not represent the actual population. Finally the researcher has deduced from this study there is a strong impact of brand awareness on customer satisfaction. The researcher suggests to the future researchers to do thorough research with wider coverage to get better results in order to offer suitable recommendations to this company to expand its brand awareness and customer satisfaction levels.

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