A STUDY ON BRAND AWARENESS TO DAIRY PRODUCTS WITH SPECIAL REFERENCE TO VIJAY DAIRY PRODUCTS, TRICHY.

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ABSTRACT Brand awareness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' buying decision, as it represents the main factor for including a brand in the consideration set. Brand awareness can also influence consumers' perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics. On the other hand, brand awareness can be depicted into at least two facets unaided (brand recall) and aided (brand recognition) each of the two facets having its more or less effective influence on buying decision and perceived risk assessment. This paper tries to reveal, on one hand, the importance of unaided brand awareness when it comes to consumers' buying decision and, on the other hand, the importance of aided brand awareness when assessing the perceived risk associated with the purchase. In order to find out the brand awareness of Vijay dairy products, this study is needed.

INTRODUCTION

Brand awareness is the extent to which the consumer associates the brand with the product desires to buy. It is the brand recall and the brand recognition of the company to the consumers. Brand recall is the ability of the consumer to recollect the brand with reference to the product whereas brand recognition is the potential of the consumer to retrieve the past knowledge of the brand when enquired about the brand or shown an image of the brand logo. Brand awareness is an essential part of brand development which helps the brand to stand out from the others in this monopolistically competitive market.

OBJECTIVES

- To study the relationship between the promotional strategies and brand awareness in dairy product
- To identify the factors influencing the consumers to prefer a particular brand.
- To study the impact of media in brand awareness
- To recommend alternative actions to make to increase brand awareness of Vijay dairy.

SCOPE OF THE STUDY

This study helps to know about the brand awareness among people towards Vijay dairy product.

Review of Literature

Gusti Noorlitaria A, Fadillah Ridho Pangestu, Fitriansyah, Untung Surapati, Syahriful Mahsyar (2020) The study is to investigate the impact of brand awareness on purchase intention which mediated by the perceived quality and brand loyalty. The study was conducted in the samarinda city food restaurant. This research collected and processed 80 respondents by using a questionnaire method. The questionnaires itself were using a Likert scale which was used to measure 16 indicators based on partial Least Square analysis method.

Sinoka Ansari, Ghishwa Ansari, Muhammad Umar Ghori, Abdul Ghafoor Kazi (2019) The purpose of this study was to examine the impact of brand awareness and social media content marketing on the consumer purchase decision. The data for this research was collected through an online questionnaire. The total number of respondents for this study 150 .The data for this study was analyzed through the SPSS. The test run through Spss the Multiple regression analysis and coefficient correlation analysis.

Roberto Chierici, Barbara Del Bosco, Alice Mazzucchelli, Claudio Chiacchierini (2019) The paper analyzes three models in order to identify the casual combinations of social media usage and management that lead to an improvement of respectively brand awareness ,brand reputation and brand loyalty. Data collected from 268 managers. The analyzed using Fuzzy-set qualitative comparative analysis.

Khalid Jamil, Muhammad Asghar Ali, Ahsan Iqbal (2017) The

research look at the reseller's view of the brand's reputation ,quality and customer loyalty on the profitability and purchasing of the brand. Convenience sampling technique was used to collect data. The data was collected from 200 retailers about the two brands that is L'Oréal and Garnier.The study is cross sectional in nature and follows the causal research design.

Fathi Alshare, Abdelbaset Alkhawaldeh, Marwan Al- Salaymeh, Bilal Eneizan (2017) This study empirically attempts to discuss this particular issue by examining the relationship between brand awareness and brand loyalty. Also, it seeks to investigate the mediation role of brand commitment in initial relationship to tackle the mixed results in the prior attempts. The data were collected from customers of Islamic bank brand in Mafraq Governorate in Jordan. Partial least squares-Structural equation modelling techniques were applied to a sample of 90 customers.

Hansel Bagus Tritama, Riswan Efendi Tarigan (2016) The purpose of this research is to find the correlation between social media communication marketing with companys brand awareness in social media. Population of this research is 50 students from Faculty of computer science and information systems study program of pelita Harapan University. Sampling is taken by simple random sampling.

RESEARCH METHODOLOGY

Research methodology is a way to analytically solve the problem.

RESEARCH DESIGN

The research design adopted for the studies is descriptive research.

Methods of Data Collection Primary Data

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc.

Secondary Data

Secondary data as those which have been collected by someone else and which have already been passed through the statistical process. The researcher uses different sources to collect the data's such as company website, journals, websites etc.…

Sampling Unit

Sampling unit is the basic unit containing the elements of target population.

Sample Size

The study contains a sample size taken for the study is 200.

Sampling Method

Sampling method utilized was Simple Random sampling was adopted. Simple Random sampling is a subset of individuals chosen from a larger set in which each individuals chosen from a larger set in which individual is chosen by randomly entire by chance.

Tools for Data Analysis
1. Frequency
2. Correlation

Correlation
*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Interference
From the calculated person's statistics it can be summarized that as p-value 0.000 < 0.05 there is significant relationship between total values of Perceived quality and statement of Perceived quality Correlation relationship expressed by r value, r – value is .102, .038 and .084 (+ve) which shows the positive relationship. There is a negative relationship between perceived quality 1 and perceived quality 3 (-.013) and perceived quality 1 and perceived quality 4 (-.117)

**. Correlation is significant at the 0.01 level (2-tailed).

Interference
From the calculated person's statistics it can be summarized that as p-value 0.000 < 0.05 there is significant relationship between total values of purchase intention and statement of purchase intention Correlation relationship expressed by r value, r – value is .297(+ve) which shows the positive relationship. There is a negative relationship between purchase intention 1 and purchase intention 3 (-.230) and purchase intention 1 and purchase intention 4 (-.065) and purchase intention 1 and purchase intention 5 (-.011)

Table
Brand Loyalty

bl1			bl2	bl3	bl4	bl5
bl1	Pearson Correlation	1	.037	.030	.291**	-.274**
	Sig. (2-tailed)		.599	.670	.000	.000
	N	200	200	200	200	200
bl2	Pearson Correlation	.037	1	.185**	-.256**	.180*
	Sig. (2-tailed)	.599		.009	.000	.011
	N	200	200	200	200	200
bl3	Pearson Correlation	.030	.185**	1	.060	-.102
	Sig. (2-tailed)	.670	.009		.398	.149
	N	200	200	200	200	200
bl4	Pearson Correlation	.291**	-.256**	.060	1	-.007
	Sig. (2-tailed)	.000	.000	.398		.921
	N	200	200	200	200	200
bl5	Pearson Correlation	-.274**	.180*	-.102	-.007	1
	Sig. (2-tailed)	.000	.011	.149	.921	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Interference
From the calculated person's statistics it can be summarized that as p-value 0.000 < 0.05 there is significant relationship between total values of brand loyalty and statement of brand loyalty Correlation relationship expressed by r value, r – value is .037 and .030 and .291 (+ve) which shows the positive relationship. There is a negative relationship between brand loyalty 1 and brand loyalty 5 (-.274)

Brand Awareness

	ba1		ba2	ba3
ba1	Pearson Correlation	1	-.009	-.016
	Sig. (2-tailed)		.894	.818
	N	200	200	200
ba2	Pearson Correlation	-.009	1	.080
	Sig. (2-tailed)	.894		.259
	N	200	200	200
ba3	Pearson Correlation	-.016	.080	1
	Sig. (2-tailed)	.818	.259	
	N	200	200	200

Interference
From the calculated person's statistics it can be summarized that as p-value 0.00 < 0.05 there is significant relationship between total values of brand awareness and statement of brand awareness Correlation relationship expressed by r value, r – value is (+ve) which shows the positive relationship. There is a negative relationship between brand awareness 1 and brand awareness 2 (-.009) and brand awareness 1 and brand awareness 3 (-.016)

CONCLUSION
In the competitive environment, the focus of the organization is more to create brand awareness to the products among several products. So customer satisfaction is the continuous process for keeping the customers intact. It is concluded that mostly people preferred Vijay dairy due to its taste, quality, price and availability. Some people often like to have a purchase of the milk. The company can give more offers to attract more customers. More price discounts should be provided. The company can give about their product information through with booklets and catalogues. The company can give more advertisement in leading magazines and channels.

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