

A Study on Brand Awareness of Puttur Thailam (Varma Industries) in Nellore

Dr. S. Jyothirmaye Reddy¹, Dr. B. Venkateswara Reddy²

¹ (Associate Professor, Sri Sairam Institute of PG Studies, Nellore - AP (I))

² (Dean, Narayana Engineering College, Gudur - AP (I))

Abstract: Brand awareness plays a prominent role in promoting a particular product. The higher the brand awareness the higher will be the demand for the product and vice-versa. Corporate companies are spending huge amounts in generating brand awareness among the customers. In a country like India which was once known for its ayurvedic medical products lost its ground to homeopathy and other modes of medical products. A survey was conducted on 111 respondents to know the brand awareness towards Puttur Thailam in Nellore. A structured questionnaire using Likert's five point scale is administered among the respondents using convenience sampling method. The collected data is analysed using simple percentage method. The influence of media on brand awareness is analysed to find out the most suitable media to promote Puttur Thailam.

Keywords: Brand awareness, Puttur Thailam, ayurvedic, homeopathy, Likert's scale etc.

I. Introduction

Brand is a name, term, sign, symbol or design or a combination of them intended to identify the goods or services to differentiate them from those of competitors. Brand is considered to be a trade mark or distinct name identifying a product or manufacturer. Aaker (1991) defines brand awareness as "the ability of a potential buyer to recognise or recall that a brand is a member of a certain product category." The scope of brand awareness is very wide, ranging from an unsure sensation that the brand name is recognized, to a conviction that it is the only one in the product class. Brand awareness refers to the strength of a brand's presence in the consumer's mind. It is a measure of the percentage of the target market that is aware of a brand name. Marketers can create awareness among their target audience through repetitive advertising and publicity. Brand awareness can provide lot of competitive advantages for the marketer.

II. Review of Literature

Muhammad Shafiq Gul, Dr Farzand Ali Jan, Dr Qadar Baksh Baloch, Muhammad Faheem Jan and Muhammad Farooq Jan (2014) conducted a study to find out the Brand Image and Brand Loyalty. The objectives of the study include 1. To explore factors for brand loyalty and image. 2. To determine level of brand loyalty and image of Toyota Car users. 3. To examine interactive role of those factors that determine brand image and loyalty. 4. To suggest measures for developing brand loyalty. The data was collected through questionnaire from a sample of 100 Toyota car users through convenience sampling method. The results were analyzed to determine the differences among the group factors. The study on the basis of the results of the test statistics showed that Brand Image and Loyalty was highly insignificant with age group, level of education, point of purchase and repeat purchase duration. While it was highly significant with brand choice of Toyota, level of satisfaction of the use of product, different features of the product, colouring scheme of Toyota brand, the repeat purchase frequency of the product in contact and different societal factors associated with the product. The study recommended that the Toyota if wants to remain on the top is required to adapt a lean and green marketing strategy. **Veldandi Ramchander Rao, R. Veerin Kumar (2012)** conducted a research entitled "A Study on Passenger Cars in Warangal District of Andhra Pradesh". The main objectives of the study were to identify the customer satisfaction level and to know the opinion of the owners regarding after sales services provided by the company. For this they administered a structured questionnaire on 100 respondents through random sampling in Warangal. Likert's five point scale was used to measure the satisfaction level. The researchers concluded that most of the customers were happy with the price of the vehicle. More than half of the customers were satisfied with the dealer services and company services.

III. Need for the Study

In today's competitive market, brand plays a key role in every Business. Going into the details of awareness of the brand, the strengths and weaknesses, it gives an opportunity to improve the brand value and Business. Therefore, brand awareness is an important task and makes customers loyal towards the brand and is a

great challenge to every organization. Based on the above statement a need has been identified to take up a project on the title mentioned above.

IV. Objectives of the Study

1. To know the extent of brand awareness of Puttur Thailam.
2. To know the role of media in creating brand awareness.
3. To make suggestions if any for the improvement of brand awareness.

V. Limitations of the Study

- The sample size is only 111. We cannot generalise it to the entire population.
- The limitations of the questionnaire are inherent in the report.
- There is a possibility of bias in the information provided by the respondents.
- The data given by the respondents may limit to their own knowledge and awareness.

VI. Research Methodology:

- **Research Design** : Descriptive Research
- **Research Approach** : Survey method
- **Research Instrument** : Questionnaire

- Sources of Data* :
- **Secondary Data** : Company Website, News paper articles, journals, magazines & company brochures.
- **Primary Data** : Collected from people in Nellore

- Sampling plan* :
- **Sampling unit** : People of Chittoor district
- **Sampling procedure** : Convenience sampling
- **Sampling size** : 111
- **Contact method** : Personal interview
- **Data analysis tool** : Simple percentage method,
- **Data Interpretation** : Bar and pie charts.
- **Analytical tools** : Chi-Square test

VII. Data Analysis

BRAND AWARENESS BASED ON AGE:

Table -1 : Brand awareness based on age

Age	Awareness	% of Respondents
Below 25	22	25%
26-45	20	23%
Above 45	46	52%
Total	88	100

Inference: From the analysis it is understood that 46% of the respondents who are aware of the product fall in the age of below 25 years, 36% between 26-45 years and 18% fall the age group of above 45 years.

SOURCES OF PRODUCT BRAND AWARENESS:

Table -2 : Sources of product brand awareness

Source	No. of Respondents	% of Respondents
News Papers	32	36.3
Family Members	22	25
Point of Sales	19	21.5
Others	15	17.2
Total	88	100

Inference: 36.3% of the respondents are aware of the product through News papers, 25% through family members, 21.5 from point of sales and 17.2 from Others.

QUALITY OF PUTTUR THAILAM:

Table -1 : Respondent’s opinion towards quality of Puttur Thailam.

Satisfaction level	No. Of Respondents	%
Highly Satisfied	6	6.8
Satisfied	32	36.3
Neutral	22	25
Dissatisfied	19	21.5
Highly Dissatisfied	9	10.2
Total	88	100

Inference: 36.3% of the respondents agree that it is the best Ayurvedic pain relief product in the market, 6.8% strongly agree, 25% are neutral, 21.5% Disagree and 10.2 strongly disagree.

PROMOTIONAL ACTIVITIES OF THE COMPANY:

Table -1 : Promotional activities of the company are attractive

Promotional activities	Respondents	Percentage of Respondents
Yes	57	64.77
No	31	35.23
Total	88	100

Inference: 64.77% of the respondents are feel that the promotional activities of the company are attracting the customers while 35.23% feel they don’t.

ROLE OF WORD OF MOUTH IN PROMOTING PUTTUR THAILAM :

Table -1 : Word of mouth played an important role in promoting Puttur Thailam

Strongly Agree	11	12.5
Agree	47	53.4
Neutral	14	15.9
Disagree	12	13.64
Strongly Disagree	4	4.5
Total	88	100

Inference: 53.4% of the respondents agree that the product gets good word of Mouth publicity, 12.5% strongly agree, 15.9% are neutral, 13.64% Disagree and 4.5% strongly disagree

PRODUCT PACKING:

Table -1 : Packaging of the product is very attractive.

ACCEPTANCE	NO. OF RESPONDENTS	%
Strongly Agree	7	7.95
Agree	23	26.13
Neutral	38	43.18
Disagree	14	15.9
Strongly Disagree	6	6.82
Total	88	100

Inference: 43.18% of the respondents are neutral about the packing of the Product, 7.95% strongly agree, 26.13% agree, 15.9% Disagree and 6.82% strongly disagree.

PRICE OF THE PRODUCT:

Table -1 : Respondents opinion towards the price of the product :

Price	Respondents	Percentage of Respondents
High	23	26.1
Moderate	49	55.68
Low	16	18.18
Total	88	100

Inference: 55.68% of the respondents feel that the price of the product is moderate, 26.1% feel high and 18.18% feel the price low.

RESPONDENT’S WILLINGNESS TO RECOMMEND THE PRODUCT TO OTHERS:

Table -1 : Respondent’s willingness to recommend the product to others:

Recommend others	Respondents	Percentage of Respondents
Willing	63	71.6
Not willing	25	28.4
Total	88	100

Inference: 71.6% of the respondents are willing to recommend the product to others and 28.4% are unwilling.

PRODUCT AVAILABILITY:

Table -1 : Product is available in all the nearest stores

Availability	Respondents	Percentage of Respondents
Yes	74	84.1
No	14	15.9
Total	88	100

Inference: 84.1% of the respondents feel that the product is available in all nearest stores while 15.9% feel it is not available .

Chi-Square Test

Null Hypothesis (H_{01}): Brand awareness is independent of medium of influence.

To calculate Chi-square use the formula $\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$

Where χ^2 = Chi-square

O_i = Observed frequency in i^{th} category

E_i = Expected frequency in i^{th} category

S.No	Factors	Respondents	E	O-E	(O-E) ²	(O-E) ² /E
1	Advertisements	32	22	10	100	4.54
2	Family members	22	22	0	0	0
3	Point of sales	19	22	-3	9	1.40
4	Others	15	22	-7	49	2.22
					Total	8.16

Inference:

Degrees of freedom = (4 – 1) = 3 (n-1) @ 5% level of significance

Chi-square table value = 7.815

Chi – square calculated value = 8.16

Chi-square calculated value is greater than the Chi-Square table value. Therefore, null hypothesis is rejected. So brand awareness is dependent on medium of influence

Findings

- From the analysis it is found that 79.2% of the respondents are aware of the product and 20.8 are unaware of the product. Most of the people who are aware of the product are in the age category of above 45 yrs.
- From the analysis it is found that 36.3% of the respondents are aware of the product through news papers, 25% from family members, 21.5% from point of sales and 17.2% from other sources.
- From the analysis it is found that 36.3% of the respondents are satisfied with the quality of the product, 6.8% are highly satisfied, 25% are neutral, 21.5% are dissatisfied and 10.2% highly dissatisfied.
- From the analysis it is found that 64.7% of the respondents feel that the promotional activities of the company are attracting the customers while 35.3% feel they are not attracting.
- From the analysis it is found that 12.5 % of the respondents strongly agree that Puttur Thailam gets good word of mouth publicity. 53.4 % agree, 15.9 % are neutral, 13.6 disagree and 4.5 % strongly disagree.
- From the analysis it is found that 7.95 % strongly agree that the packaging is attractive, 26.1 % agree, 43.2 % are neutral, 15.9 % disagree and 6.82 % strongly disagree.
- It is found that 26.1% of the respondents feel that the price is high. 55.7% of the respondents feel that the price is moderate and 18.2% feel that the price is low.
- From the analysis it is found that 71.6% of the respondents are willing to recommend the product to others while 28.4% are not willing to recommend the product to others.
- It is found that 84.1 % of the respondents feel that the product is available in all the nearby stores where as 15.9 % opine that the product is not available in nearby stores.

Suggestions

- Most of the people who are using Puttur Thailam are above 45 yrs of age. Promotional activities should be based upon this particular segment.
- The company should promote the product through internet and electronic media since more and more number of people are using these media.
- The quality of the Puttur Thailam should be enhanced and it should be available in different sizes since very few are satisfied with the quality of the product.
- Promotional activities should be redesigned to make it more attractive.
- Word of mouth publicity should be given top most priority since most of the customers prefer referrals.
- Most of the respondents are dissatisfied with the packaging of Puttur Thailam. The company has to hire the services of professionals in designing the packaging.
- The company has to revamp its pricing strategy since respondents are not happy with the existing prices.
- Company has to introduce incentives to the existing customers who are buying the product repetitively since they are willing to recommend the product to others.
- Company has to look for intensive distribution to ensure that Puttur Thailam is available in all the nearby medical stores.

Conclusion:

The analysis of the data obtained by the market research has led to many inferences on Puttur Thailam (Varma Industries). In the survey valuable and useful information was given by the respondents. Advertising in papers has been very effective in building the brand awareness of the company and the company has to look for innovative sources of advertising like internet and e-media since most of the people prefer them in the present scenario. The overall conclusion of the study is that Puttur Thailam (Varma Industries) is having a good brand image in the market which may be improved through the efforts of the management of the company. The information gathered and the analysis provided will be of immense help to the manufacturers of ayurvedic products.

Bibliography:

Books:

- [1]. Philip Kotler, Gary Armstrong, "Principles of Marketing", Pearson education, 10th edition, 2004, Principles of Marketing - Philip Kotler & Gray Armstrong.
- [2]. Schiffman Leon G and Leslie Lazar Kanuk, "Consumer Behaviour", Prntice Hall of India, 1996.
- [3]. Jay D Lindguist, M Joseph Sirgy, "Consumer Behavior – Theory &Marketing Application", 2nd Edition, 'Biztantra' Publication 2004.
- [4]. Henry Assael, "Consumer Behavior- A strategic approach", Biztantra' Publication, 2005
- [5]. SHH Kazmi, Satish Batra, "Advetising & Sales Promotion", Excel Books, 3rd Edition.
- [6]. C R Kothari, Gaurav Garg, "Research Methodology : Methods and Techniques", New Age International Publication, 3rd Edition.

Websites:

- [1]. www.varmainduries.com, www.wikipedia.com

Journals:

- [1]. Muhammad Shafiq Gul, Dr Farzand Ali Jan, Dr Qadar Baksh Baloch Muhammad Faheem Jan & Muhammad Farooq Jan, 'Brand Image and Brand Loyalty', Abasyn Journal of Social Sciences Vol.3. No.1, Pp. 55-74.
- [2]. Veldandi Ramchander Rao, R.Veerin Kumar (2012), 'Customer Satisfaction towards Tata Motors – A Study on Passenger Cars in Warangal District of Andhra Pradesh', South Asian Journal of Marketing & Management Research, Volume 2, Issue 4, Pp: 127 – 150.