



**BRAND AWARENESS AMONG CONSUMERS ON DAILY CONSUMING GOODS
WITH SPECIAL REFERENCE TO SIMCO METER AREA, KK NAGAR,
TIRUCHIRAPALLI DISTRICT**

R.Buvaneswari*

Abstract: *The rural population in India accounts for around 627 million, which is exactly 74.3 percent of the total population. The rural market in India brings in bigger revenues in the country, as the rural regions comprise of the maximum consumers in this country. The rural market in Indian economy generates almost more than half of the country's income. The purpose of the paper is to examine the brand awareness in rural area and to study the attitude of consumer in branded products of Daily Consumption Goods. The brand awareness is showing increasing trend everywhere and SIMCO Meter Area, KK Nagar; Tiruchirappalli District of Tamilnadu State is not an exception to it. To examine the validity of this general statement that is being discussed day in and day out by the researcher, market managers, producers, consumers, advertisers, etc., Research Paper on brand awareness in rural area on Daily Consumption Goods in SIMCO Meter Area, KK Nagar, at Tiruchirappalli Region of Tamilnadu is taken up. The paper throws light on behavior of rural consumers regarding brands of daily consuming goods.*

Keywords: *Attitude, Brand Awareness, Daily Consumption Goods, Rural Area*

*Assistant Professor, PG Research Department of Commerce, Srimad Andavan Arts & Science College, No.7, Nelson Road, T.V. Kovil, Trichy



INTRODUCTION

Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction. 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. Brand awareness includes brand recognition and brand recall performance. 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. Instead, it often means that consumers can respond to a certain brand after viewing its visual packaging images. Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory. A brand name that is well known to the great majority of households is also called a household name.

Brand awareness plays a major role in a consumer's buying decision-making process. During this process, the category need is stimulated first. For example, you need to do food shopping. You will only write down the food categories, like chocolate, instead of brand names on your list. You will scan the packages of chocolate on the shelf and recognize different brands. Such recognition might be based on the knowledge of an acquaintance or friend having used the product in the past or constant advertisement. In this situation, brand awareness does not require brand recall because brand awareness may occur along with brand recognition. However, in other situations, brand recall is required. For instance, you are in a hurry and want to grab a bite at a fast-food restaurant. It is not possible for you to drive around and make a decision. You need to retrieve different fast-food brands in your memory, choose one and go there directly. In this situation, constant advertisement is important in consumers' memory retrieval because the consumers are willing to go to the first brand that can be recalled.

MEASURES OF BRAND AWARENESS

Aided Awareness- This type of awareness is generated in a consumer. When asked about a product category, if the consumer is aided with a list of company names and he recognizes the company from the given set it is categorized as aided awareness.



Spontaneous awareness --- When asked about a product category, the consumers are asked to list brands they know without any cues.

Top of the mind Awareness- When the name of the company is automatically recollected because the consumer very promptly associates the brand with the product category, it is called a top of the mind awareness of the product.

Channels of Brand Awareness

Advertising is the activity or profession of producing information for promoting the sale of commercial products or services. Advertising is used through various media to generate brand awareness within consumers. They can be aired as radio ads, television commercials, internet etc.

Guerrilla Marketing creative campaigns allow every small firm to compete with bigger firms by carving out narrow but profitable niches. Nowadays, big firms also use guerrilla marketing to catch consumers' attention at low cost. These tactics include (1) extreme specialization, (2) aiming every effort at favorably impressing the customers, (3) providing service that goes beyond the customers' expectations, (4) fast response time, (5) quick turnaround of jobs, and (6) working hours that match the customer's requirements. The term 'Guerrilla Marketing' is a registered trademark of author Jay Levinson who popularized it through his several 'Guerrilla' books. It is an out of the ordinary way of marketing a product. Low-cost channels can be utilized to generate a high level of interest in the product and create brand awareness. Utilization of personal contacts is the most popular way of guerrilla marketing. Product Placement is an advertising technique used by companies to subtly promote their products through a non-traditional advertising technique, usually through appearances in film, television, or other media.

A formal agreement between the product manufacturer and a media company can be generated through which the media company also receives an economic benefit, usually in the form of a fee. The media company in return will showcase the product through any of the various means they have available to make the brand stand out. Some people, however, consider product placement to be deceptive and unethical.

CHALLENGES

Maintaining Brand Awareness is a very important aspect in marketing a company. It is imperative and very helpful to analyze the response your audience has towards the change



in packaging, advertising, products and messages sent across through various means. Working towards creating an image in the minds of the consumers is not the last thing a company should aim to do. Inviting consumer feedback and maintaining a constant presence in the market is equally essential. Availability of the product to the consumer is one such way of doing this. The consumer should not have to come looking for you when he is in need of making a second purchase of the product, dealerships and outlets at convenient places should make the consumer think of the brand as the most convenient and best solution to their needs of fulfillments. While brand awareness scores tend to be quite stable at aggregate level, individual consumers show considerable propensity to change their responses to aided recall based brand awareness measures. For unaided recall based brand awareness measures, consumers' brand awareness remains relatively stable. For top of mind recall measures, consumers give the same answer in two interviews typically only 50% the time. Similar low levels of consistency in response have been recorded for other cues to elicit brand name responses.

"A brand is a name, term, sign, symbol or design or combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competition" Brand is a combination of name, symbol and design. Brands represent the customer's perceptions and opinion about performance of the product. The powerful brand is which resides in the mind of the consumer. Brands differ in the amount of power and worth they have in the market place. Some brands are usually unknown to the customers in the marketplace while on the other hand some brands show very high degree of awareness. The brands with high awareness have a high level of acceptability and customers do not refuse to buy such brands as they enjoy the brand performance. Some brands commend high level of brand loyalty.

OBJECTIVES OF THE STUDY

- To know, whether buying behaviour is dependent of brand awareness or not
- To know how brand awareness made customer to purchase product
- To understand the factors and variables of brand influence them to purchase.
- To know what position does the brands has in the minds of customers.
- To know how maintain and improve brand awareness, brand loyalty



- To examine the brand preference and awareness of rural consumer towards daily consuming products.

SCOPE OF THE STUDY

The overall scope of the present study considers all the variables and factors that have major impact over the customers in considering particular brands. This especially included how a customer regally evaluate recognizes the brand and what position particular brand occupies in the customer mind. This includes how a customer gets attracted towards the brands and what makes a brand highly significant over their competitive brand. The study includes how brand awareness among potential customers can be maintained and improves.

IMPORTANCE OF THE STUDY

Any company can survive if there is a stiff computational activity in the market and brand loyal customers. Today many major companies in the market try to maintain and improve their branded equity. Without creating a proper Brand awareness they cannot build brand image. Strong brands help build the corporate image and also by making it eager for the companies launch new brands. Today brands are treated as major enduring assets of a company; more over brand equity are major contributor to customer equity. This all can happen only if there is proper brand awareness.

NEED OF THE STUDY

Daily consuming products are substantially used to enhance and protect the health and physical appearance and also the dignity of the people among their counterparts. The spending on Daily consuming products especially in the rural areas is showing an increasing tendency in the last 5 years. This is due to increase in income levels, fascination towards urban culture, good connectivity to near- by towns & cities, improvement in sanitary conditions, beauty awareness among teenagers of rural areas emulating their counterparts in the urban areas led to the increased usage of Daily consuming products particularly beauty & health care products in this region. With this backdrop the brand awareness in rural areas with reference to Daily consuming products is thought of. The study has been confined only to Sunder Nagar of K.K.Nagar. It is believed that the findings in this region are fairly representative of the other parts of the State and the lifestyle & other parameters are not much different from what exist in the area of survey.



TABLE - 1

GENDER WISE CLASSIFICATION

GENDER	NO.OF.RESPONDENTS	PERCENTAGE
Male	200	40
Female	300	60
Total	500	100

Source-Primary data

From the above table it is clear that the maximum consumption of consuming good product is made by female respondents than the male respondents. Out of the sample collected by the researcher, it is found that the female respondents consume 60% of good products on the average whereas male respondents consume only 40% as on average.

TABLE - 2

OCCUPATION WISE CLASSIFICATION

OCCUPATION	NO.OF.RESPONDENTS	PERCENTAGE
House wife	125	25
Daily worker	100	20
Weekly worker	200	40
Contract Labour	75	15
Total	500	100

Source-Primary data

It is found that weekly worker respondents are more consuming when compared to others. From the table it is clear that 40% belongs to weekly worker, 25% belongs to House wife, 20% belongs to daily worker and 15% belongs to contract labour.

TABLE - 3

REGARDING PURCHASING CONSUMABLES DAILY WISE CLASSIFICATION

DAILY PURCHASE	NO.OF.RESPONDENTS	PERCENTAGE
Yes	325	65
No	175	35
Total	500	100

Source-Primary data

From the above table it is clear that 65% of the respondents purchasing consumable daily goods products and 35% of the respondents said that no for the above statements.

TABLE - 4

ASPECT OF PRODUCTS CHOOSE

PRODUCT CHOOSE	NO.OF.RESPONDENTS	PERCENTAGE
Price	75	15
Taste	175	35
Quality	250	50
Total	500	100



Source-Primary data

From the above table it is clear that 50% of the respondents belongs to quality, 35% of the respondents belongs to taste and finally 15% of the respondents belongs to price. So here its clear that the people don't mind about the price of the products. People needs good quality and taste whenever choosing the products.

TABLE - 5

DAILY CONSUMIG PRODUCTS

RECOMMENDATION	NO.OF.RESPONDENTS	PERCENTAGE
Biscuits	125	25
Chocolates	150	30
Groceries	225	45
Total	500	100

Source-Primary data

Usage of the products peoples are consuming daily or not. From the above table it is clear that 45% of the respondents consuming groceries, 30% of the respondents consuming chocolates and 25% of the respondents consuming biscuits.

TABLE - 6

BASED ON QUALITY

QUALITY	NO.OF.RESPONDENTS	PERCENTAGE
Excellent	175	35
Good	275	55
Bad	50	10
Total	500	100

Source-Primary data

Peoples are expecting good quality products. Here clear that the quality is based on good products 55% of the respondents support for that one. 35% of respondents said the quality is excellent and 10% of them said badly.

TABLE - 7

ONEWAY ANOVA

Weekly Income	Mean	S.D	SS	Df	MS	Statistical inference
Meaning about brand						
Between Groups			50.220	2	25.110	F=2.689 .070>0.05 Not Significant
Below Rs.2000(n=100)	13.28	3.324				
Rs.2000to 3000 (n=225)	12.13	2.951				
Rs.3000 & above (n=175)	13.28	1.811				
Within Groups			1839.700	197	9.339	
Availability about brand						
Between Groups			131.824	2	65.912	F=13.779 .000<0.05
Below Rs.2000(n=100)	8.95	2.123				



<i>Rs.2000to 3000 (n=225)</i>	10.29	2.428				Significant
<i>Rs.3000 & above (n=175)</i>	11.00	1.982				
Within Groups			942.371	197	4.784	
Aspects about product choose						
Between Groups			488.709	2	244.355	F=13.997 .000<0.05 Significant
<i>Below Rs.2000(n=100)</i>	22.02	3.836				
<i>Rs.2000to 3000 (n=225)</i>	25.65	4.558				
<i>Rs.3000 & above (n=175)</i>	23.76	4.793				
Within Groups			3439.046	197	17.457	
Branded name						
Between Groups			145.033	2	72.517	F=3.646 .028<0.05 Significant
<i>Below Rs.2000(n=100)</i>	17.13	4.641				
<i>Rs.2000to 3000 (n=225)</i>	18.79	3.550				
<i>Rs.3000 & above (n=175)</i>	19.00	5.120				
Within Groups			3918.522	197	19.891	
Overall opinion and suggestions						
Between Groups			115.124	2	57.562	F=9.992 .000<0.05 Significant
<i>Below Rs.2000(n=100)</i>	10.34	2.625				
<i>Rs.2000to 3000 (n=225)</i>	9.25	1.949				
<i>Rs.3000 & above (n=175)</i>	8.31	2.140				
Within Groups			1134.831	197	5.761	
Educational qualification	Mean	S.D	SS	Df	MS	Statistical inference
Meaning about brand						
Between Groups			26.114	2	13.057	F=1.380 .254>0.05 Not Significant
<i>Upto middle (n=0)</i>	13.00	3.390				
<i>SSLC (n=100)</i>	13.22	2.402				
<i>HSC (n=400)</i>	12.14	4.051				
Within Groups			1863.806	197	9.461	
Availability about brand						
Between Groups			14.310	2	7.155	F=1.330 .267>0.05 Not Significant
<i>Upto middle (n=0)</i>	9.42	2.552				
<i>SSLC (n=100)</i>	9.86	2.117				
<i>HSC (n=400)</i>	9.17	2.316				
Within Groups			1059.885	197	5.380	
Aspects about product choose						
Between Groups			373.467	2	186.734	F=10.350 .000<0.05 Significant
<i>Upto middle (n=0)</i>	24.36	5.017				
<i>SSLC (n=100)</i>	23.24	3.215				
<i>HSC (n=400)</i>	20.14	4.984				
Within Groups			3554.288	197	18.042	
Branded name						
Between Groups			100.231	2	50.115	F=2.491 .085>0.05 Not Significant
<i>Upto middle (n=0)</i>	17.14	4.572				
<i>SSLC (n=100)</i>	18.58	4.504				
<i>HSC (n=400)</i>	17.21	4.178				
Within Groups			3963.324	197	20.118	
Overall opinion and suggestions						
Between Groups			59.247	2	29.623	F=4.901 .008<0.05 Significant
<i>Upto middle (n=0)</i>	10.45	2.826				
<i>SSLC (n=100)</i>	9.27	2.327				
<i>HSC (n=400)</i>	9.59	1.722				
Within Groups			1190.708	197	6.044	
Meaning about brand						
Between Groups			86.920	3	28.973	F=3.150



House wife (n=125)	12.70	3.539				.026<0.05 Significant
Daily worker(n=100)	12.65	3.258				
Weekly worker(n=200)	14.10	3.151				
Contract labour (n=75)	12.48	2.244				
Within Groups			1803.000	196	9.199	
Availability about brand						
Between Groups			129.831	3	43.277	F=8.982 .000<0.05 Significant
House wife (n=125)	8.28	2.536				
Daily worker(n=100)	10.51	2.251				
Weekly worker(n=200)	10.12	1.807				
Contract labour (n=75)	9.50	2.175				
Within Groups			944.364	196	4.818	
Aspects about product choose						
Between Groups			178.244	3	59.415	F=3.106 .028<0.05 Significant
House wife (n=125)	21.57	5.628				
Daily worker(n=100)	23.35	2.137				
Weekly worker(n=200)	24.14	4.414				
Contract labour (n=75)	23.60	4.431				
Within Groups			3749.511	196	19.130	
Branded name						
Between Groups			367.467	3	122.489	F=6.495 .000<0.05 Significant
House wife (n=125)	15.57	4.410				
Daily worker(n=100)	17.98	3.661				
Weekly worker(n=200)	19.39	5.727				
Contract labour (n=75)	18.15	3.236				
Within Groups			3696.088	196	18.858	
Overall opinion and suggestions						
Between Groups			187.176	3	62.392	F=11.506 .000<0.05 Significant
House wife (n=125)	11.33	3.063				
Daily worker(n=100)	8.53	1.316				
Weekly worker(n=200)	9.86	2.289				
Contract labour (n=75)	9.37	2.277				
Within Groups			1062.779	196	5.422	

Source: Compiled from primary data

The above table shows that there is a significant association between meaning about brand (mean=14.10), weekly worker choose branded name (mean=19.39) and aspects about product choose (mean=24.14) of weekly worker, overall opinion and suggestions made by house wife (mean=11.33).

FINDINGS

- Out of 500 Respondents Majority of them (200 no of Respondents) are in 300000 Rs per annum Earning Category
- Out of 500 respondents the majority of the respondents (200 no of Respondents) are preferred quality of the Product over brand



- Major respondents are ranked Three Roses Brand Tea is No 1, Chakra Gold tea is ranked no 2 , Red label tea is ranked no 3, Tata tea is ranked no 4, Taj Mahal tea is ranked no 5 and Lipton tea is ranked no 6.

SUGGESSTION

- ✓ Majority of the People are Used Colgate and Pepsodent Tooth paste. The Marketers should extend the awareness other good tooth pastes also like Sensodine , Dabur Red and Vicco
- ✓ Majority of the people are used Three Roses tea and Chakra Gold tea. The marketers should extend their care about other best product sale also like Lipton Green Tea .
- ✓ Majority of the People are sourced information through Television. So other marketing media promotions will create sales growth to other brands and products.

CONCLUSION

The main reason is they assume the branded products as a status symbol. This change in the attitude of rural people to spend more on the highly priced daily consumption branded products (Example: Dove Soap, Dove Shampoo) shows the tendency of new markets available for suppliers of the various branded products. The need of the hour is only to make aware the rural customers regarding the brand availability of daily consumption goods by educating them about the need to the use of branded products.

BIBLIOGRAPHY

1. Hoyer, W.D. & Brown, S. P. (2004)
2. Keller, K. L., Heckler, S. E. Heckler & Houston, M.J. (1998)
3. Laurent, G., Kapferer, J. N. & Roussel, F. (1987) Philip kotler , Koshy , Jha Marketing Management.
4. Michael J. Zenor :The profit benefits (1994)
5. Official website of Rural marketing Association in India