

**CHAPTER 1**  
**INTRODUCTION**

## **1.1 INTRODUCTION**

The topic brand awareness is incredibly essential within the modern market. The project is undertaken to live the brand awareness level of Nirapara rice brand. Brand awareness is that the consumer's ability to acknowledge the brand within product category in sufficient details to form a procurement decision. this implies that customers can propose, choose or use the brand. It also highlights the effectiveness of the advertising tools used for the aim.

One of the important aims of each business should be to make brand awareness of its products. Companies should understand the facts that builds a positive brand image depends on possessing high brand awareness, because when a brand is well established within the memory it's easier for associations to be created and attached. Brands are the key to winning a footing within the marketplace because they deliver unique benefits and build deep connections with customers. additionally, customers are the foremost critical, though, vital group to require into consideration because customers can always select from where they buy. Consequently, they're going to buy from the manufacturer that has the foremost value.

Nowadays, brands are seen quite just symbols and names, brands are major assets of an organization because of the actual fact that a brand represents everything that a product or service means to consumer. that's the rationale why brands should be carefully developed and managed. However fairly often firms consider brands even as a tool for advertising, but that's not the case: good brands don't just sell, they act! thanks to this competitive environment every firm attempts to get favorable and positive associations about their brand which ends up during a positive image of the brand. The analysis of brand name awareness helps the organization to seek out the weakness in their branding activities. additionally, customers are most important, though, vital group to require into consideration because customers can always choose between where they buy. Consequently, they'll buy from the manufacture that gives the foremost value. Brand awareness is a crucial way of promoting commodity related product. this is often because for these products from its competitors. Therefore, the merchandise that maintains the best brand awareness compared to its competitors will usually get more sales. it's extent to which a brand is recognized by potential customers and is correctly related to a specific product. Brands are key to win a foothold in market place because they deliver a novel benefit and build deep connections with customers the analysis of brand name awareness helps the organizations to search out the weakness

in their branding activities. I had used the subject to search out brand awareness level among the purchasers. I had used the subject to seek out brand awareness level among the purchasers. the most aim of the study was to know brand awareness of Nirapara rice brand. What are the key aspects the shoppers take into consideration while purchasing rice products is considered?

Brand preference is strongly linked to brand choice what attracts consumer towards which will influence the client deciding or their taste too and activate brand purchase "Brand Preferences are going to be defined because the subjective, conscious and behavioral tendencies which influence consumer's predisposition toward a brand. Understanding the brand preferences of comers will dictate the foremost suitable and successful Marketing Strategies one all told the indications of the strength of a brand within the hearts and minds of consumers, brand preference represents which brands are preferred under assumptions of equality in price and availability Brand preference is closely related to brand choice which is able to facilitate consumer deciding and activate brand purchase. Therefore, shifting focus to consumer preference is crucial for the success of any company or product advertising Preferences are the results of an extended term relationship between the brand and also the buyer

The study of consumer preference focuses on not just how and why customers make purchasing decisions, but also how and why they choose the products they purchase and the way they rate those products after using them. Therefore, shifting focus to consumer preference is crucial for the success of any company or product advertising. Preferences are the results of a long-term relationship between the brand and also the consumer. Today more companies are recognizing the importance of satisfying and retaining customers. Satisfied customers constitute the company's relationship capital. If the corporate were to be sold, the acquiring would should pay not just for the plant and therefore the equipment and therefore the name but also for the delivered customer base mainly the amount and also the value of the customer who would do business with the new firms.

The present research study was administered with the new view to acknowledge the extent of name awareness and customer's preference for the nirapara rice products. The study also analyzed whether the standard influence brand preference

## **1.1 STATEMENT OF THE PROBLEM**

In this emerging economy it has become necessary to know how much market power lies with the brand name. This study helps us to understand the brand awareness and what problems are being faced by customers and buying motives of the consumers. The main focus of the study is to understand how consumers buy rice products, is it by the brand name. If not brand name why is it so? Is it due to the lack of brand awareness? The company wants to know whether the customers of Nirapara are aware about the brand. To understand whether brand preference increases the value of the company.

## **1.3 OBJECTIVES OF THE STUDY**

1. To study the brand awareness of nirapara among the customer of rice brand.
2. To study the reason for selecting a rice brand.

## **1.4 SCOPE OF THE STUDY**

The scope of the study is to understand the brand awareness and brand preference of nirapara rice with special reference to Ernakulum District. This study will provide insight and information to the organization about the customer's preference and awareness of nirapara rice products. The results of the study and survey also useful for managers and administrators to define strategies for the improvement of brand equity.

It will also help to understand the weakness and strength manufacturers by undertaking their strength and weakness the manufacturers can improve their performance they can meet requirements defined by the customers and convert weakness in to strength finally the findings and suggestion of this research can used by other researchers for conducting similar studies.

## **1.5 SIGNIFICANCE OF THE STUDY**

Today costumers are facing a growing range of choice in the different brands of products and services. They are making their choice on the basis of their perceptions of brand. The company has to adopt strategies to keep brand in consumer's memory. A strong brand awareness means easy acceptance of new products. An organization has to measure the level of awareness of the common man and has to adopt different strategies to enhance the awareness level and to identify the appropriate promotional tool

Brand awareness is asset which brand managers create and enhance to build brand equity. It is related to the nature and features of product. It leads to brand strength which is constituted by measuring the variable like leadership, stability, Market, geographic, trend, support and protection etc. This research would help to identify customers perception about rice, especially Nirapara and guide rice factories to adjust their marketing strategy with consumer's preference. and Helps to identify the areas of improvement and facilitate better promotion strategy to increase the brand awareness and market share.

## **1.6 PURPOSE OF THE STUDY**

The study conducted on the topic brand awareness and brand preference of nirapara rice brand. The purpose of the study is to know about the brand awareness and brand preference of nirapara rice brand. And to make changes in the areas where there is any improvement needed. With the help of this study give an understanding about what the customers are expecting from us.

## **1.7 LIMITATION OF THE STUDY**

- Study is limited to 114 customers
- There was less time to collect all information since it was time consuming.

## **1.8 INDUSTRY PROFILE**

### **FAST-MOVING CONSUMER GOODS (FMCG)**

Consumer goods are products purchased for consumption by the average consumer. They are divided into three different categories: durable goods, nondurable goods, and services. Durable goods have a shelf life of three years or more while nondurable goods have a shelf life of less than one year. Fast-moving consumer goods are the largest segment of consumer goods. They fall into the nondurable category, as they are consumed immediately and have a short shelf life. Nearly everyone in the world uses fast-moving consumer goods (FMCG) every day. They are the small-scale consumer purchases we make at the produce stand, grocery store, supermarket, and warehouse outlet. Examples include milk, gum, fruit and vegetables, toilet paper, soda, beer, and over-the-counter drugs like aspirin

### **TYPES OF FAST-MOVING CONSUMER GOODS**

As mentioned above, fast-moving consumer goods are nondurable goods, or goods that have a short lifespan, and are consumed at a fast pace.

FMCGs can be divided into several different categories, including:

- **Processed foods:** Cheese products, cereals, and boxed pasta
- **Prepared meals:** Ready-to-eat meals
- **Beverages:** Bottled water, energy drinks, and juices
- **Baked goods:** Cookies, croissants, and bagels
- **Fresh foods, frozen foods, and dry goods:** Fruits, vegetables, frozen peas and carrots, and raisins and nuts
- **Medicines:** Aspirin, pain relievers, and other medication that can be purchased without a prescription  
Cleaning product: Baking soda, oven cleaner, and window and glass cleaner
- **Cosmetics and toiletries:** Hair care products, concealers, toothpaste, and soap
- **Office supplies:** Pens, pencils, and markers.

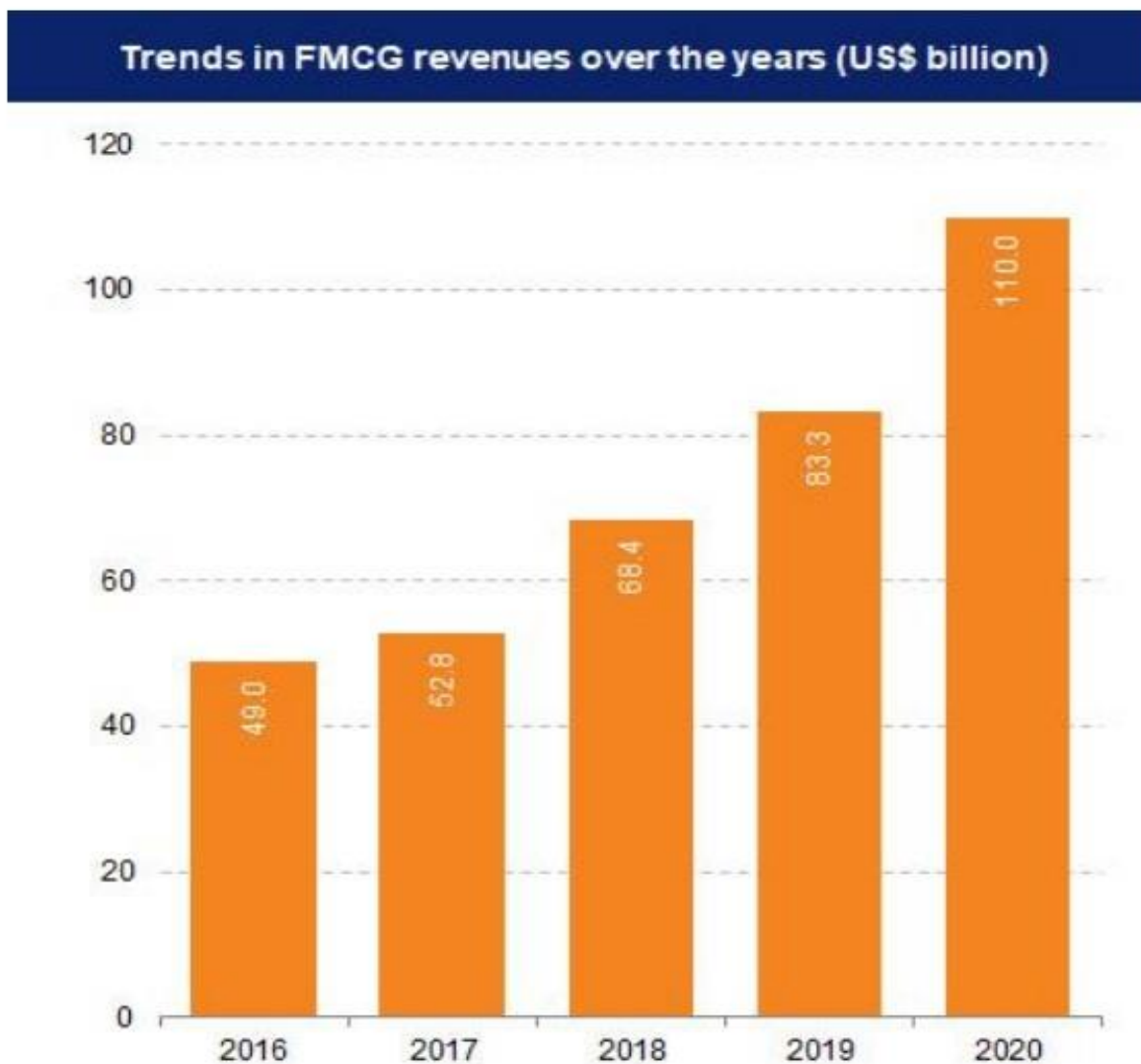
## **WORLD'S LARGEST FMCG COMPANIES**

The FMCG industry is composed of some of the most well-known brands worldwide; that's why it is often a great career opportunity to work with such companies. As of 2017, here are the 10 biggest and most popular brand names, worldwide

1. Nestlé – \$91.1 billion in revenues
2. Procter & Gamble – \$64.5 billion
3. PepsiCo – \$63.5 billion
4. Unilever – \$60.5 billion
5. AB InBev – \$56.4 billion
6. JBS – \$49.6 billion
7. Tyson Foods – \$38.2 billion
8. Coca-Cola – \$35.4 billion
9. L'Oréal – \$29.3 billion
10. Philip Morris – \$28.7 billion

## **FMCG INDUSTRY IN INDIA**

Fast-moving consumer goods (FMCG) sector is India's fourth-largest sector with household and personal care accounting for 50% of FMCG sales in India. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment (accounts for a revenue share of around 55%) is the largest contributor to the overall revenue generated by the FMCG sector in India. However, in the last few years, the FMCG market has grown at a faster pace in rural India compared to urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50% of the total rural spending.



The FMCG market in India is expected to increase at a CAGR of 14.9% to reach US\$ 220 billion by 2025, from US\$ 110 billion in 2020. The Indian FMCG industry grew by 16% in CY21 a 9-year high, despite nationwide lockdowns, supported by consumption-led growth and value expansion from higher product prices, particularly for staples. The rural market registered an increase of 14.6% in the same quarter and metro markets recorded positive growth after two quarters. Final consumption expenditure increased at a CAGR of 5.2% during 2015-20. According to Fitch Solutions, real household spending is projected to increase 9.1% YoY in 2021, after



contracting >9.3% in 2020 due to economic impact of the pandemic. The FMCG sector's revenue growth will double from 5-6% in FY21 to 10-12% in FY22, according to CRISIL Ratings. Price increases across product categories will offset the impact of rising raw material prices, along with growth and resurgence in demand for discretionary items, are driving growth. The FMCG sector grew by 36.9% in the April-June quarter of 2021 despite lockdowns in various parts of the country.

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Advertising volumes on television recorded healthy growth in the July-September quarter, registering 461 million seconds of advertising, which is the highest in 2021.

## **INVESTMENTS**

The Government has allowed 100% Foreign Direct Investment (FDI) in food processing and single-brand retail and 51% in multi-brand retail. This would bolster employment, supply chain and high visibility for FMCG brands across organized retail markets thereby bolstering consumer

spending and encouraging more product launches. The sector witnessed healthy FDI inflows of US\$ 20.01 billion from April 2000-December 2021.

**Some of the recent developments in the FMCG sector are as follows:**

- In February 2022, Dabur India formed an exclusive partnership with energy provider Indian Oil, which will give Dabur's products direct access to around 140 million Indane LPG consumer households across India.
- Beco, a startup in India, is revolutionising the FMCG market with low-cost, environmentally-friendly consumer goods.
- In February 2022, Dabur India achieved its goal to collect, process, and recycle approximately 22,000MT of post-consumer plastic three months early
- In February 2022, Marico Ltd announced its aims to achieve net-zero emissions by 2040 in its global operations.
- In November 2021, Tata Consumer Products (TCPL) signed definitive agreements to acquire 100% equity shares of Tata SmartFoodz Limited (TSFL) from Tata Industries Limited for a cash consideration of Rs. 395 crore (US\$ 53.13 million). This move was in line with TCPL's strategic intent to expand into the value-added categories.
- In November 2021, Unilever Plc agreed to sell its global tea business to CVC Capital Partners for EUR 4.5 billion (US\$ 5.1 billion). The business being sold—Ekaterra— hosts a portfolio of 34 tea brands, including Lipton, PG Tips, Pukka Herbs and TAZO.
- In November 2021, McDonald's India partnered with an FMCG company ITC to add a differentiated fruit beverage, B Natural, to its Happy Meal, which will be available across all McDonald's restaurants in South and West India, primarily catering to children aged 3–12 years.
- In October 2021, Procter& Gamble announced an investment of Rs. 500 crore (US\$ 66.8 million) in rural India.

- In September 2021, PepsiCo commissioned its Rs. 814 crore (US\$ 109.56 million) Kosi Kalan foods facility in Mathura, Uttar Pradesh; it is the company's largest greenfield manufacturing investment in India.
- In September 2021, Vahdam India, an Indian tea brand, raised Rs. 174 crore (US\$ 24million) as part of its Series D round led by IIFL AMC's Private Equity Fund.
- In September 2021, RP-Sanjiv Goenka Group entered the personal-care segment by launching skin and hair care products, aiming at a revenue of Rs. 400-500 crore (US\$ 53.84-67.30 million) in the next 4-5 years
- In September 2021, Adani Wilmar announced the opening of physical stores under the name 'Fortune Mart' that will exclusively sell Fortune and other Adani Wilmar brand products.
- In August 2021, Apnaklub, a Bengaluru-based B2B wholesale marketplace for consumer goods, raised US\$ 3.5 million in a seed round from Sequoia Capital India's Surge, increasing the total funds to US\$ 5 million.
- In August 2021, Soothe Healthcare, an Indian personal hygiene products brand, raised Rs. 130 crores (US\$ 17.54 million) in a Series-C round of funding from A91 Partner Partners.

## **GOVERNMENT INITIATIVES**

Some of the major initiatives taken by the Government to promote the FMCG sector in India are as follows:

- In November 2021, Flipchart signed an MoU with the Ministry of Rural Development of the Government of India (MoRD) for their ambitious Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM) programme to empower local businesses and self-help groups (SHGs) by bringing them into the e-commerce fold.
- Companies are counting on recent budget announcements like direct transfer of Rs. 2.37 lakh crore (US\$ 30.93 billion) in minimum support payment (MSP) to wheat and paddy farmers and the integration of 150,000 post offices into the core banking system to expand their reach in rural India.

- On November 11, 2020, Union Cabinet approved the production-linked incentive (PLI) scheme in 10 key sectors (including electronics and white goods) to boost India's manufacturing capabilities, exports and promote the 'Atmanirbhar Bharat' initiative.
  - Developments in the packaged food sector will contribute to increased prices for farmer and reduce the high levels of waste. In order to provide support through the PLI scheme, unique product lines—with high-growth potential and capabilities to generate medium- to large-scale jobs—have been established.
- The Government of India has approved 100% FDI in the cash and carry segment and in single-brand retail along with 51% FDI in multi-brand retail.
- The Government has drafted a new Consumer Protection Bill with special emphasis on setting up an extensive mechanism to ensure simple, speedy, accessible, affordable and timely delivery of justice to consumers.
- The Goods and Services Tax (GST) is beneficial for the FMCG industry as many of the FMCG products such as soap, toothpaste and hair oil now come under the 18% tax bracket against the previous rate of 23-24%. Also, GST on food products and hygiene products has been reduced to 0-5% and 12-18% respectively.
- GST is expected to transform logistics in the FMCG sector into a modern and efficient model as all major corporations are remodeling their operations into larger logistics and warehousing.

## **HISTORY OF FOOD PROCESSING**

Food processing dates back to the prehistoric ages when crude processing incorporated slaughtering, fermenting, sun drying, preserving with salt, and various types of cooking (such as roasting, smoking, steaming, and oven baking). Salt preservation was especially common for foods that constituted warrior and sailors' diets, until the introduction of canning methods. Evidence for the existence of these methods can be found in the writings of the ancient Greek, Chaldean, Egyptian and Roman civilizations as well as archaeological evidence from Europe, North and South America and Asia. These tried and tested processing techniques remained essentially the same until the advent of the industrial revolution. Examples of ready-meals also exist from

preindustrial revolution times such as the Cornish pasty and Haggis. During ancient times and today these are considered processing foods. Food processing has also helped create quick, nutritious meals to give to busy families. Modern food processing technology in the 19th and 20th century was largely developed to serve military needs. In 1809 Nicolas Appert invented a vacuum bottling technique that would supply food for French troops, and this contributed to the development of tinning and then canning by Peter Durand in 1810. Although initially expensive and somewhat hazardous due to the lead used in cans, canned goods would later become a staple around the world. Pasteurization, discovered by Louis Pasteur in 1862, was a significant advance in ensuring the micro-biological safety of food. In the 20th century, World War II, the space race and the rising consumer society in developed countries (including the United States) contributed to the growth of food processing with such advances as spray drying, juice concentrates, freeze drying and the introduction of artificial sweeteners, colouring agents, and preservatives such as sodium benzoate. In the late 20th century products such as dried instant soups, reconstituted fruits and juices, and self cooking meals such as MRE food ration were developed. In Western Europe and North America, the second half of the 20th century witnessed a rise in the pursuit of convenience. Food processing companies marketed their products especially towards middle-class working wives and mothers. Frozen foods (often credited to Clarence Birdseye) found their success in sales of juice concentrates and "TV dinners". Processors utilised the perceived value of time to appeal to the postwar population, and this same appeal contributes to the success of convenience foods today

## **FOOD PROCESSING INDUSTRY IN INDIA**

The Indian food processing industry stands at \$135 billion and is estimated to grow with a CAGR of 10 per cent to reach \$200 billion by 2015. The food processing industry contributed 7% to India's GDP. The industry employs around 13 million workers directly and about 35 million indirectly. The industry is segmented into sectors namely, milk and allied products (dairy), meat and poultry, seafood, bakery and confectionery, fruit and vegetables, grain, pulses and oilseeds (staple) products, alcoholic and non-alcoholic products (beverages), and packaged foods. The

classification is not distinct as many processed products overlap different segments. India ranks No. 1 in the world in production of Milk (Fresh, whole, buffalo), Pulses, Ginger, Chick Peas, Bananas Guavas, Papayas and Mangoes. Further, India ranks No. 2 in the world in production of Rice, Wheat, Potatoes, Garlic, Cashew Nuts, Groundnuts, Dry Onion, Green Peas, Pumpkins, Gourds, and cauliflowers. With the huge production base India can easily become the leading food supplier to the world and at the same time serving its vast growing domestic market with over a billion people. Investments in the registered food processing units have been growing in the recent years. In 2007-08 the fixed capital of registered food processing units have increased by 18.93% over the previous year. Food processing industry in India is increasingly seen as a potential source for driving rural economy as it brings synergy between industry and agriculture. A developed food processing industry is expected to lead increase in farm gate prices translating into increased rural incomes, reduce wastages, ensure value addition, promote crop diversification, generate employment opportunities as well as export earnings. With such a large and diversified production base coupled with low manpower cost and modern technology, the Indian food processing sector is poised for growth, if the advantages are leveraged optimally. The growth is driven by the fact that the central government has given a priority status to all agro-processing businesses. Government incentives in the field of mega food parks, cold chain and exports benefits are also playing an important role in promoting food processing. The major challenges are investments at different points of the supply and value chain, proper research, farm and lab connectivity, up gradation of technology, increase in farm holding, skill and manpower training, backend and front-end integration and cold chain integration. The opportunities in the food processing industry are vast. However, there is a need to improve technology and productivity to be competitive globally. As the economy grows, the food processing industry will offer bigger opportunities to the new as well as the existing players. India has the second largest arable land of 161 million hectares and has the highest acreage under irrigation. Next to China, India ranks second largest food producer in the world and has the potential to immerge the biggest with its food and agricultural sector. India accounts for less than 1.5% of international food trade despite being one of the world's major food producers, which indicates huge potential for both investors and exporters.

## **ADVANTAGE INDIA**

- India is one of the largest food producers in the world.
- India has diverse agro-climatic conditions and has a large and diverse raw material base suitable for food processing companies.
- India is looking for investment in infrastructure, packaging and marketing
- India has huge scientific and research talent pool.
- Well-developed infrastructure and distribution network.
- Rapid urbanization, increased literacy, changing life style, increased number of women in workforce, rising per capita income leading to rapid growth and new opportunities in food and beverages sector. 50 per cent of household expenditure by Indians is on food items
- Strategic geographic location (proximity of India to markets in Europe and Far East, South East and West Asia).

## **KEY GROWTH DRIVERS OF FOOD PROCESSING SECTOR IN INDIA**

- Increasing spending on health and nutritional foods.
- Increasing number of nuclear families and working women
- Changing lifestyle.
- Functional foods, fresh or processed foods
- Organized retail and private label penetration.
- Changing demographics and rising disposable incomes

## **KEY OPPORTUNITIES IN FOOD PROCESSING SECTOR**

- Process able varieties of crop.
- Contract farming.
- Investments in infrastructure through Public Private Partnership (PPP)
- Mega Food parks.

- Logistics and cold chain infrastructure.
- Food safety Management Systems
- Machinery and packaging

## **RICE PRODUCTION IN INDIA**

India is the world's second-largest producer of rice, and the largest exporter of rice in the world. Production increased from 53.6 million tons in FY 1980 to 120 million tons in FY2020-21. Rice is one of the chief grains of India. Moreover, this country has the largest area under rice cultivation. As it is one of the principal food crops. It is, in fact, the dominant crop of the country. India is one of the leading producers of this crop. Rice is the basic food crop and being a tropical plant, it flourishes comfortably in a hot and humid climate. Rice is mainly grown in rain-fed areas that receive heavy annual rainfall. That is why it is fundamentally a kharif crop in India. It demands a temperature of around 25 degrees Celsius and above, and rainfall of more than 100 cm. Rice is also grown through irrigation in those areas that receive comparatively less rainfall. Rice is the staple food of eastern and southern parts of India. Rice can be cultivated by different methods based on the type of region. But in India, traditional methods are still in use for harvesting rice. The fields are initially plowed and fertilizer is applied which typically consists of cow dung, and then the field is smoothed. The seeds are transplanted by hand and then through proper irrigation, the seeds are cultivated. Rice grows on a variety of soils like silts, loams and gravels. It can tolerate alkaline as well as acid soils. However, clayey loam is well suited to the raising of this crop

### **India Rice Industry Outlook 2017-2025**

Globally, 90% production of rice is in Asia, and India is second largest producer of rice. India has outperformed China in terms of exporting rice registering 22% growth in 2017. The exports were boosted on account of flood hit in neighboring country Bangladesh, and in 2018 Sri Lanka and Bangladesh are expected to remain the major rice export countries of India. Sella rice, an indigenous variety of rice, accounted for most exported rice. Rice is the staple food of people in



eastern and southern India, and consumption of the total produced milled (white) rice grew by 0.79% in 2017 and 3.43% in 2016. There are 1000 of varieties of rice produced worldwide but in India white rice and brown rice are the major varieties of rice produced. Of the aromatic type of rice, India is also famous for basmati rice, but they don't acquire major share in total rice exports as compared to non-basmati rice. As agriculture in India is monsoon based, the past 2 years experienced lower production of rice. But in 2017 the rice industry re-emerged and by 2018 it is expected to include African nations in the export countries, which have been importing from Thailand. The government of India heavily supports the rice producing farmers and the rice mills, by providing seeds, fuel, funds and advanced machineries. Goldstein Research analyst forecast that the India rice industry is expected to grow at CAGR of 2.0% over the forecast period. India rice production was estimated at 110 million metric tons in 2017. The factors such as government support in rice production, favorable monsoons, rising number of rice processing companies, increasing exports are majorly impacting the growth of India rice industry.

## **1.8 COMPANY PROFILE**

KKR Group was established by K. K. Karnan in the year 1976 as a small scale rice mill factory located in the town of Okkal in Kalady, near Kochi. K. K. Karnan later expanded this venture into a modern rice processing mill. Rice varieties, spice powders, ready-to-eat and other food products manufactured by the company were all brought under one name, making Nirapara a food brand in South India. Nirapara products are exported from Kerala and are available in 32 other countries including the US, the UK, Canada, Far East and West Asia. After establishing its name in rice, the company has diversified its areas of business and employs state-of-the-art technology in various other fields and introduced a wide range of food products into the market under the "Nirapara" brand umbrella. Over these years since establishment, Nirapara has made history in the world of spices and has become a favorite amongst housewives in Kerala due to its authentic taste and quality. They are an ISO 22000: 2005 and HACCP (Hazard Analysis & Critical Control Points) certified company. They are also a leading exporter of rice and spice products with FDA and Halal certifications.

The brand offers numerous products other than rice from whole spices to masala powders, vegetables to pickles which are nutritionally rich and full of Nature's goodness. The distribution chain for our products covers more than 150,000 retail outlets through 500 distributors spread across the country. The company also has a strong presence in international markets covering regions like the Middle East, Africa, Australia, UK, Canada and US etc. Our Authentic Kerala Food Products are exported to more than 46 countries under Nirapara brand. Nirapara is one of the largest selling brands in Kerala today and has become a household name. Nirapara products are now available and sold not only in Kerala but wherever Malayali population exists.

## **KKR GROUP OF COMPANIES**

KKR Group - A venture which started out with traditional methods of boiling, sun drying and milling has now grown into one of the most modern rice processing houses in India with the latest world-class technology. Today all the factories under the umbrella of the brand "NIRAPARA" boast of state-of-the-art processing facilities with the most sophisticated technology in the world, ensuring products that meet the most stringent quality and hygiene standards.

Production units of Nirapara are located in the green, pollution-free Okkal Township, near Kochi in Kerala in South India. KKR Agro Mills, the rice production facility is equipped with the latest technology in the world for every aspect of the processing of paddy, right from destoning, cleaning, drying, de-husking, bran-removal, polishing to sorting. KKR Agro Mills was upgraded in 2001 by setting up a 45 Crore paddy processing facility with the latest Bühler machinery from Germany. Today the total processing capacity of the group stands at about 700 tonnes of paddy per day, making it one of the largest paddy processors of the state.

Nirapara, after establishing its name in rice, diversified its areas of business and employed state-of-the-art technologies in several other processed food categories. KKR Flour Mills was started in the year 2000 with a view to cater to the rising demands of the modern household, introducing „easy to cook“ flour mixes to the traditional breakfast table. KKR Food Products was established in October 2002; and introduced a wide range of food products into the market under the brand

'NIRAPARA'. We have since come up with an exotic and elaborate range of perfectly blended masalas and whole spices. We guarantee authentic Kerala flavors to our products to ensure the goodness and experience of traditional homemade foods.

Considering pickles have been an integral part of Indian cuisine; we inherited this traditional art of pickling and worked our way towards developing and commercializing a housewife's job. Nirapara today markets about 45 varieties of pickles both Veg and NonVeg around the globe. The brand offers numerous products other than rice from whole spices to masala powders, vegetables to pickles which are nutritionally rich and full of nature's goodness. Nirapara is one of the largest selling brands in Kerala today and has become a household name. Nirapara products are now available and sold not only in Kerala but wherever Malayali population exists. NIRAPARA Products are being exported to 46 countries including the Middle East, Africa, Australia, UK, Canada and US.

The other prestigious divisions of KKR Group include Vydyaa Ayurveda and Herbals, Bik Herbals & Extractions, Succor Health Care, Solace Research Pvt Ltd, Bikaura Power Solutions Pvt Ltd, Chico Poultry and Live Stock, K.K.R Petroleum Products, Five Star Metals Pvt. Ltd and KKB Fencing Company LLC, Dubai.

### **CERTIFICATIONS**

- Plant Quarantine Certificate: Issued by the Directorate of Plant Protection, Quarantine & Storage. (Govt. of India)
- ISO 22000: 2005 by TUV NORD Germany
- HACCP Certified (Hazard Analysis Critical Control Point)
- FDA Certified Production Facility
- FSSAI Licensed
- HALAL Certified

## **BRAND PRESENCE**

Nirapara is the most popular brand that manufactures and exports high-quality rice, rice products, pickles, spices, spice products, etc. Nirapara is a pioneer group which came into existence in 1974, with a vision to bring quality rice to the homes in Kerala, located in South India. Further, we re-framed our mission, to provide natural, sustainable, healthy and wholesome food products to fellow beings around the globe.

Nirapara's association on the ground level starts with the farmers in different parts of India from where the raw materials are sourced and extended through to small groceries, thirdparty distributors, and large supermarkets in India like Big Bazaar, Metro Cash & Carry, Bookers, Spar, Star Bazaar, Tata Tesco, Reliance Fresh, D-Mart, SRS Value Bazaar, Spencer's Retail, Easy Day, More Mega Store etc. We also supply to global retailers such as Al Manama, Lulu Hypermarket, Carrefour, iShopIndian, India Bazaar, Spar etc.

The reach of Brand Nirapara is extended all across different locations within India, along with a presence in another 46 International locations, which includes: USA, UK, Canada, New Zealand, Switzerland, UAE, Qatar, Bahrain, Kuwait, Oman, Jeddah, Riyadh, Dammam, Australia, Ireland, Singapore, Malaysia, etc.

Today Nirapara brand is the largest Producer and Marketer of Kerala Pickles. We are also the largest Manufacturer of Palakkadan Matta Rice Variety. We have 10 Manufacturing Units established in Kerala. We have got ISO and HACCP certified manufacturing plants with hi-tech automation, R&D and microbial quality test labs are all part of the sound infrastructure. A wide network of 500+ distributors enables the brand presence in over 1.5 lakh retail outlets across the globe.

## **PRODUCTS**

### **Rice**

As a cereal grain, Rice is the most consumed staple food for a large part of the world's population, especially in Asia. Since a large portion of the maize crops are grown for purposes other than human consumption, rice remains the most important grain for human nutrition and caloric intake, providing more than one-fifth of the calories consumed worldwide. India is one of the world's largest producers of white and brown rice, accounting for nearly 20% of total rice production. Rice, a basic food crop, is a tropical plant that flourishes comfortably in hot and humid climates. At Nirapara, every single grain of rice is subject to a detailed screening to ensure fidelity in size, color and dimension to provide you with the best grains.

### **Spices**

To help discerning housewives world over prepare curries that are tasty and nutritious while in essence remaining truly 'Keralean', K.K.R Food Products in 2002, launched the pioneering Nirapara Curry Masala Brand. Using carefully handpicked aromatic spices high in quality, Nirapara Spices & Curry Masalas are prepared in a completely dust-free environment employing some of the latest advances in Food Processing technology. In order to ensure cent percent purity, Nirapara Curry Masala Unit is the only food processing unit in India wherein the products are subjected to a 4 stage process of Steam Sterilization to render them completely germ-free.

### **Rice Products**

Rice is the seed of the monocot plants. As a cereal grain, it is the most widely consumed staple food for a large part of the world's human population, especially in Asia and the West Indies.

### **Pickles**

The pickle is a side dish without which an Indian meal is incomplete. Prepared in a traditional manner using a variety of vegetables, masalas and oil, Nirapara pickles is a huge hit with millions of families within and beyond Kerala. To maintain an international standard in quality, taste and nutritional value, Nirapara employs the latest technological advances in producing its line of mouth watering pickles, which are prepared using assorted ingredients of the highest quality, under the watchful eyes of some of Kerala's well renowned culinary experts. Keep our pickles as side dish and enjoy the best traditional Indian cuisine experience.

### **Desserts**

Desserts, a course that concludes a meal. The course usually consists of sweet foods, such as confections, and possibly a beverage such as a dessert wine or liqueur.

### **Wheat Products**

Wheat and Wheat based products have been popular with Kerala's as well as other rice consuming population since time immemorial. As per the increase in demand for wheat products, Nirapara has been bringing to the market a wide range of Wheat based products which is of top quality, healthy, and farm fresh. Whether you're interested in flour, bread, specialty grains, pancake mixes, cereals, bakery items or even a homemade sandwich, our wheat products help you to taste the difference of 100% pure wheat products.

### **Culinary Paste**

Culinary paste, semi-liquid colloidal suspension, emulsion, or aggregation used in food preparation or eaten directly as a spread. Pastes are often highly spicy and aromatic. They are often prepared well in advance of actual usage, and are often preserved for future use.

## **Tea and Coffee**

Coffee: A brewed drink prepared from roasted seeds, called coffee beans, from the coffee plant.

Tea: An agricultural product of the leaves, leaf buds, and internodes of various cultivars and sub-varieties of the *Camellia sinensis* plant, processed and cured using various methods.

## **Condiments**

A condiment is a spice, sauce, or preparation that is added to food, after cooking, to impart a specific flavor, to enhance the flavor, or to complement the dish. A table condiment or table sauce is more specifically a condiment that is served separately from the food and is added to taste by the diner.

## **Oils**

Cooking oils are healthy, have antioxidant content, and prevents cancer.

## **Pulses**

Pulses, also known as grain legumes, are a group of 12 crops that includes dry beans, dry peas, chickpeas, and lentils. They are high in protein, fiber, and various vitamins and they also provide amino acids.

## **Coconut Products**

Coconuts are especially high in manganese, which is essential for bone health and the metabolism of carbohydrates, proteins, and cholesterol. They're also rich in copper and iron, which help form red blood cells, as well as selenium, an important antioxidant that protects your cells.

## **Oats**

Oats are among the healthiest grains on earth. They're a gluten-free whole grain and a great source of important vitamins, minerals, fiber, and antioxidants. Oats and oatmeal have many health benefits. These include weight loss, lower blood sugar levels, and a reduced risk of heart disease.

### **Dairy Products**

Dairy products or milk products are a type of food produced from or containing the milk of mammals. They are primarily produced from mammals such as cattle, water buffaloes, goats, sheep, camels, and humans. Dairy products include food items such as yogurt, cheese, and butter.

### **Exotic Rice**

Exotic Rice Blend will put a new twist on your usual rice dishes. This rice blend has a natural nutty flavor and firm texture that makes it great to use as a side dish for any meal.

### **Otc**

Nirapara delivers you a wide variety of other quality items such as masks, fresh wash meat and fish wash, fresh wash fruits and vegetable wash, nutrifirst, nutrifirst health mix, and other wide range of food products.

### **Edible Roots**

Edible roots are especially rich in soluble and insoluble fiber, which helps to boost the health of gut bacteria, lower high levels of blood fats and blood glucose, and reduce the risk of Type-2 diabetes, heart disease, and bowel cancer.

## **FUNCTIONAL DEPARTMENTS OF NIRAPARA**

- Finance Department
- Accounts Department
- Purchase Department
- Production Department
- Human Resource Department
- Marketing Department
- Quality Assurance Department Export Department



- Vehicle and Transport Department
- Research and Development Department
- Systems and Maintenance Department

### **Finance department**

The function of financial management is to make intensive and economic use of capital resources of the organization. The NIRAPARA mill maintains a clear and perfect accounting system. The main activities of finance department are working capital management, preparation of financial statements such as balance sheet, profit and loss account etc. The finance department carries out all the activities pertaining to long term and short term requirements of the operation using purchase bill, maintaining the accounts, of contracts, sub-contracts and income tax deductions. Functions of finance Department

The following are the different functions in finance department

- Sourcing finance
- Financial accounting
- Cash Management
- Taxation
- Management of Cost control
- Preparation of financial reports

### **Marketing Department**

The marketing department works as a separate company within the business enterprise and deals with all the sales and marketing related activities. The KKR Group markets a number of diversified brand of products in the competitive markets.

#### **Functions of Marketing Department**

- Local area sales

- Rural marketing
- Interstate Marketing
- Exports

### **Quality Control Department**

The KKR Mills is the only rice mills in the south India to use the Z – sortex machine capable of optical inspection for quality control. This machine scans every grain of the Rice and remove discolored, broken and immature rice ensuring only rice that meet the Specification calibrated in the computer is selected for packaging. This quality section is headed by a Quality controller. He has assistants to assist him in quality checking. Research and Development Department In KKR Group of companies research is mainly conducted in the field of production. This department consists of lab assistant, chemist and microbiologist. It leads with Development of new product and quality inspection etc. The R&D Department of KKR Group is situated at Chalamattom unit.

### **NEW TECHNOLOGY**

The KKR Group is all set to enter the food processing industry on large scale bringing in the world latest technology and machines. In every new area of achieving attention to purring and hygiene that meet the highest world requirement is the focus of the group.

### **NEW PRODUCT**

The KKR Group is looking at venture in food processing and presenting with a large-scale investment on a food technology park. The group has plans to manufacture an international product range like past presents sources squashes, fruits based foods .

## **NEW MARKET**

Today Nirapara groups has entered the Middle East America and Europe. The day is not far because the KKR Group makes food in the international markets and with the presence and communication of the group it need a dream that will be true before long.

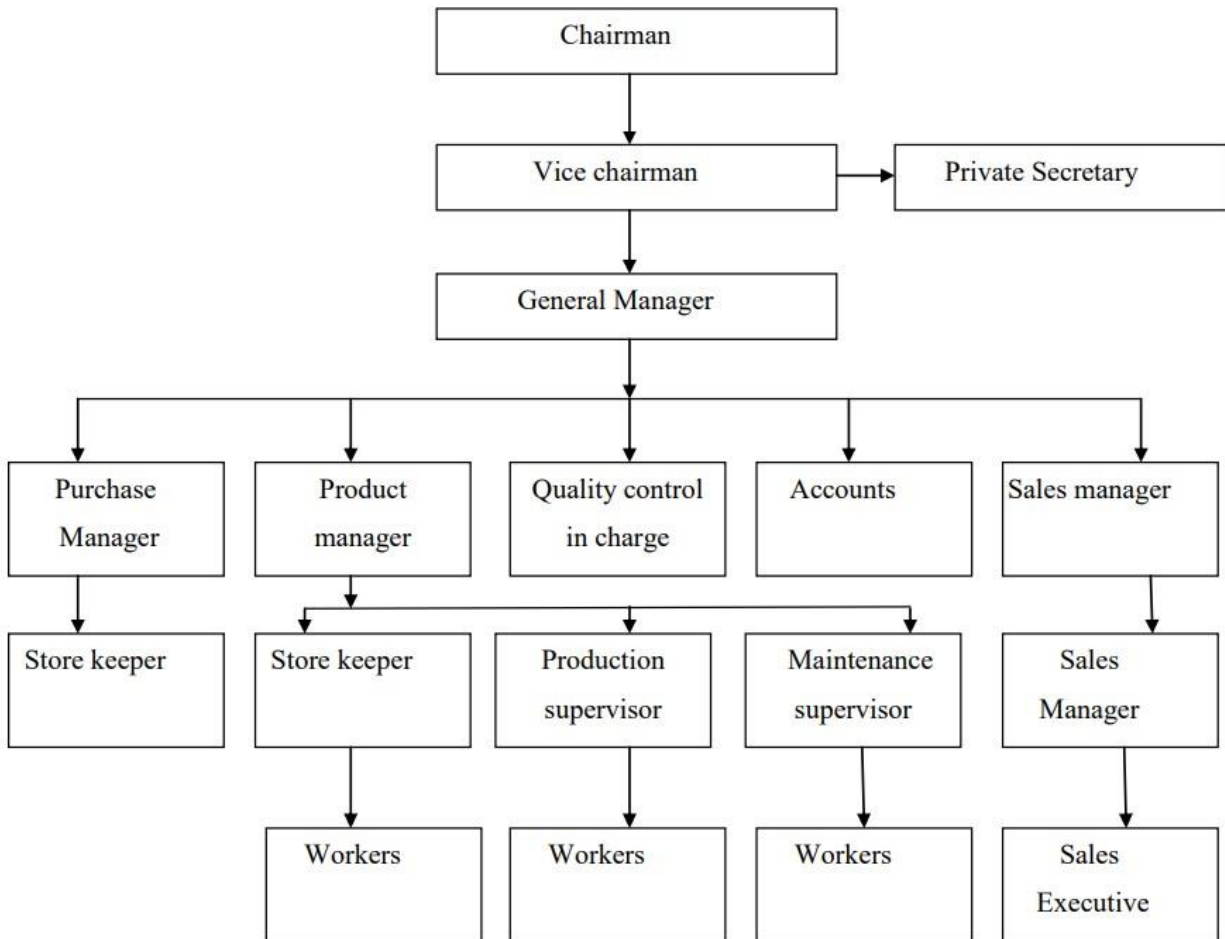
## **COMPETITORS OF NIRAPARA**

- Estern
- Periyar
- Double Horse
- Pavizham(Only in Rice)
- Gayathri(Only In Rice)
- Mariyas
- Melam
- Taste Buds(Forigne Market)
- Brahmins
- Grandma

## **OVERVIEW OF COMPANY PROFILE**

Name	KKR Group of companies (NIRAPARA)
Registered office	KKR Group of companies ,Okkal P.O,kaladay,Ernamkulam Dist, Kerala683550 <a href="tel:914842462422">Tel:914842462422</a> , 2463368, 246212154,2462468,Fax:914842464111
Email	Info@nirapara.com
website	www.nirapara.com
Nature of business	company
Nature of firm	Manufacture of food products
Year of commencement	1976
product	Food products(125 Items listed)

## **ORGANIZATION STRUCTURE**



**K K KARNAN**

Chairman

The KKR Group was set up in 1976 by Mr K. K. Karnan, a man who set out with the vision to bring quality rice into the traditional homes of Kerala in South India. A venture which started out with traditional methods of boiling, sun drying and milling grew into one of the most modern rice processing houses in India with the latest world-class technology. Today all the factories coming under the umbrella of the brand name “Nirapara” boasts of a state-of-the-art plant with the highest levels of technology in the world, ensuring products that meet the most stringent quality and hygiene standards.

**BIJU KARNAN**

Chairman

Nirapara grew into a multi crore turnover venture under the vision of Mr Biju Karnan, S/o Mr K. K. Karnan. After completing his studies abroad, he joined the family business and started diversifying the business. It is his ideas and plans through which the company enters into breakfast powders, spices and pickles in the market. Apart from the normal food-related business, he diversified his concept to research, Pharma, foreign ventures such as Fencing Co.etc. It was Mr Biju Karnan who gave an altogether new image to the brand „Nirapara“. Now the brand Nirapara has emerged as the undisputed leader in quality food production in Kerala & has positioned Nirapara as „The true taste of tradition“ without any compromise in quality

**CHAPTER II**  
**REVIEW LITERATURE**

## **2.1 INTRODUCTION**

A literature review is intended to spot related research, to line this scientific research within a conceptual and theoretical context. Determine what the foremost credible research journals are within the topical area and begin with those. it should encounter other similar studies that may not be included. The study wouldn't be judged credible if it ignored a significant construct. The literature review will help to seek out and choose appropriate measurement instruments. it'll be readily seen what measurement Instruments researchers had used themselves in contexts like this project. Review of literature shows the previous studies dole out by the researcher during this field. Previous studies are reviewed so as to achieve insight into extent of research. The literature review surveys scholarly articles, books, and other sources relevant to a selected area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research. It should provide a theoretical base for the research and facilitate your (the author) determine the character of your research. The literature review acknowledges the work of previous researchers, and in so doing, assures the reader that your work has been well conceived. it's assumed that by mentioning a previous add the sector of study, that the author has read, evaluated, and assimilated that employment into the work on hand. The research problem is more understood and made specific touching on theories, reports, records and other information made in similar studies. this can provide the researcher with the knowledge on what lines the study should proceed and serves to narrow the matter. the most objective of the study is to boost the Brand Awareness of Nirapara rice brand among the people.

## **2.2 THE BRAND**

According to Nicholas Ind (1997), brand are often described as a feature of a clear idea of product or service, and it includes the definition or a view of the values that go deeper within the functional performance. within the opposite words," A product are some things that's made, during a very factory, a brand are some things that's bought by a customer". (Ind. 1997) Aaker (1991) noted that the brand signals the source of the merchandise to consumers, and protects the customer, moreover because the producer from possible competitors who would brand is, tangible and intangible,



practical and symbolic, visible and invisible under conditions that are economically viable for the company" (Kapferer, 1986)

Brands are built up by persistent difference over the future. they cannot be reduced into a logo on a product or a mere graphic and cosmetic exercise. A brand is that the signature on a constantly renewed, creative process which yields various products. Products are introduced, they live and disappear, but brands endure. The consistency of this creative action is what gives a brand its meaning its content, and its characters: creating a brand requires time and identity.

The American Marketing Association defines the term "Brand" as "A name, term, symbol or design, or a mixture of them, which is supposed to suggest the products or services of 1 seller or group of sellers and to differentiate them from those of competitors More importantly, a brand promises relevant differentiated benefits. Everything a corporation does should be focused on enhancing delivery against its brand's promise.

Combining some different definitions, a brand is that the name and symbols that identify:

- The source of a relationship with the consumer
- The source of a promise to the consumer
- The unique source of products and services
- The single concept that is created inside the mind of the prospect
- The sum total of each customer's experience with the corporate

The evolution of Branding

According to Manohar David of Philips (Director and Senior vice chairman, Philips India Limited, 1996), a challenge loving, risk taking Brand Manager, who retired after a 31 year marketing career with Philips, and liable for its brand success needs to say, "In the 1970's, products were made up of the manufacturing, instead of the customer point of view. But with the main target shifting to the patron, marketing has assumed a far larger role".

Significant parameters in brand building literature have experienced a dramatic shift the last decade. Branding and therefore the role of brands, as traditionally understood, have been subject to

constant review and redefinition. a standard definition of a typical Brand was "the same, related to one or more items within the business line, which is employed identify the source of character of the item(s)" (Kotler, 2000)

The American Marketing Association's (AMA) definition of a brand is "name, term sign, symbol, or design, or a combination of them, intended to identify the products and services of 1 seller or group of sellers and to differentiate them from those of competitors. Within this view, whenever a marketer creates a replacement name, logo, e symbol for a brand-new product, he or she has created a brand, (Keller, 2003) He recognizes, however, that brands today are far more than that. As is seen to keep with these definitions' brands had an easy and clear function as identifiers Before the shift focused towards brands and so the brand building process, brands were just another step within the entire process of promoting to sell products. For a protracted time, the brand has been treated in an off-hand fashion as a component of the merchandise (Urde 1999).

Branding is a major issue in product strategy (Kotler, 2000).

As the brand was only a part of the merchandise, the communication strategy worked towards exposing the brand and creating a brand image. Within the normal branding model, the goal was to create a brand image, (Aaker and Joachimsthaler, 2000); a tactical element that drives short-term results. it's mentioned that the brand may be a sign-therefore external-whose function is to disclose the hidden qualities of a product which are inaccessible to contact (Kapferer, 1997).

The brand served to spot a product and to differentiate it from competition. within the journey from product-centric brands to customer-centric brands, many consumer companies have locked in on a transitional concept - segment-specific brands. While brand Nike focuses on physically active consumers, brand Disney focuses on parents with babies. this is often a big step within the right direction and it reflects growing awareness of the ability of shoppers. A brand differentiates a product in several forms and it will be broadly divided into two categories- The tangibles (rational), and therefore the intangibles (emotional and symbolic). Either way while the merchandise performs its basic functions, the brand contributes to the differentiation of a product (Keller, 2003).

These dimensions "distinguish a brand from its unbranded commodity counterpart and provides it equity which is that the summation of consumers' perceptions and feelings about the product's attributes and also the way they perform, about the name and what it stands for, and about the company associated with the brand" (Achenaum, 1993).

A strong brand provides consumers multiple access points towards the brand by attracting them through both functional and emotional attributes. The tangible dimensions that a brand creates are product innovations, high qualities, and/or attractive prices etc. Those are often observable from the product's marketing mix and merchandise performance (Keller, 2003).

The intangible values of a brand will include those who can not be quantified. These intangibles transcend the merchandise level to become a synaptic process within the brain. In other words, consumers are ready to answer this particular brand without the presence of the merchandise (Bedbury, 2002).

More importantly, an intimate rapport could also be developed between the consumers and their brands (Roberts, 2004; Fournier, 1998; Muniz and Schau, 2005). The attributes of a branded product add value for consumers, the intermediaries, and also the manufacturers. the foremost significant contribution of a powerful brand to consumers would be the reduced searching time and value once they are confronted with a collection of identical products. It helps consumers to spot and locate a product with less scientific discipline and decision time due to the expected quality from accumulated brand knowledge (Pelsmacker et al., 2004).

Consumers are able to develop associations and assumptions through name, package, label etc. a powerful brand also offers a high brand credibility: it becomes a sign of the merchandise quality and performance. This reduces the risks involved within the purchase including the functional, physical, financial, social, psychological, and time risks (Swait and Erdem, 2004; Keller, 2003).

Consumers don't only like the functional values of a brand, they also enjoy the emotional aspects. a powerful brand mixes and blends the merchandise performance and imagery to make a chic, deep, and complementary set of consumer responses towards the brand (Zamardino and Goodfellow, 2007).

Hence consumers are drawn to more dimensions of a brand and can be more likely to effectively bond with the brand. Consumers also use the brand as a way of character reflection, symbolic status, and an anchor during this forever changing world. Finally, a brand smoothest consumers' communication process to others and enrich their everyday lives (Holt, 2004; Keller 2003; Fournier, 1998).

In terms of the branding benefits to intermediaries like retailers and wholesalers, a powerful brand with high brand recognition and brand awareness races the stock employee turnover, lowers the selling cost, and results in higher sales. Consumers will be more inclined to (re)purchase in their stores and spread word of mouth to others. These successively facilitate the future activities associated with the selling of the products with the brand. On the opposite hand, a powerful brand also implies that the manufacturer supplying the products are going to be more committed to the in-store promotions (Webster, 2000).

For manufacturers, a powerful brand could be a valuable asset to the corporate. A well recognized brand is a proof, and it increases the likelihood for consumers to put the merchandise in their consideration or choice set (Swait and Erdem, 2004). Manufacturers also will win a reputable name through consumers' positive attitudes and evaluation towards the brand. As discussed previously, manufacturers with strong brands are more committed to their retailers, and also the retailers will reciprocally invest more effort and resource in maintaining the connection. Therefore, a powerful brand results in mutual trust and commitment, and fosters the manufacturer-retailer relationship (Morgan and Hunt, 1994).

Sometimes, the manufacturers may even gain greater bargaining power over their retailers, and are presented with more distribution channels (Pelsmacker et al., 2004). Furthermore, a price premium is imposed on a powerful brand thanks to the brand's perceived higher quality over the competitors' brands (Keller, 2003).

A unique product positioning may be created by a powerful brand, which can act as an entry barrier, like the retention of material possession rights, patents, or trademarks etc (Keller, 2003). This entry barrier can even be established through consumer's repurchase behavior. because it enhances the sales forecast predictability and secures the demand (Keller, 2003).

Moreover, thanks to these loyal customers (i.e. implying higher customer retention rate), a corporation will find it easier to increase its brand, and lower its marketing costs. Several studies have proved that a better customer retention rate will enhance a firm's financial performance and cause the next shareholder value (Srivastava, et al. 1998; Anderson et al. 2004).

A strong brand also affects a company's financial bottom line directly just in case of a merger or acquisition, because buyers are usually required to pay an additional cost over the fair value of the firm. This ends up in a positive goodwill (i.e. intangible asset) which is able to be booked on the balance sheets (Elliot and Elliot, 2007).

Overall, a branded product adds value to all or any parties related to it. However it doesn't automatically create value. Only through adoption of an appropriate marketing communication strategy will the brand achieve success. The key to branding is that customers perceive the brand differently as compared to other brands within the same product category (Keller, 2003). This statement is supported by (Pennington and Ball. 2007), they define branding as "the process within which a customer or customers, define, label, and seek to get a subset of an otherwise undifferentiated or unbranded product". On the surface it appears that it's up to the consumers to work out a brand's strength, but of course it's the branding process that makes a novel mental map during a consumers' mind and guides their behavior (Keller, 2003). during this context, it's vital for organizations to shift the locus of the patron relationship from product brands toward a trusted and credible umbrella brand and further move the implementation of tactical activities with targeted consumers or segments, instead of at the brand level.

### Benefits of Branding

Strong brands have variety of advantages for an organization, the retailer, the patron and for society as a full. Strong brands help the buyer locate and identify products and evaluate their quality and makes it easier for them to develop attitudes and expectations (Pelsmacker, Geuens, and Van den Bergh, 2001). Branding also makes shopping more efficient because it tends to cut back the number of decision-making times required and therefore the perceived risks of purchase since a brand promises a relentless level of quality (Pelsmacker et al., 2001).

Well-known brands are capable of developing favorable attitudes and perceptions more easily, resulting in increased sales. Higher perceived quality gives the buyer an honest reason to get the merchandise (Pelsmacker et al., 2001). The identical brand equity components may give the manufacturer an efficient base for line or brand extensions. The image and personality of the brand is definitely carried over to the new products, giving it a vantage. An extension set of brand name helps the buyer retrieve information from memory, thus it facilitates the purchasing process and bias towards the brand (Pelsmacker et al., 2001).

In a competitive business environment, brands aren't just symbols that function identifiers but have an economic function. The worth of brands is its ability to create an exclusive, positive and prominent meaning within the minds of consumers (Kapferer, 1977). A brand can create a long-lasting impression on consumers and this might lead to brand loyalty or attract loyal customers.

### **2.3 LOYALTY**

Loyalty could be a biased response towards a brand or product expressed over a period of your time and is defined by the acquisition pattern of a decision-making unit which can be a private, a household or a firm (Mellens, Dekimpe and Steenkamp, 1996).

Therefore, loyalty implies consistent repurchase of a brand resulting from positive affinity of consumers towards the brand or the merchandise. Jacoby and Chestnut (1978) argued that commitment is a vital element of loyalty and distinguishes between loyalty and repeat buying which is thanks to inertia.

Former Ford, Basil Coughlan estimates that each mathematical notation of loyalty is worth 100 million dollars in profits to his company (Serafin and Horton, 1994). Del Monte, Harley Davidson and General Motors spend large sums of cash to induce brand loyalty (Mellens, Dekimpe and Steenkamp, 1996). Brand loyal consumers are willing to pay higher prices and are less price sensitive to cost increases (Mellens et.al.).

David A. Aaker defines brand loyalty because the measure of attachment that a consumer has towards a brand. Brand loyalty in line with him reflects how likely a consumer are to switched brands when that brand makes a product change either in price or product features. Aaker states that the core of a brand's equity relies on customer loyalty. Therefore, if customers buy with relevancy features, price and convenience with little concern to the name, there's perhaps little equity (Aaker, 1991).

Aaker conceptualizes brand loyalty as a pyramid with five tiers. the underside represents the non-loyal consumers who are indifferent to the brand and who perceived any brand as being adequate whereby the name has little influence over buying decisions. The second level are those who are satisfied with the merchandise or are a minimum of not dissatisfied. the subsequent level are the satisfied buyers with switching costs, people who don't desire to risk changing product and can be termed habitual buyer. the subsequent level are loyal buyers who considers the brand as a follower. The fifth level is that the committed buyer or people who are extremely loyal to the brand. They comprise those who are proud users and might recommend the merchandise to others (Aaker, 1991).

Therefore, loyalty is at the guts of a company's success. Researchers and marketers are keen to know the variables that determine loyalty to a corporation or to a product and to differentiate between brand and customer loyalty, although there's not much difference between the 2 concepts. The advantages enjoyed by a brand with strong and consistent customer loyalty include the power to keep up premium pricing, greater bargaining power with channels of distribution, reduced costs, a powerful barrier to potential new entries into the merchandise or service within the same category (Reichfeld, 1996). Brand Loyalty

Brand loyalty may be a consumer's preference to shop for a selected brand in a very product category. It occurs when consumers perceive that the brand offers the proper product features, images or level of quality at the correct price. This perception may translate into repeat purchase leading to loyalty. Brand Loyalty is therefore associated with a customer's preference and attachment to a brand. it should occur because of a protracted history of employing a product and trust that has developed as a consequence of the long usage.

One of the foremost comprehensive and most cited conceptual definitions of name loyalty was forwarded by Jacoby and Chestnut (1978). Jacoby et al. Defines brand loyalty as “the biased, behavioral response, expressed over time, by some decision-making unit, with reference to one or more alternative brands out of a group of such brands, and could be a function of psychological decision-making, evaluative processes.”

Cunningham (1956) identified three definitions of name loyalty comprising; customers lost and gained over specific time periods; time sequences of individual purchases and share of the market (Smith). Olsen and Jacoby (1971) used correlational analysis to conceptualized brand loyalty and located that brand loyalty is expounded to; percentage of purchase dedicated to the foremost purchased brand.

number of various brand purchased over the past two years, number of times the favourite brand was purchased out of the last five purchases, three consecutive purchases out of the last five purchases and also the actual number of consecutive purchases of favorite brand out of the last five purchases (Smith). supported the summary by Smith brand loyalty as defined by Cunningham (1956). Day (1969) Buford, Enis and Paul (1971), Olson and Jacoby (1971) behavioral loyalty is expressed within the style of 'repeated purchase of the brand (Smith, 2003).

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fifth level is that the committed buyer or those that are extremely loyal to the brand. They comprise people who are proud users and can recommend the merchandise to others (Aaker. 1991).

## **2.4 BRAND AWARENESS**

Brand awareness is that the extent to which a brand is recognized by potential customers and is correctly associated with a selected product. Expressed usually as a percentage of the target market, brand awareness is that the first goal of advertising within the first months or years of products introduction. Brand awareness is claimed the functions of brand name name identities in consumers memory and should 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 properly differentiate the brand they previously have the exposed to. this does not necessarily require that the consumers identify the brand instead, it often implies that buyers can response to a selected brand after viewing its visual packaging images. Brand recall refers to the facility of the consumers to properly generate and retrieve the brand in their memory, Brand awareness means the facility of consumers to identify, recognize and recall a brand in several buying situations. Two crucial things are considered as brand awareness like brand recall and brand recognition (Aaker. 1992). Brand recall is that the power of shoppers to recall the brand immediately after seeing it whereas brand recognition means the ability to identify a brand after getting some cues. Tangible components of a brand like name. logo, symbol, sign and metaphor facilitate customer awareness of a brand. apart from this positive word of mouth and advertising also enhances brand awareness (Aaker. 1992). Moreover, brand awareness is distinguished from depth and width. Depth means the way to create consumers to recall or identify brand easily and width expresses infers when consumer purchases a product. Both brand depth and width are necessary for creating brand awareness. Brand is usually defined as a reputation that identifies a product or service.

Brand name

Brand name lies within the minds and hearts of shoppers that always creates high brand awareness (Keller et al. 1998). It is the emotion and concepts that buyers positively associate with a corporation and its products. It connects the merchandise or services emotionally to the consumer's needs and desires.

### Logo & Symbol

Logo and symbol must be set after establishing the brand and identity and it requires creative work from the people within the organization. Once a logo has established consumer loyalty, the following step is to repeat it the most amount as possible (Keller. 2013). Logo should accompany when the company and its product or service is exposed anywhere.

### Slogan

Slogan is strongly associated with the brand and it's used everywhere along with it. It works as a shadow for the name. A brand alone can't communicate or represent the brand. Thus slogan is crucial for communicating the essence of a brand. Slogan must be short, simple and straightforward to pronounce (Keller.2013)

### Brand personality or character

A distinct brand personality or character will help a brand to face are available in a contest and negates the competitor point of difference. By addressing different personalities, the identical product is appealing to varied audiences. Personality traits must be trustworthy and it helps to make customer confidence (Keller. 2013) with trustworthiness a brand can strengthen its belief in consumers to require care of its quality standards.

### Product

According to (Berger Draganska and Simonson, 2006) product is that the critical element the companies make use for brand awareness, brand perception and selection through providing consumers expected requirements, variety and quality, and maintaining the industry standards.

### Price

Price is one in every of the core elements of selling mix (Kotler et al. 2017) opined that price is that the money that consumer wants to get a particular product and repair. Price often signals the quality of the merchandise and creates high brand awareness and customer loyalty if consider perceives price as consistent and effective with the merchandise quality and features.

### Communication

According to (Aswad. 2016) communication is element of promoting mix that firms use to inform, persuade and remember a specific product, its offers and to form company image through advertisement, advertisement, public relation, marketing, and packaging. (Percy and Rossiter, 1992). (ang Mafini, and Dumasi, 2014) advocated that promotion is simply tools that firms initially use to make aware the customer about the brand and through this regard advertisements and marketing create awareness of brand name name among customers where section and trade promotion can create significant awareness among channel members.

### Product availability

Product availability, also called as customer convenience or distribution, is that the marketing mix element that produces the merchandise and services available therefore the customer's location. per (Shah. Kutnar and Zhao, 2015) Product availability creates significant brand awareness by allowing customers to buy for the merchandise whenever and wherever they have.

### Trade fair

A trade fair (trade exhibition, trade show, or expo) is an event arranged to form sure that companies within a specific sector may display and exhibit their current services and products, interact with business partners and consumers, research functions of competitors, and analyze current opportunities marketplace and trends (Horn, 2002). an outsized number of companies mutually make use of trade shows to assist boost their brand awareness, present new services or products and procure details about their rivals.

### Sponsorship

Sponsorship are a typical marketing function which happens publically projects or events and it's going to be also mentioned as event marketing. Linking a brand to an event is a wonderful because of cater to customers. Sponsorship makes, within the minds of consumers, a connection involving the organization or brand and an organization or event which focuses on consumers' worth extremely (Shojace and Bin Azman, 2013). Another advantage of creating use of events being a communication consists of the face-to-face contact a sponsoring organization may have used their potential audience.

### Promotional merchandise

Promotional merchandise, promotional products, promotional items, promotional gifts, product media, or advertising gifts, often called swag, tend to be content articles of products (usually branded with a slogan or logo) utilized in integrated communication and marketing plans (keller, 2013) stated that customers usually recognize and recall a brand a brand more if they receive something as a gift with brand logo and name.

### Customer Loyalty

According to Hughes, (2003). Customer loyalty is both an attitudinal and behavioral tendency to favor one brand over the others, whether due to satisfaction with the merchandise or service, its convenience, performance, comfort and simply the familiarity with the merchandise. Keller, (2013) stated that customer loyalty is extremely increased when organizations focuses on customer development by making attempts to assemble insights about the newly acquired customers and demands. keep with Hughes, (2003). Customer loyalty becomes high when customers show their commitment to the organization by making repeated purchase and generate positive word of mouth for the brand. The provided sales services, product quality, fulfilling requirements of demand, engagement etc.to customers ensure customer commitment to the organization. Acquiring new customer is extremely important, but loyalty is far created through the retention of existing customers, Dhurup, Mafini, and Dumasi, (2014) stated that it's considered profitable and easier to retain the prevailing customers by providing them value-added products and services.

### Impact of name name Awareness on Loyal

(Koniewski, 2012) stated that, brand awareness is that the place to start for customer satisfaction and loyalty. keep with (Lin. 2006), warranty and brand awareness help building brand equity to influence developing customer loyalty. Brand awareness influences the young adults of South East Asian (SEA) country to shop for swan phones (Zahid et al. 2016). just just in case of common and repeat purchase. Brand awareness stimulates the acquisition decision (Macdonald & Sharp. 2000).

### Definitions

A traditional definition of a brand was: "the name related to one or more items within the merchandise, that's accustomed identify the source of character of the item(s) (Kotler, 2000). The American Marketing Association (AMA) definition of a brand could be a name. term, sign, symbol, or design, or a mixture of them, intended to spot the products and services of 1 seller or group of sellers and to differentiate them from those of competitors"

According to Kotler (2003:420), a brand is basically a marketer's promise to deliver a selected set of features, benefits and services consistently to the buyer.

Brand awareness can provide a bunch of competitive advantages for the marketer. These include the subsequent (Aaker, 1996:174)

- Brand awareness
- Perceived quality
- Brand loyalty
- Brand associations
- Brand equity

Brand awareness provides the brand with a way of familiarity. Name awareness will be a symptom of presence, commitment and substance. The salience of a brand will determine if it's recalled at a key time within the purchasing process. Brand awareness is an asset that may be remarkably

durable and thus sustainable. It's going to be extremely difficult to dislodge a brand that has achieved a dominant awareness level.

Organizations can create brand awareness by, firstly, having a broad sales base, and secondly, becoming skilled at operating outside the traditional media channels (Aaker, 1996:16). A brand with high brand awareness and with positively distinguishing associations will have a high added value for consumers. Brand awareness is measured in keeping with the various ways within which consumers remember a brand, which can include brand loyalty, brand recall and brand promotion

#### Brand recall

Brand recall relates to consumers' ability to retrieve the brand from memory given the merchandise category, the wants fulfilled by the category or a procurement or usage situation as a cue. It requires consumers to properly generate the brand from memory. When given a relevant.

#### Brand knowledge

Brand knowledge refers to all or any the thoughts, feelings, images, experiences, and beliefs that become related to a business's brand. Further discussion on brand knowledge: While a corporation will develop its branded look, which has company logo, colors, and visuals, a brand is really identified by the patron.

#### Brand promotion

Brand promotion may be a common marketing strategy intended to extend product awareness, customer loyalty, competitiveness, sales and overall company value.

#### Brand loyalty

Brand loyalty is that the positive association consumers attach to a specific product, demonstrated by their repeat purchases of it even when given choices of competing alternatives. To marketing professionals, getting and maintaining brand loyalty for a longtime product are the final word achievements. Customers need information to be ready to choose from alternative brands.

However, consumers are bombarded with increasingly more marketing messages. The challenge therefore facing marketers is to make awareness and presence both economically and efficiently (Aaker, 1996:174)

Note on Measuring Brand Awareness, Brand Image, Brand Equity and Brand Value by P. Chandon on March 2003 has well defined how we are going to measure the brand awareness. the aim of this note is to produce an summary and references on the varied methods which will be accustomed measure brand knowledge (brand awareness and brand image), brand equity and brand value. This note provides a brief definition of every concept and illustrations of the foremost widely used measurement techniques Once you recognize what you wish to live, it's important to seem at the initial sources cited to grasp the way to properly use these techniques. Keller's (2003) excellent book also provides detailed information on each concept and its measurement. Brand awareness measures the accessibility of the brand in memory. Brand awareness is measured through brand recall or brand recognition. Brand recall reflects the power of consumers to retrieve the brand from memory when given the merchandise category, the requirements fulfilled by the category, or another kind of proboscis. Brand recognition reflects the power of consumers to substantiate prior exposure to the brand. (Aaker. 1996)

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Brands recall Measures:

- Please name all the brands of beverages/soft drinks/carbonated soft drinks you'll consider.
- Please name all the brands of beverages you will be able to give some thought to that you simply simply would wake an INSEAD party.

It is important to measure not only the depth of recall (the percentage of people who know the brand) but also the width of recall (the cues that cause brand recall). Therefore, it is important to ponder the choice of the cue that will be utilized within the recall question. an honest start is to administer some thought to who, when, where and therefore the way the brand are visiting be bought or used).

Levels of brand name Awareness

#### 1. Brand Recognition:

This level is that the first stage of name awareness. it's when the consumers can recognize a particular brand among others "aided recall". Aided recall may be explained as a situation where a group of given brand names from a given product class is shown. The task is then to spot recognized names Brand recognition is major when consumers face the buying procedures.

#### 2. Brand Recall

This is upon the consumers to call the trade mark in an exceedingly product class except level one this is often an "unaided recall" since there don't seem to be given any samples of specific brand.



The role of brand name recall may also be vital for regularly purchased products like coffee, detergent and headache remedies that brand decisions usually are made prior visiting the shop. Further on, in some categories like (cereal) there are so many recognized alternatives that the patron is overwhelmed.

### 3. Top of Mind

A brand that's "top of mind" is that the first brand that buyers think about within a given product class (Aaker 1991). Brand awareness is vital since plenty of the consumers feel that's the brand is well-known it's good quality. Most vital isn't that the brand is well-known, it's what it's known for (Melin, 1999). Further, awareness may be an important brand advantage, but it cannot sell the products, especially not if the merchandise is new (Aaker 1991). Within the literature there are many facts that showed that brand awareness affects consumers' choice and they're by their choice of brand name.

## **2.5 BRAND RECALL AND BRAND RECOGNITION**

The consumer today is aware and knowledgeable; thus, it's become more complicated for the managers to grasp the acquisition behaviors of consumers. The goal of each business is to urge consumer purchase their goods/services and develop future profitable relations with the business. Marketers are attempting to attain this goal by communications, however, only by remembering any advertisement or the other communication doesn't necessarily result in purchase (Srull, 1983). There are many other factors, like brand awareness (Lin, Lin & Ryan, 2014), brand image and brand knowledge cause actual purchase (Schiffman et al., 2010; Yazdanparast, Joseph, & Muniz, 2016). The acquisition decision may be a stepwise decision starting from initial awareness to information search, evaluation, selection and reaching ultimately to brand loyalty (Court et al., 2009, Powell et al., 2010)

In order to grasp position and importance of a brand within the minds of target consumers, it's imperative for managers to know how well the patron is tuned in to the brand. Brand awareness is that the extent to which the patron is responsive to the brand and plays a vital role within the

decision-making process (Gustafson & Chabot, 2007 Lin et al., 2014). The more the buyer is tuned in to the brand, the more likely it's that the brand is purchased. This awareness has two conceptual properties embedded in it; brand recall and brand recognition (Rossiter, 2014; Rossiter & Percy, 1987). Marketers always focus to regularly evoke brand recall and embed brand recognition associations in consumer's mind.

Brand recall refers to how well a consumer recalls a brand when given a particular situation (Prashar et al., 2012). Brand recall is that the reproduction of some targeted item/brand that consumer has preknowledge or experience (Bagozzi & Sailk, 1983). Recall will be aided or unaided. When a consumer is given a brand, and within the kind of advertisement, it indicates to aided recall, when an unbranded advertisement is given to the patron to understand the name of the brand, it refers to unaided recall. The dual-process theory claims that brand recognition may be a sub process of brand name recall (Anderson & Bower, 1972).

Brand recognition is how quickly a consumer recognizes and discriminates the brand when any of its elements is shown, e.g. logo, slogan (Keller, 1993). Recognition is when the buyer is given a full concept of the particular advertisement to determine if it's viewed before by the buyer. People choose mostly the items that are familiar to them (Behe, Huddleston, Hall, Khachatryan & Campbell, 2017; Coates et al., 2006; Hoyer & Brown, 1990; Mcdonald & Sharp. 2000). As per the popularity heuristic proposed by Goldstein and Gigerenzer (2002), while choosing a solution during a situation where the proper answer isn't known, people choose the one which they recognize. Both are techniques to check the memory of the consumers for measuring the extent of awareness he/she has for the brand or the product; where recall is indirect while recognition may be a direct technique (Plessis, 2005).

Many consumers are price conscious today, and that they choose comparisons whether or not they are becoming good quality against price or not. Price consciousness is that the degree to which a consumer gives attention to paying only a low price (Linchtensien et al., 1993). Marketers try and instill in consumer perception that certain brand has greater value for reasonable price or less than competitors in order that consumer's chances of purchase are often increased (Biswas & Blair, 1991; Campbell, Dipietro & Remar, 2014; Grewal et al., 1998; Urbany et al., 1988) and his brand

recognition in numerous situations/occasions will be enhanced. Actual purchase is essentially the purchasing of products for private consumption of the patron the ultimate stage within the deciding process and might vary from the acquisition intention. Consumers make an actual purchase after researching the three-step purchase process: input, process, and output. This process is influenced by marketing efforts also because the social and cultural environment of the buyer. Not only the attention and therefore the knowledge created by advertisement and other marketing efforts, but the image of the brand within the social environment also plays a big role during this decision-making process, which ultimately ends up in the merchandise purchased (Schiffman et al., 2010). Per the buyer funnel (Court et al., 2009; Powell et al., 2011), actual purchase may be a step within the consumer decision-making journey starting at initial awareness, information search, evaluation of the alternatives, actual purchase and lastly building loyalty for the brand. The customer's intention to shop for the merchandise depends on the worth and benefits that the customer perceives to urge from the product (Zeithaml, 1988). Many factors lead the consumers to the step where they really purchase the merchandise, and one among the factors is that the satisfaction of the patron with the product/brand from the previous purchase. the amount of satisfaction will thus decide the position of the brand within the consideration set of the buyer for next buying decision. Brand recall is that the mental reproduction of some target item experienced or learned earlier (Bagozzi & Saik 1983). it's defined by Prashar et al. (2012) as "the extent to which consumers remember advertising and other messages that are sent a couple of brand. it's at variety of brand awareness where the buyer recognizes or identifies a brand, using information from memory." Brand recall is that the customer's ability to recall a brand when some cues associated with the brand is given, requiring that customers correctly generate the brand from memory (Baumann, Hamin & Chong, 2015; Keller, 1993). The importance of memory can not be ignored once we give some thought to recalling a brand as memory factors help in retrieving the brand and also the opposite competing brands and thus making a consideration set for the patron to form the ultimate purchase (Nedungadi, 1990). For well-known brands, Aaker (1996) proposed that brand recall and top-of-mind awareness are often more significant and meaningful. Operationally, when a 1 is provided, and also the respondent retrieves the target item from the memory that's a brand recall.

Keller (1993) defines brand recognition as consumer's ability to discriminate the brand as having seen or heard before. Brand recognition is to substantiate prior exposure to the brand when the brand is given a cue. In keeping with the "strength theory" or "threshold theory" (Kintsch, 1970) the popularity requires a lower level of strength of memory than it does for the recall. Different studies have shown that folks usually choose things that are familiar to them (Coates et al., 2006; Hoyer & Brown, 1990, McDonald & Sharp, 2000) also within the cases where they need only seen the items but aren't alert to them (Bornstein, 1989 & Zajonc, 1968). As per the popularity heuristic (Goldstein & Gigerenzer, 2002), choosing a solution during a situation where the proper answer isn't known people will choose the choice that they recognize from a previous experience over the unrecognized option (Barreda, Bilgihan, Nusair & Okumus, 2015). The people believe that the recognized option is safer. Brand image, an equally important component of building brand equity. Is explained by Lin (2009) because the consumer's perception of the brand through the prior product experience plus the knowledge, i.e., through recognition of the brand. consistent with Aaker (1996) recognition is believed to be more important for the new or niche brands.

Price consciousness is "the degree to which the buyer focuses exclusively on paying a coffee price" (Linchtension al. 1993. P. 235). Price are often viewed in two different ways; positively to spend) and negatively (reluctant to spend). When price plays a positive role, the patron spends more to get high quality or to administer the impression of position to others (Lichtenstein et al., 1988, 1993; McGowan & Stemquist, 1998). The experienced shoppers don't consider price as a top-quality cue as they will judge the standard by directly experiencing the merchandise (Rao & Monroe, 1988). On the opposite hand, an inexperienced.

## **2.6 BRAND PROMOTION**

Brand promotion may be a common marketing strategy intended to extend product awareness, customer loyalty, competitiveness, sales and overall company value Businesses use it not only to point out what's different or good about themselves and what's purchasable, but also to stay that image alive for consumers. it always focuses on elements which will stand the test of your time, although businesses do adjust promotions supported what's happening within the market. The

efforts required to be effective with these techniques require that marketers be obsessed with what they're doing

### **Making Consumers Aware**

A primary objective with this strategy is to extend brand awareness, which may be a measure of whether people comprehend a company's products, services and philosophies. the essential idea is that individuals can't buy what they don't know exists. For a corporation to expand or compete, it's to place some effort into getting messages bent the general public.

Businesses can communicate with buyers in several ways, like using print ads, radio commercials or demonstrations. In many cases, businesses use quite one amongst these methods to be more practical. The hope is to bombard the general public with information about what's purchasable and what the corporate stands for repetition is important for creating awareness. Typically, the common person must see or hear a corporation message quite five times before it sticks within the mind. A business therefore needs to deliver its advertisements over weeks, months or perhaps years, not all without delay. It can take time to work out the total effects of a campaign.

As a business shows its goods or services to consumers, awareness by itself isn't enough to form someone buy. Companies even have to indicate that they'll give the client something that isn't available elsewhere. Executives do that by identifying what's special, also called a key point (KSP). A mascara manufacturer, as an example, might target the very fact that its product stays on lashes longer. Sometimes, leaders within a marketing team will develop a unique campaign supported each of the key selling points, but they may also communicate a few of KSPs within one message, betting on their advertising budgets.

Emphasizing these selling points often makes a corporation more competitive overall. Buyers are able to examine these elements and make informed comparisons, eventually deciding about what service or merchandise to shop for. The more aggressive, frequent or clear a business' KSP message is- that's, the higher an organization promotes itself-the more likely customers could also be to settle on that brand. a awfully good product might not sell nearly as many units as a mediocre one if the features that make it different or better aren't emphasized to shoppers.

### Building a Loyal Client Base

Another reason company promote brands is to assist create customer loyalty. If the business can brag its merchandise or services well and make customers see the worth within the KSPs, they'll likely have an honest purchasing experience. The nice feelings that include that purchase may make the customer want to shop for again, and over time, he looks at the brand as his preferred choice. He might even buy the company's products when another cheaper option is on the market thanks to the advantages he perceives.

### Sales, Profits and Company Value

The concepts of awareness, key selling points and customer loyalty connect with the underside line of profits. When people comprehend a company's services or goods and like them to the alternatives, sales for the business usually go up. That drives up the what quantity money the corporate takes in. Bigger financial gains mean that executives can invest in additional projects or improvements, and therefore the public often sees this as being innovative. Stock prices, which show the perceived value that a public company has, usually increase as a result.

### Maintaining the Image

Once executives have created a decent image, they can't assume their job is completed. Competitors constantly are putting out new products which will change how people see a brand, so businesses must assess the market continually. If they see that certain lines aren't ranking as high as before, they sometimes improve whatever is being sold, identify new key selling points and develop new campaigns.

Image problems can also come directly from within a corporation. If executives slug their practices, for example, consumers generally see the dishonesty as bad and project their feelings about true into their buying decisions. Ethics is usually a consideration in brand promotion for this reason.

Looking to the longer term

As marketing directors' concentrate on brand promotion, they confine mind that, ideally, while some minor adjustments to messages might must happen to stay the corporate competitive, the general image won't shift dramatically. Complete reorientation is tough because people don't easily forget their first reactions to or collective experiences with a product or service. Leaders, therefore, need to have a future-oriented approach in brand promotion. they need to search out a spotlight for the image that the corporate is pleased with for a protracted period of your time. this needs an honest sense of vision.

The Element of Passion

Effective promotion may be a lot of labor, and it is tiring. those who are in marketing must have a real sense of passion about what they're doing to remain energized, focused and efficient. In good campaigns, this passion comes across to consumers and influences what they think.

## **2.7 SUMMARY OF ARTICLES**

Article-1

Results of a controlled experiment on the role of brand awareness in the consumer choice process showed that brand awareness was a dominant choice heuristic among awareness group subjects, Subjects with no brand awareness tended to sample more brands and selected the high-quality brand on the final choice significantly more often than those with brand awareness Thus, when quality differences exist among competing brands, consumers may "pay a price" for employing simple choice heuristics such as brand awareness in the interest of economizing time and effort. However, building brand awareness is a viable strategy for advertising aimed at increasing brand-choice probabilities. (Wayne D Hoyer and Steven P. Brown, 1990)

Article-2

Results of a controlled experiment on the role of brand name awareness within the consumer choice process showed that brand awareness was a dominant choice heuristic among awareness group subjects. Subjects with no brand awareness cared-for sample more brands and selected the high-quality brand on the ultimate choice significantly more often than those with brand awareness. Thus, when quality differences exist among competing brands, consumers may "pay a price" for employing simple choice heuristics like brand awareness within the interest of economizing time and energy. However, building brand awareness could be a viable strategy for advertising geared toward increasing brand-choice probabilities. (Wayne D Hoyer and Steven P. Brown, 1990)

Despite the importance of brand name awareness to brand choice, consumer researchers have given little attention to developing an understanding of awareness as a construct that specializes in brand awareness in memory-based situations (ie, where the brands must be delivered to mind), this paper reports on a qualitative scientific research that explores how brands come to mind during a type of choice situations. A subsequent quantitative study shows that associates identified within the qualitative research act as cues, which brand awareness varies significantly counting on the cues that are salient. (Stephen S. Holden 1993)

Article-3

In 1987 Rossiter and Percy wrote "Brand awareness is widely misunderstood and sometimes wrongly measured, even by experienced managers (p41). Yet brand awareness is roofed in most texts on advertising measurement, it's a central part of the favored hierarchy of effects advertising model, and marketing managers claim it as a vital goal of their communications activities (Kelly 1991)

This paper discusses recent theoretical developments which try and explain the role which brand awareness plays so presents empirical findings concerning how Australian managers utilize brand awareness as a measure of promoting and advertising effectiveness. (Emma Macdonald and Byron Sharp.1996).



Article-4

A model is described that helps guide advertising strategy, based upon careful attention to brand awareness and brand attitude. during this model, a vital distinction is drawn between recognition brand awareness and recall brand awareness.

Brand attitude strategy is seen as reflecting an interaction between a possible Consumer's involvement with the acquisition decision and also the underlying motivation to buy. (Larry Percy and John R. Rossiter. 1992).

Article -5

This article could be a replication of a study of Hoyer and Brown that used a controlled experiment to look at the role of name awareness within the consumer choice process. The replication used the identical methods, but with a unique (but similar) product category, a bigger sample, and a sample group that included experienced moreover as inexperienced consumers. Results support the first study's findings that brand awareness may be a dominant choice tactic among awareness group subjects. Subjects choosing from a collection of brands with marked awareness differentials showed an awesome preference for the high awareness brand, despite quality and price differentials. They also made their decisions faster than subjects within the no awareness condition and sampled fewer brands to a surprising finding, respondent's use of the attention choice heuristic didn't seem to say no steadily over repeated choice trials. But rather showed something of a U-shaped pattern, with subjects returning to the high awareness brand within the latter choice trials. Little support was found for Hoyer and Brown's finding that subjects within the no brand awareness conditions chose the standard brand on the ultimate trial more often than those within the awareness differential conditions. In summary, awareness differentials seem to be a robust influence on brand choice in an exceedingly repeat purchase consumer product context. Consumers show a robust tendency to use awareness as a heuristic and show a degree of inertia in changing from the habit of using this heuristic (Emma K Macdonald and Byron M Sharp,2000).

De Chernatony (1998) accepts that brand awareness has linkage to the importance of name and makes it easier for consumers to associate closely with the brand during a given product class.

Aaker (1991) identifies three levels of name awareness moving from not being aware to the brand to an indeterminate feeling that the brand exist, from brand recall, to a belief that the merchandise is exclusively the one in its products category. This theory is said because the awareness pyramid, presented as follows:

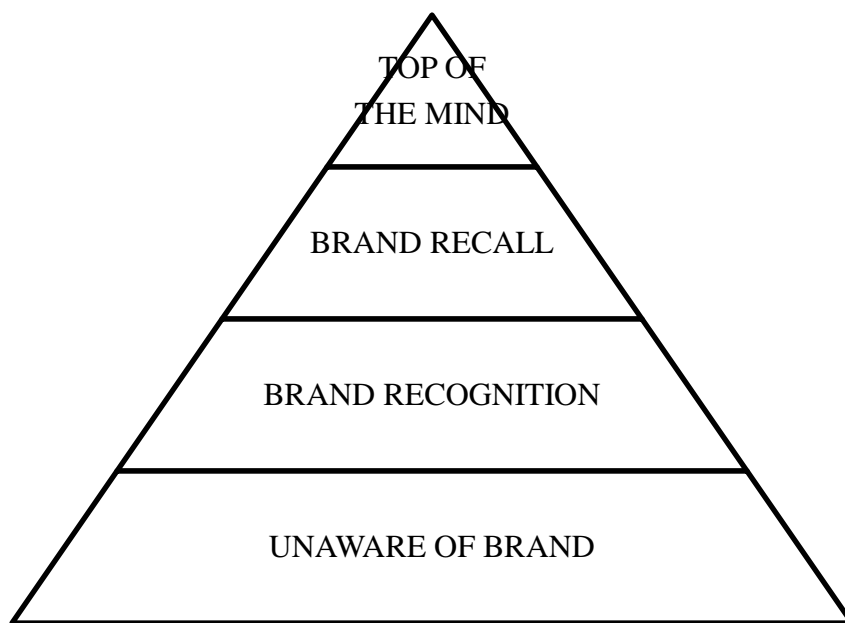


Figure 2.1: The Awareness Pyramid

Source: Aaker (1991), *Managing Brand Equity Capitalizing on the worth of a name*. New York. The public press

Top of the mind Consumers will normally purchase one in all the highest three brands in their consideration set. this is often referred to as top-of-mind awareness. Consequently, one in all the goals for many marketing communications is to extend the probability that customers will include the brand in their consideration sets.

By definition, top-of-mind awareness is that the first brand that involves mind when a customer is asked an unprompted question a few category. When discussing top-of mind awareness among larger groups of consumers (as against one consumer). it's more often defined because the “most remembered” or “most recalled” brand name(s).

A brand that enjoys top-of-mind awareness will generally be considered as a real purchase option, given that the patron is favorably disposed to the brand. Top-of-mind awareness has relevancy when consumers make a fast choice between competing brands in low-involvement categories or for impulse type purchases.

Brand recall: Brand recall is additionally referred to as unaided recall or spontaneous recall and refers to the power of the buyer to properly generate a brand from memory when prompted by a product category. When prompted by a product category, most consumers can only recall a comparatively small set of brands, typically around 3-5 brand names. In consumer tests, few consumers can recall over seven brand names within a given category and for low- interest product categories; most consumers can only recall one or two brand names.

Research suggests that the quantity of brands that customers can recall is laid low with both individual and products factors including: brand loyalty, brand knowledge, situational and usage factors, and education level. as an example, consumers who are highly experienced with a given product category or brand could also be ready to recall a rather larger set of name names than people who are less experienced with a given product category or brand.

Brand recognition: Brand recognition is additionally referred to as aided recall and refers to the flexibility of the consumers to verify that they need seen or heard of a given brand before. This doesn't necessarily require that the consumers should identify the name. Instead, it means consumers can recognize the brand upon presentation. Either at the point-of-sale or after viewing its visual packaging

Two forms of recall test are accustomed measure brand awareness;

Unaided recall tests: where the respondent is presented with a product category and asked to nominate as many brands as possible. Thus, the unaided recall test provides the respondent with no clues or cues. Unaided recall tests are wont to test for brand recall.

Aided recall test: where the respondent is prompted with a brand and Asked whether or not they have seen it or heard about it. In some aided recall tests, the Respondent may also be asked to elucidate what they understand the brand

E.g. to explain package, colour, logo or other distinctive features. Aided recall tests are accustomed test for brand recognition. Other brand-effects tests: additionally, to recall tests, brand research often Employs battery of tests, like brand association tests, brand attitude, brand Image, brand dominance, brand value, brand salience and other measures of brand name Health. Although these tests don't explicitly measure brand awareness, they supply General measures of name health and infrequently are employed in conjunction with brand recall Tests.

## **2.8 BRAND PREFERNCE**

(Amir & Levav 2008) Since customer preferences typically remain constant across contexts instead of being context-limited, stated that marketing managers are more fascinated by brand preference than brand option to suggest recurring purchases.

Ashton (2010) Paswan et al., (2007) the basic connection between quality and value that results from better service components related to it and therefore the price obtained. In other words, if a product costs an excessive amount of and consumers are unwilling to get hold of it, it's argued that they are doing not perceive its worth; instead, they will favor to buy a product of lower quality at a cheaper price. Price thus is one among the standards for establishing perceived worth.

(Venkatraman, Clithero, Fitzsimons, and Huettel, 2012). Consumers' preferences for products or brands arise from the mix of the many various factors. Some factors come from features of the

merchandise itself (e.g., price, durability), while others are attributes of consumers themselves (e.g., goals, attitudes, discretionary income),

(Jin & Weber, 2013 Brand preference is viewed as a vital step within the decision-making process for consumers, involving components of choice. Brand preference is defined as “the extent to which the customer favors the designed service provided by his or her present company, as compared to the designated service provided by other companies in his or her consideration set,” with a consideration set relating brands that a consumer would consider purchasing within the near future. Consumers compare and rank various brands by specializing in their uniqueness.

(Kotler and Armstrong, 2011). Perception is one in every of the most psychological factors that influence individuals’ purchasing choices. it's defined as a process of recognition and interpretation of the stimuli from the environment through the human senses: vision, hearing. Taste, smell and touch However, per Kotler and Armstrong each individual receives and interprets the environmental stimulus in numerous ways, thanks to the high subjectivity that's inherent to every one’s perception.

Axelrod (1968) Purchase intention is a very important concept of selling and within the literature authors considers and analyzes purchase intention in a very alternative ways., purchase intention is analyzed along with other attitude measures used for predicting actual purchase behavior. consistent with Kotler et al. (1999), a person’s buying choices are influenced by four majors

Psychological factors namely; motivation, perception, learning, beliefs and attitudes among other factors. He further adds that perception depends not only on the physical stimuli but also on the stimuli’s reference to the encompassing field and on conditions with the individual. Perception may be defined because the process of receiving organizing and assigning desiring to information or stimuli detected through individuals five senses. In other words, it's an approximation of reality. The brain attempts to create sense out of the stimuli to which it's exposed the result of this process is assigning aspiring to the stimuli sensed.

Eastwood, D.B. (1985): The concept of consumer has to be understood before getting an insight about the behavior and perceptions of consumer. Thus, ‘A consumer unit is one or more persons

who collectively generate income and allocate it for consumption among the members of the unit'. Making it clearer it will be said that the term customer unit refers domiciliary which incorporates individuals, ancestry and people who reside together.

(Zeithaml, 1996): Perceptions of Consumers a couple of brands are positively enhanced and dampen with increasing levels of perceived quality and with increasing levels of endure they ambience respectively. as an example, customers' judgments of quality are likely to be tormented by the standard suggested by such exotic cues as name and price. Brand name, price, store name/image, and country of origin have also been identified by researchers as extrinsic cues to (quality) perceptions (Teas and Agarwal, 2000)

**CHAPTER III**  
**RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

Research refers to look of information. it's a scientific enquiry seeking facts through objective verifiable methods so as to find the link among them and to presume board principles or laws from them.

The purpose of research is to get answers to questions through the applying of scientific procedures. Research in common parlance to go looking for knowledge. One also can define research as I scientific and systematic explore for pertinent information on a particular topic. In fact, research is an art of scientific investigation. in keeping with Redman and Moray (1923) defined research as a "systematized effort to achieve new knowledge". Some people consider research as a voyage of discovery that involves movement ham the known to the unknown.

According to Kothari (2004), research design could be a plan. a roadmap and blueprint strategy of investigation conceived so on obtain answers to research questions; it's the center of any study. Research methodology is that the systematic, theoretical analysis of the procedures applied to a field of study (Kothari, 2004). Methodology involves procedures of describing, explaining and predicting phenomena so on solve a controversy. Research methodology comprehends perception such a look designs, target population, sample size and sampling procedures, data collection instruments and data analysis procedure.

Research in technical sense is a tutorial activity. Clifford Woody (Kothari 1988) defined research as "an activity that defining and redefine problems, formulating a hypothesis; collecting and evaluating data; making deductions and reaching conclusions; and punctiliously testing the conclusions to see if they support the formulated hypothesis. per D. Slazenger and M. Stephenson (1930), within the encyclopedia of science, defined because the manipulation of things, concepts or symbols for the of purpose of generalizing, extending, correcting or verifying the knowledge, whether that knowledge aids within the construction of theory or within the practice of an art. Research is thus a clever contribution to the prevailing stock of information making for its advancement.



Research is additionally how of preparing the mind to appear at things in an exceedingly fresh or different Way. Out of such an orientation would come new and innovative observation about everyday events and happenings? The formidable problem that follow the task of the define the research problems is that the preparation of the planning of the research, popularly called the “research Design”. Decision regarding what, where, when, how much, by what means Concerning an inquiry or an exploration study constitute a search design.

### **3.2 RESEARCH DESIGN**

Research design is that the conceptual structure with in research is conducted. It constitutes the blue print for the gathering, measurement and analysis of knowledge. The research design specifies the strategy of study. Research design is ready after formulating the research problem. consistent with Claire sellitz “A research design is that the arrangement of conditions for collection and analysis of knowledge in a very manner that aims to mix relevance to research purpose with economy in procedure”. The research design adopted here is descriptive research. Descriptive research could be a fact-finding kind of research. it's generally utilized in physics, scientific discipline, and scientific discipline. the key purpose of descriptive research is description of the state of affairs because it exists at the moment. a research design provides a framework for the gathering and analysis of knowledge. a look design is additionally known by different names like outline. It implies the plan, structure and strategy of investigation proposed to be undertaken. in step with Pauline V. Young. “A research is that the logical and systematic planning and a bit of research”.

Research designs provide a framework for the gathering and analysis of knowledge. Research design is, therefore, the bottom on which we proceed towards the study of the matter after formulating the hypothesis.

The methodology employed in a study is integral to the reliability of the findings and validity of the study. Therefore, this section focuses on the research technique adopted and used for this study

with the aim of achieving the research objectives. This section of the document also contains description of instruments want to measure various constructs applicable to the present study.

The method which I used for study is Descriptive research. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that's being studied. this system focuses more on the “what” of the research subject instead of the “why” of the research subject.

In other words, descriptive research primarily focuses on describing the character of a demographic segment, without that specialize in “why” a specific phenomenon occurs. In other words, it “describes” the topic of the research, without covering “why” it happens.

Descriptive research, when a specific phenomenon is under study, the research is required to explain it, to clarify and explain its inner relationships and properties. The descriptive research will portray an accurate profile of individuals, surveyed and also the method of study before beginning of knowledge collection. In other words, people, events and situations. Descriptive research in contrast with exploratory research defines questions, people surveyed and method of research prior beginning of information collection.

### **3.3 SAMPLING**

Sampling method is used in the project study is convenience sampling. A convenience sampling obtained by selecting a convenient population.

### **3.4 POPULATION OF THE STUDY**

Population refers to the total number of people that are the subjects or respondents of the study. The population here is the customers of rice in Ernakulam district

### **3.5 SAMPLE SIZE**

The number of sampling units selected from the population is called a sample size. The sample size taken for the study is 114 respondents.

### **3.6 DATA COLLECTION**

Data collection is a term used to describe a process of preparing and collecting data. The purpose of data collection is to obtain information to keep on record, to make decision about important issues, to pass information on to others. Primarily, data is collected to provide information regarding a specific topic. The planning of data collection for research work is generally developed in early stage of the research for its important and impact on the research work. For this research, the data is collected from the respondents through a survey questionnaire.

The task of data collection begins after a research problem has been defined and research design is chalked out.

Primary data

Primary data are those data which are collected for the first time. Data is collected through Questionnaire which was given to customers.

### **3.7 STATISTICAL TREATMENT**

Statistical treatment means the tool or technique that is used for analyzing and interpreting the data. Through this researcher can do an easy study on data collected by him and make the interpretation. The statistical action used for the clarification is: Percentage Analysis.

Percentage analysis

Percentage analysis is the method to signify raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

### **3.8 SOFTWARE USED FOR THE STUDY**

This project research used the MS Excel in order to analyse the data and find out conclusions

#### MS Excel

Microsoft Excel is a spreadsheet programme that is available for Windows, Mac OS X, and iOS. It includes calculating, graphing tools, pivot tables, and Visual Basic for Applications, a macro programming language. It has developed the manufacturing standard for spreadsheets for these schemes, particularly after version 5 in 1993, when it out of date Lotus 1-2-3 as the industry standard. Excel forms part of Microsoft office,

**CHAPTER IV**  
**DATA ANALYSIS AND INTERPRETATION**

#### **4.1 INTRODUCTION**

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting. Conclusions, and supporting decision making. Data analysis has multiple faces and approaches, encompassing diver's techniques under a verity of names, in different business, science, and social science domains.

Data analysis is engaged in after all data has been collected and is process used to analyze the collected data. The type of data analysis the tool that was used is depended on the type of data. Before processing the responses, the completed questionnaire where edited for completeness and consistency. The data then coded to enable the descriptive analysis including percentage analysis

TOP OF THE MIND AWARENESS OF THE RICE BRANDS

Table 4.1

Particulars	Respondents	Percentage
Nirapara	61	54
Pavizham	23	20
Peters	9	8
Keerthi nirmal	5	4
Others	17	15
Total	114	100

(Source: Primary data)

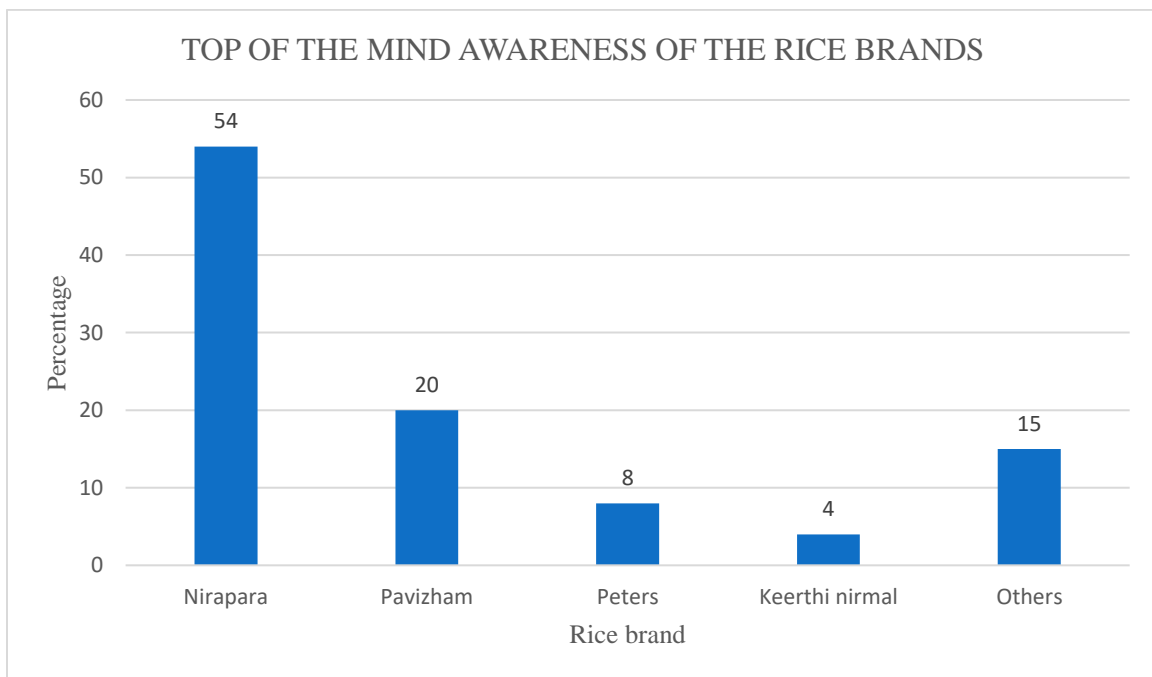


Figure 4.1 Top of the mind awareness of the rice brands

INTERPRETATION

From the analysis we could identify that Nirapara has 54% of top of the mind awareness. And Pavizham of 20%, Peters of 8%, 4% aware of Keerthi Nirmal.

**BRAND RECALL (UNAIDED) OF RICE BRANDS**

Table 4.2

Particulars	Respondents	Percentage
Nirapara	94	82
Pavizham	65	57
Periyar	61	54
Keerthi nirmal	37	32
Mayil	31	27

*(Source: primary data)*

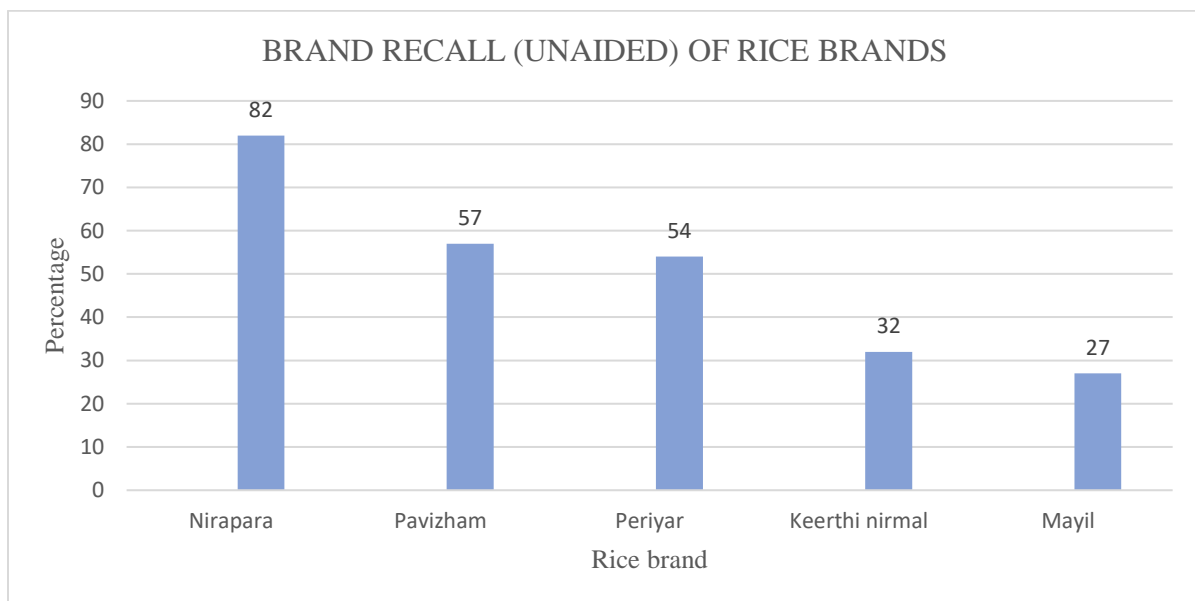


Figure: 4.2 Brand recall (unaided) of rice brands

**INTERPRETATION**

This analysis shows that Nirapara has 82% of unaided recall and Pavizham of 57%, Periyar has 54% and Keerthi nirmal of 32% and Mayil of 27%.

Nirapara is highly recalling brand.



AIDED RECALL OF RICE BRAND (BRAND START WITH “N”)

Table 4.3

Particulars	Respondents	Percentage
Nirapara	98	86
Nirmal	10	9
Can't able to recall	3	2
Others	3	2
Total	114	100

(Source: primary data)

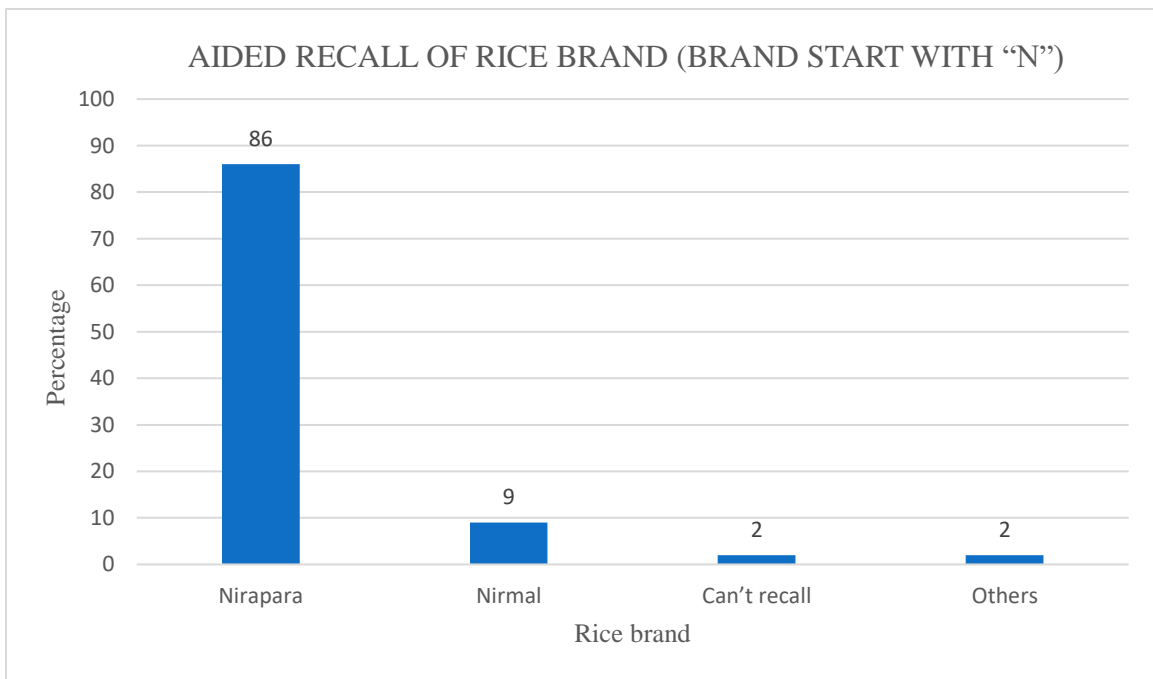


Figure 4.3 aided recall of rice brand (brand start with “n”)

INTERPRETATION

From this analysis identify that Nirapara has 86%, Nirmal of 9%, can't recall of 2% and others of 2%.

Nirapara has the highest in recall.

**AIDED RECALL (ADVERTISEMENT)**

Table 4.4

Particulars	Respondents	Percentage
Nirapara	88	77
Can't recall the advertisement	26	23
Total	114	100

*(Source: primary data)*

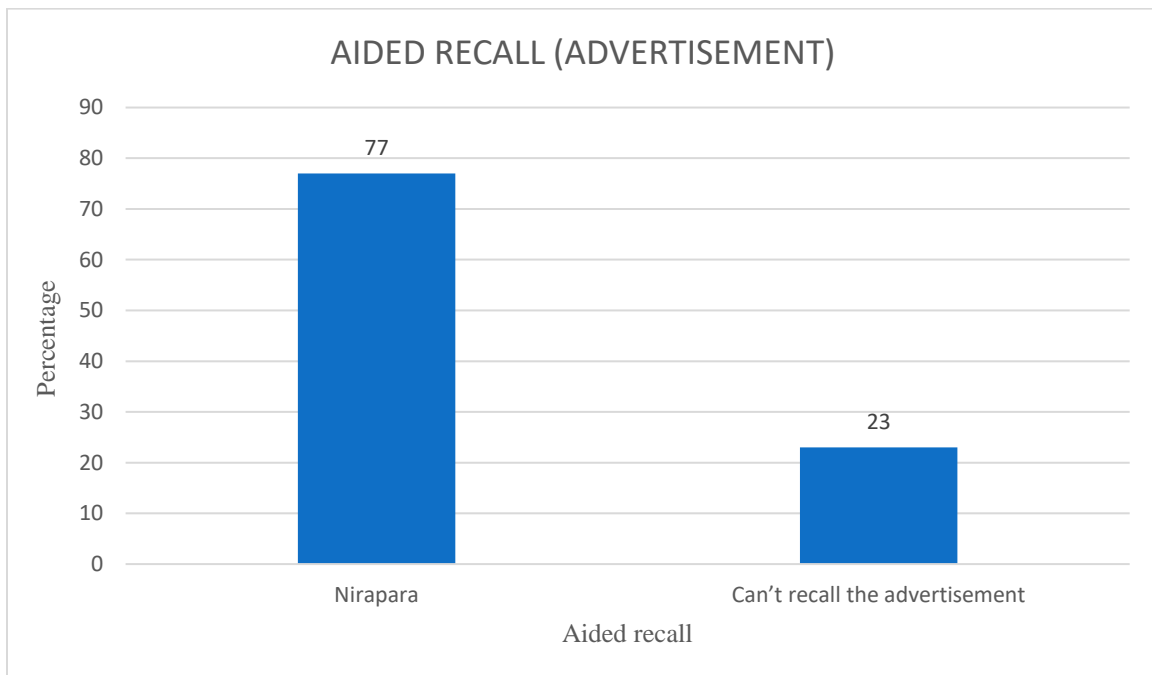


Figure 4.4 Aided recall (advertisement)

**INTERPRETATION**

In the given analysis Nirapara has highest recall about 79%.

## IDENTIFICATION OF THE TAGLINE

Table: 4.5

Respondents	Yes	No
Mayil	40	74
Nirapara	76	38
Keerthi nirmal	54	60
Pavizham	83	31

(Source: primary data)

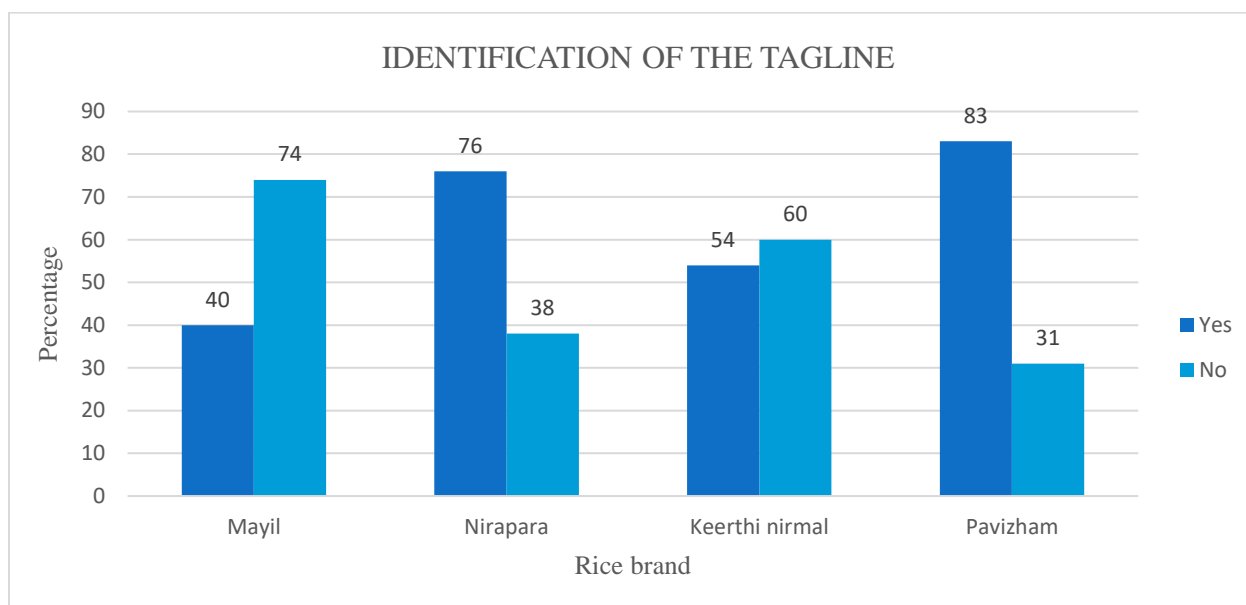


Figure: 4.5 Identification of the tagline

## INTERPRETATION

From the above table, 40 of the respondents are identify the tagline of mayil, 76 of the respondents are identify the tagline of nirapara, 54 of the respondents are identify the tagline of Keerthi nirmal, and 83 of the respondents are identify the tagline Pavizham.

DISGUISED TEST FOR RICE BRAND RECOGNIZE (BRAND NAME)

Table: 4.6

Particulars	Respondents	Percentage
Pavizham	98	86
Mayil	58	51
Nirapara	89	78
Periyar	61	53
Double horse	38	33
Pamba	29	25

(Source: primary data)

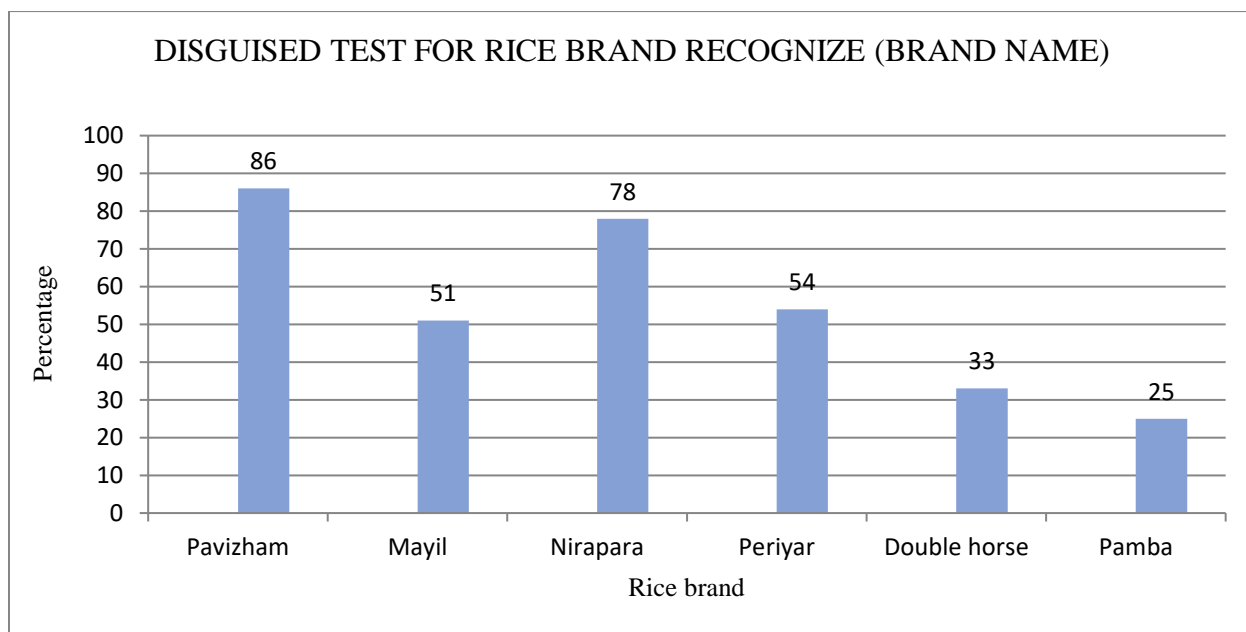


Figure: 4.6 disguised test for rice brand recognize (brand name)

INTERPRETATION

The analysis shows that 78% of respondents recognize Nirapara, 86% Pavizham, 51% mayil, 53% Periyar, 33% Double horse and 25% Pamba from the brand names.

**BRAND RECOGNITION (LOGOS)**

Table: 4.7

Particulars	Yes	Percentage
Periyar	105	92
Nirapara	111	97
Pavizham	108	95

*(Source: primary data)*

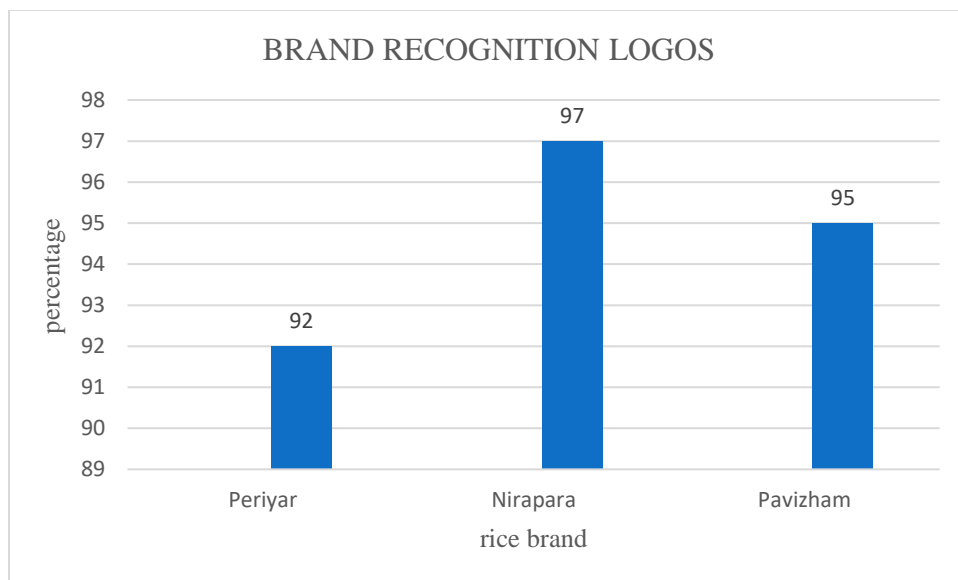


Figure: 4.7: brand recognition (logos)

**INTERPRETATION**

The analysis shows that 97% of the respondents recognize Nirapara, 92% Periyar, 89% Keerthi Nirmal, 95% Pavizham from the brand logos.

**FACTORS FOR PREFER RICE BRAND**

Table: 4.8

Response	Agree	Neutral	Disagree
Brand name	75	30	9
Quality	100	10	4
Price	79	30	5
Health Aspects	93	18	3

*(Source: primary data)*

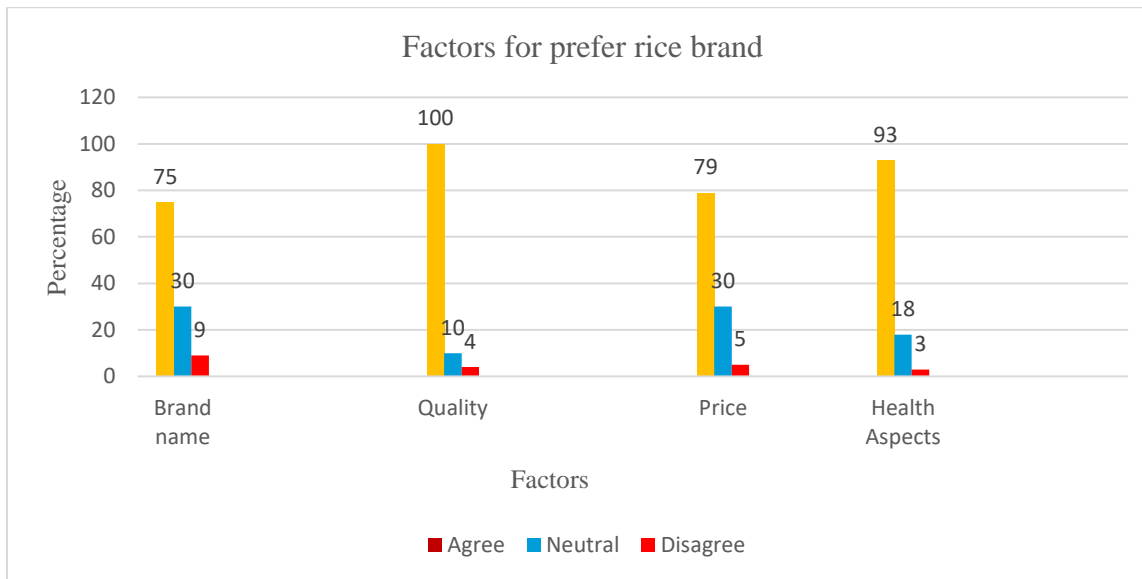


Figure 4.8 Factors for prefer rice brand

**INTERPRETATION**

The above table reveals that out of total respondents taken for the study, 100 respondents agree that Quality is the element considered for prefer the Nirapara rice brand, 93 respondent considered Health Aspects, and 79 respondents are Price, 75 Respondents are considered Brand name.

FACTORS CONSIDERING WHILE PURCHASING RICE PRODUCTS

Table 4.9

Particulars	Respondents	Percentage
Quality	96	84
Quantity	8	7
Price	6	5
Availability	4	4
Total	114	100

(Source: primary data)

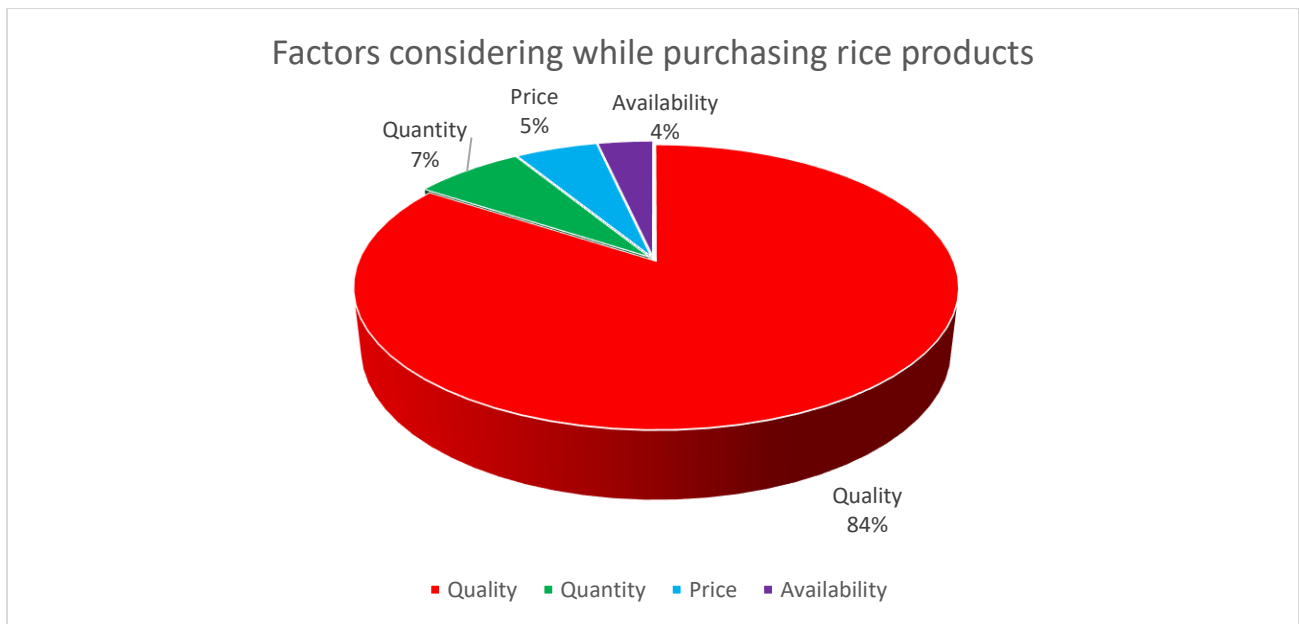


Figure: 4.9 Factors considering while purchasing rice products

INTERPRETATION

The above table reveals that out of total respondents taken for the study, 84% of respondents are considered the quality for purchasing their rice products, 7% of respondents are considered the quantity, 5% of the respondents they considered the price, 4% of respondents are considered the availability for purchasing the rice products.

THE ASPECTS OF ADVERTISEMENT LEAD TO PREFER THE RICE BRAND

Table: 4.10

Particulars	Respondents	Percentage
Theme	74	65
Celebrity	19	17
Punch line	11	9
Slogan	10	9
Total	114	100

(Source: primary data)

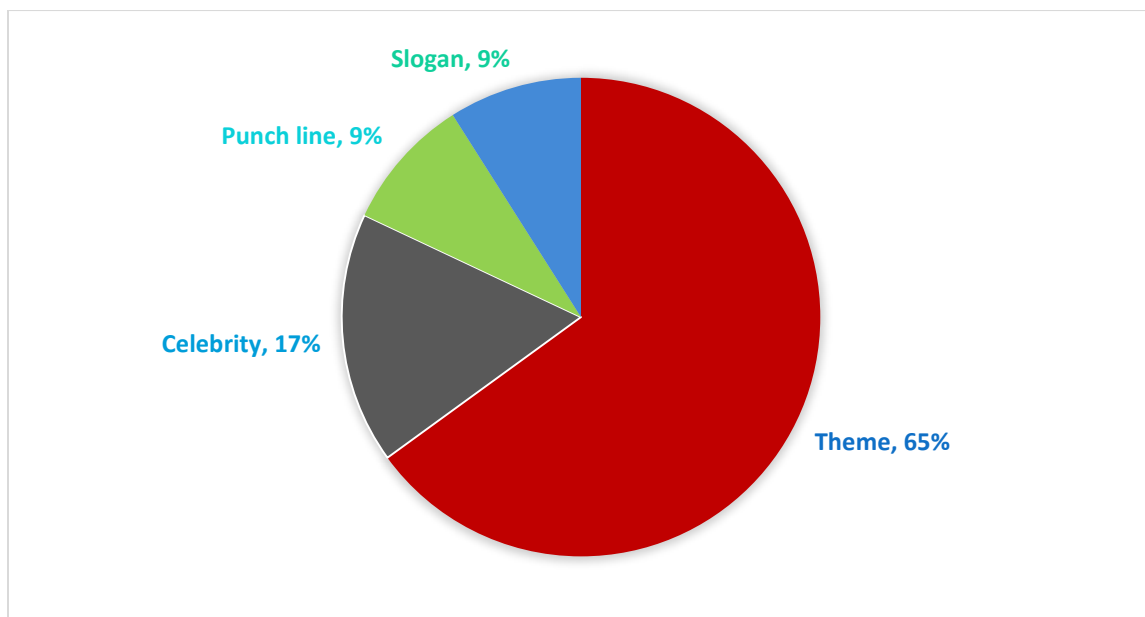


Figure: 4.10 The aspects of advertisement lead to prefer the rice brand

INTERPRETATION

From the table, we can say that 65% of the respondents are focused the theme of an advertisement to prefer the rice brand, 17% of respondents are looking the celebrity in the advertisement to prefer the rice brand, only 9% of the respondents are focusing the punch line of the advertisement, and another 9% of respondents are looking slogan of an advertisement to prefer the rice brand.



LIKENESS THE CELEBRITY IN THE ADVERTISEMENT OF YOUR RICE BRAND

Table: 4.11

Likeness	Respondents	Percentage
Agree	38	33
Neutral	34	30
Disagree	25	22
Strongly disagree	10	9
Strongly agree	7	6
Total	114	100

(Source: primary data)

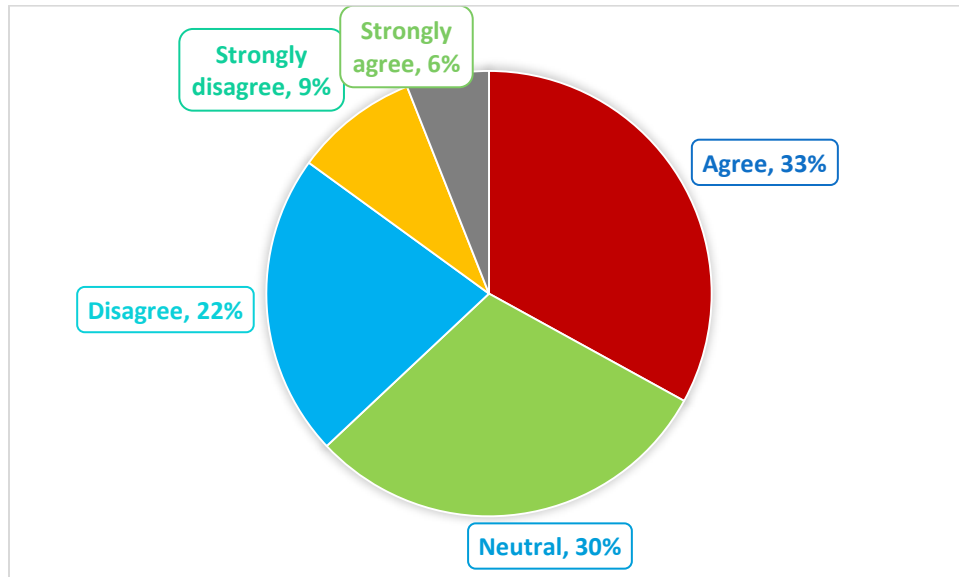


Figure: 4.11 Likeness the celebrity in the advertisement of your rice brand

INTERPRETATION

From the table, 33% of respondents are agree, they like the celebrities in the advertisement of their rice brand and 30% of respondent's opinion neutral, 22% of the respondents disagree the celebrity in their rice brand, 9% of respondents are strongly disagree the celebrities in their advertisement, 6% of respondents they strongly agree the celebrities in their advertisement.

RATE THE QUALITY OF YOUR RICE BRAND

Table: 4.12

Particulars	Respondents	Percentage
Good	58	51
Very good	33	29
Excellent	15	13
Fair	5	4
Poor	4	3
Total	114	100

(Source: primary data)

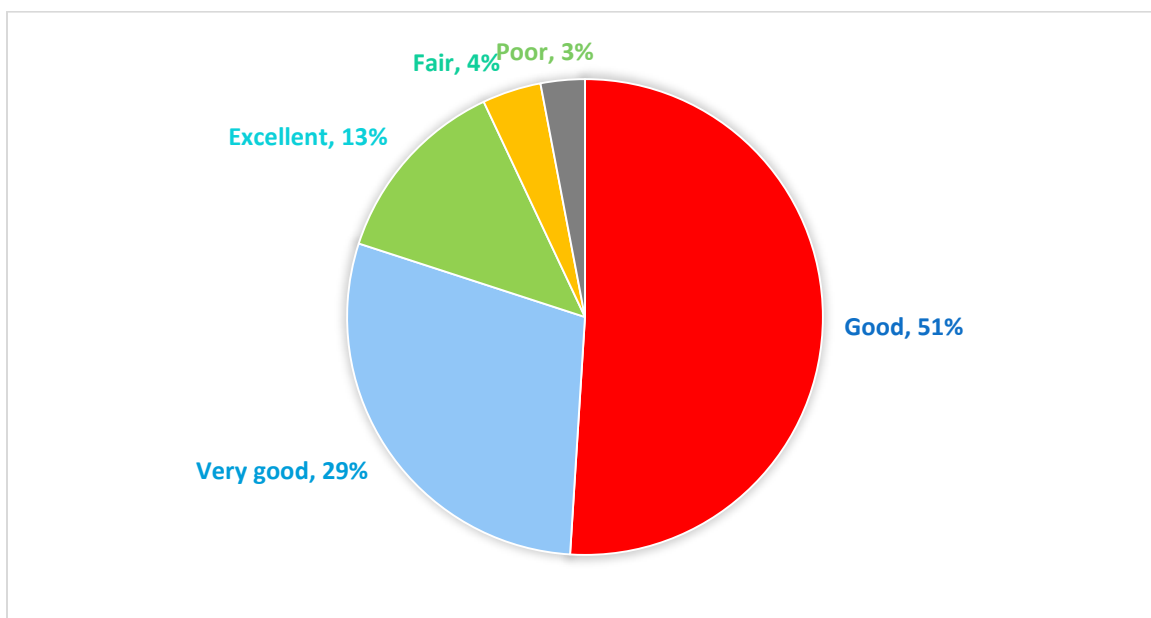


Figure: 4.12 Rate the quality of your rice brand

INTERPRETATION

The above table reveals that out of total respondents taken for the study, 51% of the respondents are rate quality of rice brand is good, and 29% of the respondents are rate rice brand is very good, 13% of the respondents are rate the quality of rice brand is excellent, 4% of the respondents are rate the quality of rice brand is fair, only 3% of the respondents are rate the quality of the brand is poor.

## FACTORS MAKE YOU TO CHANGE YOUR RICE BRAND

Table: 4.13

Particulars	Respondents	Percentage
Value for money	42	37
Benefits	40	35
Word of mouth	18	16
Offers	7	6
Discount	7	6
Total	114	100

(Source: primary data)

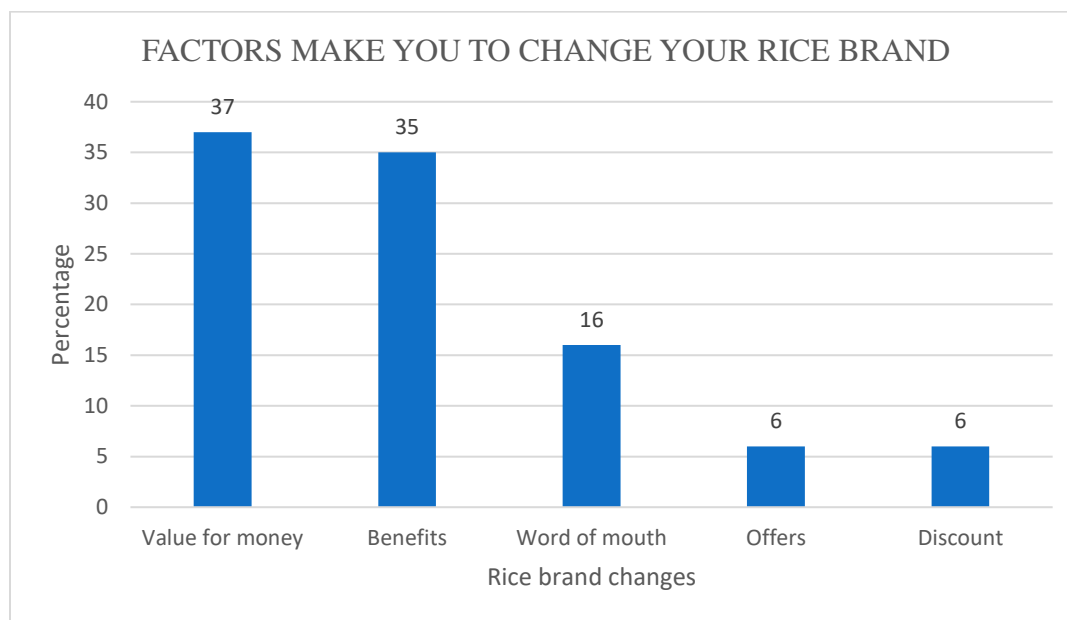


Figure: 4.13 factors make you to change your rice brand

### INTERPRETATION

From the above table, 37% of the respondents are tells about make you to change the value for money, 35% of respondents are tells make you change the benefits of rice brand, 16% respondents they change the rice brand with the influence of word of mouth, and 6% of the respondents are looking the offers and they change the rice brand, another 6% respondents are looking the discount and they make to change their rice brand.

## GENDER WISE CLASSIFICATION OF RESPONDENTS

Table: 4.14

Particulars	Respondents	Percentage
Male	60	53
Female	51	45
Prefer not to say	3	2
Total	114	100

*(Source: primary data)*

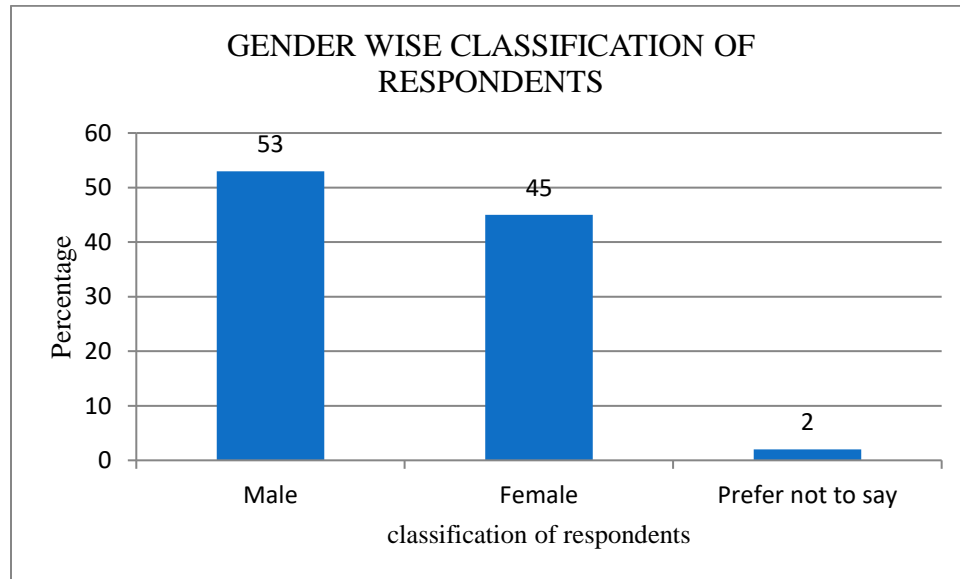


Figure: 4.14 Gender wise classification of respondents

## INTERPRETATION

The table above shows that 53% of the respondents are male, 45% of the respondents are female, 3% of the respondents are prefer not to say.

NUMBER OF FAMILY MEMBERS

Table:4.15

No of family members	Respondents	Percentage
2-4	69	61
4-6	39	34
1-2	6	5
Total	114	100

*(Source: primary data)*

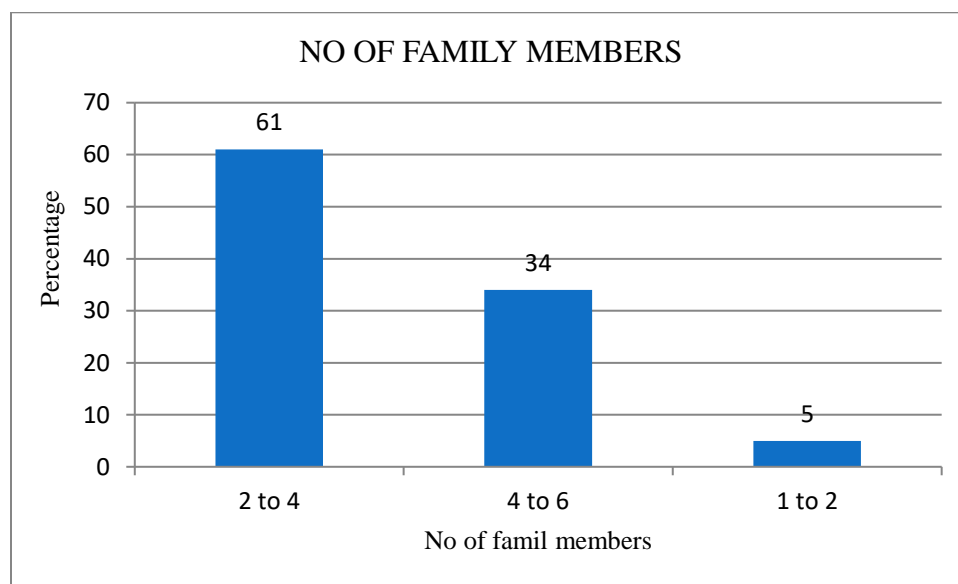


Figure: 4.15 Number of family members

INTERPRETATION

From the above table, 61% respondents are come from 2 to 4 categories of family members and 34% respondents they including the 4 to 6 category of family members, only 5% respondents are come from 1 to 2 category of family members.

## OCCUPATIONAL STATUS

Table: 4.16

Particulars	Respondents	Percentage
Student	66	58
Employee	34	30
Housewife	9	8
Business	5	4
Total	114	100

(Source: primary data)

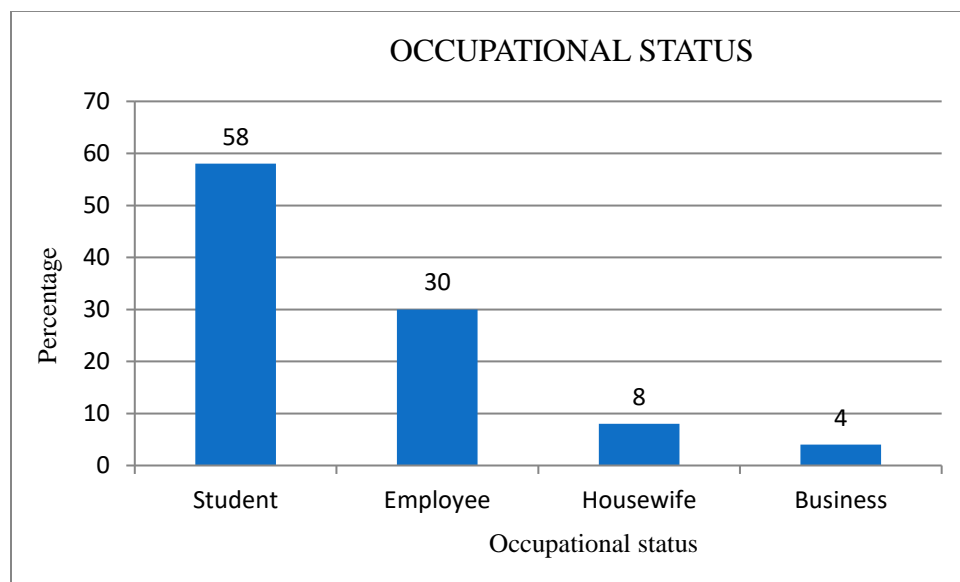


Figure: 4.16 Occupational status

## INTERPRETATION

From the above table, 58% respondents are students, 30% respondents are employee, 8% respondents are housewife and 4% respondents are business.

**BRAND AWARENESS LEVEL OF NIRAPARA RICE BRAND**

Table 4.17

	No of respondents	Percentage
Top of the mind awareness	61	54
Unaided recall	94	82
Aided recall	98	86
Brand recognition	111	97

*(Source: Primary data)*

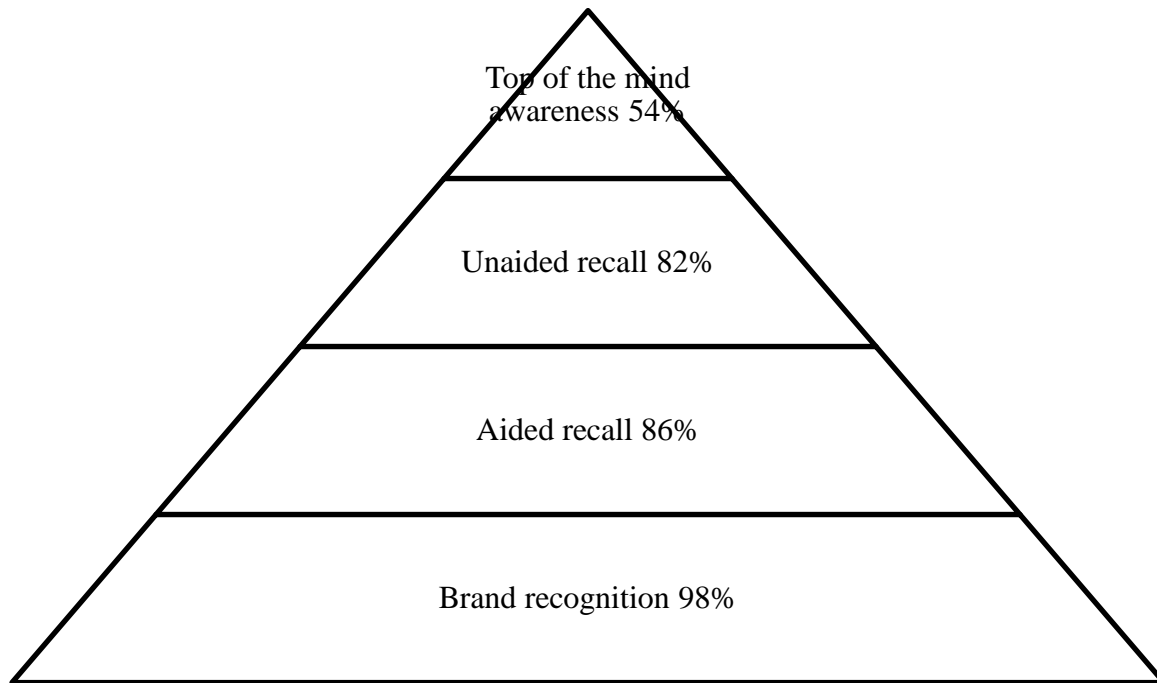


figure 4.17 brand awareness level of nirapara rice brand

**INTERPRETATION**

From the given figure we able to know that the top of the awareness is 54%, unaided recall is 82%, aided recall is 86% and brand recognition is 98%.

**CHAPTER V**  
**FINDINGS, SUGGESTION AND CONCLUSION**



## **FINDINGS, SUGGESTIONS AND CONCLUSION**

### **5.1 Findings**

- The top of the mind awareness of Nirapara brand is of 54%
- Through unaided brand recall on Nirapara rice brand respondents of 82% were able to recall the brand.
- Through aided brand recall brand starts with “N” on Nirapara rice brand respondents of 86% were able to recall the brand
- Through aided recall advertisement on Nirapara respondents of 77% were able to recall the brand.
- Seventy-six percentage of respondents able to identified Tagline.
- The respondents were able to recognize the brand Nirapara which is 78% with disguised name recognition test.
- Majority of the respondents were able to recognize the brand Nirapara which is 98% with disguised logo recognition test.
- All respondents agree that Quality is the element considered for prefer the Nirapara rice brand.

- Majority of 84% respondents considered Quality is the factor for purchasing the rice products
- Sixty-five percentage of respondents prefer the rice brand the Theme aspects of the advertisement they considered.
- Thirty-three percentage of respondents Agree that they likeness the celebrity in their advertisement.
- Majority of 51% respondents rate the quality of rice brand was Good.
- Thirty-seven percentage of respondents considered Value for money was the reason to change their rice brand.
- Majority of respondents are Male 53% and other 45% respondents are Female. 2% of respondents prefer not to say.
- Most of 61% of respondents was came from the 2- 4 category family members.
- When the research is conducted from the questionnaire the Nirapara came to respondents mind instantly when they think about the rice brand Top of the mind awareness of nirapara is 54%
- The unaided recall of Nirapara rice is conducted by the number rice brands that they were able to recall about 82% were able to recall the brand Nirapara.

- The aided recall conducted through by giving hints that is closely related the brand and the respondents of 86% were able to recall the brand Nirapara
- The brand recognition of Nirapara is conducted through disguised recognition of brand logo 98% were able to recognize the brand.

## **5.2 SUGGESTION**

- Top of the mind awareness is only 54%. Thus, it should focus more on its promotional activities to increase the awareness level and there by to increases the top of the mind awareness among customers.
- Since quality of rice are considered the important factor for purchase. So the company should focus on quality aspects of the product.

## **5.3 CONCLUSION**

The project entitled “A STUDY ON BRAND AWARENESS AND BRAND PREFERENCE OF NIRAPARA RICE PRODUCTS” was done to study the brand awareness and brand preference of customers on nirapara rice brand.

To conclude, from my study it was understood that majority customers have aware about nirapara rice products and the show a high rate of brand loyalty towards nirapara rice products. Most of the customers prefer nirapara products because of its brand image, quality, advertisement etc. All the analysis boiled down to the globally known concept: “customer is the kings”, so ultimate preference of the customer is the goal of any company. The current situation of nirapara rice brand the market is good but measures should be taken for brand rejuvenation i.e. Adding value to an existing brand by improving the product quality and its overall attributes and appeal.

In short, “Brands live in the mind of customers. A brand is a living memory of a product. It is not simply a name. It brings consumers and marketers closer.

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## **APPENDIX**

**APPENDIX**

QUESTIONNAIRE

Hi I am a student of Master of Business Administration affiliated to the University of Calicut. As a part of my dissertation, I am conducting a research for the fulfillment of MBA degree course. I would be very thankful if you can answer the survey and share it among your family and friends.

1. Which brand comes to your mind when you want to purchase the rice products?

2. Please write any five names of rice product brand you are aware of?

.....  
.....  
.....  
.....  
.....

3. Write brand names of rice products starts with “N”?

.....



4. Can you recall the advertisement of rice brand?



.....

5. Can you identify the tagline?



- pavizham
- periyar
- kerala rice
- priyam



- periyar
- mayil
- mothers
- nirapara



- polima
- nirapara
- anna
- pamba



- keerthi nirmal
- pulari
- nirapara
- popular rice

6. Can you recognize the below rice brands?

- P\_ vi\_ h\_ m
- M\_ \_i\_
- N\_ \_a\_ \_ra
- Pe\_ \_y\_ \_
- Do\_ \_le H\_ r\_ e
- P\_ m\_ a

7. Can you identify following logos?



.....



.....



.....

8. I prefer rice brand for the following reason?

Brand name: Strongly agree  Agree  Neutral  Disagree  strongly disagree

Quality: Strongly agree  Agree  Neutral  Disagree  strongly disagree

Price: Strongly agree  Agree  Neutral  Disagree  strongly disagree

Health Aspects: Strongly agree  Agree  Neutral  Disagree  strongly disagree

9. Which factor do you consider while purchasing rice products?

Price  Quality  Quantity  Availability

10. Which of following aspect of the advertisement that leads to prefer your rice brand?

Slogan  Theme  Celebrity  punch line

11. Do you like the celebrity in the advertisement of your rice brand?

*Brand Awareness and Brand Preferences of Nirapara rice with respect to rice brands in kerala*

Strongly agree  Agree  Neutral  Disagree  Strongly disagree

12. How do you rate the quality of your rice brand?

Excellent  Very good  Good  Fair  Poor

13. Which factor make you to change your rice brand?

Benefits  Value for money  Offers  Discount  Word of mouth

14. Name : Not mandatory

15. Age : 18-35  35-60  above60

16. Gender : Male  Female  prefer not to say

17. Number of Family members : 1 -2  2 -4  4- 6

18. Occupational status: Student  House wife  Employee  Business