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A Study on Brand Awareness towards Fibro Foods Private Limited with Special Reference to Salem

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ABSTRACT
Nowadays, it is quite important that business companies understand brand awareness and consumer profile for their products and services. They can take advantage of this information to properly adapt their marketing strategies to the needs of their targeted markets and segments. This research paper aims at measuring brand awareness of fibro foods in Salem. Through a set of face to face questionnaires, it is revealed that those in charge of purchases in the household are pretty aware of the vast majority of the food brands available in the market. They also give high evaluation scores to the most known brands. On the other hand, consumers' profile for Fibro foods seems to differ based on some specific socio-economic variables of the household and the person in charge of the purchases. The consumers with the highest income and education level are more aware about food safety importance. Such consumers are leaned more towards purchasing Fibro foods product.

I. Introduction Of The Study

Brand Awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

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

Brand awareness, which refers to a buyer's knowledge of a particular product or company, allows the buyer to get the most from what he buys. Consumers know more about their choices when they have product information and benefit from knowing their rights, hearing about alerts and warnings and finding out about safety issues.

STATEMENT OF THE PROBLEM

The main purpose was the research about brand awareness; to see to what extent brand awareness matters when purchasing for the first time in an unfamiliar culture. According to the theories, consumers chose a brand they recognize, before an unfamiliar brand. Due to the increasing globalization and homogenization of consumers' preferences in the world, global branding has become more widespread. That is why it is important to be aware of the cultural obstacles in marketing of the brand. By the time of globalization more people explore the world through travelling to distant and undeveloped places. Although, the consumers become more homogenous it may be difficult to find the brands that they use in their home country

OBJECTIVES OF THE STUDY

- To know the demographic and social respondents level in the company
- To study the factors consider to you consumer the fibro food products
- To study the relationship between the promotional strategies and brand awareness in food product.
- To find out what promotional strategy mostly effect on brand awareness.
- To know the level of satisfaction of consumers with kinds of product.

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- To improve their market performance and customer satisfaction of the branded food of Salem.

SCOPE OF THE STUDY

- The research study entitled "A Study on Brand Awareness towards Fibro Foods Private Limited" will help to understand the expectation of the food agency in a meaningful way.
- It also helps to understand the sales patterns of the product and to know the factors influencing the sales.
- This study helps to know the expectation and satisfaction level of the consumer for development
- It helps to improve the product values.
- It also gives the suggestion for improvement the promotional activities.
- It helps to earn new customers.

LIMITATIONS OF THE STUDY

Three limitations have been identified in this study.

- The study is limited to only Salem. This may not give a generalized conclusion.
- There may be personal bias of the respondent, which affects the result of the study.
- Some of the respondents were very casual, which poses a bias on the data collected.
- Generally, the respondents were busy in their work and were not interested in responding.
- The questionnaire did not cover the whole aspect of the market potential of Fibro Foods Private Limited.

II. Review Of Literature

Logo Design works, (2023) The concept of Branding holds tremendous importance since many years; it is the key to distinguish the goods and services from one to another. Customer's simple understanding of brand is to associate and reckon with easy information processing about products purchasing and being certain about the brand to build their trust with time. This reflects the greater need from the organization's point of view to have strong brands build through proper brand management resulting from effective marketing programs to create brand equity.

Dolak, (2023) The modern concept of branding grew out of the consumer packaged goods industry and the process of branding has come to include much more than just creating a way to identify a product or company. Branding today is used to create emotional attachments to products and companies. Branding efforts create a feeling of involvement, a sense of higher quality, and an aura of intangible qualities that surround the brand name, mark, or symbol.

RESEARCH METHODOLOGY

Research Methodology is a systematic way to solve a research problem; It includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them. The present study was conducted at Fibro Foods Private Limited**,** Salem**.**

RESEARCH DESIGN

"A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure". The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

SAMPLING METHOD

Sampling method utilized was convenience sampling was adopted.

Sample Size

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 120 respondents.

Population

The aggregate elementary units in the survey are referred to as the population. Here it covers the 220 customers of Fibro Foods Private Limited, Salem.

Period of study

The duration taken by the researcher for the data collection and analysis regarding the customer satisfaction of Fibro Foods Private Limited**,** Salemfor three months

Sampling techniques

Stratified random sampling is a method of sampling that involves the division of a population into smaller groups known as strata. In stratified random sampling, or stratification, the strata are formed based on members' shared attributes or characteristics.

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METHOD OF DATA OLLECTION

The study basically uses primary and secondary data.

Primary data

Primary data means data which is fresh collected data. Primary data mainly been collected through personal interviews, surveys etc

Secondary data

Secondary data means the data that are already available. Secondary data provides economy in time and cost. It is easily available and unbiased. Secondary data may either be published data or unpublished data. The study depends mainly on the primary data and secondary data namely the text books, journals, newspapers, magazines and internet.

III. Statistical Tools And Techniques

SIMPLE PERCENTAGE ANALYSIS

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

CHI-SQUARE ANALYSIS

The Chi- square test is one of the simplest and most wickedly used non-parametric tests in statistical work. The quantity x^2 describes the magnitude at the discrepancy between theory and observation.

$$x^2 = \sum = \frac{(O - E)^2}{E}$$

O = Observed Frequency E = Expected Frequency

The calculated value at Chi-square. Is compacted with the table value x^2 given degrees of freedom at a creation specific level of significance

CORRELATION

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation co-efficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

ANOVA

Analysis of variance, or ANOVA, is a strong statistical technique that is used to show difference between two or more means or components through significance tests. It also shows us a way to make multiple comparisons of several population means. The Anova test is performed by comparing two types of variation, the variation between the sample means, as well as the variation within each of the samples. Below mentioned formula represents one way Anova test statistics:

$$F = \frac{MST}{MSE}$$

F = Anova Coefficient
MST = Mean sum of squares due to treatment
MSE = Mean sum of squares due to error

CHI-SQUARE TEST

NULL HYPOTHESIS

Ho – There in no significant relationship between qualification of the respondents and influencing factor to prefer this product.

ALTERNATIVE HYPOTHESIS

H_1 –There in a significant relationship between qualification of the respondents and influencing factor to prefer this product.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.833E2[a]	16	.000
Likelihood Ratio	263.472	16	.000
N of Valid Cases	120		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is 1.38.

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RESULT

The significant value (1.38) is> greater than the P value (0.000). Hence null hypothesis in accepted so there in no significant relationship between qualification of the respondents and influencing factor to prefer this product

CORRELATION

The table shows that the relationship between monthly income of the respondents and buying intervals of the products

		Monthly income of the respondents	Buying intervals of the products
Monthly income of the respondents	Pearson Correlation	1	.770**
	Sig. (2-tailed)		.000
	N	120	120
Buying intervals of the products	Pearson Correlation	.770**	1
	Sig. (2-tailed)	.000	
	N	120	120

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

RESULT

This is a positive correlation. There are relationships between monthly income of the respondents and buying intervals of the products.

Ho: There is no significant relationship between year of using this brand and think about brand image.

ALTERNATIVE HYPOTHESIS

H_1: There is a significant relationship between year of using this brand and think about brand image.

ANOVA

NULL HYPOTHESIS

ANOVA

YEAR OF USING THIS BRAND			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		213.658	4	53.414	286.142	.000
	Linear Term	Unweighted	186.666	1	186.666	999.969	.000
		Weighted	209.161	1	209.161	1.120E3	.000
		Deviation	4.497	3	1.499	8.029	.000
Within Groups			21.467	115	.187		
Total			235.125	119			

IV. Result

From the above analysis, we find that calculated value of the F-value 286.142 is a positive value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship betweenyear of using this brand and think about brand image. The results are **significant** at 5% level.

V. Suggestions

- The company should try to improve its packing method as per the taste of each customer or majority of the customer so as to generate convenience and better satisfaction.
- The company should improve its way of dealing with customer enquiries by specially assigned persona and show the clients the sample products as well as catalogues in person; this will develop a better customer relationship.
- Discount availability can be improved based on frequency of purchase and life time of the customer with the company. This will generate loyalty. Also loyalty programs may be started.
- Since a large portion of the customer s came to know about the company through internet, the company should being to put more advertisements.

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- Total quality management principles should be accurately followed so as to continuously improve the products and they have superiority advantage.

VI. Conclusion

In the competitive environment, the focus of the organization is more to create brand awareness to the products among several products. So customer satisfaction is the continuous process for keeping the customers intact.

It is concluded that mostly people preferred the company due to its taste, quality, price and availability. Some people often like to have a purchase of the food.

The company can give more offers to attract more customers. More price discounts should be provided. The company can give about their product information through with booklets and catalogues. The advertisement should more frequently appear in T.V channels. The company can give more advertisement in leading magazines and channels.

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