



A Study on Brand Awareness towards Mega Foods Chennai

¹ Dr. V Kaarthiekheyam, ² V Akash

¹ Associate Professor, ² PG Student

Department of Management Sciences

HINDUSTHAN COLLEGE OF ENGINEERING AND TECHNOLOGY COIMBATORE INDIA

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ABSTRACT: The brand awareness has turned into an important variable that impacts customer's perceptions of a brand. Achievement in brand management arises from understanding and overseeing brand image and loyalty correctly to create strong characteristics that will impact consumers when making on their decisions. However, this study aims to discover which among these three dimensions seem to have the slightest brand equity in restaurants and to find out whether customer based-brand equity differ between fast food with respect to each characteristic of brand awareness, brand image, consumer behaviour and brand loyalty. In this study, one hundred and fifteen questionnaires, on facilities available in the society, and technology were distributed. The research studied four dimensions of consumer's based-brand equity specifically brand awareness, brand image, perceived quality and brand loyalty. Among the three dimensions, brand loyalty seems to have the minimum brand equity rating by consumers than alternate dimensions. Although, the dimension seem to have impact on consumer perceptions of brand. This paper likewise provides a solution to brand awareness via media store sellers which may help the sellers to promote their products in light of consumer behaviour.

Keywords - Brand awareness, Customers behaviour, Brand image and loyalty, Customers purchasing behaviour

I. INTRODUCTION

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

A brand name that is well known to the great majority of households is also called a household name. Brand awareness is an important way of promoting commodity-related products. This is because for these products, there are very few factors that differentiate one product from its competitors. Therefore, the product that maintains the highest brand awareness compared to its competitors will usually get the most sales. For example, in the soft drink industry, very little separates a generic soda from a brand-name soda, in terms of taste. However, consumers are very aware of the brands Pepsi and Coca Cola, in terms of their images and names. This higher rate of brand awareness equates to higher sales and also serves as an economic moat that prevents competitors from gaining more market share.

A brand is much more than a name, logo, colors, a tagline, or symbol. These are marketing tools tactics. A brand is essentially a marketer's promise to deliver a specific set of feature, benefits and services consistently to the buyers. The marketer must establish a mission for the brand and a vision of what the brand must be and do. Brand nodding occurs when customers experience the company as delivering on its benefit promise. The fact is that brands are not built by advertising but by the brand experience. Brands vary in the amount of power and value they have in the marketplace. We define brand equity as the positive differential effect that knowing the brand name has on customer response to the product or service. Brand equity results in customers showing a preference for one product over another when they are basically identical. The extent to which customers are willing



to pay more for the particular brand is measure of brand equity.

Promoters

The chief promoter of the company Mr. Amit C. Vaishnav is a Mechanical Engineer (B.E.) from the Maharaja Sayajirao University, Baroda (1982). He is a member of the I.I.E., a Chartered Engineer, a member of the Association of Food Scientists and Technologists (Mysore), an advisory committee member on food to the M.O.P. Vaishnav College for Women - Chennai, Dept. of Food Technology - SRM University, Chennai and an active Rotarian.

Vision Statement

Mega Foods - Business Mission Statement

- "To Produce Quality Food Products that add Value to our Consumers, Buyers, Dealers,

Vendors and Employees and thereby become the Most Reputed and Profitable Company."

Previous Experience

The Company was rendering institutional catering business at multiple locations in Chennai, catering to a diversified consumer taste in terms of cuisine. Since 1998 the company has been selling its range of Pre-cooked concentrated masala paste, jams, sauces, pickles etc. The company pioneered the foray of "Private Labels" with its association with Food World in 1998 with a range of Jams, culinary pastes etc. The company also bagged the private label contract from Metro Cash N Carry, Tesco Star Bazaar, Food Bazaar, Spencers, Giant Hypermarket for Jams & Sauces and contract manufacturing for various leading brands such as Priya, Elite, Lion, Ruchi, Tifys, Bambino, Salsalito, Wongs, Its Fruit, etc.

PRODUCTS

JAMS



RTS BEVERAGES



QUALITY CONTROL

The Company lays great importance to the role of QC. It may be noted that the QC department is involved in every area of the plant and the processes. The Company initially obtained certification under ISO 9001:2000 & HACCP from NQA-UKAS-UK and is now certified under ISO 22000:2005 for Food Safety.

Quality Assurance

The QA team is dedicated to the cause of ensuring that the products and processes conform to the requirements and standards as set out by the company. The QA team sets out the benchmark standards for the products and the processes and actively monitors the plant, production and the QC personnel in achieving the objectives.

Sourcing

The Company has established a line of reputed suppliers of certified quality ingredient inputs. The company takes great pride in nurturing its relationships with its vendors.

People Practices - HACCP & GMP

The company's people follow all the prudential hygiene practices commensurate with the industry. They are trained to adhere to the stringent practices required for the implementation of HACCP and GMP.

Factory & Plant - ISO 22000

The factory, plant and machinery are in conformance with International Food Safety Standards and in tune with the best requirements of the ISO 22000 standards. All critical plant and machinery are made form Stainless Steel 304. All



areas of work, production, packaging, dispatch, sales, etc. are in tune with the standards required under ISO 22000. The Company follows GMP practices for its persons entering the factory only after using hand disinfectant wash, no street clothing is permitted in the food processing area, the people are subject to routine and regular medical examination and the company follows a stringent hygiene and housekeeping practice. The walls of the plant are painted with impervious paint.

QC and R&D Laboratories

The Company has set up separate labs for QC and R&D / product development which are modern and well equipped. All tests are conducted in house by a team of highly qualified and trained personnel.

Manpower Employed

The Company set up its R&D laboratory in 1995 with the guidance of CFTRI, Mysore - with whose active collaboration the company has researched on several products, their processes and the suitable methods of optimisation of these to suit the customers requirements of products. The company continues to innovate new products and processes to suit their customers requirements. In processed foods the company has been able to conduct extensive study towards extension of shelf life of its products by suitable alteration effected on the recipe, products and the processes.

The Company has innovated and invented two new processes in food processing:

- ULWAT - Ultra Low Water Activity Technology, and
- VHPTT - Very High Pressure, Temperature and Time Technology.

In 1995-96, the Company commenced research on packaged food with long shelf life with the able guidance of the CFTRI, Mysore. The pilot plant established in 1998, in Chennai, turned out to be an excellent R&D unit. Over the years, more than Rs.30 millions have been spent on Research and Development alone.

Strengths

The Companies extensive research base in processed foods gives it the ability to tune the products and processes desired to deliver quality products by using the optimal means. The plant is capable of handling a variety of processes and thereby the company is capable of leveraging this to.

ADDRESS

MEGA FOODS

3-C Bijayati Towers, 14/15 Halls Road,
Kilpauk, Chennai 600010 India

NEED OF THE STUDY

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. If consumers do not choose according to theories, what are the factors that have a greater effect on the buying behavior? I also wanted to see if there are any differences in buying behavior between the chosen culture groups.

OBJECTIVES OF THE STUDY

The objective of the study is to understand the brand awareness towards Megafoods. For this, the objectives of the Research Work are as under:

1. To study the relationship between the promotional strategies and brand awareness in food product.
2. To find out what promotional strategy mostly effect on brand awareness.
3. To recommend alternative actions to make to increase brand awareness of Megafoods.
4. This study will help the marketer to maintain better brand awareness through promotional strategies and activities.
5. To improve their market performance and customer satisfaction of the branded food of Chennai.
6. To know the awareness level among the brands in food products.
7. To know the level of satisfaction of consumers with kinds of product.
8. To know the effect of price changes on purchase decision of the brands of food product.
9. To identify the factors influencing the consumers to prefer a particular brand.
10. To study the impact of media on brand awareness.

SCOPE OF THE STUDY

- The research study entitled “A Study on Brand Awareness towards Megafoods Product” 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.

II. REVIEW OF LITERATURE

Logo Design works, (2022) 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.

Kilei, Iravo and Omwenga (2023) studied the impact of brand awareness on market performance of service brands: contextual consideration of food industry. The purpose of the study was to investigate the impact of brand awareness on market brand performance in the food industry within the context of a developing economy. The study was necessitated by lack of empirical evidence from a developing economy's context linking brand awareness measures from the perspective of the customer and brand market performance measures from the brand managers' perspective. The study adopted a positivist, quantitative research design, with cross-sectional field survey-data collection method. Data were collected using stratified, random sampling technique from the sampled consumers of financial services and managers of this selected industry'. Correlation analysis was used to measure magnitude of relationship between the impact of brand awareness variables and market brand

performance. The results showed that brand recalled, brand recognition are positivity and significantly correlated, and that brand recall and overall brand awareness are significantly predictors of market brand performance. However, brand recognition has no significant correlation with market brand performance

III. 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 Megafoods, Chennai.

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.

PERIOD OF STUDY

The duration taken by the researcher for the data collection and analysis regarding the customer satisfaction of Megafoods, Chennai for three months

METHOD OF DATA OLLECTION

The study basically uses primary and secondary data. Primary data means data which is fresh collected data. Primary data mainly been collected through personal interviews, surveys etc. Secondary data means the data that are already available. Generally speaking secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data; the process of secondary data collection and analysis is called desk research. Secondary data provides economy in time and cost. It is easily available and unbiased. Secondary data may either be published data or unpublished data. For this study secondary data were collected from the annual reports of the company and from the company website. The study depends mainly on the primary data and secondary data namely the text books, journals, newspapers, magazines and internet.



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.

STATISTICAL TOOLS AND TECHNIQUES

The commonly used statistical tools for analysis of collected data are:

1. Percentage analysis
1. Chi Square analysis
2. Correlation analysis
3. Anova

LIMITATIONS OF THE STUDY

Three limitations have been identified in this study.

- The study is limited to only Chennai. 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 Megafoods.

FINDINGS

- Majority 56.7% of the respondents are male category.
- Majority 28.3% of the respondents are age group between 21-30 years.
- Majority 39.2% of the respondents Qualified in Graduate.
- Majority 56.7% of the respondents monthly earning of Below Rs.10,000.
- Majority 52.5% of the respondents 3-4 Members in their family.
- Majority 65.8% of the respondents Married person.
- Majority 32.5% of the respondents are rarely buying Megafoods product
- Majority 45.8% of the respondents are known about Through Television.
- Majority 29.2% of the respondents are Provide awareness to Ketchup brand.
- Majority 27.5% of the respondents are buying before consider is Quality.
- Majority 22.5% of the respondents are Below 3 months using.
- Majority 24.2% of the respondents are Influenced by Price.

- Majority 29.2% of the respondents are Brand image is Good.
- Majority 31.7% of the respondents are Product hygienic and health is Good.
- Majority 30.8% of the respondents are Satisfied the product Quality.
- Majority 34.2% of the respondents are Attractive packaging.
- Majority 80.8% of the respondents are awareness of food product.
- Majority 25% of the respondents are Buying reason is price.
- Majority 37.5% of the respondents are said Hygiene production.
- Majority 35.0% of the respondents are Highly Satisfied the promotional strategy.
- Majority 36.7% of the respondents are highly satisfied about Availability.

SUGGESTIONS

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

IV. 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 Megafoods 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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WEBSITE:

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