

## **A STUDY ON BRAND AWARENESS IN RURAL AREA WITH SPECIAL REFERENCE TO HEALTH FOOD DRINKS**

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### **ABSTRACT**

The purpose of the study is to examine the brand awareness in rural area and to study the interest of consumers in brand products of Health Food Drinks. The brand awareness is showing increasing tendency everywhere and vadivelkarai village of Madurai is not an exception to it. Brands are the most valuable assets and the brand is seen by consumers as a sign of quality and it helps them to make their purchase decision. This analysis is done as a study about the brand awareness of branded Health Food Drinks segment. This research is done using questionnaire method, data collected from the people of Vadivelkarai village. The analysis is done using percentage method. From the research it is clear that Health Food Drinks market have a good image and the segment is expected to have more concentration to get a better piece of market share .

**KEYWORDS:** Brand Awareness, Health Food Drinks, Branding, Brand Preference

### **INTRODUCTION**

India, the world's largest Health Food Drink market, accounts for 22% of the World's retail sales. These drinks are consumed as milk substitutes and marketed as a nutritious drink, mainly consumed by the old, the young and the sick.

The Health food drinks category consists of white drinks and brown drinks. South and East India are large markets for these drinks, accounting for the largest proportion of all India sales. The total market is placed at about 90,000 ton and is estimated to be growing at about 4%. These Malt beverages, though, are still an urban phenomenon. Currently, brown drinks continue to grow at the expense of white drinks has increased from about 32% to 35% over the last five years.

Health Food Drinks provide nourishment for the family, particularly growing children and serve as energy provides for adults. The market for malted milk powders in India is huge as the product is widely used as a nutrition and energy supplement by children and adults.

Available Health Food Drink in market can be considered as follows:

- HORLICKS
- BOOST

- BOURNVITA
- COMPLAN
- PEDIA SURE

### **Brand Awareness**

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. In today's most competitive atmosphere, it is critical for retailers to maintain and build on their brand awareness, as well as reinforce the value proposition of their market. But branding is the reason people pay more for a product at one store over another.

Formally, brand awareness refers to customers' ability to recall and recognize a brand. Brand awareness is more than just the fact that customers know a brand name and the fact that they have previously seen it, perhaps even many times. Brand awareness also involves linking the brand – brand name, logo, symbol, and so forth –to certain associations in memory. In particular, building brand awareness involves making sure that customers understand the product or service category in which the brand competes. There must be clear links to other products or services sold under the brand name.

### **Objectives of the Study**

- To find out the brand awareness among the customers.
- To Study the satisfaction level of the consumers.
- To study the satisfaction level of the customers.
- To find out the effectiveness of the advertisements.

## **RESEARCH METHODOLOGY**

### **Research**

Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluation data, making decisions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

### **TYPES OF RESEARCH**

#### **Descriptive Research**

Descriptive Research includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is the description of the state of affairs as it exists at present. In the present study, the applied research design is descriptive. The study satisfies all aspects related to the characteristics of a descriptive research design as it has its own confined objectives and predetermined methodology.

#### **Source of Data**

**Primary data:** The data is collected from the people of vadivelkarai village in Madurai District.

**Secondary data:** The secondary data is collected from websites, journals and books.

**Data collection method:** Survey method

**Data collection Tool:** Questionnaire method.

### Sample Design

Sampling size: 100 units

Sampling technique: Random sampling

### TOOL FOR THE STUDY

#### Percentage Analysis

A simple percentage analysis is a simple method that converts the whole data into answers against 100.

$$\frac{\text{Number of respondents} * 100}{\text{Total number of respondents}}$$

Total number of respondents

### ANALYSIS AND INTERPRETATION OF DATA

#### Age Wise Classification of Respondents

The distribution of respondents on the basis of age is shown in the table below.

**Table 1: Age Wise Classification of Respondents**

Age	Number of Respondents	Percent
Up to 20 years	17	17%
21-30 years	6	6%
31-40 years	23	23%
Above 41 Years	54	54%
<b>Total</b>	<b>100</b>	

From the above table it can be seen that 17of respondents are up to 20 years, 6% of respondents are between 21 to 30 years, 23% of respondents are between 31 to 40 years, 54% of respondents are above 41 years. This indicates that majority of the customers are above 41 years of age.

#### Gender Wise Classification of Respondents

The distribution of respondents on the basis of gender is shown in the table below.

**Table 2: Gender Wise Classification of Respondents**

Gender	Number of Respondents	Percent
Male	43	43%
Female	57	57%
<b>Total</b>	<b>100</b>	

From the above table it can be seen that 43% of respondents are male and 57% of respondents are female. This indicates that majority of the respondents are females.

### Preference towards the Health Food Drinks

**Table 3: Preference towards Health Food Drinks**

Health Food Drinks	Number of Respondents	Percent
HORLICKS	31	31%
BOOST	45	45%
BOURNVITA	8	8%
COMPLAN	11	11%
PEDIA SURE	5	5%
<b>Total</b>	<b>100</b>	

From the above table it is evident that 45% of respondents prefer Boost, 31% of respondents prefer Horlicks, 11% of respondents prefer Complan, 8% of respondents prefer Bournvita and 5% if respondents prefer Pediasure. This indicates that majority of the respondents prefer the Brand Boost.

**Table 4: Effectiveness of Advertisement**

Response	Number of Respondents	Percent
Strongly agree	59	59%
Agree	26	26%
Disagree	9	9%
Strongly Disagree	6	6%
<b>Total</b>	<b>100</b>	

From the above table it is inferred that 59% of respondents have strongly agreed that the advertisements are effective, 26% of the respondents have agreed that the advertisements are effective, 9% of the respondents have disagreed that the advertisements are effective and 6% of the respondents have strongly disagreed that the advertisements of the companies are effective.

**Table 5: Availability of the Health Food Drinks in Outlets nearby Household**

Availability	Number Of Respondents	Percent
Always available	31	31%
Mostly available	42	42%
Rarely available	24	24%
Not available	3	3%
<b>Total</b>	<b>100</b>	

From the above table it is inferred that 31% of respondents feel that the Health Food Drink brands are always available, 42% of respondents say that they are mostly available, 24% of respondents say that they are rarely available and 3% of respondents say that they are not available.

**Table 6: Satisfaction of Customers towards Price**

Satisfaction	Number of Respondents	Percent
Highly satisfied	25	25%
Satisfied	68	68%
Dissatisfied	4	4%
Highly dissatisfied	3	3%
<b>Total</b>	<b>100</b>	

From the above table it is inferred that 25% of the customers feel highly satisfied with the price, 68% of the customers feel satisfied with the price, 4% of the customers feel dissatisfied with the price and 3% of the customers feel highly dissatisfied with the price.

**Table 7: Satisfaction of Customers towards Taste**

Satisfaction	Number of Respondents	Percent
Highly satisfied	40	40%
Satisfied	56	56%
Dissatisfied	3	3%
Highly dissatisfied	1	1%
<b>Total</b>	<b>100</b>	

From the above table it is inferred that 40% of the customers feel highly satisfied with the taste, 56% of the customers feel satisfied with the taste, 3% of the customers feel dissatisfied with the taste and 1% of the customers feel highly dissatisfied with the taste.

### Findings and Inferences

- The number of female respondents has contributed more with 57%.
- 54 % (majority) of the respondents are in the age group of above 41 years.
- The Brand Boost is the most preferred Health Food Drinks accounting to 45% as per the study.
- 59% of respondents have strongly agreed that the advertisements are effective.
- 42% of respondents said that their products are available in nearby households.
- 68% of respondents are satisfied with the prices.
- 56% of the customers said that the taste is satisfactory.

### CONCLUSIONS

The Brand Awareness in rural areas particularly in Health Food Drinks segment are showing an increasing tendency. By this study, the rural area people also focus on nutrition for health. So most of them prefer Health Food Drink Brands in rural area. But in the rural area, 24% of respondents said that they are rarely getting the Health Food Drink brands. So that the company has to think about the availability of the product in the rural area and to ensure that to reach each and every customer at all the time.

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