

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