

A STUDY ON BRAND AWARENESS AND BRAND PREFERENCE OF HARITHAM FOODS PRODUCTS, WITH SPECIAL REFERENCE TO THRISSUR DISTRICT

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ABSTRACT:

The study title “A Study On Brand Awareness And Brand Preference Of Haritham Foods Products, With Special Reference To Thrissur District .The study's primary goal is to understand that the customers are aware with Haritham or not. Descriptive research design is used in this study. There are 151 customers in the study's sample. Primary data required for the study had been collected through Questionnaires. Percentage analysis and chi square used to examine the gathered data. This survey reveals that the majority of the customers are aware about Haritham Through advertisements and quality.

Keywords: Brand Awareness, Brand Preference

INTRODUCTION

In today's competitive market, brand awareness and preference are crucial for business success. Haritham Foods, a key player in India's food industry, needs to understand regional consumer perceptions to enhance its market strategies. This study focuses on Thrissur District, Kerala, known for its diverse consumer behavior. It aims to assess brand awareness and preference for Haritham Foods, exploring the impact of demographic and cultural factors. Objectives include evaluating current brand awareness, identifying factors driving brand preference, and analyzing Haritham Foods' marketing effectiveness in Thrissur. Using both quantitative and qualitative methods, the research will provide insights to help Haritham Foods improve its brand presence and consumer loyalty. This study will offer valuable recommendations for refining marketing strategies and strengthening brand equity in the region.

REVIEW OF LITERATURE

K KAVITHA, S VAISSHNAVE (2023) The choice of purchase is immeasurable as thousands of companies are introducing newer goods day next to day. To manage with this circumstances people keep on acquire information on the subject of the goods, prices and substitute. Company that hub inward grow to be by sightless to seismic changes in marketplace, contest, allotment, media, and knowledge that are happening outside. Collection market is garmenting in to micro markets; numerous channels of allocation are replacing single channels. Patrons are buying openly through Catalogues, Telemarketing and Internet. Cost discounting and sales support are eroding brand dedication. This learning deals with consciousness and satisfaction of biscuits. It is complete an endeavor to observe the variety of types of brand and factors touching purchase decision. The learning based on main data comprise of respondents. From the findings of study, customers obtain decision are partial by mainly excellence and they too purchase the additional biscuits.

DADI REGASSA HUNDE ADDIS ABABA UNIVERSITY (2019) In order to make all the collected data suitable for the analysis, all questionnaires are screened to be complete. Out of the three hundred ninety one (391) structured questionnaires were distributed directly to select consumers of Council housing units; out of which 382 were completely filled and returned, representing 97.70% response rate. Out of the total questionnaires disseminated, 5 were completely unreturned, representing 1.28% and 4 were inappropriately filled representing 1.02% and rejected as a result. Therefore, out of the 391 collected questionnaires, 382 were found to be valid and used for the final analysis were presented following the descriptive analysis and regression.

OBJECTIVES OF STUDY

Primery Objective

A study on brand awareness and brand preference of haritham foods products, with special reference to Thrissur District

Secondory Objective

- To determine the influence of advertisement on customer brand preference
- To identify the attributes that makes customers to prefer a specific brand
- To analyze whether the quality of a product have any influence on the customer brand preference

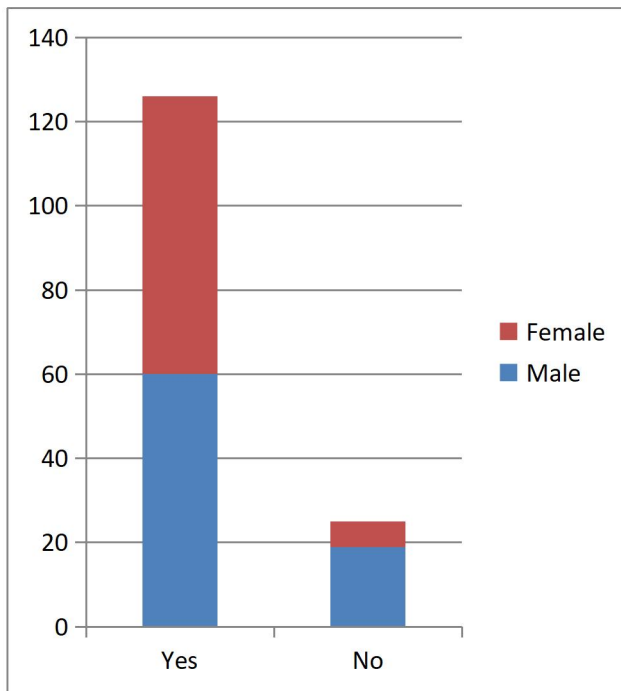
RESEARCH METHODOLOGY

Research methodology is the procedure used to describe how a study needs to be conducted. Converting a research question into a testing activity is the key objective of a research design. the current study's research design, which uses a descriptive research design to find concepts and insights. It offers considerable flexibility to allow for the consideration of several aspects of the research problem. The 151 customers make up the study's population. In this research, a census survey is utilized to gather data from various customers and analyse the results. Primary and secondary data collecting methods are the two categories into which data collection methods belong. Here, questionnaires are used to help collect primary data.

DATA ANALYSIS

➤ Have you used Haritham Food products ?

	Yes	No
Male	60	19
Female	66	6



From the above we could understand that 78.3% of respondents are used Haritham Products and rest 16.6% are not used yet.

State the Hypotheses

- **Null Hypothesis (H0):** There is no significant association between gender and the usage of Haritham Food Product. In other words, gender does not affect the usage of the product.
- **Alternative Hypothesis (H1):** There is a significant association between gender and the usage of Haritham Food Product. In other words, gender affects the usage of the product.

Observed	Expected	$(o-e)^2$	$(o-e)^2/e$
60	65.82	33.87	0.515
19	13.08	35.04	2.68
66	60.18	33.87	0.563
6	11.92	35.04	2.94
		Total $\Sigma \left(\frac{(o-e)^2}{e} \right) = 6.698$	

Significance level = 5% or 0.05

Degree of freedom (df) = 1

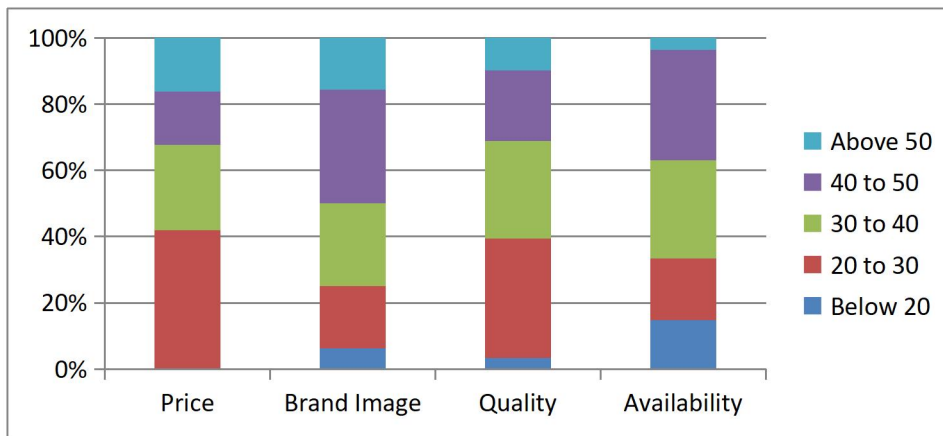
Table value = 3.841

INTERPRETATION:

Since the calculated value (6.698) is greater than the critical value of 3.841, we reject the null hypothesis. There is a significant association between gender and the usage of Haritham Food Product. This means that gender does affect the usage of the product.

➤ Why do you prefer Haritham products?

	Price	Brand Image	Quality	Availability
Below 20		2	2	4
20 to 30	13	6	22	5
30 to 40	8	8	18	8
40 to 50	5	11	13	9
Above 50	5	5	6	1



From the above we could understand that 40.39% of respondents are preferred Haritham based on their Products quality, 21.19% based on Brand Image, 20.52% and 17.88% based on the availability of the products.

State the Hypotheses

- **Null Hypothesis (H0):** There is no significant association between the different categories and the factors (Brand Image, Quality, Availability price).
- **Alternative Hypothesis (H1):** There is a significant association between the different price categories and the factors.

Observed	Expected	(o-e) ²	(o-e) ² /e
0	1.64	2.68	1.64
2	1.69	0.09	0.05
2	3.23	1.51	0.46
4	1.43	6.60	4.61
13	9.47	12.46	1.31
6	9.75	14.06	1.44
22	18.59	11.6	0.62
5	8.23	10.43	1.26
8	8.61	0.37	0.04
8	8.89	0.79	0.089
18	16.95	1.10	0.065
8	7.51	0.240	0.031
5	7.80	7.84	1.005
11	8.05	8.70	1.08
13	16.10	9.61	0.59
9	6.79	4.88	0.71
5	3.49	2.28	0.65
5	3.60	1.96	0.544
6	6.57	0.32	0.04
1	2.97	3.88	1.30
		Total $\Sigma \left(\frac{(o-e)^2}{e} \right) = 17.53$	

Significance level = 5% or 0.05

Degree of freedom (df) = 12

Table value = 21.026

INTERPRETATION

Since the table value (21.026) is higher than calculated chi square value (17.53), I failing to reject the null hypothesis means that there is not enough evidence to suggest a significant association between the different price categories and the factors (Brand Image, Quality, Availability).

CONCLUSIONS

Haritham is having a good brand recognition count among the population, with significant portions of people associating it with good quality and satisfaction. However, there are critical areas for improvement, such as marketing appeal and product availability. Despite high satisfaction rates and positive word-of-mouth, many consumers highlight the need for better accessibility and more compelling marketing. Recommendations focus on enhancing brand visibility through diverse, integrated marketing strategies, improving distribution to ensure product availability, and leveraging digital platforms more effectively. By addressing these areas, Haritham Foods can convert occasional users to regular ones, mitigate issues of dissatisfaction, and strengthen its market position against competitors like Nirapara and Double Horse. The suggestions aim to bolster consumer loyalty, expand market reach, and ensure the brand remains competitive and appealing in the long term.

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