

A STUDY ON CONSUMER BRAND PREFERENCE TOWARDS NANDHI DHAL AT SALEM

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CHAPTER - I

INTRODUCTION AND DESIGNING OF THE STUDY

ABSTRACT

Brand preference is the indicator of the strength of a brand in the hearts and minds of customers. Brand preference represents which brands are preferred under assumptions of quality in price and availability. Measures of brand preference attempt to quantify the impact of marketing activities in the hearts and minds of customers. Higher brand preference usually indicates more revenue and profit, also making it an indicator of company financial performance. In this research paper an attempt has been made to know which brands are commonly preferred by the Dhal consumer. There are so many brands of Dhal available in the market like Nandhi Dhal, Elamathi Dhal, Gandhi Dhal, and Guru Dhal etc. In this study we also tried to know the brand loyalty of consumers. Here we have made an attempt to know whether the consumers are loyal towards a particular brand or not. Consumer behavior is the process whereby, individuals decide whether, what, when, where, how, and from whom to purchase goods and services. The Dhal industry today is the most innovative industry.

INTRODUCTION

A preference can be extremely rich or very simple. It can be very stable based upon years of experience and many associations on it can be extremely unstable and dynamic. It can be very specific and well defined, or it can be rather diffuse, meaning different people favorable will help in generating brand loyalty and a disposition to buy that brand in preference to another Consumers brand preference represents a fundamental step in understanding consumer choices.

A deeper understanding of such preference dynamics can help marketing managers' better design marketing program and build a long term relationship with consumers. Gaining and Maintaining Customer preference is a battle that is never really won. Selective demand for a company's brand rather than a product, the degree to which customer prefers one brand over another. The percentage of people who claim that a particular brand is their first choice.

Modes for Building Brand Preference

Customers taste and preference for a product or brand might be built through one or more of distinct modes.

- » Need associated on the product or brand is linked to one need through repeated association.
- » Mood association: the mood is attached to the product or brand through repeated association.
- » Sub conscious motivation: suggestive symbols are used to excite consumer sub conscious motives.
- » Behaviors modification: consumer is conditioned to buy the brand by manipulating cues and rewards.
- » Cognitive processing: perceptual and cognitive barriers are penetrated to create favorable attributes.

Statement of the Problem

A lot of brands of dall are available in the market. But the consumers prefer a particular brand of dhal. In the modern business world, due to the development of science and technology, many new brands have been introduced in the market every year.

India is a developing country. Dhal is an essential for the life. Nowadays many companies are manufacturing dhal our country and they are playing important role in fulfilling the needs of customers. Many new companies have also emerged as manufacturing of new brand of dhal. At present the customers are more dynamic. Their needs and preference are changing new and then the customer now looks for the convenience. Companies' concentration on advertisement makes the customer to get awareness about the latest brands in the marketing.

The customers face various problems to select their branded dall. It is identified that there is a need for research work in the field of awareness and problem on packaged dall in the area of Salem town.

Objectives of the Study

- » To examine the awareness and consumers' opinions on Nandhi dhal.
- » To study factors influencing brand preferences and reasons for buying Nandhi dhal.
- » To identify the major factors influencing to buy the Nandhi dhal.
- » To know the levels of satisfaction and also loyalty towards Nandhi dhal.
- » To suggest suitable measures to bring improvement in the marketing activities of Nandhi dhal.

Need of the Study

There are many types of dhal that are available in the market. As dhal have to be prepared on a daily basis, we need to have a lot of dhal on board to maintain the variety. However, consumers need to focus only on healthy pulses so as to maintain their health and prevent problems. In these days when almost all items are sold in readymade forms in packets. It can be purchased at any time from a grocery shop. It is also good from point of view as it is purified and the protein content is available from it. Several brands are available in the form of packet dhal.

The term “Brand preference” means the preference of the customer for one brand of a product in relation to various other brands of the same product available in the market. Customer may be buyer or user. Buyer is the person who makes actual or uses the product and service. The choice of the customers is revealed by brand preference. This brand preference is the comparatively investing and a new field of study. This study “**Consumer Brand Preference towards Nandhi Dhal at Salem Town**” gives clear picture on users of Nandhi dhal.

Scope of the Study

- » This study is mainly focuses on the leading brand preference for dhal and the attitude of consumers belongs to low and high income groups are taken in Salem city.
- » This study help to find the impact of the brand name among consumer with referenced to the product.
- » To find how far people are aware and attracted towards the brand name of particular product.
- » The satisfaction level of the consumer in different ways towards the branded products can be studied through this project.

Research Methodology

Research Design

In accordance with the objective of the study the researcher has used descriptive research design. To collect relevant data from the samples the researcher has used Random Sampling Method. To select 100 sample respondent. To collect data from the sample respondents a

questionnaire was designed to avoid biased respondents the researcher has used direct interview method to collect data from the sample respondents. Percentage analysis and chi-square test have been applied for analyzing the data. The data was analyzed through SPSS.

Sampling Design

To select the sample for this study the researcher has adopted **Simple Random Sampling Method**. The researcher choose Salem city to collect data. The researcher totally selected 15 areas but collection data only 5 areas. In each area, the researchers choose 20 customers to collect data.

Sampling frame

Sample frame constitris, the customer of Nandhi dhal at salem Dt.

Sampling unit

Sample unit of the present study is the individual customers who bought nandhi dhal of any type.

Sample size

Size of sample for their present study in 100 respondents through collected interview schedule methods.

Collection of Primary Data

To collect primary data from the respondents the researcher as adopted survey method. In which each sample respondents was personal interview by the researcher and recorded by hence self's.

Statistical Tools for Analysis

In order to analysis the primary data the researcher has used two statistical tools namely

1. Percentage analysis
2. Chi-square method.

Limitation of the Study

1. This study does not reflect the view of those who are not included in the sample. Hence generalization cannot be made.
2. There may be bias in the collected of information, as some of the respondents doesn't given their opinion as they feel.
3. Some respondents did not give full information as they felt the researcher to be a spy from other companies.

FINDINGS

- » The research reveals that, majority of the respondents are under the age group of Below 30 years.
- » The research reveals that, majority of the respondents are Female.
- » The research reveals that, majority of the respondents are in the status of Employees.
- » The research reveals that, majority of the respondents were earning their Monthly income Below Rs 15,000.
- » The research reveals that, majority of the respondents are aware of branded dhal.
- » The research reveals that, majority of the respondents that they came to know about the product through others sources.
- » The research reveals that, majority of the respondents are recognizing the brand through 'Name'.
- » The research reveals that, majority of the respondents are strongly agree about the remembering the brand name.
- » The research reveals that, majority of the respondents are agree about the attractive color packing.
- » The research reveals that, majority of the respondents are buying branded dhal.
- » The research reveals that, majority of the respondents are preferred for Nandhi brand.
- » The research reveals that, majority of the respondents have mostly purchase Black Gram Dhal.
- » The research reveals that, majority of respondents are purchasing from Departmental store.
- » The research reveals that, majority of respondents are buying 1kg.
- » The research reveals that, majority of the respondents are buying dhal monthly once.
- » The research reveals that, majority of the respondents opined that the rate of quality is Average.
- » The research reveals that, majority of the respondents are highly satisfied about the quality of dhal.
- » The research reveals that, majority of the respondents are satisfied about the quantity of dhal.
- » The research reveals that, majority of the respondents are highly satisfied about the taste of dhal.
- » The research reveals that, majority of the respondents are 'Neutral' about the price of dhal
- » The research reveals that, majority of the respondents are dissatisfied out the packing of dhal.
- » The research reveals that, majority of the respondents are satisfied about the availability of dhal

- » The research reveals that, majority of the respondents are purchase ‘only for quality product’.
 - » The research reveals that, majority of the respondents are Agree about the repurchase capacity of dhal.
 - » The research reveals that, majority of the respondents are Agree about the advertisement impress to continuously buy the branded product.
 - » The research reveals that, majority of the respondents are Agree about the reasonable price to maintain brand loyalty.
 - » The research reveals that, majority of the respondents are continued to buy dhal product.
 - » The research reveals that, majority of the respondents replied they would recommend this product to others.
 - » The research reveals that, majority of the respondents are not purchase other brand in the market.
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- » While studying the relationship between age and level of influence, the chi-square test results (0.003) confirmed that there exists a strong relation between the study variable.
 - » While studying the relationship between gender and level of influence the chi-square test results (0.897) confirmed that there is no relationship between the study variable.
 - » While studying the relationship between occupation and level of influence the chi-square test (0.124) confirmed that there is no relationship between the study variable.
 - » While studying the relationship between income and level of influence the chi-square test results (0.680) confirmed that there is no relationship between the study variable.
 - » While studying the relationship between age and level of satisfaction the ANOVA test results (0.019) confirmed that there exists a strong relation between the study variable.
 - » While studying the relationship between gender and level of satisfaction the ANOVA test results (0.925) confirmed that there is no relationship between the study variable.
 - » While studying the relationship between occupation and level of satisfaction the ANOVA test results (0.966) confirmed that there is no relationship between the study variable
 - » While studying the relationship between income and level of satisfaction the ANOVA test results (0.841) confirmed that there is no relationship between the study variable.

SUGGESTION

- » The company could improve packing style to give more satisfaction of their consumer.
- » Advertisement in local media should be increased. This may cover rural areas also.
- » Some respondents feel that the price of Nandhi dhal is too high, so it is suggested to develop a brand to cater the needs of this section.
- » The company introduced new variety of dhal in the market.

- » After calculated chi-square there is a relationship between age and factor of influence, so various age people buy that product. We must improve the advertising method.

CONCLUSION

- » The study conducted on brand preference towards of Nandhi in Salem town helps them to identify draw backs and brand preference of Nandhi dhal. Scope this research will help of the company to improve its situation.
- » Today business world is turned to buyer market where customer its king of all manufacturers.
- » The research reveals that the consumers are dissatisfied with their price and packing style of Nandhi dhal
- » If the suggestion given by the researcher are taken by the company, it sure that the organization.

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