

A STUDY OF BRAND AWARENESS AND INFLUENCE OF ADVERTISEMENT IN RURAL CUSTOMERS WITH SPECIAL REFERENCE TO HEALTH FOOD PRODUCTS

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ABSTRACT

The purpose of the study is to examine the brand awareness & influence of advertisement in a rural area. Brands are the most valuable assets and the brand is seen by consumers as a sign of quality and brand image is an implied tool which helps to make their purchase decision. This research is done using a questionnaire method, data collected from the people of Villages from Sangrur District. A sample of 100 respondents was selected. Results state that brand image and advertisement have positive influence on Consumer buying behavior. Brand images lead to the positive attitude formation among buyers. Results state that respondents in sangrur district are more conscious about the brand and information delivered through advertisement.

KEYWORDS: Brand Awareness, Branding, Brand Preference & Rural consumers

INTRODUCTION

Today's market is flooded with a number of similar products. However, there are only very few products which are able to create a market for themselves. Therefore, it is very important for every organization to create awareness about their product so that the consumers identify their products as they want them to perceive it. This is called branding.

A brand is a name, term, sign, symbol, design, or a combination of the above to specify the goods or service of any seller and differentiate it from the others. In simple words, brand refers to the set of emotions, image, or perception which the consumers perceive when they think about the product or organization. It is used to create an identity of the product or the organization in the competitive market. The ultimate aim of all organizations is to attract consumers and increase its sales. This is possible only when the common man in the market is aware of the products in the market.

Brand Awareness

Brand awareness is an important way of promoting the quality of products. This is because branded product differentiates itself from others. In today's most competitive edge, companies are serious to maintain and build on their brand awareness. Peoples who are having awareness about branding, they are ready to pay more also.

Formally, brand awareness refers to customers' ability to recall a brand. Brand awareness is a set of perception developed in the mind of customers. Brand awareness also involves brand name, logo, symbol. In particular, building brand awareness ensures that customers understand the product or service category in which the brand competes.

Objectives of the Study

- To examine the brand awareness among the rural customers.
- To know the satisfaction level of the consumers.
- To measure the effectiveness of the advertisements on rural customers.

RESEARCH METHODOLOGY

Research

Research methodology comprises defining and redefining problems, formulating a hypothesis, collecting, organizing and evaluation data, making decisions and making conclusions and at least carefully testing the conclusions to determine whether they validate the formulating hypothesis.

TYPES OF RESEARCH

Descriptive Research

The major purpose of descriptive research is to explore the present status. In the present study, research design is described. The study satisfies all aspects related to the characteristics of a descriptive research design.

Source of Data

- **Primary Data:** The data are collected from the people of Jharon, Togawal villages of Sangrur Districts.
- **Secondary Data:** The secondary data is collected from various websites, journals on marketing and management and books.
- **Data Collection Method:** Survey method was adopted to collect the data.
- **Data Collection Tool:** Questionnaire method was used as a data collection tool.

Sample Design

- **Sampling Size:** There are 100 units for the study.
- **Sampling Technique:** Selection of respondents was based on 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.

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

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	15	15%
21-30 years	13	13%
31-40 years	18	18%
Above 41 Years	54	54%
Total	100	

Table 1 depicts that 15% of respondents are under the age 20 years, 13% of respondents are between 21 years to 30 years, 18% of respondents are between 31 to 40 years, 54% of respondents are above 41 years. There is a majority of respondents whose as above 41 years.

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	59	59%
Female	41	41%
Total	100	

The table depicts that 59% of respondents are male out of 100 and 41% of respondents are females. It indicates that the majority of the respondents are female.

Preference Towards the Health Food Drinks

Table 3: Preference towards Health Food Drinks

Health Food Drinks	Number of Respondents	Percent
HORLICKS	28	28%
BOOST	44	44%
BOURNVITA	13	13%
COMPLAN	14	14%
PEDIA SURE	1	1%
Total	100	

Table three indicates that 44% of respondents prefer Boost, 28% of respondents prefer Horlicks, 14% of respondents prefer Complan, 13% of respondents prefer Bournvita and 1% if respondents prefer Pediasure. Brand Boost is preferred by the majority of the respondents.

Table 4: Effectiveness of Advertisement

Response	Number of Respondents	Percent
Strongly agree	60	60%
Agree	28	28%
Disagree	6	6%
Strongly Disagree	6	6%
Total	100	

From the above table it is clear that 60% of respondents have strongly agreed that there have a great influence on advertisement, 28% of the respondents have agreed, 6% of the respondents have disagreed that there is no influence of advertisement and 6% of the respondents have strongly disagreed and neglected the effectiveness of the advertisement.

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

Availability	Number of Respondents	Percent
Always available	33	33%
Mostly available	40	40%
Rarely available	21	21%
Not available	6	6%
Total	100	

Table 5 depicts that 33% of respondents admit that the Health Food Drink brands are always available, 40% of respondents said that they are mostly available, 21% of respondents said that Health Food Drink brands are rarely available and 6% of respondents say that Health Food Drink brands are not available to them.

Table 6: Satisfaction of Customers Towards Price

Satisfaction	Number of Respondents	Percent
Highly satisfied	28	28%
Satisfied	62	62%
Dissatisfied	6	6%
Highly dissatisfied	4	4%
Total	100	

From the above table 6 it is stated that 28% of the customers feel highly satisfied with the price of branded health food drinks, 62% of the customers feel satisfied with the price of these drinks, 6% of the customers feel dissatisfied with the price of branded health food drinks and 4% of the customers feel highly dissatisfied with the price of these food drinks.

Table 7: Satisfaction of Customers towards Taste

Satisfaction	Number of Respondents	Percent
Highly satisfied	39	39%
Satisfied	54	54%
Dissatisfied	4	4%
Highly dissatisfied	3	3%
Total	100	

Table 7 depicts that 39% of the customers feel highly satisfied with the taste of branded health food drinks, 54% of the customers feel satisfied with the taste of these drinks, 4% of the customers feel dissatisfied with the taste of health food drinks and 3% of the customers feel highly dissatisfied.

Findings and Inferences

- Male respondents have contributed more.
- There is a majority of respondents whose as above 41 years.
- The Brand Boost is more preferred brand among the customers.

- 60% of respondents have strongly agreed that the influence of advertisement has the positive role to encourage the customers.
- 33% of respondents said that they can access the easy availability of these products in nearby households.
- 62% of respondents stated that they are satisfied with the price of healthy food drinks.
- 54% of the customers are satisfied with the taste.

CONCLUSIONS

The Brand Awareness in rural areas towards Health Food, Drinks segment is significant. The result of study depicts that people from rural areas also aware of branded health food drinks. So most of the consumer always prefers Health Food Drink Brands in the rural area. But in the rural area, respondents admitted that they are rarely getting the Health Food Drink brands. So we suggest to the company to think about the availability of these products at the proper places in the rural area, by ensuring, every customer can access at all the time.

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