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A study on brand awareness towards drool dog and cat food

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Abstract
Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of the target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

Brand awareness is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions. Brand awareness includes brand recognition and brand recall performance. Brand recognition refers to the ability of the consumers to correctly differentiate the brand they previously have been exposed to. This does not necessarily require that the consumers identify the brand name. Instead, it often means that consumers can respond to a certain brand after viewing its visual packaging images. Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory

The ABIS Exports India Private Limited and IB group is established it in the 1985 and it is one of the premier poultry forms in India. The IB group under Drools pet food started in 16th Aug 2010. The company witnessed the birth formulas and purest dog and cat food distributing in Karnatak.

Drools is a premium brand offering superior quality dog and cat food products of IB group in Bangalore. The pet food products advertisements is not reaching targeted customer correctly and the availability of the product. The company is not giving proper service. So the brand awareness is a very significant for the company in Bangalore city.

At Drools realise customer's intense passion for the pets and the importance of a healthy and nutritious diet for them. Therefore our team of nutritionists and veterinarians have ensured and created a superior quality food, specific to the growing needs of pets. Not just that, extensive research has also ensured a consistent taste, better digestibility and absorption across the products of Drools. These products are nutritionally balanced and undergo rigorous quality checks to ensure that the best quality of food reaches your pet's bowl.

Keywords: Brand, Brand Awareness, Customer Satisfaction

Introduction

Recently, the rising of consumer consciousness has made consumers choose to purchase their familiar and favorable brand. Therefore, if businesses want to defeat their competitors, they have to make consumers love to buy their products and brands. Macdonald and Sharp (2000) [6] mention that even though consumers familiarize and are willing to purchase a product, brand awareness is still an important factor to influence purchase decision. When consumers want to buy a product, and a brand name can come to their minds at once, it reflects that product has higher brand awareness. Consumers' purchase decision can be influenced if a product has higher brand awareness (Dodds, Monroe, & Grewal, 1991; Grewal, Monroe & Krishnan, 1998). This explains why a product with higher brand awareness will have higher market share and better quality evaluation. In addition, while consumers select a product, they care about perceived quality and brand awareness. Perceived quality can help consumers to have a subjective judgment on overall product quality that make a product hold a salient differentiation and become a selective brand in consumers' minds (Aaker, 1991). Besides, businesses have to build up brand loyalty. Some studies suggest that the cost to attract a new customer is more than five times of maintaining a loyalty customer (Reichheld and Sasser, 1990; Barsky, 1994). That is, the higher the brand loyalty, the less cost businesses to pay. Therefore, the purposes of the study are to explore: (1) the influences of brand awareness, perceived quality, and brand loyalty on purchase intention effect, (2) the effect of perceived quality on brand loyalty, (3) whether perceived quality mediates the

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relations between brand awareness and purchase intention, and (4) whether brand loyalty mediates the relations between brand awareness and purchase intention.

Literature Review
Definition of Brand
A brand can be defined as an asset does not have physical existence and the value of which cannot be determined exactly unless transaction of scale & acquisition.

The other definition that can be used is name is a name or a symbol and its associated with tangible and emotional attributes – that is intend to identify the goods and services of the one seller in order to differentiate them from those of competitors.

Brand Awareness
Brand awareness means the ability of a consumer can recognize and recall a brand in different situations (Aaker, 1996). Brand awareness consists of brand recall and brand recognition. Brand recall means when consumers see a product category, they can recall a brand name exactly, and brand recognition means consumers has ability to identify a brand when there is a brand cue. That is, consumers can tell a brand correctly if they ever saw or heard it. Moreover, Hoeffler & Keller (2002) indicate that brand awareness can be distinguished from depth and width. Depth means how to make consumers to recall or identify brand easily, and width expresses infers when consumers purchase a product, a brand name will come to their minds at once. If a product owns brand depth and brand width at the same time, consumers will think of a specific brand when they want to buy a product. That is, the product has higher brand awareness. Moreover, brand name is the most important element in brand awareness (Davis, Golicic & Marquardt, 2008). As a consequence, brand awareness will affect purchase decision through brand association, and when a product owns a positive brand image, it will help in marketing activities (Keller，1993). A brand name offers a symbol that can assist consumers to identify service providers and to predict service results (Herbig & Milewicz, 1993; Janiszewski & Van Osselaer, 2000; Turley & Moore, 1995). Brand awareness plays an important role on purchase intention because consumers tend to buy a familiar and well known product (Keller, 1993; Macdonald & Sharp, 2000) [6]. Brand awareness can help consumers to recognize a brand from a product category and make purchase decision (Percy & Rossiter, 1992). Brand awareness has a great influence on selections and can be a prior consideration base in a product category (Hoyer & Brown, 1990). Brand awareness also acts as a critical factor in the consumer purchase intention, and certain brands will accumulate in consumers' mind to influence consumer purchase decision. A product with a high level of brand awareness will receive higher consumer preferences because it has higher market share and quality evaluation (Dodds *et al*., 1991; Grewal *et al*., 1998).

Customer Satisfaction
Earlier studies suggest that customer loyalty provides the foundation of a company's sustained competitive edge, and that developing and increasing customer loyalty is a crucial factor in companies' growth and performance (Lee & Cunningham, 2001; Reichheld, 1996). However, not enough studies have been conducted on the subject of the mobile telecommunication services industry inside or outside Korea;

a mere handful of research papers have been published. This is partly due to the relatively short history of the industry. Only in the late 1990s did research on factors affecting customer loyalty and carrier switching begin. In particular, there are few studies examining interactions between factors affecting customer loyalty.

Awareness, attitudes, and usage (AAU) metrics relate closely to what has been called the Hierarchy of Effects, an assumption that customers progress through sequential stages from lack of awareness, through initial purchase of a product, to brand loyalty." In total, these AAU metrics allow companies to track trends in customer knowledge and attitudes.

Brand awareness plays a major role in a customer's buying decision-making process. During this process, the category need is stimulated first. For example, you need to do food shopping. You will only write down the food categories, like chocolate, instead of brand names on your list. You will scan the packages of chocolate on the shelf and recognize different brands. Such recognition might be based on the knowledge of an acquaintance or friend having used the product in the past or constant advertisement. In this situation, brand awareness does not require brand recall because brand awareness may occur along with brand recognition. However, in other situations, brand recall is required. For instance, you are in a hurry and want to grab a bite at a fast-food restaurant. It is not possible for you to drive around and make a decision. You need to retrieve different fast-food brands in your memory, choose one and go there directly. In this situation, constant advertisement is important in customers' memory retrieval because the customers are willing to go to the first brand that can be recalled.

Objective of the Study
1. To measure the brand image towards drools dog and cat food of IB group.
2. To examine the customer preference about drools dog and cat food of IB group.
3. To find opinion about product and service provided by drools dog and cat food of IB group.
4. To know the customer attitude and demand towards the brand of IB group.

Scope of the Study
The study plays a very important role in market research. It also helps to understand and identify the human action towards brand of IB.

The information thus gathered by conducting a systematic market research would help to finding out the brand awareness of the customers.

This study was mainly focused towards customer's awareness for drools products.
- The study over the area of market, marketing, branding, awareness of brand, promotional activity, post purchase action very widely which in turn give the study a wide and large scope for analysis. The time frame for this study in 10 weeks.

Need of the Study
Today costumers are facing a growing range of choice in the different brands of products and services. They are making their choice on the basis of their perceptions of brand, quality service and value.

Companies need to understand the rapid growth of global market place. Where, the companies should choose brand names with an eye to their global reach. This study is not concerned only with brand awareness but deals also with other facts.

- From where did they come to know about the product?
- Did they feel that the brand is important to purchase?
- If given, would they like to purchase same brand product again?
- Did they feel that the branded product matches their expectations?
- How the brands influence the market?
- How relevant the brand towards trend?
- Do brand suggestive to the products?

These questions will help in understanding better, what factor influence the people about brand awareness.

Research Methodology

Data is the information collected from various sources. It is concerned with gather accurate and proper knowledge about the problem that is in hand. The methodology adopted to fulfill the objectives of the project is as follows

- Type of Research   -   Analytical and Descriptive
- Sample Size   -   100
- Type of Sampling   -   Random
- Sample Unit   -   Bangalore
- Data Collection Method : Questionnaire

Primary Data

Data is collected to obtain desired information through structured questionnaire by survey of Bengaluru city customer's.

Secondary Data: A secondary data is already available data which is collected from company report, magazines, Internet, journals etc.

Statistical tools

Z test is applied to check the hypothesis and by using Microsoft excel worksheet.

Limitation of the Study

- The geographical scope of the study was restricted to the Bengaluru city.

- Since the samples are restricted to Bengaluru city only, it is the representation of the urban market only.
- The geographical scope of the study was very wide in Bengaluru.
- Not correct response from the customers because customers have a busy schedule of their own work.

Data Sorting, Analysis and Interpretation

1) Personal Information:-

Gender

Table 1

Particular	No of respondent	Percentage
Male	76	76%
Female	24	24%
Total	100	100%

Table 2: Occupation

Particular	No of respondent	Percentage
Self-employed	51	51%
Professions	29	29%
Student	15	15%
Housewife	5	5%
Total	100	100.00%

Hypothesis Testing an Interpretation

Null hypothesis is $H_o.\mu$ = There is no association between advertisement is giving proper information of drools product and maintain quality of Drools product.

Alternative hypothesis is $H_1.\mu$ = There is association between advertisement is giving proper information of drools product and maintain quality of Drools product

The Drools Dog and Cat food Statistical Tools

i. **Mean:**

$$\overline{X} = \frac{\Sigma X}{n}$$

$$= \frac{27x5+53x4+13x3+4x2+3x1}{100}$$

$$= 397/100 = 3.97$$

SN	Statement	Mean	Standard Deviations	Standard Error	Z Test
1	Do you think the advisement is giving proper information of drools of IB group.	3.97	0.91	0.091	-2.74
2	The drools product availability is good.	4.48	0.84	0.084	3.09
3	The quality of the drools product is best.	4.37	0.97	0.098	1.53
4	How likely are you getting proper service from IB group.	4.38	0.91	0.091	1.75
5	How likely are you recommend drools to someone else.	4.47	0.96	0.096	2.60
6	How likely are you to buy the product in the features.	4.44	0.89	0.089	2.47
7	How likely are you to switch to another brand in the next 12 month.	4.42	1.05	0.105	1.90
8	How likely do you think the drool is affordable.	4.36	0.95	0.095	1.47

Z table value at 95% confidence=1.96

The value of Alpha (α) = 0.05 and since it is table value is 1.96.

Since the calculated value Z=- -2.74, 1.53 is less than table value (1.96) it lies in the rejection region hence null Hypothesis is accepted.

Alternative hypothesis is rejected.

That is customers is the satisfied of quality product and Advisement is giving proper information of Drools dog and

Cat food, hence null hypothesis is accepted.

The pedigree product Statistical Tools

Hypothesis test

Null hypothesis is $H_o.\mu$ = There is no association between advertisement is giving proper information of pedigree product and company have maintain quality of pedigree product.

Alternative hypothesis is $H_1.\mu$ = There is association between advertisement is giving proper information of

pedigree product and company have maintain quality of pedigree product

SN	Statement	Mean	Standard Deviations	Standard Error	Z Test
1	Do you think the advisement is giving proper information of pedigree company.	3.07	1.24	0.124	-2.25
2	The pedigree product availability is good.	3.47	1.22	0.122	0.98
3	The quality of the pedigree product is best.	3.63	1.03	0.103	2.71
4	How likely are you getting proper service from pedigree company.	3.32	1.09	0.109	0.27
5	How likely are you recommended pedigree to someone else.	3.54	0.99	0.099	1.91
6	How likely are you to buy the product in the features.	3.34	1.25	0.125	-0.08
7	How likely are you to switch to another brand in the next 12 month.	3.61	1.21	0.121	2.14
8	How likely do you think the pedigree is affordable.	3.19	1.18	0.118	1.35

Z table value at 95% confidence=1.96

The value of Alpha (α) =0.05 and since it is table value is 1.96. Since the calculated value Z= -2.25, 2.71 is more than table value (1.96) it lies in the rejection region hence there is an ambiguity to take decision in collected can be improved by collecting more samples.

Summary of Findings Suggestion and Conclusion
Findings

- The 50% of respondents are post graduated are buying drools dog and cat food.
- The 72% of respondents are buying & using drools dog and cat food for long time i.e. once in a 6 month.
- Maximum numbers of respondents i.e. 80% buy of the drools dog and cat food once in a month.
- Customer of both products are willing agree to recommend someone else i.e. 50% for drools and 35% for Pedigree.
- 78% of customer are aware of the IB group company products drools dog and cat food, in Bengaluru.
- Nearly 40% of customer are agree that too willing buy drools products in future.
- Well established collection and distribution network in IB group.

Hypothesis Test Findings

- Null hypothesis is accepted Drools dog and cat food products.
- The pedigree products response is in ambiguity to take decision in the data collected, the decision can be improved by collecting more samples.
- The drools product is customers is the satisfied of quality product and advisement is giving proper information to Drools dog and cat food.

Suggestions

- Lack of proper co-ordination between Purchase department and Production department which in turn delays delivery of Drools product
- Company should prepare future plan for maintain more sales in market. Because company competitors can increase and can capture the market.
- Must visit all Drools outlets in Bengaluru the activations elements are missing and it must deactivate immediately.
- Company should provide good door to door delivery in time.

- The company in future time can maintaining same types quality product are low price quality product produced to market.

Conclusion

Accomplishing this project on brand awareness was an excellent and knowledge gaining experience for me. Despite small sample size for questionnaire this project helped me to know the view of customer and common people towards the brand awareness of Drools dog and cat food product. The company is doing of customer reachable advertisement by giving proper information and day to day company was correctly give the proper service. According to most of the outlet come to know that product which is seen is sold i.e. Drools Dog and Cat Food Products. In conclusion I would like to say Drools dog and cat food products are moving faster and reaching customer in market is high. In my own words I would like to conclude that IB GROUP producing Drools dog and cat food products in market and in coming further days they will introduce same products with high benefits. Currently the company is producing a better quality products and can distribute products remaining regions of Karnataka.

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