

A STUDY ON BRAND AWARENESS AND BRAND PERCEPTION OF FERTILIZERS IN KERALA

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ABSTRACT

The Study highlights on the theme of “The importance of Brand Awareness and Brand Perception.” The main intention of the study is to establish the brand image, perception, attitudes and behavior of the consumers. Brand awareness refers to the level to which customers are capable to evoke or recognize a brand and Brand perception is what customers believe a product or service represents, not what the company owning the brand says it does. Brand perception comes from customer use, know-how, functionality, reputation and expression of mouth recommendation on social media channels as well as face to face. This also signifies the purchasing pattern of customers towards the brand. Brand awareness is vital when launching new products and services, and it drives consumer’ decisions when making a distinction between competing companies. It encourages repeat purchases and leads to a boost in market share and incremental sales. Majority of the customers believe that the branded products will have a superior quality, the opinion about the branded products will always be positive among the customers. This study clearly divulges that branded products are always status related and enhances the sales of the products.

Keywords: - Brand Awareness, Brand image, Consumer Perception, Purchasing Behavior, Market Share, Brand Recognition, Brand Equity, Brand Value.

INTRODUCTION

The common individual is being exposed to 1500 advertising messages per day through a variety of media channels such as magazines and newspapers, television, online media, etc. As human beings, we have a limited amount of storage space in which we keep hold of these brands and it is therefore very significant for the future accomplishment of brands that the people in charge of managing them are conscious of who the

target audience is, what it is in their lives that they wish for brands to execute, and how the current image, perception or attitude of your brand match up to that of your competitors' brands.

A booming brand can be a determining factor in whether or not a business is successful. The process of branding involves crafting and managing an identity for your brand through which a clear message is articulated. It is imperative that the manufacturers of the brand comprehend what the consumers' wants and needs are and they are able to foresee what they will be in the future. Smart organizations understand how essential it is to create an emotional bond between brands and consumers, and even form relationships with them, in order to build a situation of loyal consumers rather than just pleased consumers.

Brand awareness measures the accessibility of the brand in memory. Brand awareness can be measured through brand recall or brand recognition. Brand recall replicates the capacity of the consumers to regain the brand from memory when given the product category, the needs fulfilled by the category, or some other type of query as an indication.

Brand recognition reflects the ability of consumers to authenticate preceding exposure to the brand. In a recognition task, consumers see a stimulus and must say whether they have seen it before. Brand value is the financial value of the brand. It is a function of the brand's equity, but also of the brand's sales.

LITERATURE REVIEW

Literature Review illustrates the prior studies carried out by the researcher in this field. The main objective of the study is to comprehend the significance of brand awareness and brand perception among the people and reviews are as follows:

Kotler, 2000, A traditional definition of a brand was, "the name with one or more items in the product line, which is used to identify the sources of character of the item(s)". **Rooney, 1995** defines brand equity as a set of assets and liabilities linked to a brand's name and symbol that adds to or subtracts from value provided by a product or service to a customer. There have been different perspectives on considering brand equity; the customer – based perspectives, the financial perspectives and combined perspectives. **Keller, 1993**, Customer based brand equity is evaluating the consumer's response to a brand name. **Aaker, 1991** defines brand or name awareness as "the ability of a potential buyer to recognize or recall that a brand is a member of a certain

product category. **Kotler and Keller, 2006**, A brand association is the most accepted aspect of brand equity. Associations represent the basis for purchase decision and for brand loyalty. Brand association consist of all brand related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand. **Lassar, 1995**, Consumer choice of a brand depends on a perceived balance between the price of a product and all its utilities. A consumer is willing to pay premium prices due to higher brand equity.

OBJECTIVES OF THE STUDY

- To determine the awareness level of fertilizers brand in Kerala
- To know the customer perception towards fertilizers brand in Kerala
- To study the factors influencing brand awareness and customer perception towards fertilizers

RESEARCH METHODOLOGY

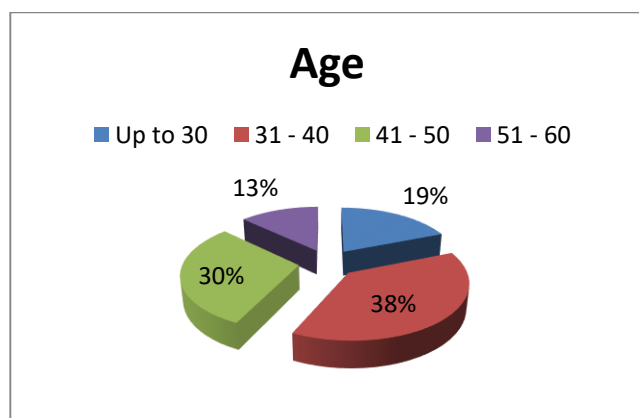
Research design is the framework or plan for a study that guides the collection and analysis of the data. It is a map or blueprint according to which research is to be conducted. The research design followed for this study is descriptive research for analyzing the collected data, and various statistical tools and techniques were also used for the purpose. The present study is purely based on primary data and secondary data. Primary data has been collected through a questionnaire designed for the study. And the secondary data has been collected through various journals, publications, magazines, websites, etc. The tools used for interpretation are percentage analysis and cross tabulation method.

DATA ANALYSIS AND INTERPRETATION (RESULTS)

I. TABLE SHOWING PERCENTAGE ANALYSIS ON RESPONDENTS AGE

| Age | Frequency | Percentage |
|----------|-----------|------------|
| Up to 30 | 19 | 19% |
| 31 - 40 | 38 | 38% |
| 41 - 50 | 30 | 30% |
| 51 - 60 | 13 | 13% |
| Total | 100 | 100% |

CHART SHOWING PERCENTAGE ANALYSIS ON RESPONDENTS AGE

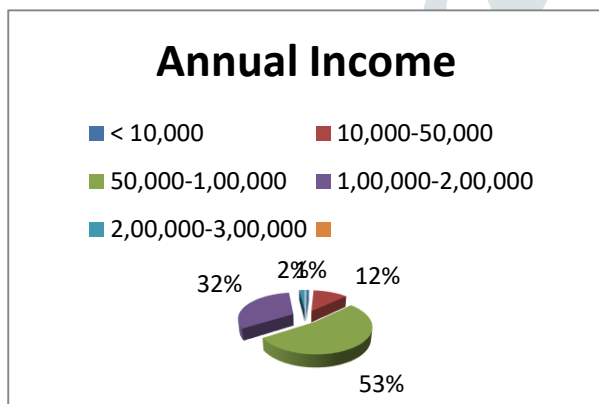


Inference: It is inferred that out of total 100 respondents, 19% belongs to age group up to 30 years, 38% belongs to 31-40 age, 30% belongs to 41-50 age group, 13% belongs to 51-60 age group

II. TABLE SHOWING THE PERCENTAGE ANALYSIS ON ANNUAL INCOME OF RESPONDENTS

| Annual income | Frequency | Percentage |
|-------------------|-----------|------------|
| < 10,000 | 1 | 1% |
| 10,000-50,000 | 12 | 12% |
| 50,000-1,00,000 | 53 | 53% |
| 1,00,000-2,00,000 | 32 | 32% |
| 2,00,000-3,00,000 | 2 | 2% |
| Total | 100 | 100% |

CHART SHOWING THE PERCENTAGE ANALYSIS ON ANNUAL INCOME OF RESPONDENTS

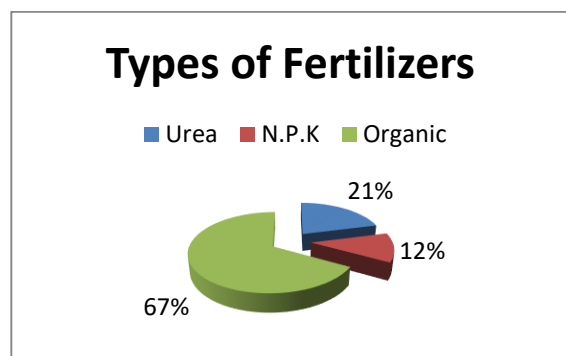


Inference: It shows that that out of 100 respondents 1% has annual income below 10,000, 10000-50000 have 12%, 50000-100000 have 53%, 100000-200000 have 32% and 200000-300000 have 2% of the total respondents.

III. TABLE SHOWING PERCENTAGE ANALYSIS ON TYPE OF FERTILIZER OF RESPONDENTS

| Particulars | Frequency | Percentage |
|-------------|-----------|------------|
| Urea | 21 | 21% |
| N.P.K | 12 | 12% |
| Organic | 67 | 67% |
| Total | 100 | 100% |

CHART SHOWING PERCENTAGE ANALYSIS ON TYPE OF FERTILIZER OF RESPONDENTS

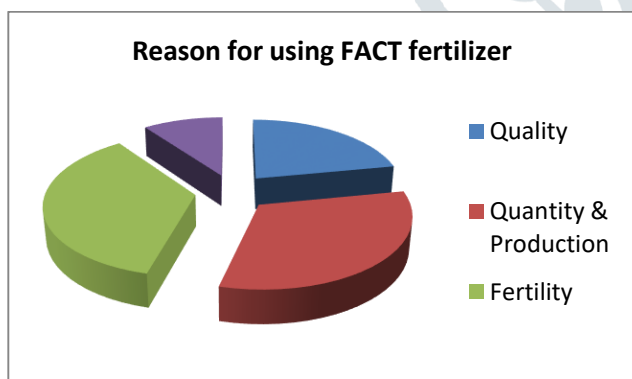


Inference: The chart denotes out of 100 respondents, 21% uses urea, 12% uses N.P.K., 67% uses organic fertilizers of the total respondents.

IV. TABLE SHOWING THE PERCENTAGE ANALYSIS ON USAGE OF FERTILIZERS OF RESPONDENTS

| Particulars | Frequency | Percentage |
|-----------------------|-----------|------------|
| Quality | 22 | 22% |
| Quantity & Production | 32 | 32% |
| Fertility | 36 | 36% |
| Other | 10 | 10% |
| Total | 100 | 100% |

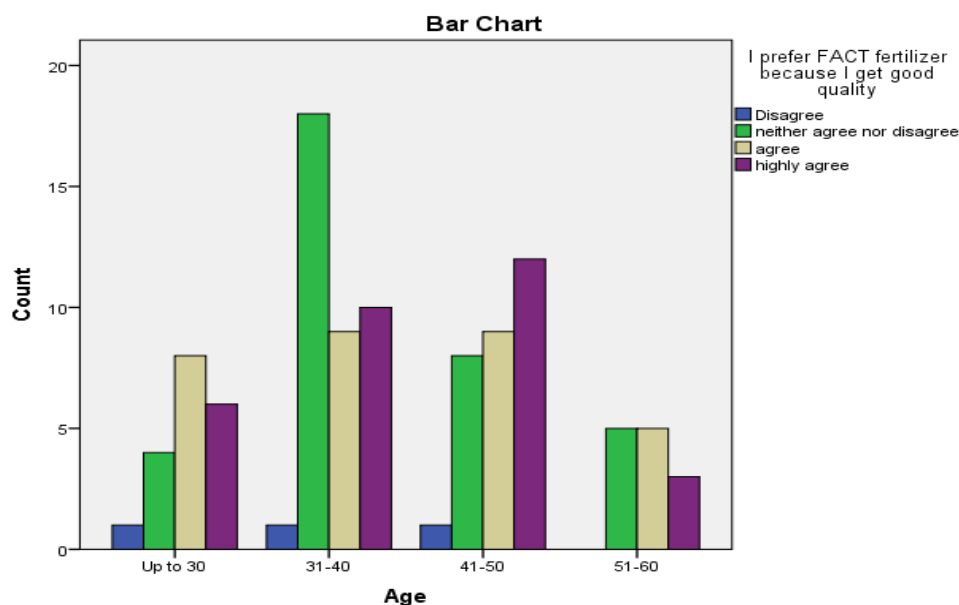
CHART SHOWING THE PERCENTAGE ANALYSIS ON USAGE OF FERTILIZERS OF RESPONDENTS



Inference: It is inferred that out of 100 respondents, 22% respondents' uses fertilizer due to quality, 32% uses for quality and production, 36% uses for fertility and others uses 10% of the total respondents.

V. CROSS TABULATION OF AGE AND FERTILIZER PREFERENCE BECAUSE OF GOOD QUALITY

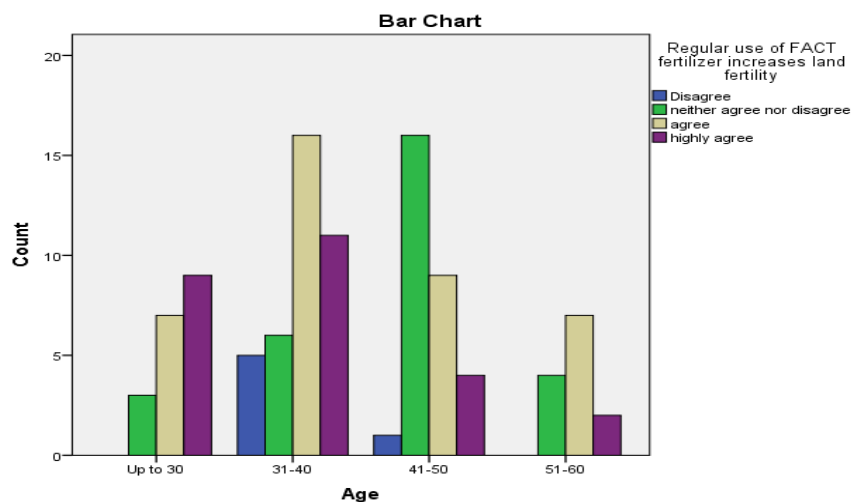
| Particulars | I prefer FACT fertilizer because I get good quality | | | | Total |
|-------------|---|----------------------------|-------|--------------|-------|
| | Disagree | neither agree nor disagree | agree | highly agree | |
| Up to 30 | 1 | 4 | 8 | 6 | 19 |
| 31-40 | 1 | 18 | 9 | 10 | 38 |
| 41-50 | 1 | 8 | 9 | 12 | 30 |
| Age 51-60 | 0 | 5 | 5 | 3 | 13 |
| Total | 3 | 35 | 31 | 31 | 100 |



Inference: From the above table and chart it is inferred that out of 100 respondents, age group of respondent's up to 30, 6% highly agree that they buy it for good quality. Ages 31-40, 18% of them are neutral, age of 41-50, 12% highly agree and age 51-60, 5% agree.

VI. CROSSTABULATION OF AGE AND REGULAR USE OF FERTILIZER INCREASES LAND FERTILITY

| Particulars | Regular use of FACT fertilizer | | | | Total |
|-------------|--------------------------------|----------------------------|-------|--------------|-------|
| | Disagree | neither agree nor disagree | agree | highly agree | |
| Up to 30 | 0 | 3 | 7 | 9 | 19 |
| 31-40 | 5 | 6 | 16 | 11 | 38 |
| 41-50 | 1 | 16 | 9 | 4 | 30 |
| Age 51-60 | 0 | 4 | 7 | 2 | 13 |
| Total | 6 | 29 | 39 | 26 | 100 |



Inference: From the above table and chart it is inferred that out of 100 respondents, age group of respondent's up to 30, 9% highly agree that the regular use of FACT fertilizer increases land fertility. Ages 31-40, 6% of them are neutral, age of 41-50, 4% highly agree and age 51-60, 7% agree.

DISCUSSIONS

Findings and Suggestions:

This study was conducted in Kerala to find out the importance of brand awareness and brand perception of fertilizers in Kerala in order to strengthen the brand and develop a competitive advantage. The research had a good number of respondents in total of 100 persons, 19% belongs to age group up to 30 years, 38% belongs to 31-40 age, 30% belongs to 41-50 age groups and 13% belongs to 51-60 age groups. From table 4, it is found that out of 100 respondents 35% have own land, 51% have lease and 14% have other type of land of the total respondents. From table 5 and Chart 5, it denotes out of 100 respondents, 21% uses urea, 12% uses N.P.K., 67% uses organic fertilizers of the total respondents. From table 6, it is inferred that out of 100 respondents, 22% respondents' uses fertilizer due to quality, 32% uses for quality and production, 36% uses for fertility and others uses 10% of the total respondents. From the above table and chart 7, it is inferred that out of 100 respondents, age group of respondent's up to 30, 6% highly agree that they buy it for good quality. Ages 31-40, 18% of them are neutral, age of 41-50, 12% highly agree and age 51-60, 5% agree. In customer's opinion, the product has good demand in market and farmers should be aware about the products through personal contacts. It is very important to increase promotional activity and to increase advertisements in local news papers due to low product awareness. The farmers should provide some schemes like discounted prices for

large purchasing. Marketing promotions and strategies should be programmed to the underground level, so that all the farmers could understand about the brands.

CONCLUSION

The study illustrates that there is brand awareness among the customers to an extent. Many of them mostly buy fertilizers based on the price of the product. Some of them are attracted to it due to the schemes provided to the farmers.

The customers have good perception on fertilizers. They believe that the product is made in a good manner without any mal practices. The customers rely on the product mostly due to its quality. The respondents say that the quality and quantity of the fertilizer is satisfactory concerned with its price.

The customers say that, when they use fertilizers frequently, they experience that their fertility increases. This makes them a serial customer of the product. As they are serial customers, they even get special offers with the fertilizers.

The study also shows that there should be more marketing promotions to be done by the company. They need to get to the underground level.

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