



# A STUDY ON BRAND AWARENESS OF SRIKALAHASTI PIPES LTD., SRIKALAHASTI.

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## Abstract:

Brand awareness is the level of recognition a brand has among consumers. It shows how easily people can identify or remember a brand when they think about a product or service. This study conducted in Srikalahasti pipes ltd in Srikalahasti by taking sample size of 100 customers, for this study I use both primary & secondary data collection methods. Srikalahasthi Pipes Limited is a leading Indian company that manufactures ductile iron (DI) pipes used for water supply and sewerage systems. It was established in 1991 and its main manufacturing plant is located at Rachagunneri, Srikalahasti in Andhra Pradesh. The company supplies pipes to water boards, municipal corporations, and infrastructure projects across India for water transportation and distribution.

**Keywords:** Brand awareness, brand loyalty, brand promotions, brand recognition.

## INTRODUCTION:

Brand awareness refers to the extent to which customers recognize and remember a particular brand and associate it with a specific product or service. It is one of the main objectives of advertising, especially when a product is first introduced into the market. Strong brand awareness helps influence customers' buying decisions because people usually prefer brands they know and trust. It includes brand recognition, which means identifying a brand when they see it, and brand recall, which means remembering a brand without any help.

Brand awareness can be measured through aided awareness, spontaneous awareness, and top-of-mind awareness. Branding elements such as a brand name, logo, tagline, and packaging help distinguish one product from another. These elements help customers easily identify and evaluate products even when they cannot judge the quality directly. Effective advertising and promotion help create familiarity and build trust among customers. When customers are aware of different brands, they can make better purchasing decisions based on their needs. Therefore, building strong brand awareness is important for attracting new customers, increasing sales, and creating long-term customer loyalty.

## REVIEW OF LITERATURE:

**Ong Huang, Emine Sarigöllü**, (31 January 2014), How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix, *Journal of Business Research*, volume 65, Shanghai college of economics finance and, shanghai, China. Joining review information with genuine market information, this examination explores brand awareness, which identifies with buyer practices and welfare, from three points of view.

**Steven P. Brown, Wayne D. Hoyer**, (01 September 1990), Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product, *Journal of Consumer Research*, Volume 17, Result of a controlled investigation into role of brand awareness in the shopper decision making demonstrated the brand awareness was a predominant decision heuristic among subject of the awareness group.

**Michael S. Humphreys**, T. Bettina Cornwell, Clinton S. Weeks, Angela M. Maguire, Cassandra L. Tellegen (02 November 2006), Sponsorship-Linked Marketing: The Role of Articulation in Memory. *Journal of Consumer Research*, Volume 33. Occasional Corporate sponsorship essentially contributes to marketing aims, including brand awareness as estimated by recalling and acknowledgment pairings of support event.

**Emma KMacdonald, Byron MS harp** (April 2000), Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication, *Journal of Business Research*, Volume 48, This article is a replication of an investigation of Hoyer and Brown that utilized a controlled analysis to look at the role of brand awareness in the purchaser decision process.

**Kevin Lane Keller** (1 March 2003), Brand Synthesis: The Multidimensionality of Brand Knowledge, *Journal of Consumer Research*, Volume 29. The increases need put on marking by marketers as of late offers an opportunity for purchaser analysts to give profitable experiences and direction.

**Kenneth D. Bahn** (1 December 1986), How and When Do Brand Perceptions and Preferences First Form? A Cognitive Developmental Investigation, *Journal of Consumer Research*, Volume 13. This examination inspected brand discrimination and preference arrangement. Utilizing multidimensional scaling methods to catch preference and perception for oats and refreshments, the investigation found a few measurements that underlie these two procedures.

**Aaker** (1991: 1996) argued that aware-ness, loyalty. Perceived quality, and associations are constituents of brand equity whereas.

## OBJECTIVES OF THE STUDY:

1. To know the brand awareness of different activities like advertising and marketing activities.
2. To know the factors influencing the purchasing of the pipes.
3. To know about the promotional activities of the Srikalahasthi pipes.
4. To know the customer was utilizing any schemes what Srikalahasthi gives.
5. To know the customer was aware the different Srikalahasthi sub-brands.

## NEED FOR THE STUDY:

Srikalahasthi pipes in their continuous desire for improving customers awareness intended to study each product offered to the customers so as to improve the facilities and products provide to them. And how much easily the product was available to the customer, what are the different types of pipes offered to sell.

## SCOPE OF THE STUDY:

The scope of the study is to find out the brand awareness with reference to pipes. The study covers the different aspects of branding.

This has been conducted in Chittoor zone. Data have been collected from customers by a personal interview.

## METHODOLOGY OF THE STUDY:

**RESEARCH DESIGN:** Descriptive Research

### Data Source:

#### A. Primary data:

Primary data was collected through questionnaires using the survey method.

#### Secondary data:

The Secondary data gathered from industry magazines, government publications, company websites, competitors websites brochures.

**Sampling Method:** Convenience Sampling method

**Sample size:** 100

### Limitations of the study:

- The study is confined to the Chittoor region only.
- Customer purchasing strategies, which may differ from place to place in many aspects, are not covered by the study.
- Personal prejudices of the managers, frontline officials and consumers are not considered.
- Personal bias was not influenced to this study.

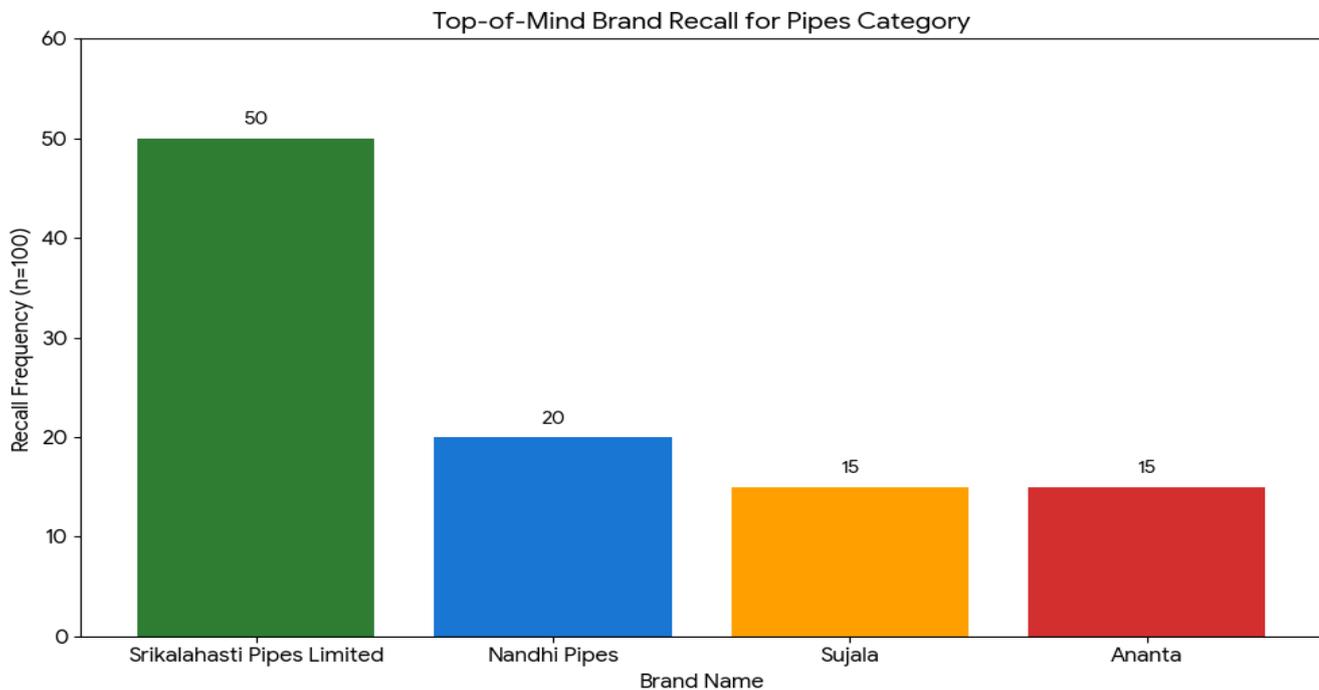
## Data Analysis & Interpretation:

**Table 1:** Which brands come to your mind first when you think of this product category?

### Brand Recall in Pipes Category:

Brand Name	Frequency	Percentage (%)
Srikalahasti Pipes Limited	50	50%
Nandhi Pipes	20	20%

<b>Sujala</b>	15	15%
<b>Ananta</b>	15	15%
<b>Total</b>	<b>100</b>	<b>100%</b>

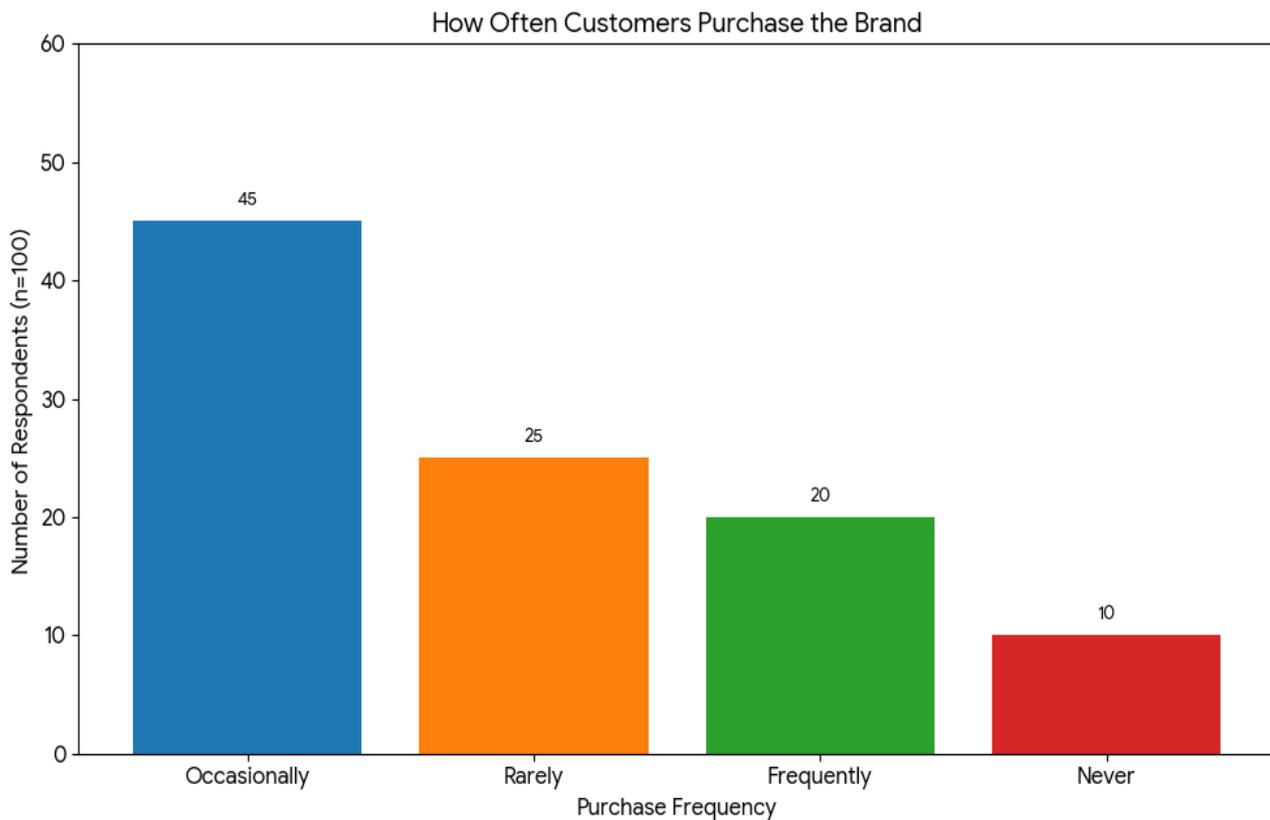


### Interpretation:

From the above table, 50% of the respondents said that Srikalahasti Pipes Limited is the first brand come to their mind first, 20% said that Nandhi Pipes and 15% of respondents said that both Sujala and Ananta pipes.

**Table 2:** How often do you purchase this brand?

Response	Frequency	Percentage (%)
<b>(b) Occasionally</b>	45	45%
<b>(c) Rarely</b>	25	25%
<b>(a) Frequently</b>	20	20%
<b>(d) Never</b>	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

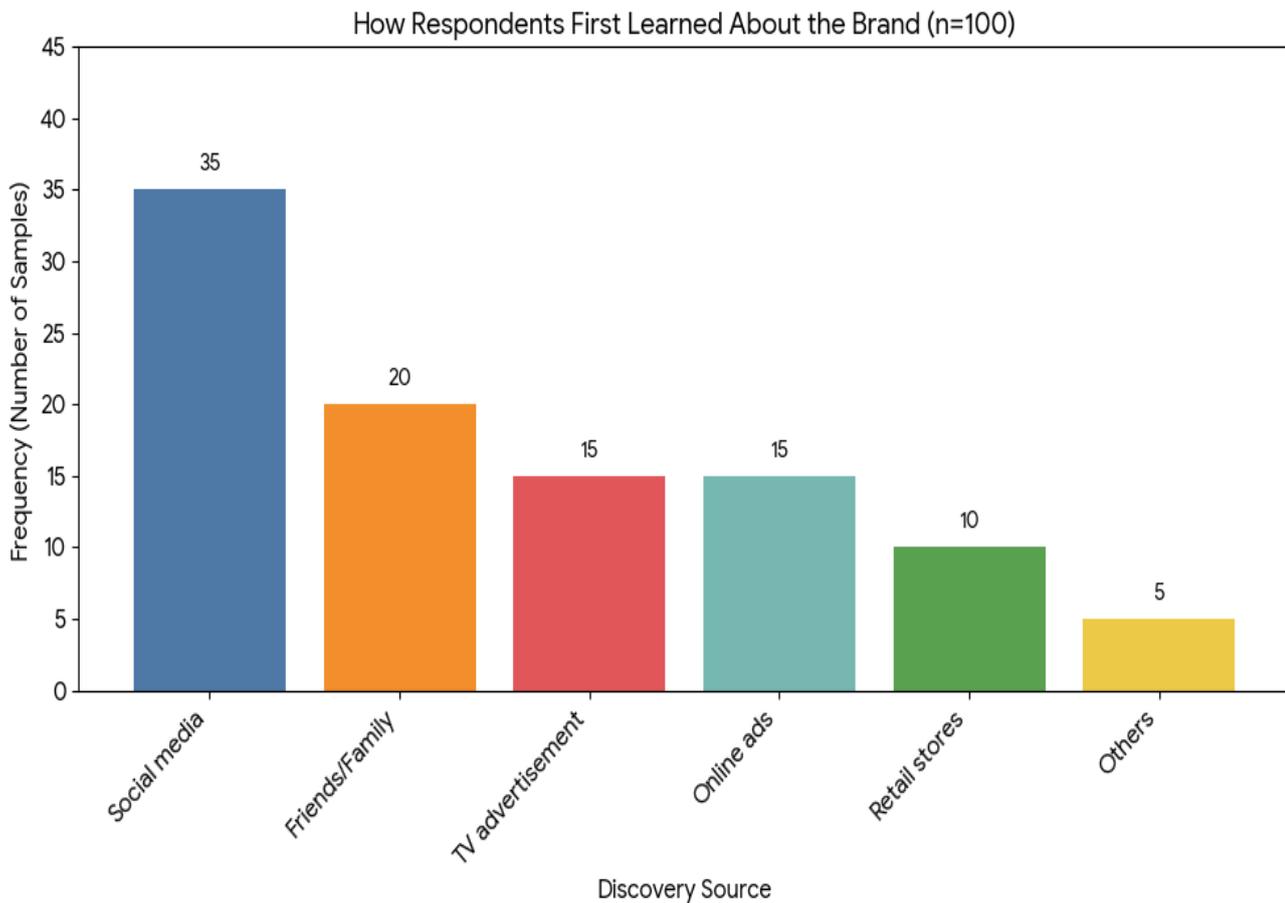


### Interpretation:

From the above table, 45% of respondents said that they occasionally purchase this brand, 25% respondents said they rarely purchase by this brand, 20% said they purchase frequently, 10% said that never purchase in this brand.

**Table 3:** How did you first learn about this brand?

Discovery Source	Frequency	Percentage (%)
(b) social media	35	35%
(c) Friends/Family	20	20%
(a) TV advertisement	15	15%
(d) Online ads	15	15%
(e) Retail stores	10	10%
(f) Others	5	5%
<b>Total</b>	<b>100</b>	<b>100%</b>



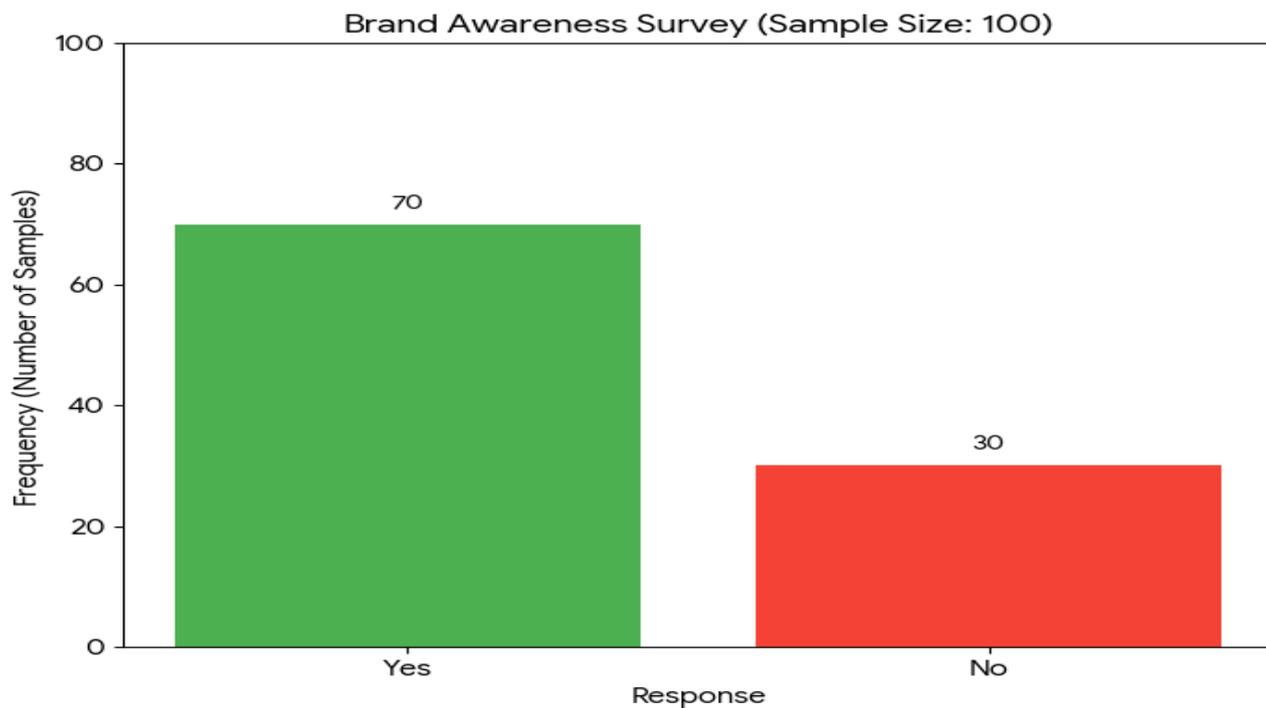
**Interpretation:**

From the above table, 35% of the respondents said that they first learn about brand through social media, 20% said that friends and family, 15% Tv advertisement, 15% online ads, 10% retail stores and 5% through other.

**Table 4:** Are you aware of the brand \_\_\_\_?

**Brand Awareness (n= 100)**

Response	Frequency	Percentage
(a) Yes	70	70%
(b) No	30	30%
Total	100	100%

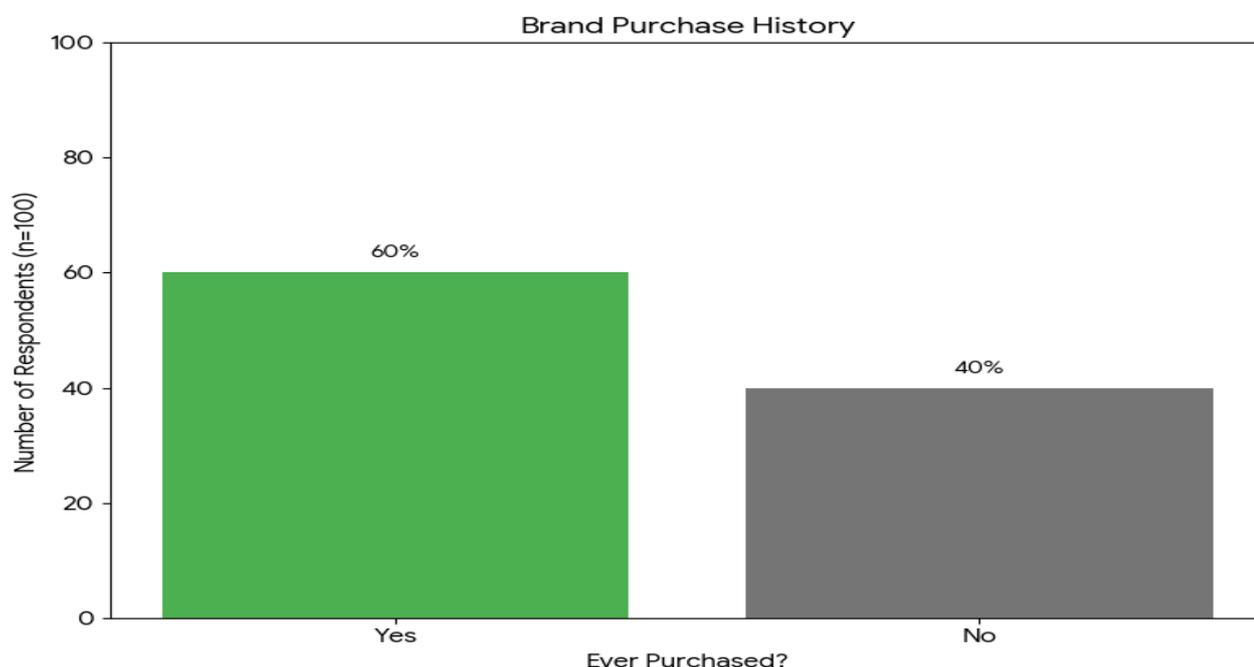


**Interpretation:**

From the above table, 70% of the respondents are aware of brand and 30% are unaware.

**Table 5:** Have you ever purchased this brand?

Response	Frequency	Percentage (%)
(a) Yes	60	60%
(b) No	40	40%
<b>Total</b>	<b>100</b>	<b>100%</b>



### Interpretation:

From the above table, 60% of respondents said that yes for they purchased this brand, 40% said that they will not purchase these brand products.

### Findings:

- 50% of respondents are said that Srialahasti pipes ltd is first brand that comes to their mind.
- 45% of respondents said that they occasionally purchase this brand.
- 35% of the responses are first learn about this brand through social media.
- 70% of the respondents are aware of the brand.
- 60% of respondents said that they purchased this brand.

### Suggestions:

- The company should increase distribution channels and retail outlets so that products are easily available.
- The company should introduce customer loyalty programs to make customers buy the product regularly.
- To attract the 40% of non-buyers, the company can offer discounts, promotional offers, and product demonstrations.
- Since Nandi and Anantha are strong competitors, the company should highlight its product quality, reliability, and durability.
- Since social media is the main source of brand awareness, the company should continue investing in digital marketing like social media ads and online promotions.
- The company should increase marketing activities in areas where brand awareness is low.

## Conclusion:

The study shows that the brand has good recognition and strong customer trust, indicating effective marketing and product quality. Social media, YouTube, and word-of-mouth play an important role in creating brand awareness. Customers associate the brand with quality, reliability, and affordability, which increases satisfaction and loyalty.

Overall, Srikalahasthi Pipes Limited has a strong brand image and good potential to grow further in the market.

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