

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	PERFORMANCE OF KHADI AND VILLAGE INDUSTRIES COMMISSION (KVIC) IN INDIA <i>SK.GHOUSE, K. RAJAIAH & P.R SIVASANKAR</i>	1
2.	COST MANAGEMENT PRACTICES IN INDIA: AN ANALYTICAL STUDY <i>DR. SAMBHAVNA GUPTA, DR. R. K. SHARMA & DR. M.S.S. RAJU</i>	6
3.	IMPLICATIONS OF INFLATION ON INVESTMENT DECISIONS: AN EMPIRICAL STUDY <i>DR. SANJIV MITTAL, RITESH GUPTA & DR. SUNIL GUPTA</i>	10
4.	STUDY OF THE EDUCATIONAL LEVEL AND IT'S INFLUENCE ON MALL SHOPPING BEHAVIOUR <i>DR. ANIL CHANDHOK & DR. BHAVET</i>	14
5.	THE NETWORK CONFIGURATION OF AN OBJECT RELATIONAL DATABASE MANAGEMENT SYSTEM: A REVIEW <i>DEEPSHIKHA</i>	17
6.	ISLAMIC BANKING: AWARENESS AND PERCEPTIONS (A STUDY WITH SPECIAL REFERENCE TO SOUTH INDIA, INDIA) <i>DR. A. MOHAMED SALI & DR. K. SALEEM KHAN</i>	19
7.	A STUDY ON COMPETENCY MAPPING OF THE EXECUTIVES AND ITS IMPLICATION ON THEIR PERFORMANCE WITH SPECIAL REFERENCE TO MNC, CHENNAI, INDIA <i>DR. VIMALA VENUGOPAL & RIZALDY RAPSING</i>	24
8.	QUALITY MANAGEMENT PRACTICES IN HIGHER EDUCATION <i>SHEETAL DUBEY</i>	28
9.	A STUDY ON IMPACT OF PROMOTIONAL STRATEGIES ON BRAND AWARENESS IN DAIRY INDUSTRY <i>P SUJATHA</i>	30
10.	AMERICAN AND CHINESE CULTURES: A COMPARATIVE STUDY <i>ROBIN INDERPAL SINGH</i>	33
11.	PERCEPTION OF THE POLICYHOLDERS TOWARDS SERVICE QUALITY OF THE LIFE INSURANCE CORPORATION OF INDIA IN BANGALORE DIVISION <i>DR. SHOBHA. C</i>	37
12.	INTERPERSONAL COMMUNICATION SKILLS OF INDUSTRIAL ENGINEERS: A CASE STUDY <i>CHIRAG PATHANIA & NUPUR KUMAR</i>	43
13.	AN INVESTIGATION INTO DEFICIENCIES IN STRATEGIES OF MANAGING EMPLOYEE DIVERSITY IN THE HOSPITALITY INDUSTRY IN KENYA: A SURVEY OF SELECTED HOTELS IN MOMBASA COUNTY <i>VICTORIA TUMAINI & KARIM OMIDO</i>	49
14.	TPAS: A CURE FOR THE INDIAN HEALTH INSURANCE SECTOR <i>MANJUSHREE S</i>	57
15.	2011 CONTINENTAL ECONOMIC COMPARISON: AN EMPIRICAL INVESTIGATION <i>ABDURRAUF IDOWU BABALOLA</i>	62
	REQUEST FOR FEEDBACK & DISCLAIMER	70

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A STUDY ON IMPACT OF PROMOTIONAL STRATEGIES ON BRAND AWARENESS IN DAIRY INDUSTRY

P SUJATHA
ASST PROFESSOR
VIKRAMA SIMHAPURI UNIVERSITY
NELLORE

ABSTRACT

Milk production is an integral part of the food consumption and it contains many nutrients and provides a quick and easy way of supplying these nutrients to the diet within relatively few calories. Milk, the most suitable food for young mammals, provides both energy and the building materials necessary for growth. The main objective of this study is to examine the relationship between the promotional strategies and brand awareness and find out to what extent the promotional strategy mostly impact on brand awareness of milk powder brands in Kadapa district. Questionnaire survey and interviews were used to collect primary data from a cross section of dairy consumers and the researcher obtained response from 100 households in Kadapa district through random sampling method. Promotional strategies such as advertising, sales promotions, personal selling, and direct marketing were considered as the independent variable and the brand awareness was considered as the dependent variables of this study. Data were analyzed using the SPSS 17 Package. The results of the study indicated that there is a positive relationship between the promotional strategies on brand awareness such as advertising, sales promotion, personal selling, direct marketing and brand awareness ($\beta = 0.769, p < 0.01$ and $\beta = 0.673, p < 0.01$, $\beta = 0.561, p < 0.01$ and $\beta = 0.468, p < 0.01$ respectively). Co-efficient of determination (R square) is 0.774. It express that promotional strategies have the strong positive impact of 77.4% on brand awareness of the milk powder. This study concluded that advertising and sales promotion mostly impact on brand awareness of milk powder rather than personal selling and direct marketing. Finally the present study indicated that the strong positive relationship obtained between the promotional strategies and brand awareness of milk powder brand in Kadapa district.

KEYWORDS

Advertising, Sales promotion, Personal selling, Direct marketing, Brand awareness.

1. INTRODUCTION

The dairy industry has the potential to contribute Indian economic development. Dairy products are usually high energy-yielding food products. Milk production plays an important role in alleviating nutritional poverty in all age groups. The consumption of dairy products has increased dramatically since the 1970s when the Government adopted open economic policies. Currently, India is a self-sufficient with its milk products, though that level has been achieved mostly with milk powder.

In the current commercial world, every organization gives high priority to satisfy their customer expectations. Satisfied customers will stay with organization for a long period of time. Organizations give promises or create expectations through their marketing mix. If the customers feel that the product is quality, they will consistently buy the product or they will be loyal to the brand. Promotion is one of the key factors in the marketing mix and plays a key role towards market success. Promotions is a tool to inform, persuade, remind and communicating with customers, make awareness on product, stimulate interest to purchase the product and give feedback to providers about their experience. It is the combination of the different channels that can be used to communicate the promotional message to the customers. The channels to be used are advertising, sales promotion, direct marketing, public relation and personal selling. There are number of factors influencing the choice of a brand. According to marketing literature, the brand choice is the function of 4 P's (Product, place, promotion and price) as well as buyers' characteristics. It is obviously that most of the promotional efforts designed for consumers as to consider them as target market. The scope of the study is to identify the relationship and the impact of promotional strategies on brand awareness of milk powder in Kadapa district.

Normally consumers are not purchase or interest in some of the branded milk powder due to the following causes such as poor brand positioning strategies, poor advertising program, package is not effective (flexible), higher price of the brand. To overcome from this failure marketer should create brand awareness of milk powder product in consumers' mind. Based on the issue the research developed the research question.

To what extent the promotional strategies impact on brand awareness of milk powder in Kadapa District?

2. OBJECTIVES OF THE STUDY

In accordance with the research question, the following objectives are set out to achieve through this study.

1. To study the relationship between the promotional strategies and brand awareness.
2. To find out what promotional strategy mostly affect on brand awareness.
3. To recommend alternative actions to make to increase brand awareness of milk powder product.

Since the significance of the study is to understand to what extent the promotional strategies impact on brand awareness of milk powder. Further this study could enable product provider to maintain the high level of brand awareness, also this study will help the marketer to maintain better brand awareness through promotional strategies activities to improve their market performance and customer satisfaction of the branded milk powder of Kadapa district. It will help the marketer to understand customers' knowledge patterns, in order to better stimulate purchase through creation of wants and satisfaction of needs through the use of various aspects of promotion. The marketers and more specifically brand managers understand the ways to make better use of channel promotion and point of sale materials as stimuli. Advertising agencies create advertising campaigns which the factors identified in this research that help customer recall of advertisements brands. This study could help to improve the present awareness level and could also be valuable in considering any future changes in the promotional strategies and awareness levels of the products.

3. LITERATURE REVIEW

Chris (2000) find out Brand equity increasing importance of marketing accountability and metrics and the push to link marketing activity and measurement to corporate measures as shareholders value. Brand equity is positioned as a key performance measure of Brand Awareness. Chandon, et al. (2000) indicated that sales promotion may be attractive to highly promotion prone consumers for reasons beyond price savings. These highly promotion prone consumers may switch brands to receive "special" deals that reflect and reinforce their smart shopper self-perception. Nigel K.I.pope and Kevin E.voges (2000) in their studies find out sports sponsorship is used to support marketing and corporate objectives such as improving a company or brand image and increasing consumer intentions to purchase a company's product or services. This suggests a relationship between sport sponsorship activities brand exposure and attitudes towards the brand itself. Lisa S. Mc Neill their studies discuss the chinese consumer preference for price based sales promotion techniques-the impact of gender, income and product type. Few studies consider personal consumption factors such as income, cost, nature of the item and gender in regard to impact on acquisitions and transaction utility. This study explores these factors in regard to satisfaction and pleasure with and resultant preference for, price-based sales promotion in china. Simon kwok & mork uncles (2002) in their study explore and extend the congruency framework by analyzing the impact of culture at an ethnic group level. The purpose is to investigate the popular assumption that cultural differences exist at this level and to see whether these differences have an impact on sales promotion effectiveness. According to Gilbert and Jackaria (2002), packs with "buy-one-get-one-free" may not increase brand awareness before trial purchase because the customer will only come across the product once in the store (unlike samples or coupons), however, if the promotion is noticeable it will

facilitate brand recognition and brand recall for future purchases. Since an additional amount is given for free, consumers may be persuaded to buy the product if they feel it represents a fair deal that provides value for money.

Nelson Oly Ndubisi (2005) This study is to evaluate the effectiveness of sales promotional strategies namely, coupon, price discount, free sample, bonus pack and in store display in the purchase of low involvement products by Malaysian consumers. The paper also recognizes that certain demographic factors such as education and income of consumers could potentially confound the observed relationships hence, these factors were controlled. The results show that price discounts, free sample, bonus pack, and in store display are associated with product trail. Coupon does not have any significant effect on product trail. Details of the findings and their implication are discussed. The perception of the consumers and the attitude of the retailers have no doubt added a new dimension to the existing advertising strategy in use by the company, the various models explained the core branding elements of the proposed brand study(The Indian Institute of Planning and Management-Newdelhi,2006)

Woodside, Jane summers, Melissa Johnson Morgan (2006)"Sponsorships of fast moving consumer goods-Does packing endorsement contribute brand attitude. In their study considering sponsorship effect with particular attention being paid to outcomes of consumer attitudes towards sponsoring and sponsored brand and purchase intention.F.Villarejo, J.Rondan, J.scachez they find out the relationship between brand awareness and brand image. They set out a model of direct and indirect effects of the marketing effort-as the brands antecedents-on brand awareness and brand image. They try to find out how the marketing efforts of companies affect its brand and how brand awareness level influence the Angel (2006) said that the marketing effort oriented towards strengthening the brands means to increase the degree of knowledge of the Brand name. Direct and indirect effects of the marketing effort as the brands antecedents-on brand awareness and brand image. The empirical support used a questionnaire 200 samples of consumers. Marketing efforts of companies affect its brands and brand awareness level influences the associations linked to from its image.

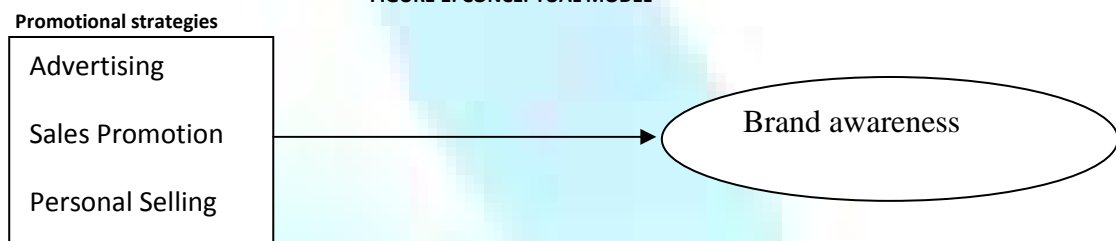
Associations linked to it and how they form its image. C.Robert clarky et al. (2009) they use a panel data set that combines annual brand-level advertising expenditures for over three hundred brands with measures of brand awareness and perceived quality from a large-scale consumer survey to study the effect of advertising. In their study find that advertising has consistently a significant positive effect on brand awareness but no significant effect on perceived quality.

Taun et al. (2013) investigated that product brand, advertisement, and country of origin are significant predictors of consumer-buying behaviors towards imported powdered milk. Sponsorship turned out to be insignificant factor in predicting the dependent variable. Among demographic characteristics only income was found to affect the consumer-buying behavior.

4. METHODOLOGY

The conceptual model of the present study was developed based on the research theme and the literature review. It is illustrated in figure 01.It shows the impact of promotional strategies on brand awareness on milk powder brands in Kadapa district. The research identified that the promotional strategies were considered as independent variable and brand awareness was considered as depended variables.

FIGURE 1: CONCEPTUAL MODEL



Source: Develop for the Study

DEFINITION OF KEY CONCEPT

Promotion can influence the consumers at any stage of the consumer buying process. It is the term given to the collection of methods by which an organization attempts to communicate either directly or indirectly with its market. Promotion refers advertising, sales promotion, sponsorship, packaging etc.

Amblor(2000) said that Advertising creates Awareness communicates attributes and benefits, reminds and refreshes to ensure top of mind awareness and that a brand is in consumers consideration set, therefore generates repeat purchase and over time contributes to loyalty and the franchise of a brand.

Alvarez& Casielles (2005) say that sales promotion is a stimulus that is offered from time to time and encourage publicity that will lead to action for purchase of a certain product. Sales promotion techniques are techniques that immediately try to affect customers buying behaviour. Research is telling that sales promotion activities should be done infrequently, when the customers do not expect it.

According to Brassington & Pettitt (2000) the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. PR covers a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news, as well as for crisis management, such as damage limitation.

Moreover, an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organization's presence and reputation within the market.

According to Brassington & Pettitt (2000), direct marketing is an interactive system of marketing, using one or more advertising media to achieve measurable response anywhere, forming a basis for creating and further developing an on-going direct relationship between an organization and its customers. To be able to create and sustain quality relationships with sometimes hundreds or even thousands of individual customers, an organization needs to have as much information as possible about each one, and needs to be able to access, manipulate and analyze that information. Thus, the database is crucial to the process of building the relationship.

Brand Awareness is the capacity of consumers to recognize or remember a brand, and there is a linkage between the brand and the product class, but the link does not have to be strong. Brand Awareness is a process from where the consumers have put the brand on a higher rank, the brand has become the "top of mind" (Aakar, 1991)

HYPOTHESIS

Based on the theory and conceptual frame work the following hypothesis was developed.

H1: There is positive relationship between promotional strategies and brand awareness.

POPULATION AND SAMPLE

The study was conducted in Kadapa district to understand the impact of promotional strategies on brand awareness towards the milk powder. 100 customers were selected randomly in Kadapa district for this study. Majority of working population depends on agriculture.

DATA COLLECTION

The data required for this study was collected from primary and secondary source. The structured questionnaire was developed to collect the data for this study. Questionnaire pre-testing was conducted through consulting with experts and some modifications were made to the original questions. The original questionnaire was written in English, and then was translated to Sinhala and Tamil. The questions in the questionnaire were based upon the theoretical framework and divided into following Categories: demographic characteristics, brand, advertisement, sponsorship, Sales promotion. Likert-format items were presented with 5-point scales, where 1 = "strongly disagree," 2 = "disagree" 3 = "neither disagree nor agree," 4 = "agree" and 5 = "strongly agree". The data was analyzed by using the SPSS 17 Package in this study.

5. RESULTS AND DISCUSSION

Correlation and coefficient of independent and dependent variables are discussed in this study in order to find out the relationship between the promotional strategies and brand awareness of milk powder brand in Kadapa District. In addition to confirm accuracy of the results, regression analysis is also used.

TABLE 1: CORRELATION BETWEEN PROMOTIONAL STRATEGIES AND BRAND AWARENESS CONCEPT

Promotional strategies	Brand Awareness
Promotional strategies	0.888**
Advertising	0.769**
Sales promotion	0.673**
Personal selling	0.561**
Direct marketing	0.468**

The value of correlation between promotional strategies and brand awareness is about 0.883. since this value is strong positive relationship seems to be direct between the promotional strategies and brand awareness. Based on the above table, that there is a positive relationship between Promotional strategies and brand awareness in milk powder industries in Kadapa District.

TABLE 2: DIMENSIONS OF PROMOTIONAL STRATEGIES ON BRAND AWARENESS

Hypothesis	Independent variable	Dependent variable	Unstandardized Coefficient Beta	Standardized Coefficient Beta	Sig.	Adjusted R2
H1	Constant	Brand awareness	0.728	0.779	.000	0.774
	Advertising		0.698	0.667	.000	
	Sales Promotion		0.637	0.359	.000	
	Personal selling		0.343	0.252	.000	
	Direct marketing		0.234			

It indicates that there is a positive relationship these two variables. Co-efficient of determination (R square) is 0.774. It express that a promotional strategy has the strong positive impact of 77.4% on brand awareness of the milk powder.

Based on that, the first hypothesis (H1) has been accepted. Further advertising have the strong positive effects on brand awareness (78%), and sales promotion also have the positive effects on brand awareness (67%), at the same time personal selling and direct marketing also have the impact on brand awareness, 36% and 25% respectively. But both (personal selling and direct marketing) don't have the strong impact on brand awareness.

6. CONCLUSIONS AND RECOMMENDATIONS

Milk powder product companies faced intense competition in the market place so each companies should concerned to increase better awareness of their products. Brand awareness is different from person to person and place to place, different consumers look different type of features of the product, benefits they get from those products and so on. Promotional strategies strongly related to the brand awareness. So each marketer must concern their promotional strategies programme to create better awareness of their products in the market place.

In today's competitive world it is necessary for every organization to build brand awareness. These companies can improve advertising intensity, maintaining quality packaging make with distribution channels and discount allows the purchases which should be used as a tool for increase better awareness of their product.

The following process should be adopted to increase the awareness of milk powder product. Level of Brand Awareness derived through consumer's attitude. So the marketers can develop brand awareness by using appropriate attitude changing strategies. Marketers should identify the segment and develop most appropriate brand for that particular segment. Marketers need to continually improve their marketing programs to attract and retain consumers. Marketers have to launch consumer retention program because the cost of recruiting a new customer is high. Promotion is the most efficient strategy in attracting brand switchers. So, marketers have to implement the efficient promotion strategy Marketer should evaluate the current situation in regular period to ensure the efficient use of promotional strategies. Marketer should keep the customer first and switching the customer from its competitors as well as changing non users as users.

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