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A Study on Brand Awareness and Consumer Perception at Heritage Foods Ltd.

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ABSTRACT: Brand awareness plays a pivotal role in influencing consumer purchase decisions, particularly in the fast-moving consumer goods (FMCG) sector where competition is intense and product differentiation is limited. This research paper examines the level of brand awareness, consumer perception, and brand loyalty towards Heritage Foods Ltd., one of India's leading dairy and FMCG companies. The study aims to analyze the sources of brand awareness, customer preferences, satisfaction levels, and the impact of brand awareness on buying behavior. A descriptive research design was adopted using primary data collected through a structured questionnaire from 100 respondents and secondary data from journals, books, company reports, and online sources. Percentage analysis and tabulation were employed for data analysis. The findings reveal that Heritage Foods enjoys high brand awareness, strong product acceptance, and positive consumer perception, particularly in milk and dairy products. However, opportunities exist to strengthen digital promotion and rural outreach. The study concludes with practical recommendations to enhance brand recall, customer loyalty, and competitive positioning.

KEYWORDS: Brand Awareness, Consumer Perception, FMCG, Dairy Industry, Heritage Foods Ltd.

I. INTRODUCTION

In the modern marketing environment, brands represent more than just products; they symbolize trust, quality, and emotional connection with consumers. Brand awareness refers to the extent to which consumers are familiar with a brand and can recognize or recall it under different conditions. High brand awareness often translates into increased consumer preference, reduced perceived risk, and higher purchase intention. In the FMCG sector, where products are frequently purchased and switching costs are low, brand awareness becomes a critical determinant of market success.

The Indian dairy industry has witnessed substantial growth due to rising population, increasing disposable income, urbanization, and growing health consciousness among consumers. Dairy products such as milk, curd, butter, ghee, and ice cream form an integral part of the Indian diet. With the entry of organized players and private brands, competition has intensified, compelling companies to invest heavily in branding, promotion, and distribution.

Heritage Foods Ltd., established in 1992, has emerged as a prominent player in the Indian dairy sector. The company offers a wide range of products including milk, curd, paneer, butter, ghee, and ice cream. Heritage has built its reputation on quality, freshness, and trust. Despite strong market presence, continuous evaluation of brand awareness and consumer perception is essential to sustain growth and competitiveness. This study attempts to assess the level of brand awareness of Heritage Foods and examine how it influences consumer buying behavior.

II. REVIEW OF LITERATURE

1. Aaker (1991) defined brand awareness as the ability of consumers to recognize and recall a brand, emphasizing its role as a key dimension of brand equity.
2. Keller (1993) highlighted that brand awareness enhances brand associations and increases the likelihood of brand selection.
3. Kotler and Keller (2016) emphasized that strong brands enjoy higher customer loyalty, reduced marketing costs, and greater resilience to competition.
4. Percy and Rossiter (1992) found that advertising plays a crucial role in building brand awareness and shaping consumer attitudes.



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5. Hoyer and Brown (1990) concluded that consumers tend to choose familiar brands over unfamiliar ones, even when alternatives offer similar benefits.
6. Batra and Keller (2016) discussed the importance of integrated marketing communication in sustaining brand awareness.
7. Kapferer (2012) emphasized consistency in brand messaging to strengthen brand recall.
8. Chaudhuri and Holbrook (2001) found a strong relationship between brand awareness, brand trust, and brand loyalty.
9. Rajput, Kesharwani, and Khanna (2012) studied brand preference in dairy products and highlighted quality perception as a key driver.
10. Suresh and Ramesh (2014) observed that packaging and labeling significantly influence brand awareness in FMCG products.
11. Singh and Pandey (2015) analyzed consumer perception of dairy brands and found price and availability as major influencing factors.
12. Kumar and Advani (2005) stated that brand awareness reduces consumer search costs and enhances decision efficiency.
13. Oliver (1997) conceptualized customer satisfaction as a post-purchase evaluation influencing repeat buying.
14. Reichheld and Sasser (1990) emphasized the profitability benefits of customer loyalty.
15. Fornell (1992) developed a customer satisfaction index linking satisfaction to business performance.

RESEARCH QUESTIONS

1. What is the level of brand awareness of Heritage Foods Ltd.?
2. What are the major sources of brand awareness for Heritage Foods?
3. How does brand awareness influence consumer purchase behavior?
4. What is the relationship between brand awareness and customer satisfaction?

RESEARCH OBJECTIVES

1. To measure the level of brand awareness of Heritage Foods Ltd.
2. To identify the sources influencing brand awareness.
3. To analyze consumer perception towards Heritage Foods products.
4. To study the impact of brand awareness on purchase behavior and loyalty.
5. To suggest strategies for improving brand awareness and customer retention.

HYPOTHESES:

- H1: Brand awareness has a significant impact on consumer purchase decision.
 H2: There is a significant relationship between brand awareness and customer satisfaction.
 H3: Brand awareness positively influences brand loyalty.

III. RESEARCH DESIGN AND METHODOLOGY

Research Design: Descriptive research design.

Data Sources:

Primary Data: Structured questionnaire administered to consumers.

Secondary Data: Journals, books, company reports, websites, and research articles.

Sample Size: 100 respondents.

Sampling Technique: Convenience sampling.

Variables:

Independent Variables – Brand awareness, advertising, product quality, price.

Dependent Variables – Consumer perception, purchase decision, satisfaction.

Tools of Analysis: Percentage analysis and tabulation.



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IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Age of the Respondents

Age Group (Years)	No. of Respondents	Percentage (%)
Below 20	18	18
21 – 30	42	42
31 – 40	25	25
Above 40	15	15
Total	100	100

Interpretation

The majority of respondents (42%) belong to the 21–30 age group, indicating that young consumers form the primary customer base for Heritage Foods products.

Table 2: Awareness of Heritage Foods Brand

Awareness Level	Respondents	Percentage (%)
Aware	92	92
Not Aware	8	8
Total	100	100

Awareness Level	Respondents	Percentage (%)
Aware	92	92
Not Aware	8	8
Total	100	100

Interpretation

An overwhelming 92% of respondents are aware of the Heritage Foods brand, showing strong brand visibility and market presence.

Table 3: Source of Brand Awareness

Source	Respondents	Percentage (%)
Television Ads	38	38
Social Media	26	26
Friends & Relatives	21	21
Retail Stores	15	15
Total	100	100

Interpretation

Television advertisements are the major source of awareness (38%), followed by social media, highlighting the importance of mass media promotion.



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Table 4: Frequency of Purchase of Heritage Products

Frequency	Respondents	Percentage (%)
Daily	34	34
Weekly	41	41
Occasionally	19	19
Rarely	6	6
Total	100	100

Interpretation

A majority (75%) purchase Heritage products daily or weekly, indicating strong consumption habits and brand dependence.

Table 5: Preferred Heritage Product

Product Category	Respondents	Percentage (%)
Milk	44	44
Curd	26	26
Butter & Ghee	18	18
Ice Cream	12	12
Total	100	100

Interpretation

Milk is the most preferred product, confirming Heritage Foods' strong position in the dairy segment.

Table 6: Perception of Product Quality

Opinion	Respondents	Percentage (%)
Excellent	36	36
Good	44	44
Average	15	15
Poor	5	5
Total	100	100

Interpretation

A combined 80% of respondents rate product quality as good or excellent, indicating high consumer trust.

Table 7: Price Satisfaction

Price Opinion	Respondents	Percentage (%)
Affordable	48	48
Reasonable	34	34
Expensive	18	18
Total	100	100

Interpretation

Most consumers perceive Heritage products as affordable or reasonably priced, supporting positive value perception.



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Table 8: Brand Loyalty

Loyalty Level	Respondents	Percentage (%)
Highly Loyal	39	39
Loyal	37	37
Neutral	16	16
Not Loyal	8	8
Total	100	100

Interpretation

A strong 76% of respondents show brand loyalty, indicating effective brand positioning and customer satisfaction.

Table 9: Willingness to Recommend Heritage Foods

Response	Respondents	Percentage (%)
Yes	82	82
No	18	18
Total	100	100

Interpretation

A high recommendation rate (82%) reflects positive brand image and strong word-of-mouth promotion.

Table 10: Overall Satisfaction Level

Satisfaction Level	Respondents	Percentage (%)
Highly Satisfied	41	41
Satisfied	39	39
Neutral	14	14
Dissatisfied	6	6
Total	100	100

About 80% of respondents are satisfied or highly satisfied, indicating strong customer approval of Heritage Foods.

V. RESULTS AND DISCUSSION

The results indicate that Heritage Foods enjoys high brand awareness among consumers, with television and digital media being the primary sources of awareness. Product quality and freshness strongly influence consumer perception and purchase decisions. The findings support all the hypotheses, confirming that brand awareness significantly impacts satisfaction, loyalty, and buying behavior. These results align with previous studies emphasizing the importance of branding in FMCG markets.

FINDINGS OF THE STUDY

- Majority of respondents are aware of Heritage Foods brand.
- Milk and curd are the most preferred products.
- Consumers perceive Heritage products as high quality and affordable.
- Brand awareness positively influences repeat purchases and recommendations.
- Advertising and availability play a key role in brand recall.



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RECOMMENDATIONS OF THE STUDY

- Increase digital marketing and social media engagement.
- Strengthen rural and semi-urban brand promotion.
- Introduce innovative packaging and promotional offers.
- Enhance customer engagement through loyalty programs.
- Maintain consistent quality and pricing strategies.

VI. CONCLUSION

The study concludes that Heritage Foods Ltd. has successfully established strong brand awareness and positive consumer perception in the dairy market. Brand awareness significantly influences consumer satisfaction, loyalty, and purchase behavior. By leveraging integrated marketing communication, digital platforms, and customer-centric strategies, Heritage Foods can further strengthen its market position and achieve sustainable growth.

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