

A Study on Brand Awareness About Sagar Poly Products Among Hardware Retailers With Special Referece To Lakkidi, Ottapalam, Kulappully

Ms. Keerthana P M¹, Mr. Srinivas M B²

¹dept Of Management Studies

²assistant Professor, Dept of management studies

^{1,2} Jawaharlal college of engineering and technology, ottapalam

Abstract- Brand awareness includes a comprehensive overview of the importance of brand awareness in marketing strategy. It emphasizes the critical role of brand awareness in influencing consumer decision-making, brand loyalty, and market share in today's competitive business environment. The document highlights key theoretical frameworks such as the hierarchy of effects model and the brand equity model, which provide insights into the mechanisms underlying brand awareness and its impact on consumer behaviour. Additionally, it points out research gaps that warrant further investigation, such as the role of brand salience and the influence of digital marketing tactics on brand awareness. The summary underscores the significance of context-specific research to understand how brand awareness dynamics vary across industries, product categories, and cultural contexts, offering practical recommendations for enhancing brand awareness in the current marketplace

I. INTRODUCTION

Brand awareness is a critical aspect of marketing strategy, representing the degree to which consumers are familiar with a brand and its offerings. It encompasses both brand recall, where consumers can retrieve the brand from memory when given a product category, and brand recognition, where consumers can identify the brand upon encountering it. Understanding brand awareness is essential for businesses as it influences consumer decision-making, brand loyalty, and market share. Previous studies have shown that brand awareness plays a crucial role in the consumer decision-making process. When faced with a purchase decision, consumers are more likely to choose brands they are familiar with and trust. High brand awareness not only increases the likelihood of initial purchase but also fosters repeat purchases and brand loyalty over time. Moreover, brand awareness can serve as a buffer against competitive threats, as consumers are less likely to switch to competing brands if they have a strong connection with a particular brand

Sagar Group of Companies was founded by a group of experienced engineers with the aim to provide high quality water storage solutions to the common people. Within a short span of time, the company become one of the leading manufacturers of polymer-based water tanks and sewage tanks in south India. The highly advanced manufacturing plants are located at Ottapalam and Shornur, in Palakkad District of Kerala. ISO 9001:2005 certified manufacturing facilities produce a diverse range of water tanks and septic tanks using linear low-density polyethylene. Sagar has one of the leading and fastest growing company in Kerala with more than 1500 dealers and distributors, 3 manufacturing plants and 4 depots. Currently the production lines are based in central Kerela, but the company will soon expand its production units to northern and southern parts of the state. They never compromise on the quality of products because quality is the first and foremost priority. They using only good grade plastics and they guarantee that any materials harmful to human health are not used in any stage of production. Their relationship with customers does not end with sales, it just being there. They take immense pleasure in providing expedited services and support to customers. SAGAR GROUPS continue to expand their supplier –customer base for utility services all over Kerala, Tamil Nadu and Karnataka

II. REVIEW OF LITERATURE

Seturi& Maia, 2017)A successful brand nowadays is more than just a well-chosen and unique name or emblem. Consumer loyalty is related to a brand's performance in the marketplace. A brand must work extremely hard to achieve success and then keep it going. It necessitates persistent focus, information collection, analysis, and wise decision-making. The problem is that the brand is made up of numerous distinct features and components.

(BİLGIN & Yusuf, 2018)Examining how social media marketing initiatives affect brand recognition, brand image, and brand loyalty is the goal of this study. Additionally, this

research aims to examine the Impact of brand awareness and brand image on brand loyalty

Sasmita & Suki, 2015)The objective of this paper is to investigate how brand equity among young customers is impacted by brand associations, brand loyalty, brand awareness, and brand image. Using the Statistical Package for Social Sciences computer program version 21, descriptive, correlation, and multiple regression analysis were performed on data from 200 young consumers

(Rambocas, Kipalani, & Simms, 2018)This study aims to investigate the link between brand equity and consumer behaviour, including intentions to make repeat purchases, willingness to pay a premium price, switching, and spreading the good word of mouth.

(Chang & Chen, 2008)This study aims to determine whether customer purchase intention toward an online retailer is influenced by online environment cues (website quality and brand), and whether this impact is mediated by customer trust and perceived risk

selected, and when there is no need to stratify or account for specific characteristics of the population. It is often used in situations where the population is relatively homogeneous and when it is difficult to obtain a comprehensive list of all population members. The census study on brand awareness focuses on Sagar Poly Products among hardware retailers in Lakkidi, Ottapalam, and Kulappully. It entails surveying all retailers in the area, gathering demographic data including business name, years in operation, product nature, and contact details. Additionally, it assesses brand awareness, purchase behavior, and satisfaction, aiming to provide comprehensive insights into brand perception and consumer preferences within the target market

BRANDS OF OVERHEAD WATER TANKS

Particulars	Number	Percentage
Sintex	27	25
Aquateck	31	29
Ocean	22	20
Supreme	20	19
Others	8	7
Total	52	100

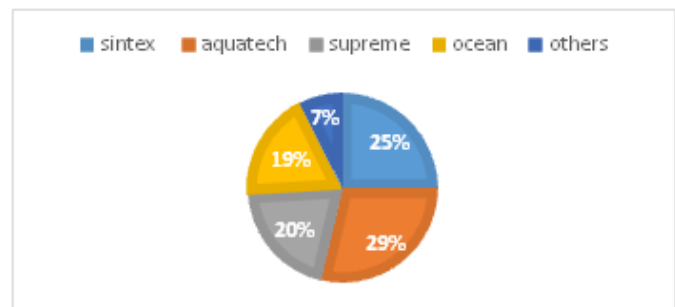
III. OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

- To know how much hardware retailers are aware about this Sagar Poly Products

SECONDARY OBJECTIVE

- To know whether brand awareness is influenced the buying behavior or not
- What factors and variables of brand influences them to purchase the product



IV. RESEARCH METHODOLOGY

An outline of proposed work is called research design. A research design is basis framework which provides guidelines for the rest of research process. The research design specifies the method of study. The research design used for this study is of the descriptive type. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular or a group. The population under the study includes the hardware shops in ottapalm, kootupatha, kulappully areas. 52 shops in this areas. so the population is 52

Simple random sampling is preferred when each member of the population has an equal chance of being

	YES	NO	TOTAL
HIGHLY SATISFIED	10	0	10
SATISFIED	23	0	23
NEUTRAL	13	2	15
DISSATISFIED	2	2	4
HIGHLY DISSATISFIED	0	0	0
TOTAL	48	4	52

O	E	O-E	(O-E) ²	(O-E) ² /E
10	9.12	0.88	0.774	0.065
23	21.23	1.77	3.132	0.462
13	14.73	-1.73	2.992	0.607
2	5.58	-3.58	12.816	29.435
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
2	1.5	0.5	0.25	0.041
2	0.30	1.7	2.89	27.84
0	0	0	0	0
				58.45

Interpretation

The data reveals that Aquatech and Sintex are the dominant brands in the overhead water tank market, with Aquatech holding a slightly higher market share. Aquatech's market share of 29% surpasses Sintex's 25%, indicating Aquatech's stronger presence in the market.

CHI-SQUARE TEST 1

Chi-square test is applied in statistical to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution

HYPOTHESIS

H0- Dealer satisfaction and stocking of overhead water tanks have no relation

H1- There is a relation between Dealer satisfaction and stocking of overhead water tanks

OBSERVED FREQUENCY

Computing statistics

The formula for calculation chi-square test is

Chi-square (χ^2) = $\sum (O-E)^2/E$, O= Observed frequency, E= expected frequency

E = (row total* column total/grand total)

Level of significant

Significant level=5%=0.05

	Self-cleaning water tanks	Sagor horizontal water tanks	Sagor rectangular water tanks	Sagor septic tanks	Total
Sintex	4	7	2	0	13
Aquatech	6	9	5	3	24
Supreme	4	7	2	1	15
Ocean	2	8	3	3	17
Others	0	1	0	1	3
Total	16	32	12	8	72

Degree of freedom = (row-1) (column-1) = (5-1) (2-1) =4x1=4

Chi-square value =58.45

Table value for 4 degrees of freedom = 9.488

Here the calculated value is more than table value, hence we reject the null hypothesis

Interpretation

The critical value for a chi-square distribution with 4 degrees of freedom at the 0.05 significance level is 9.488. Since the calculated chi-square value 58.45 is more than critical value of 9.488, we reject the null hypothesis

ANOVA: SINGLE FACTOR

Variance= the variance is the average of the squared differences from the mean; it is a measurement of the spread between the numbers in a data set.

Source of Variation	SS	df	MS	F	P-value	Fcrit
Between Groups	154.3	4	38.575	1.193	0.3658	2.7587
Within Groups	804.6667	25	32.18667			
Total	958.8	29				

SS (sum of squares) = the sum of squares quantifies the variability between or within the Groups.

df (between groups) = Number of groups-1

df (within groups) = Number of observations - Number of groups

MS (Mean square) = think of the mean square as the average variation either between or within groups.

$MS = SS/df$

$F = MS (\text{between groups}) / MS (\text{Within groups})$

F statistics > F critical value; the test is significant

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Interpretation

Significant difference in performance between different types of water tanks. The F-value for "Between Groups" is not significant ($F=1.197183$, $p=0.33658$), indicating similar means. The highest mean square value within groups is 32.18667. Overall, the brands perform similarly based on the provided data

V. CONCLUSION

Based on the analysis of the data, Sagar Poly Products has not a strong presence in the market with low awareness. However, there is room for improvement in terms of brand visibility, advertising, and promotional activities. By focusing on targeted marketing strategies, enhancing product features, and improving distribution channels, Sagar Poly Products can further solidify its position in the market and attract a larger customer base. The company's emphasis on brand reputation, dealer commission, and customer satisfaction aligns well with customer preferences, indicating a promising future for Sagar Poly Products. Brand awareness among hardware retailers of Sagar Poly Products has provided valuable insights into the dynamics of brand perception, purchase behaviour, and factors influencing company selection criteria. The descriptive research design, data collection through structured questionnaires, and application of statistical tests such as the Chi-square test have facilitated a comprehensive analysis of brand awareness levels and their impact on retailer decision-making.

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