

A Study on Brand Image of Vijay Dairy And Farm Productions Pvt Ltd With Special Reference To Trichy

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Abstract- Brand image greatly affects customer buying behavior and helps companies build trust and loyalty in the dairy industry. This study focuses on the brand image of Vijay Dairy and Farm Products (P) Ltd, aiming to identify factors that influence customer preference and satisfaction. Key areas of focus include consumer awareness, product quality, price, packaging, hygiene, promotional strategies, and overall satisfaction with Vijay Dairy products. We used a descriptive research design for this study. Primary and secondary data were gathered from 120 respondents through a structured questionnaire and convenience sampling. Statistical analysis tools such as Simple Percentage Analysis, Chi-Square Analysis, Correlation, and ANOVA were employed to evaluate the data. The findings show that most consumers view Vijay Dairy products positively, especially regarding quality, hygiene, attractive packaging, and reasonable pricing. TV and promotional campaigns played a significant role in raising brand awareness among consumers. The study concludes that maintaining quality standards and boosting promotional efforts can further enhance customer satisfaction, brand loyalty, and the overall image of Vijay Dairy and Farm Products (P) Ltd.

Keywords: Brand Image, Vijay Dairy, Consumer Satisfaction, Dairy Products, Brand Awareness, Product Quality, Promotional Strategy.

I. INTRODUCTION

Brand image significantly influences consumer buying behavior and is crucial for a business's success. In today's competitive market, customers tend to choose products that provide quality, trust, value, and satisfaction. In the dairy industry, factors like freshness, hygiene, nutritional value, reasonable price, and product availability heavily impact customer choices. A strong brand image helps companies attract customers, foster loyalty, and maintain a competitive edge. Thus, dairy companies focus on upholding quality standards and running effective promotional activities to create a positive image among consumers.

Vijay Dairy and Farm Products (P) Ltd is a reputable dairy company that offers milk and milk-based products to consumers. The company strives to meet customer needs through quality products, hygienic production methods, and affordable pricing. Understanding consumer opinions and satisfaction regarding Vijay Dairy products is essential for enhancing business performance and strengthening brand value. Therefore, this study analyzes the brand image of Vijay Dairy and Farm Products (P) Ltd and identifies factors that influence customer preference, awareness, and satisfaction. The study's findings will assist the company in fine-tuning its marketing strategies and boosting customer loyalty.

OBJECTIVES OF THE STUDY

- To study the brand image of Vijay Dairy and Farm Products (P) Ltd among consumers.
- To identify the factors that lead customers to prefer Vijay Dairy products.
- To analyze the level of customer awareness and satisfaction with Vijay Dairy products.
- To examine the impact of product quality, price, and hygiene on customer purchase decisions.
- To provide practical suggestions for improving customer satisfaction and strengthening the brand image of Vijay Dairy and Farm Products (P) Ltd.

SCOPE OF THE STUDY

- To understand the brand image of Vijay Dairy and Farm Products (P) Ltd among consumers.
- To identify factors influencing customer preference and buying behavior regarding Vijay Dairy products.
- To analyze customer satisfaction related to product quality, hygiene, packaging, and pricing.
- To help the company understand customer expectations and refine marketing strategies.
- To offer valuable suggestions for enhancing customer loyalty and brand image.
- To help Vijay Dairy improve business performance and increase market share in the dairy industry.

REVIEW OF LITERATURE

Chang (2024) noted that brands create distinct perceptions in consumers' minds, helping them differentiate products from competitors. A strong and consistent brand image builds trust and reliability, leading to customer loyalty and long-term relationships with the brand. In the dairy industry, maintaining quality and consistency is crucial for creating a positive brand image.

Keller (2024) explained that brand awareness is the ability of consumers to recognize and remember a brand in various situations. Brand awareness grows through repeated exposure, advertising, and consumer experiences. When customers frequently hear, see, or think about a brand, it strengthens their memory and influences their buying decisions. A higher level of brand awareness helps companies enhance consumer preference and market performance.

III. RESEARCH METHODOLOGY

Research methodology is a structured approach to solving a research problem. It encompasses the methods and techniques used for data collection, analysis, and interpretation. This study was conducted to analyze the brand image of Vijay Dairy and Farm Products (P) Ltd using suitable research methods and statistical tools.

RESEARCH DESIGN

Research design is the plan used for collecting and analyzing data systematically. It assists the researcher in achieving the study's objectives effectively. In this study, a descriptive research design was chosen to understand consumer opinions, behavior, and satisfaction with Vijay Dairy products.

SAMPLING METHOD

Sampling method refers to how respondents are chosen for the study. In this case, we used the convenience sampling method.

SAMPLING TECHNIQUE

We adopted the convenience sampling technique to select respondents for this study.

SAMPLE SIZE

The sample size for the study consisted of 120 respondents.

PERIOD OF THE STUDY

The study period refers to the time taken for data collection and analysis. This research was conducted over three months. During this time, the researcher gathered information from respondents and analyzed the findings.

METHOD OF DATA COLLECTION

The method of data collection involves gathering information for the study. In this case, we used both primary and secondary data.

PRIMARY DATA

Primary data refers to new and original data collected directly from respondents. In this study, primary data were gathered through questionnaires and personal interactions.

SECONDARY DATA

Secondary data refers to information that is already available from various sources. In this study, secondary data were obtained from books, journals, magazines, and online sources.

STATISTICAL TOOLS

- Simple Percentage Analysis
- Chi-Square Analysis
- Correlation
- ANOVA

IV. DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS

NULL HYPOTHESIS H_0 : There is no significant relationship between qualification of the respondents and influencing factor to prefer this product.

ALTERNATIVE HYPOTHESIS H_1 : There is a significant relationship between qualification of the respondents and influencing factor to prefer this product.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.833E2a	16	.000
Likelihood Ratio	263.472	16	.000
N of Valid Cases	120		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is 1.38.

RESULT

A Chi-Square test was conducted to examine the relationship between the respondents' qualifications and the factors that influence their preference for Vijay Dairy products. The Pearson Chi-Square value was 283.3 with 16 degrees of freedom, and the significance value (p-value) was 0.000. Since the significance value is less than 0.05, the relationship is statistically significant. However, based on the study results, the null hypothesis was accepted. It was concluded that there is no significant relationship between qualification and the factors that influence the preference for the product.

ANOVA

NULL HYPOTHESIS H₀: There is no significant relationship between year of using this brand and opinion about brand image.

ALTERNATIVE HYPOTHESIS H₁: There is a significant relationship between year of using this brand and opinion about brand image.

ANOVA Table

YEAR OF USING THIS BRAND	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	213.658	4	53.414	286.142	.000
Within Groups	21.467	115	.187		

RESULT

A one-way ANOVA was conducted to determine whether there was a significant difference among respondents regarding brand image based on the years of using Vijay Dairy products. Since the significance value (0.000) is less than 0.05, the null hypothesis was rejected. Therefore, it is concluded

that there is a significant relationship between the years of using the brand and customer opinion regarding the Vijay Dairy brand image.

CORRELATION

The table shows the relationship between monthly income of the respondents and buying intervals of Vijay Dairy products.

Variables	Pearson correlation	Sig.	N
Monthly income & buying intervals	.770**	.000	120

RESULT

Pearson correlation analysis examined the relationship between monthly income and how often people buy Vijay Dairy products. The results indicated a strong positive correlation between the two variables ($r = 0.770$, $p = 0.000$, $N = 120$). With a significance value under, the relationship is statistically significant. Therefore, the study concludes that monthly income has a significant effect on the buying intervals of Vijay Dairy products.

V. SUGGESTIONS

- The company should boost promotional activities and advertisements to raise brand awareness among consumers.
- Vijay Dairy needs to keep ensuring high product quality and hygienic production standards to build customer trust and satisfaction.
- The company might consider introducing appealing packaging and new product varieties to attract more customers and compete effectively.
- They should adopt competitive pricing strategies to meet consumer needs and boost sales. Improved distribution channels and product availability are necessary to make Vijay Dairy products easily accessible in all areas.
- The company should regularly gather customer feedback and suggestions to enhance products and strengthen brand loyalty.

VI. CONCLUSION

The study concludes that Vijay Dairy and Farm Products (P) Ltd has established a positive brand image among consumers through quality products, hygienic production, and fair pricing. Customer satisfaction with Vijay Dairy products

is influenced by quality, availability, packaging, and promotional activities.

The findings indicate that consumers generally prefer Vijay Dairy products due to their trust and satisfaction with the brand. However, increasing competition in the dairy industry calls for the company to adopt effective marketing strategies and intensify promotional activities. Consistently maintaining product quality, improving distribution, and understanding customer expectations can further boost customer loyalty and market share. The study's suggestions and findings may assist Vijay Dairy in enhancing its business performance and reinforcing its brand image in the dairy market.

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