

PROJECT REPORT - 17MBAPR407
ON
**"A STUDY ON CUSTOMER BRAND AWARENESS AND BRAND PREFERENCE OF
DOUBLE HORSE PRODUCTS, AT MANJILAS FOOD TECH PVT.LTD"**
BY
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VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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Manjilas Food Tech Pvt. Ltd.

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CIN : U15499KL1999PTC013100

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16th February, 2019

TO WHOM SO EVER IT MAY CONCERN.

This is to certify that Mr. Stephin Joseph, MBA student of Acharya institute of technology Bangalore, has completed his project in our firm on the topic “A study on customer brand awareness and brand preference ”from 03.01.2019 to 16.02.2019. During this project we found his sincere, hard working and havin g good behaviour and moral character.

This certificate is provided by us to Mr. Stephin Joseph. This will be strictly used for his academic purposes only.

For Manjilas Food Tech Pvt Ltd,



Stanly Chirayath Junior
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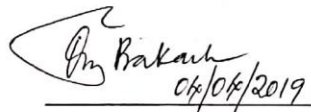
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Date: 04/04/2019

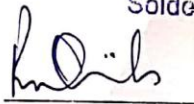
CERTIFICATE

This is to certify that **Mr. Stephin Joseph** bearing USN **11A17MBA55** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "**A Study on Customer Brand Awareness and Brand Preference of Double Horse Products, at Manjilas Food Tech Pvt. Ltd, Kerala**" is prepared by him under the guidance of **Prof. Om Prakash. C**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.


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DECLARATION

I STEPHIN JOSEPH, hereby declare that the Project report entitled "A STUDY ON CUSTOMER BRAND AWARENESS AND BRAND PREFERENCE OF DOUBLE HORSE PRODUCTS, AT MANJILAS FOOD TECH PVT.LTD" prepared by me under the guidance of .Prof.Om Prakash C, Assistant professor, Department of MBA, AIT Bangalore and external assistance by Mrs.Reema John, Senior Customer Care Manager, Manajilas Food Tech Pvt.Ltd. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore
Date :08/04/2019



Signature of the student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

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Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bangalore

Date:08/04/2019

STEPHIN JOSEPH

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EXECUTIVE SUMMARY

Brand awareness is essential from the time when lot of consumers feels that if the brand is fine famous it has decent quality. Brand awareness clearly affects consumer preference and here by their selection of brand. Knowing extend of brand awareness of a particular firm has become vital in this existing competitive scenario. Brand preference is clear as measure of brand faithfulness in which a consumer will pick a particular brand in existence of rival brands, but will agree alternatives if that brand is not existing. The study at MANJILAS FOOD TECH PVT.LTD was conducted to know how far the consumers are aware of the Double Horse product and their preference about the product. Consumers are aware of the Double Horse product offered by MANJILAS FOOD TECH PVT. LTD. The researcher could find that Double Horse has established a good brand name among the customers. And most of the most of the customers are aware of the coconut oil offered by DOUBLE HORSE and they have enough consumers too.

The study has proved that the brand has almost good Awareness level among the consumers. The consumers most prefer the product. Almost everyone in the Thrissur district has heard of the brand. As brand Awareness has a major role in this competitive industry this study was of an almost importance.

It is found that most of the respondents have knowledge about the brand from the Television. As the basic step of creating brand Awareness the firm has to give more advertisements so that will be much easier for the firm to penetrate to the market by having a good place in the mind of the consumers. From the study it is clear that quality of Double Horse product is high compared to other hands but the prices are not favored by the low income group.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This project was undertaken for a period of 6 weeks in Manjilas Food Tech Pvt.Ltd. Nellikunnu. This project brings out the importance of “Customers brand awareness and brand preference of Double Horse products”.

This research is all about how and how much customers are aware about Double Horse products and which will lead prefer them to purchase the Double Horse products.

The delivery products that give value and customer satisfaction are the main objective of marketing. This company markets its products to meet the needs and requirements of customers and achieve their objectives.

Today its common accepted that strong brands accelerated business performance with the power to like the companies’ status to positions of prominence in their market places.

A brand is a label or symbol using to recognize the foundation of manufactured goods. When mounting a new manufactured goods, brand is an significant judgment. The brand can enhance substantial value when it is sound familiar and has positive suggestions in the thoughts of the customer. The project undertaken to measure the brand awareness and brand preference level of “Double Horse” food products, computing the brand awareness and brand preference level of a particular enterprise’s brand is a dynamic significance then it directs the total of persons who are as fine as what morals they add to exact brand is a given era of phase and it also highpoints the efficiency of the promoting or marketing tools castoff for the resolution .And it also helps to understand the different attributes which make customers to prefer the brand.

Awareness and preferences are the dual key metrics that whichever enterprise would use to quantify their brand strong point. Awareness is humble expressions- how various persons recognize my brand? Regularly, awareness is stately over studies that ask members a series of questions.

It is the consumer’s capability to recognize or remember the brand contained by a specified product class in enough particulars to make a buying choice. The purposes of the most

promoting drive are to produce and keep brand preference. The primary stage is to make potential clients aware of brand's reality.

The project topic titled "A Study on the Brand awareness and preference of Double Horse products" is very relevant one; because a brand with high image is an issue. Today's marketing slogan is "WINNING THE VOTES OF CONSUMERS". So the brand which they prefers very much considerable. Manjilas Food Products have started to later the changing taste and appetite of the customer. Manjilas group have experience in the rice industry and food products. Their core business name "DOUBLE HORSE" which is the first brand introduced in rice and rice products in India.

The present research study was carried out with the new view to recognize the level of brand awareness and customer's preference for the DOUBLE HORSE products. The study also analyzed whether the quality influence brand preference.

1.2 INDUSTRY PROFILE

Food Industry

Throughout history rice has been important food of man's. Nowadays these irreplaceable grains assist to tolerate two thirds of the entire world's population. Archeological proof recommends that rice has been serving manhood for over and above 5000 years. Nowadays farming is the spine of India's economy given that nonstop work to about 70% of functioning people in the nation. It forms the preference of the numerous leading industries in India, plus the cloth, jute as sugar businesses.

The great nourishing worth, small fat content, stress-free digestibility and especially the rich separate aroma of rice provide the fortunate importance little miracle than that Indian rice can crack even the utmost regular serving dishes in the delicious rice is the staple food from breakfast to dinner dessert, rice eaters to every applications in the lives of the people especially of south India rice in round grained long grained varieties. Besides these there as specially rice varieties for the varied traditional users of rice in kitchen oil over the world.

Growth Promotion Activities

India is the world's next biggest manufacturer of foodstuff then to China. It has the capacity of being the largest by means of food and farming segment over a mixture of growing in the area underneath cultivation and rise in cropping strength nowadays. India is independent in rice Acceptance of current verities of rice manufacturing exceeds 100 million tons per annum then 1998.

Food manufacturing contains several type of value adding to farming of horticulture and as well contains procedure such as grouping, cataloging, wrapping, etc. which improves life of foodstuff. The food manufacturing business offers vital connection and interactions between business and farming. The government has rendered it is great importance with a sum of facial inventories to inspire commercialization then value adding to the farming produce, for decreasing the pre/post-harvest leftovers, creating work and transfer progress, India's products mineral water extraordinary protein nourishment etc. Fitness food and complement is another quickly growing part of this productiveness which is attaining huge reputation between the healths alert.

Indian economy is a largely as agrarian economy with a large part of population or industry involved in the sector. Not just the agricultural produce, India now meat, poultry, spices and food grain. The difficulty here was that the quality products was available at the right rate but there was a lack of infrastructure that could project them globally taking into account these enormous growing prospects in the food industry. We created a platform that brought all agricultural and related products together. Through this not just the regular important and exporters but the producers and suppliers also get an identity. This facilitated larger markets, better market reach and better deals

India creates near 200 million tons of diverse food grains every single year. All main grains paddy, wheat maize, and millets like jower (great millet), bajra (pearl millet) and ragi (finger millet) are produced in the country. India is self-reliant in grain making and is the another biggest rice manufacturers on the world, by a 20 % stake. This indicated huge possibility for both depositors and exporters. A foodstuff export in 1998 hoisted by us \$38 billion Indian foodstuff businesses sales incomings is Rs.140000 crores per annum as at the start of time 2000. The

business has the major amount of plant permitted by thus foodstuff and drug management (FDA) outer the USA.

History

Rice plants have been followed back to 500 BC, yet the act of rice making was started in regions of china and southern and eastern Asia in around 2000 BC.

History of Rice Cultivation

There are numerous doubtful fanciful stories identified with root of rice, through antiquarians hold practically zero stock in any rice improvement is considered to have happening at the same time in various countries more than 65000 years prior. Rice has been developed in china since old times. Chinese records of rice development return 4000 years before. Most trusts the underlying foundations of rice originate from 3000 BC India. Where local found the plant developing in the wild and started to try different things with it. Development and cooking strategies are thought to have spread toward the west quickly and medieval occasions, southern Europe saw the presentation of rice as a healthy grain. In a few Asian dialects the words for rice and foods are alike. African rice has been developed for a long time. In the Middle East and Mediterranean Europe, It began around 800 BC. Rice spread all through Italy and afterward France, after the center of fifteenth century, later proliferating to every one of the landmasses amid the extraordinary period of European Exploration. In 1694, rice reached in South America towards the from Madagascar. The Spanish conveyed rice to South America at the start of the 18th century.

Industry Size

Processed food sales worldwide are nearly US\$ 1.8 trillion, yearly for food or closely 10% of the gross local product. Over 20.3 Million general public are engaged in the food manufacturing.

Agriculture

It is the method of making food, feed fiber and other anticipated products by the farming of certain plants and increasing of house-trained animal. The run through agriculture, it is also known as farming. More societies in the world are doing agriculture as their main economic action that in any other.

Food processing

It is the method and system used to convert raw components in to food for human feeding. Processing take hygienic, harvested slaughtered and butchered components and users them to create merchantable foods.

1.3 COMPANY PROFILE



Manjilas rice history originated from humbly environments of the rice bazar, Thrissur which is the cultural capital of Kerala. Sri. M O John started his rice vending opening in the year 1959.. He was the president of the chamber of commerce (1993-2000). The wide vision of great man, Manjilas make about 20 verities of rice and 100 verities of food products under the famous brand name DOUBLE HORSE, Manjilas food tech pvt ltd is a private firm. The firm is promoted by their individual viz; Rajeev manjila, Vinodmanjila, Santhoshmanjila, and Joe rani`

Thanks to the wide vision of the great man, Manjilas about 14 veritiesof rice and about 50 verities of food products under the brand name Double Horse. The rice powder unit was started on 27th December 1996. This unit was registered under industrial development of Kerala with permanent S.S.I registration No.09/09/017445 dated 28-02-1997. The main items of manufacture were rice powder, puttupodi, Idli powder, Dosa powder, etc. The unit is marketing the products all over Kerala and some parts of Gulf under the brand name “Double Horse”. The consistent quality and taste of their products increased day by day. So they increased their production capacity gradually to 20 meter per day. Still the unit is not in a position to cater the demand of both domestic and export market. The main bottleneck in production line is packaging section.

The unit is packaging the products in printed laminated pouches manually. It consumes so much time for filling accurate weighing and sealing. Another bottleneck is roasting.

In keeping with the tradition of founder, Double Horse blazes a trail of success with innovative ideas and multi-pronged technological advancements. Pre-empting the changes in a rapidly evolving market, Double Horse was the first company to innovate in the utilization of technology in the concept of packaged rice marketed as a brand product, to impure grains and standardize all rice precuts and ISO9001-2000 certified will in Kerala.

In Manjilas manufacturing units there are employing around 12000 people. Manjilas group founded in the year of 1959, later it has 2 rice mill at cheramangalam and Palakkad. The combined capacity of these units is 120 tons per day. The company uses latest imported technology from sataka japan, Buhler Germany, And Sortex England. Its high processing facilities and hygienic warehouses ensure the best quality rice for all seasons.

The unit use state of the art imported technology. Double Horse food products ensure well well-known reed division rotated in the growth of the traditional as well as ground-breaking products, giving freshness to customers taste and taste. Double Horse highlighting on keep strict quality factors that contains the following recognition of total infective count, Total fungous count and recognition of pathogens like E.coli, staphylococcus, salmonella, Bacillus, hysteria, clostridium etc. Double Horse is available across length and breadth of India, Middle East ,USA and Europe.

Rice has been staple diet of millions worldwide, but of decades back, for the Manjilas it became more than just that. It becomes a passion that pulled into an amazing success story. It was the rumple environs of rice bazar, Thrissur. That Manjilas saga began. In order to give his customer consistent quality M.O John started backing rice mill in 1976, from then on there was no looking back. The company collecting paddy from various places like Tamilnadu, Andhra Pradesh and processing the paddy from the major processing unit situated in Thrissur, Palakad and after that the processed rice move to the main distribution centres in Palakkad and Kollam. The company marketing its products through direct marketing.

The company exports rice, various value added products instant mixes, readyto eat products etc. Below the famous brand label Double Horse. The Manjilas group, which produces and markets

rice and rice products, has set a target of achieving 10 fold growth in three years. The company produces 20 varieties of rice and 56 rice based products. The products reach 20 lakh homes in country about 5000 dealers. They expect a threefold in next year and planning to launch more ready to eat products and try to strengthen their position in the market. The global market for rice will witness rapid growth in the coming years and the company hopes to cash in on this boom

1.4 BOARD OF DIRECTORS

Chairman : Mr. Sajeed Manjila

Managing Director : Mr. Vinod Manjila

Director : Mr. Santhosh Manjila

Director : Mr. Joe Rani

MISSION

To come out with a wide variety of innovative food products, that combines health, taste & convenience, so as to make cooking good food fun & easy.

VISION

To be a leader in the food industry, offering the widest variety of high-quality food products that become a way of life for all those who love good food, across the globe.

QUALITY POLICY

Manjilas is committed to give total satisfaction to their customers through continuous improvement of products, processes and distribution. They always maintained on equilibrium on the on the quality of products provided on various segments

PRODUCT PROFILE

RICE AND ITS PRODUCTS

- Rice Matta – Par boiled and double heated and red round Rice
- Jaya Rice – Par heated and Double heated Long and Bold White Rice
- Surekha Rice – White raw rice for making fried rice
- Long Grain Biriyani Rice – White long and bold rice

Rice flour

- White Puttu Podi
- Samba Wheat Puttu Podi
- Roasted White Rice Flour

WHEAT PRODUCTS

- Broken Wheat
- Chakki fresh Atta
- Roasted Rava

CURRY POWDER

- Sambar Powder
- Chicken Masala
- Egg Roast Masala
- Fish Masala

SPICES AND CONDIMENTS

- Mustard
- Pepper Powder
- Turmeric Powder
- Chilli Powder

SPICE MASALA PASTE

- Ginger Paste
- Garlic Paste

- Tamarind Paste

COCONUT PRODUCTS

- Coconut Chutney Powder
- Coconut Milk
- Virgin Coconut Oil

OTHER PRODUCTS

- Roasted Ragi Powder
- Ragi Seed
- Corn Flour

INSTANT BREAKFAST

- Instant Uppuma Mix
- Vattayappam Mix
- Instant Idiyappam
- Dosa Mix
- Easy Palappam Mix
- Idli Mix

READY TO COOK PRODUCTS

- Roasted coconut Gravy
- Palada Payasam Mix
- Rice Palada Payasam Mix

READY TO EAT PRODUCTS

- Avalose Podi
- Chakka Varatty
- Palada Payasam Cup
- Mixed fruit Jam

PICKLES

- Kaduku mango pickle
- Mixed vegetable pickle
- Prawn pickle
- Dates pickle
- Lime pickle

SNACKS

- Pakkavada
- Tapioca chips(Chilli salted)
- Banana chips

HEALTH AND HERBAL PRODUCTS

- Ragi Vitta
- Banana Powder
- Health Mix

1.6 INFRASTRUCTURE FACILITIES

- Total land area (office) =1 acre
- Constructed building (office) = 3000 sq.ft
- Simple communication and net services.
- Introductory information tools such as operating systems, databases, safety tools,
- Solar panels, backup generators and uninterrupted power supply.
- Company buses for transportation of employees
- Centralized air conditioned Rooms

1.7 COMPETITORS INFORMATION

Major competitors in the market (South India)

- Eastern Condiments
- AMS Spices & Food products Pvt.Ltd
- Nirapara
- Melam Masalas
- Periyar Rice
- Aachi Masala
- Saras
- Bharmins Foods India Pvt.Ltd
- M.J Food pvt ltd
- Kitchen Treasures

These are the major competitors of the Double Horse products. The above mentioned companies are producing the same that of producing the Double Horse. From the above above mentioned competitors Eastern and Nirapara companies giving high competition to Double Horse, because most of them are producing the same kind of food items. From the side of their pricing, packaging, product lines etc Double Horse facing the high competition

1.8 SWOT ANALYSIS

Strengths

- Good employer - employee relationships.
- Brand image of the company
- Providing large number of employment opportunities.
- Providing good welfare benefits to employees
- Variety in food products
- Exporting products outside India
- Largest exporters of rice and food products

Weakness

- High price
- The products are not fully reached in final customers.
- Poor supply chain management
- Poor performance appraisal programs.
- Only limited online market utilization.
- The website of manjilas there is no information in current status.
- Low degree of promotional activities (advertisements)

Opportunities

- Expanding its distribution areas, growing demand of its products.
- High demand in foreign and local markets.
- Introduction of color coding to the packet.
- Expansion to online markets
- Introduction of season specific combo offers.

Threats

- Cutthroat competition from the local companies who have comparatively provide the product is less amount.
- Changing consumer behavior (consumers shifting to western diets and menus)
- Increasing competition from existing players and new entrants.

1.9 FUTURE GROWTH & PROSPECTS

- ❖ Providing information about the different product to the people
- ❖ Implement the new technologies to reduce the time.
- ❖ By implementing these plans, making better prospects for the company.
- ❖ Enhance the export of different rice product

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

THEORETICAL BACKGROUND OF THE STUDY

BRAND

A brand which helps organization or product to distinguishes from their rivals. Brand is useful for the customers to select the particular products

BRAND NAME

It is a part of brand, and it can be vocalized including letters, words and numbers

BRAND MARK

It is a part of brand, which seems in the form of symbol or design.

BRANDING

Branding is a marketing and communication tools which are used to distinguish the products from the competitors. It will create a impression in customers

TRADE MARK

It is an identifiable design, sign, or form which recognizes products or services of exact source from those of rivals.

BRAND AWARENESS

Brand awareness which means customers can able to recall or recognize a brand. While making purchase decision, according to the brand awareness customers will choose the products. Most of the customers will choose the well-known brands.

- **Brand recognition**

It is likewise called as supported review, and it indicates to the capability of the customers to correctly discrete the brand whenthey come into contact with it. This does not obligatory to necessitate that shoppers distinguish the brand name.

- **Brand recall**

It is otherwise called unconstrained review and it alludes to the capacity of a shopper to effectively recognize or memorize the brand name from memory.

IMPORTANCE OF BRAND AWARENESS

- It is identified with the exercises of brands in clients memory
- It is additionally a point to comprehend the purchaser buy basic leadership process.
- Strong brand awareness will prompt brand achievement.
- It's a key pointer of a brand's market exhibition. Consistently publicists contribute colossal cash to expand a brand's mindfulness levels.
- Building brand awareness objectives/goals is a noteworthy choice in promoting arranging and procedure improvement.
- It is the imperative brand resources which increase the value of the item, administration, or organization.

DETERMINING BRAND AWARENESS

In the same way as several kinds of brand awareness can be illustrated; there are assortments of techniques for estimating the awareness. Normally, scientists use studies, did on an example of consumers getting certain facts about their perception into the focus brands or classification.

- Unaided recall test : here the respondent is given an item class and requested to name whatever number brands as could reasonably be expected. In that way, the un-aided recall tests gives the respondent no pieces of information or prompts. These tests are used to test brand review.
- Aided-review test: here the respondent is asked with a brand and asked if they have seen it or caught wind of it. In several supported review tests, the respondent may also be approached to simplify what they consider about a brand for example towards depict bundle, covering, symbol or extra particular highlights. Helped review tests are used to examine the brand awareness.

BRAND AWARENESS PLAN

The key components of a strategy to cultivate brand awareness:

- Recognizing and understanding the customers
- Making a enterprise name and logo,
- Addition of value however in packing, special events, service and location
- Publicizing.
- Later –sales monitor and customers relation managing

ACHIEVING BRAND AWARENESS

- Involve a slogan or jingle :The slogan and jingle stand dominant and can be a modified for a brand
- Be diverse and memorable: Similarity between the manufactured goods and their means of manufactured goods difference and communication is very important.
- Symbol publicity :It helps to remember and memorize a noticeable illustration of the specific brand
- Publicity : Through advertisement company can easily achieve this
- Event funding: It helps to build and retain awareness.
- Using cue : packing is the most important prompts to a brand is due to the point that, it is what the buyer notices when buying a product

BRAND PREFERENCE

It is when we pick a particular enterprise's product or service while you have additional choice, similarly priced and obtainable choices. Brand preference is a mirror image of buyer loyalty, effective marketing strategies, and brand strong point

Purpose

It is to try to compute the effect of promotion actions in the minds and attentions of clients and prospective clients. Greater brand preference typically shows more sales and turnover, also creating it an sign of company economic performance.

BRAND PREFERENCE MIX

Corporate reputation

This alludes to the eyewitnesses aggregate decisions of a corporation dependent on evaluations of social, financial, and ecological effects ascribed to the corporation after some time.

Brand attributes

These are passionate affiliations which are allotted to mark by their clients and prospects.. Brand qualities are the components for building up brand personality.

Service quality

It's an accomplishment in client service. It will reflect at each service experience. Clients will made administration desires from past understanding, showcasing interchanges, and informal.

FACTORS INFLUENCING CONSUMER PREFERENCE OF A BRAND

Promoting

Promoting assumes an essential job in purchaser inclination, particularly for non-strong products, for example, nourishment or magazines. Promoting educates purchasers of accessible merchandise and enterprises and furthermore shapes their impressions of these items. Promoting can likewise make request; for instance, a shopper might not have needed another wireless until he saw garish new telephones on TV.

Social Institutions

Social establishments, including guardians, companions, schools, religion and network show likewise impact buyers' inclinations. For instance, children should need to have the equivalent toys their classmates have, while youthful grown-ups may buy similar items their folks used to purchase.

Accessible Substitutes

On the off chance that an item has a few substitutes - elective items that shoppers may pick rather a specific brand of item - buyers will be increasingly touchy to changes in cost. Notwithstanding, if purchasers don't see comparative items to be viable substitutes - for instance, shoppers who don't think Coke and Pepsi are similarly heavenly - they will be more averse to change to a substitute dependent on cost. This idea is known as the value flexibility of interest.

Cost

Shoppers more often than not buy to a greater extent a decent if the value falls. For instance, a deal or discounted costs may build utilization of a decent. Then again, an expansion in cost may cause decreased utilization, particularly if the great has accessible substitutes.

Purchaser Income

Purchasers regularly want increasingly costly merchandise and enterprises when their pay increments. In the event that they endure a decline in pay, they are bound to pick more affordable merchandise and enterprises. For instance, a business selling extravagance products, for example, adornments, will most likely be more fruitful in a high-salary territory than a low-pay zone.

Accessible Substitutes

In the event that an item has a few substitutes - elective items that buyers may pick rather a specific brand of item - buyers will be increasingly touchy to changes in cost. Nonetheless, if purchasers don't see comparable items to be powerful substitutes - for instance, buyers who don't think Coke and Pepsi are similarly flavorful - they will be more averse to change to a substitute dependent on cost. This idea is known as the value flexibility of interest.

Author/Researcher	Title of the Article/Study	Objectives, Outcome or Findings	Research Gap
Albert A.Barreda, AnilBilgihan, KhaldoonNusaid, FevziOkumus 23 March 2015.	Generating brand awareness in Online Social Networks	Organization superiority positively touches brand awareness. Info superiority positively touches brand awareness. Brand awareness positively touches word of mouth in public media	This topic only deals with creating the brand awareness through social media networks only
SajiththaElangeswaran, V R Ragel 2014	The Influence of Brand Association on Customer Preference: A Study on Branded Carbonated Soft Drinks	The results of the study shows brand association impacts the consumers' preference of carbonated soft drinks	Topic Only covered with the category of carbonated soft drinks
Long-ChuanLuo1 Wen-PinChang2 Hsiu-HuaChang .2014	Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness	The outcomes indicating that when goods suggested in blog posts are examine merchandises or have great brand awareness, customers have extremely positive approaches to funded reference posts.	It deal with the Consumers attitude towards specially treated and promoted brands
NataliaRubio, JavierOubiña, NievesVillaseñor 29 September 2013.	Brand awareness— Brand quality inference and consumer's risk perception in store brands of food products	Observed risk is a critical aspect of the drivers of SB documentation. Changes in the displaying projected are shown for quality realisation. Investment in brand awareness is essential to enlarge customer base of SBs.	Its only talk about the store brand food products

<p>Cathy J. Cobb-Walgren, Cynthia A. Ruble & Naveen Donthu</p> <p>31 May 2013</p>	<p>Brand Equity, Brand Preference, and Purchase Intent</p>	<p>The brand with the greater marketing financial plan generated substantively greater points of brand equity. In turn, the brand with the greater equity in every set produced considerably bigger preferences and consumption purposes.</p>	<p>This topic only deals with how brand equity is increasing through high advertisements</p>
<p>Malik, M. E., Ghafoor, M. M., Hafiz, K. I., Riaz, U., Hassan, N. U., Mustafa, M., & Shahbaz, S</p> <p>May 2013</p>	<p>Importance of Brand Awareness and Brand Loyalty in assessing Purchase</p>	<p>The intention of this effort is to recognize the outcome of brand awareness and brand loyalty on consume intent. Brand Awareness and brand loyalty have solid positive association with purchase.</p>	<p>This topic is only deals with the importance of brand awareness</p>
<p>Christian Homburg, Martin Klarmann, Jens Schmitt</p> <p>2012</p>	<p>Brand awareness in business markets: When is it related to firm performance?</p>	<p>This paper examines below which circumstances brand awareness is associated with market performance in a B2B perspective.</p>	<p>This topic deals that how market performance will leads to the brand awareness</p>
<p>Maria Saaksjarvi, Saeed Samiee</p> <p>24 May 2011.</p>	<p>Relationships among Brand Identity, Brand Image and Brand Preference: Differences between Cyber and Extension Retail Brands over Time</p>	<p>This study examines both kinds of brands have to work hard in the initial stage to make a fruitful brand image that establishes into consumer preference for the brand</p>	<p>This study deal with the brand awareness and preference at the introductory stage only</p>
<p>ChingFu Chen, Yu-Ying Chang</p> <p>2008</p>	<p>Airline brand equity, brand preference, and purchase intentions—The moderating effects of switching costs</p>	<p>The outcomes specify positive connections between brand equity, brand preference, and purchase objectives with a moderation effect of switching cost touching the connection between brand equity and purchase intentions.</p>	<p>It is all about the study of brand equity and brand intensions</p>

Belinda Dewsnap, David Jobber 2007	The sales-marketing interface in consumer packaged-goods companies	The authors improve a structure for understanding the nature, causes and effects of relationships between sales and promotion in customer packaged-goods firms.	Study about relationship between sales and marketing in consumer purchased goods not brand awareness
DevonDelVechio, David H.Henard, Traci H.Freling 30 June 2006.	The effect of sales promotion on post-promotion brand preference: A meta-analysis	The observed results offer insights for create advertising strategy and for understanding the process by which promotions influence brand preference	This topic covers only the process of promotions to influence the brand preference
S. Banumathy M. Hemameena 6, June 2006	Analysis of Brand Preference of Soft drinks in the Global Environment	In the current investigation, the effect of globalisation on brand preference of soft drinks and the elements shaping the brand preference are studied.	This topic only covers with the soft drinks with respect to the globalization
Patti M.Valkenburg, MoniekBuijzen 5 May 2005	Identifying determinants of young children's brand awareness: Television, parents, and peers	The outcomes indicated that exposure to TV were considerably linked to the brand awareness of the youngest children.	Done on only children's and adults.
Ayanwale, Adeolu B TaiwoAlimi, Matthew A. Ayanbimipe 2005	The Influence of Advertising on Consumer Brand Preference	The requirement for great preference to promoting is therefore highlighted for businesses that need to not only hold their market but take positive footsteps to rise their marketplace share	Topic covered about the Study of food drinks not brand
Pamela E.Grimm 24 September 2003.	Ab components' impact on brand preference	Every elements of Ab creates a exceptional and important involvement to enlightening brand preference through products. Here attributes have the ultimate total influence on preference.	Only talk about the attributes of the products which is lead to the preference of a brand

Hoeffler S. & Kevin Lane Keller 01 July 2003	Understanding brands, branding and brand equity	This paper pointing few vital principles of brands, branding and brand equity. The paper moreover pointing few key thoughts in building, determining and managing brand equity.	Here done only Single brand based study, where the other is in general basis
Cornwell, T. B., Roy, D. P., &Steinard, E. A. (2001	Brand Management Paradigms	The current article is deals with the identification and examination of present methods toward brand administration. the importance of brands as bases of constant competitive advantage highlights the significance of validating and filtering the premises and models	Study of brand management not awareness
Emma KMacdonald, aByronMSha rpb 9 March 2000	Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication	They prepared their conclusions quicker than topics in the nonawareness circumstance and tested lesser brands	This topic only deals with how faster decisions will made under the nonawareness condition
V. Srinivasan May 1, 1994	A Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendibility	The process offers the marketplace share first-class and the price premium attributable to brand equity. The survey-based outcomes from put on the way to the toothpaste and mouthwash types show that the suggested approach has good consistency, convergent strength, and predictive strength.	Survey only done with preference to toothpaste and mouth wash categories
David A. Aaker, Alexander L. Biel 1993	Brand Equity & Advertising Advertising's Role in Building Strong Brands	Using a semiological method, Lannon explain the growth of advertising styles in developing markets from what he cans "the manufacturer speaks" to "the brand generates its identifiable language code."	Brand awareness on the basis of advertisement style

CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

The problem is to identify the problem related with brand awareness among the customers was done to analyze the brands mostly preferred by customers in the market, the customers brand awareness and brand preference of Double Horse and to rate the customers' brand loyalty towards "Double Horse" with reference to Manjilas group of companies.

3.2 NEED FOR THE STUDY

The project study was conducted on the topic "Customers brand awareness and brand preference of Double Horse product at Manjilas Food tech Pvt Ltd. The purpose of this research is to gain the deeper knowledge about how and how customers are aware about Double Horse products and how they are preferring the Double Horse products.

3.3 OBJECTIVES OF THE STUDY

- To determine the influence of advertisement on customer brand preference
- To identify the attributes that makes customers to prefer a specific brand
- To analyze whether the quality of a product have any influence on the customer brand preference

3.4 SCOPE OF THE STUDY

The study covers how long Double Horse products can keep its market penetration by keeping its customers happy and meet their changing demands in the competitive world. The scope of the study has been spread around the following issues and tried to address it within the prevailing economic condition

3.5 RESEARCH METHODOLOGY

Research has been well-defined as the handling of concepts or symbols for the determination of generalized to extend accurate or validate knowledge, if knowledge helps in creation of theory or in the preparation of an art. Research methodology is a way to analytically explain the research problems.

Data Sources

Primary Data:

Data and informations was collected From people in Thrissur through questionnaires

Secondary Data:

Secondary data are information study already collected by others for certain other purposes.

Internal: Data from organization, employees.

External: Research reports, websites of organizations.

TOOLS USED FOR ANALYSIS

Research instrument used in this project is questionnaire

List of research or survey questions were designed and asked to fill by the respondents to extracts specific information.

Used SPSS software to find the hypothesis

Used Microsoft word and excel sheets

SAMPLING PLAN

It is definite plan for obtaining a sample from the population.

Sample Unit : A decision regarding sampling unit should be taken before selecting samples for the study. Here in this study the sample unit is Double Horse products among the customers of Manjilas Food Tech Pvt Ltd.

Sampling Size : Sample size is the representative unit of the population.

For this study survey was conducted for 100 respondents.

Sampling procedure : In this study “convenient sampling” techniques is used for data collection .Convenient sampling technique means selecting whatever sampling unites are conveniently available.

Contact Method : Direct contact.

Project Period

The period available for undertaking the study was 6 weeks (03/01/19 to 16/02/19)

3.6 HYPOTHESIS FRAMEWORK

H0 (Null hypothesis) : There is no relationship between quality of the product and customers satisfaction with the product

H1 (Alternative hypothesis): There is a relationship between quality of the product and customers satisfaction with the product

3.7 LIMITATIONS

- **Time factor**

The researcher had only limited period of 6 weeks study. So the study was time bound

- **Experience**

The research had limited experience in the field being a student

- **Response**

Some of the respondents were reluctant to answer all the question is being collected from a sample of population, this view cannot be generalized on large population.

- **Sample survey**

Since the information is being collection from a simple of population , this view cannot be generalized on large population.

3.8 CHAPTER SCHEME:

Chapter 1: Introduction

This chapter consist of Introduction about topic, industry profile, Company profile, Vision, mission, competitor's information, financial statement, future prospects of the company, promoters, swot analysis.

Chapter 2: Conceptual background and literature review.

In this chapter theoretical background of the study related to topic and 20 literature review are there of different authors.

Chapter 3: Research Design

This chapter consist of statement of the problem, need for the study, objective, scope, hypothesis framework, limitations.

Chapter 4:Data interpretation and Data analysis

In this chapter data analysis, interpretation and Statistical tool is there.

Chapter 5: Summary of findings, summary, conclusion and suggestion.

This chapter consists of finding of a project, summary, conclusion, and suggestion given by the respondent.

CHAPTER 4

ANALYSIS AND INTERPRETATION

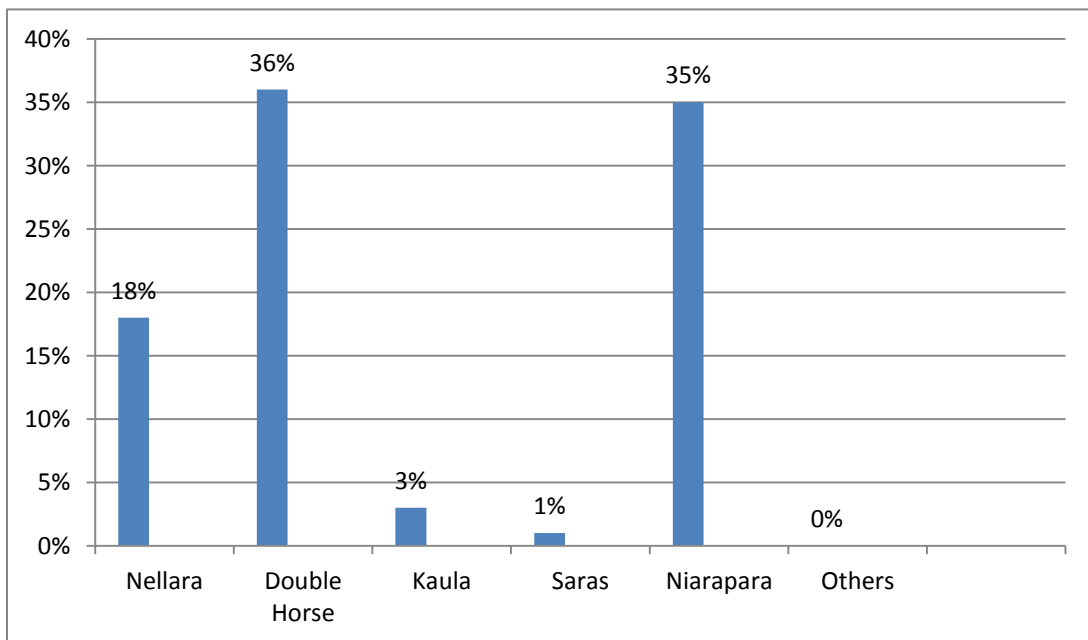
Table 4.1 Brand Preference of Respondents

OPTIONS	NO.OF RESPONDENTS	PERCENTAGE
Nellara	18	18%
Double Horse	36	36%
Kaula	3	3%
Saras	1	1%
Niarapara	35	35%
Others	0	0%
Total	100	100%

ANALYSIS

From the study it was found that 36% of respondents prefer Double Horse, 35% of respondents prefer Nirapara, 18% prefer Nellara, 1% , 3% respondents prefer Kula and 1% respondents prefer Sara’s products.

Chart 4.1 Chart showing brand preference of respondents



INTERPRETATION

The most preferred Brand Preference is for Double Horse due to its high quality of products and the techniques they adopt to improve their brand preference. Majority of the respondents are familiar with Double Horse products due to the influence of Double Horse products in the market

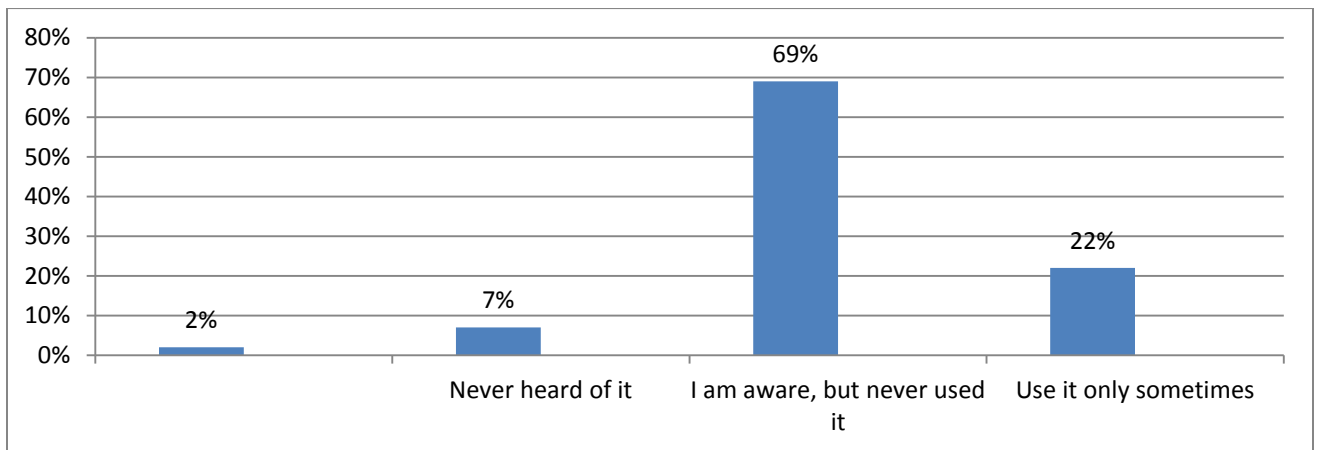
Table 4.2 The respondents familiarity with Double Horse

OPTIONS/OPINIONS	NO.OF RESPONDENTS	PERCENTAGE
Never heard of it	2	2%
I am aware, but never used it	7	7%
Use it only sometimes	69	69%
Use it only a regular basis	22	22%
Total	100	100%

ANALYSIS

From the above table, 69% of the respondents use the product some times, 22%use it regular basis, 7% of them are aware about it but have never used it and 2% of respondents had never heard about Double Horse products.

Chart 4.2 Chart showing the respondents familiarity with Double Horse



INTERPRETATION

From this study it can be concluded that, nearly 69% of the people use the products sometimes, only because of the quality and taste of the products. Since Manjilas is dedicated to give total gratification to their consumers through constant perfection of products and innovative food products, every customers will dare to experiment the company's product atleast in a while. And 22% of the customers use it on a regular basis which is also a keyfactor in maintaining their business.

Table 4. 3_Customers awareness about Double Horse products

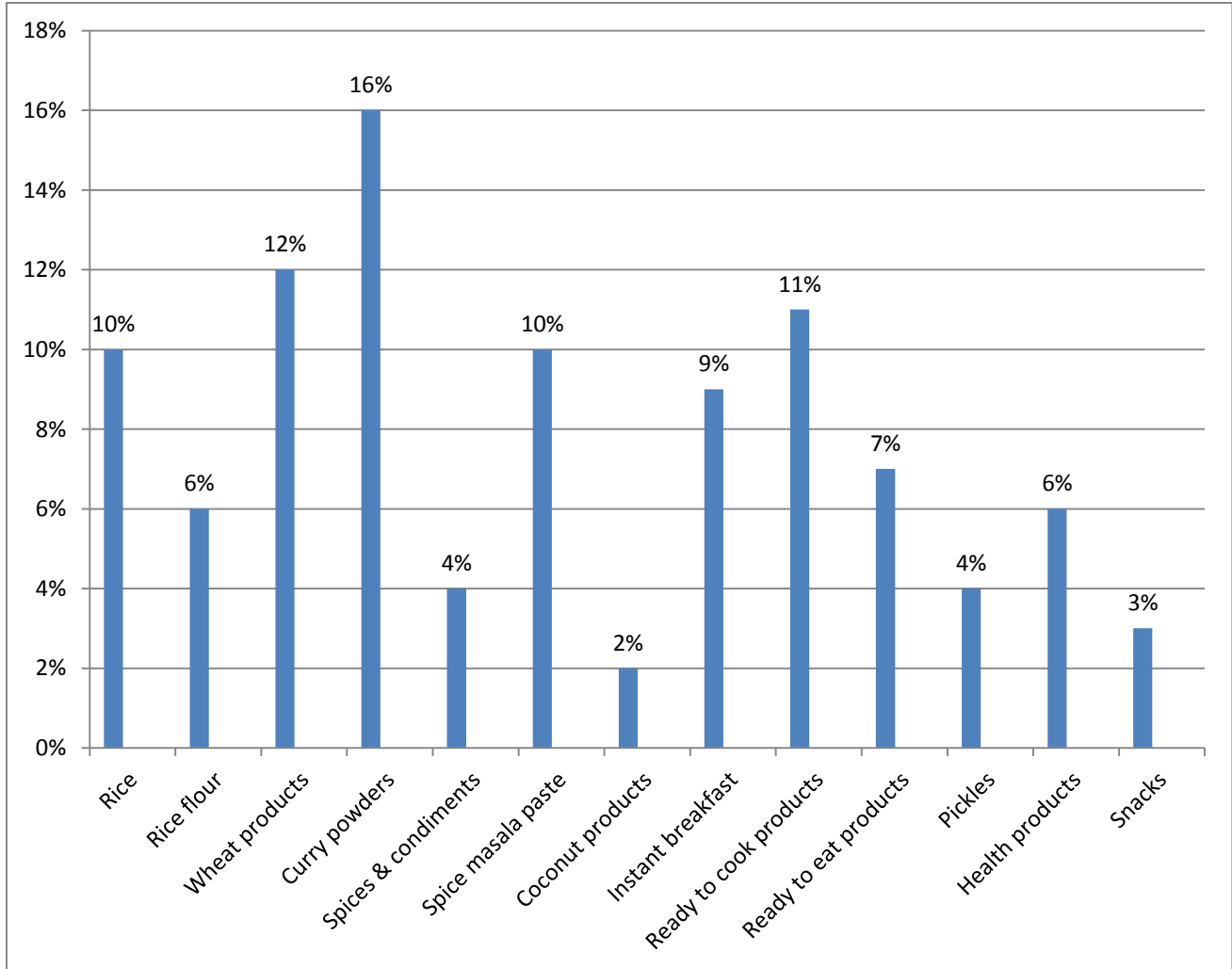
ITEMS	NO.OF RESPONDENTS	PERCENTAGE
Rice	10	10%
Rice flour	6	6%
Wheat products	12	12%
Curry powders	16	16%
Spices & condiments	4	4%
Spice masala paste	10	10%
Coconut products	2	2%
Instant breakfast	9	9%
Ready to cook products	11	11%
Ready to eat products	7	7%
Pickles	4	4%
Health products	6	6%
Snacks	3	3%
Total	100	100%

ANALYSIS

From the above table, 16% of respondents are aware about curry powders and 11% of consumers are aware about Ready to cook products ,12% respondents are aware about wheat products and 10% consumers are aware about spice masala products , and 10% of respondents are aware about rice and remaining products like rice flour, spices and condiments coconut products

,ready to eat products, pickles, health products and snacks ,awareness about all these products are lesser compared to the main products.

Chart 4.3 Chart showing customers awareness about Double Horse products



INTERPRETATION

Though Manjilas group started with the rice milling, from this analysis it is clear that, today, the most known Double Horse product is the curry powders. Humans' idea in exploring new dishes has come far way better. This experimentation of new dishes is enhanced by the curry powders which adds a special taste. Double Horse producing varieties of curry powders make the customers to take the initiative step in purchasing the company product.

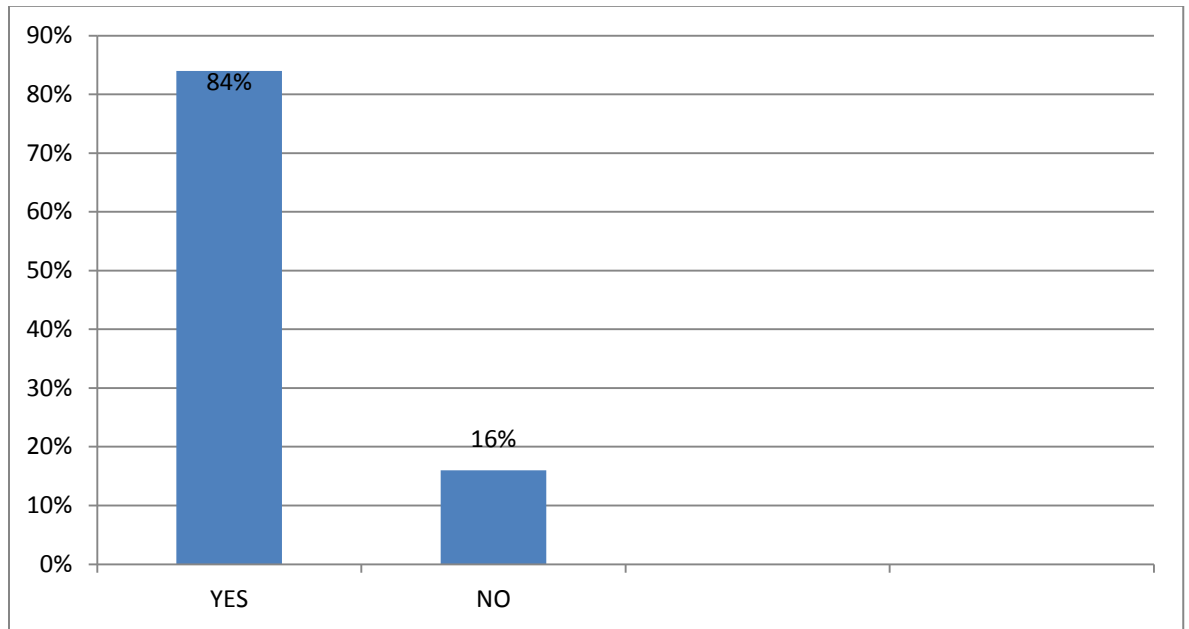
TABLE 4.4 The respondents usage of Double Horse products

OPTIONS	NO.OF RESPONDENTS	PERCENTAGE
YES	84	84%
NO	16	16%
TOTAL	100	100

ANALYSIS

From the study, it is cleared that more than 84 % respondents use Double Horse products.

Chart 4.4 Chart showing the respondents usage of Double Horse products



INTERPRETATION

From this analysis we gain a relieving information for the company that almost everyone use the Double Horse products, since it involves the expansion of old-style as well as the advanced products. The skilled laborers, good servicing, financial strength, distribution process and marketing techniques of the company are the key factors in the growth of the Double Horse products.

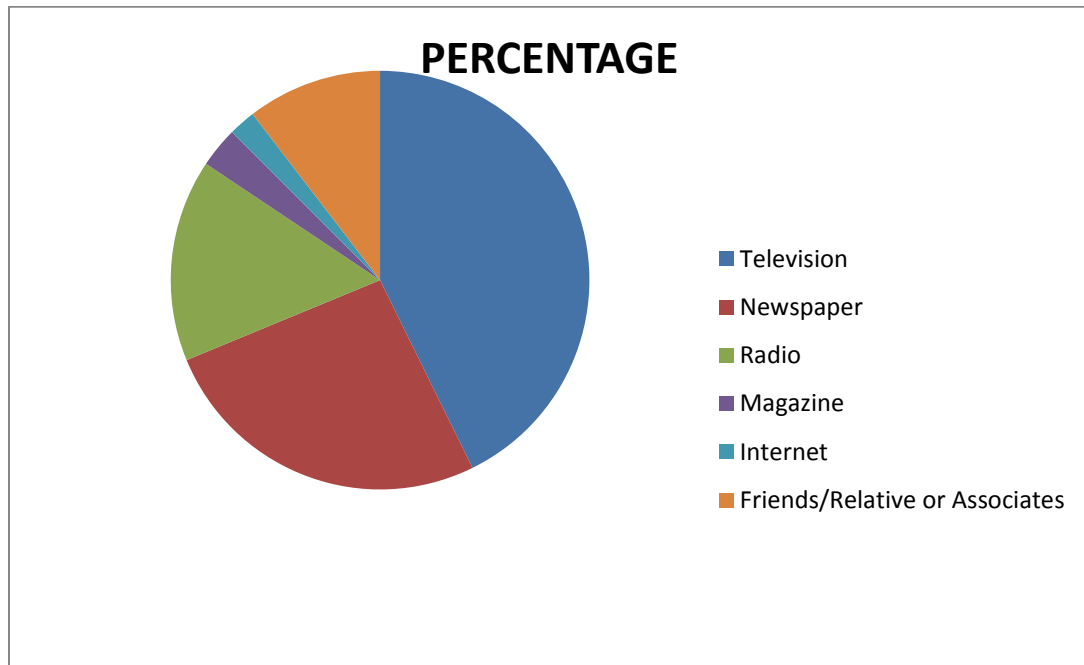
TABLE 4.5 The sources of information about Double Horse products

SOURCE	NO. OF RESPONDENTS	PERCENTAGE
Television	41	42.71%
Newspaper	25	26.04%
Radio	15	15.62%
Magazine	3	3.12%
Internet	2	2.08%
Friends/Relative or Associates	10	10.42%
Total	96	100

ANALYSIS

42.71% of the customers know about the product through television, 26.04% of the people through newspapers, 15.62% people through radio, 3.12% of people through magazine, 2.08% through internet, and 10.42% through friends/relatives.

Chart 4.5 Chart showing the sources of information about Double Horse products



INTERPRETATION

Majority of the customers are aware about Double Horse products through television. The products are mainly used by homemaker/housewives as the product is used in cooking. Television is the most prominent promotional advertisement tool to reach the targeted marketers. Rest of them through newspaper, radio, magazine, internet, friends etc...

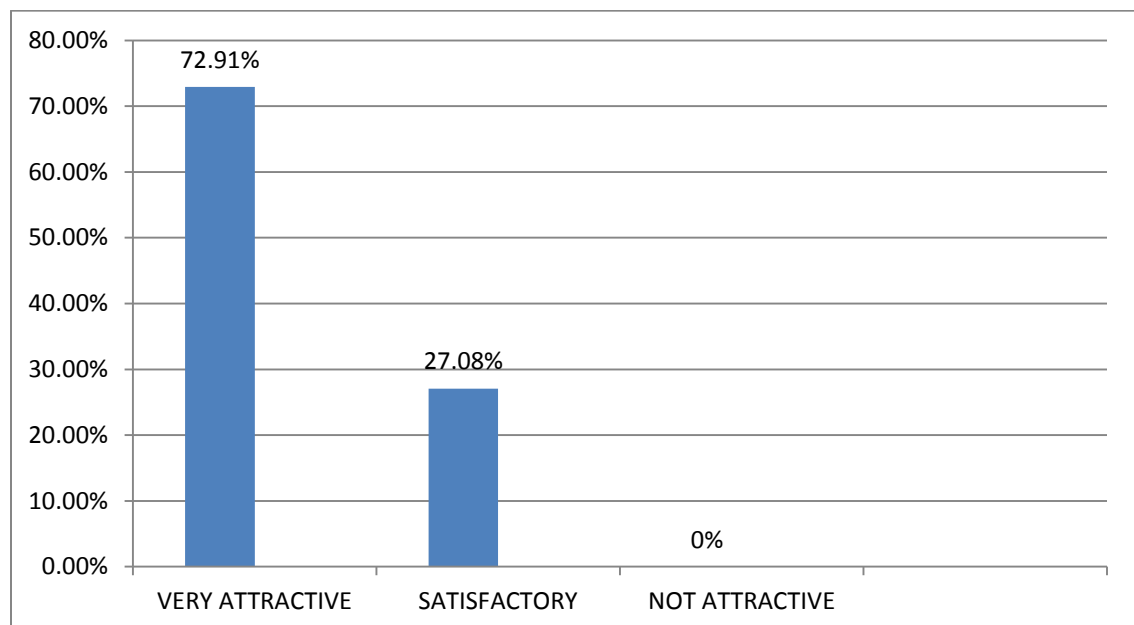
TABLE 4.6 The attractiveness of Double Horse products

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
VERY ATTRACTIVE	70	72.91%
SATISFACTORY	26	27.08%
NOT ATTRACTIVE	0	0%
TOTAL	96	100

ANALYSIS

From the above table 72.91 % respondents agree that Double Horse products are very attractive and remaining is satisfied. None of them stated Double Horse products are not attractive.

Chart 4.6 Chart showing the attractiveness of Double Horse products



INTERPRETATION

Double Horse products are packed accordingly on the basis of the each product. They always try to maintain some theme applied covers corresponding to the product which helps the users to easily figure out the product. They mainly use covers of colors like green, red, blue etc... which resembles freshness, energy, truth that attracts every customers.

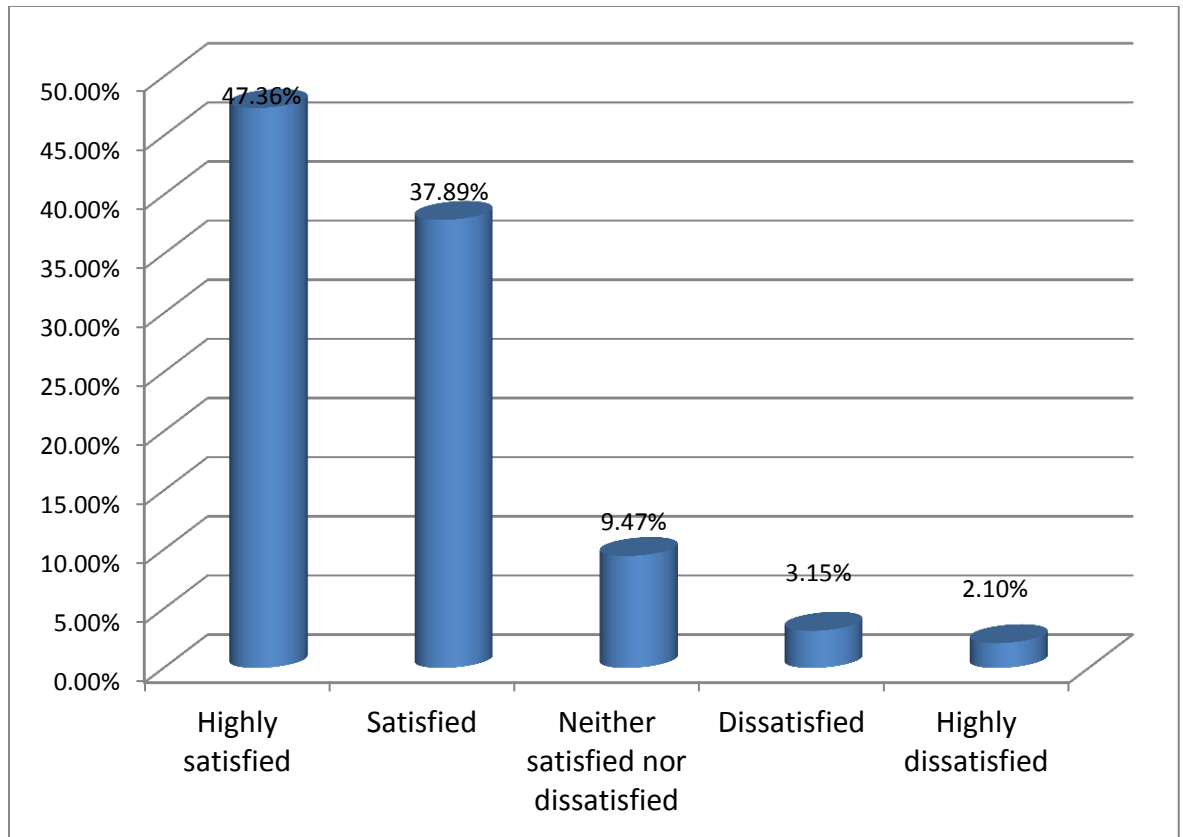
TABLE 4.7 Quality of Double Horse products in the market

LEVEL OF OPTION	NO.RESPONDENTS	PERCENTAGE
Highly satisfied	45	47.36%
Satisfied	36	37.89%
Neither satisfied nor dissatisfied	9	9.47%
Dissatisfied	3	3.15%
Highly dissatisfied	2	2.10%
Total	95	100%

ANALYSIS

From the above table, the quality of the Double Horse product in the market is highly satisfied by 47.36%, satisfied by 37.89%, neither satisfied nor dissatisfied by 9.47%, dissatisfied by 3.15%, highly dissatisfied by 2.10% of the people.

Chart 4.7 Chart showing quality of Double Horse products in the market



INTERPRETATION

From this table a high quality of the people are satisfied by the quality. With high number of skilled labourers, Double Horse highlighting on maintain stern quality considerations that contains the subsequent discovery of total bacterial amount. Hence the quality is well satisfied.

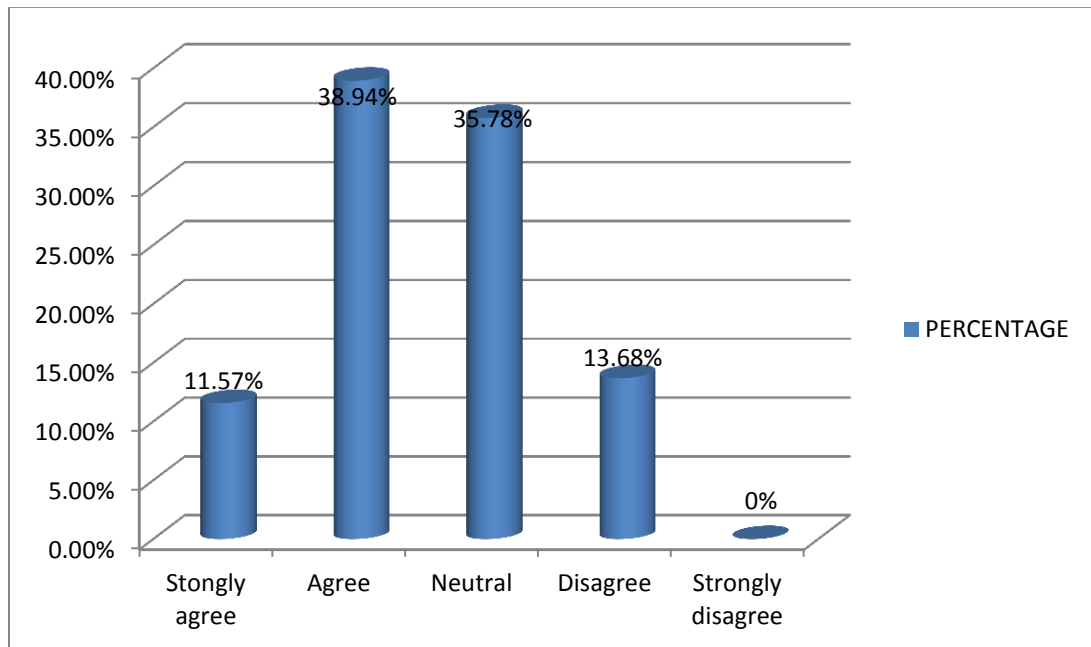
TABLE 4. 8 Double Horse products are affordable or not

DEGREE OF OPTION	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	11	11.57%
Agree	37	38.94%
Neutral	34	35.78%
Disagree	13	13.68%
Strongly disagree	0	0%
Total	95	100%

ANALYSIS

The above table shows that 38.94% of respondents agree that the Double Horse products are affordable, 35.78% respondents are neutral in opinion, 11.57% strongly agree while 13.68% respondents disagree. But none of them strongly disagree

Chart 4.8. Chart showing Double Horse products are affordable or not



INTERPRETATION

Double Horse always tries to strengthen their positions in the market by considering all the categories of people. So it also maintains the true apt value for the products which makes it affordable for every level of people.

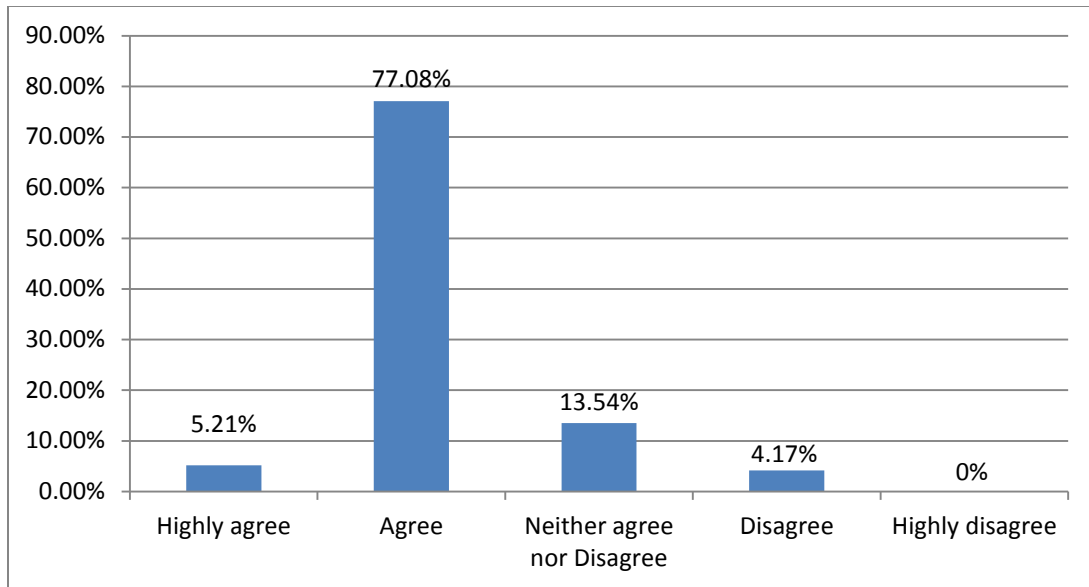
TABLE 4.9 Availability of Double Horse products in all nearby outlets

LEVEL OF OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Highly agree	5	5.21%
Agree	74	77.08%
Neither agree nor Disagree	13	13.54%
Disagree	4	4.17%
Highly disagree	0	0%
Total	96	100

ANALYSIS

From the above analysis ,it was found that are availability of the Double Horse products in nearby outlets are agreed by 77.8% of people, 13.54%of people neither agree or disagree, 5.21% people highly agree while 4.17% of people disagree. But neither of them has highly disagreed.

Chart 4.9 Chart showing availability of Double Horse products in all nearby outlets



INTERPRETATION

Manjilas group has 2 manufacturing units which have a combined capacity of producing 120 tons per day. It also shows a keen interest in distributing the products reach over 20 lakh homes in the country with the help of 5000 dealers. This effective distribution make the products available in all nearby outlets, satisfying the needs of the customers

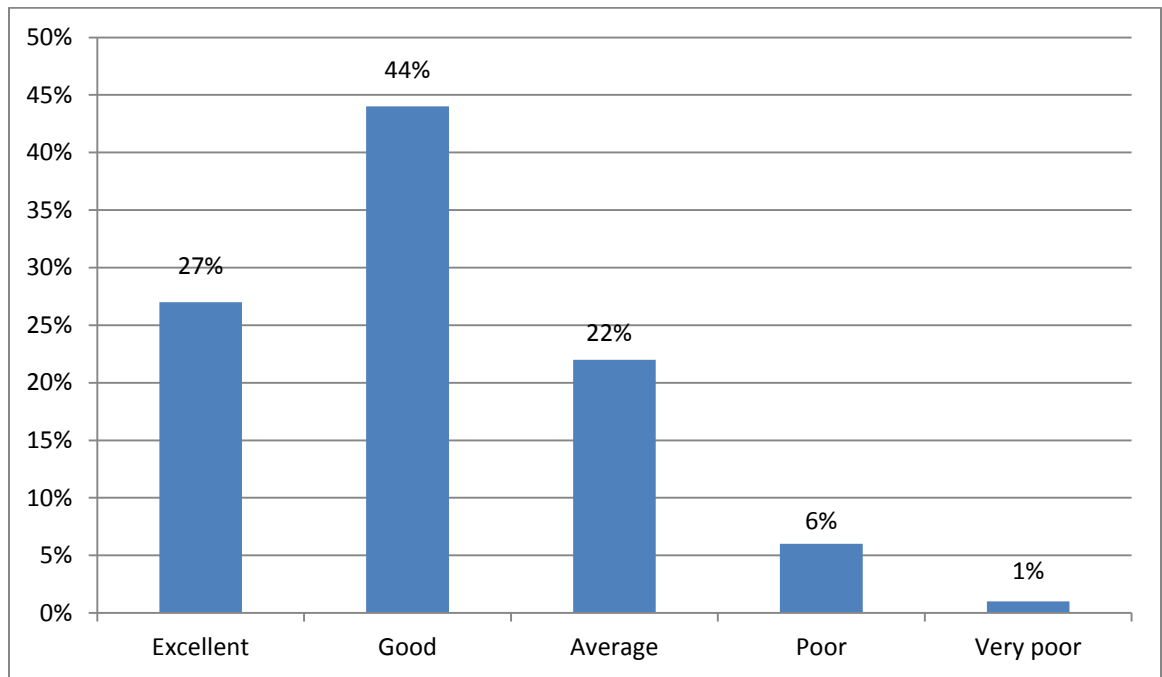
Table 4.10 Appearance of Double Horse products

LEVEL OF OPTION	NO. OF RESPONDENTS	PERCENTAGE
Excellent	27	27%
Good	44	44%
Average	22	22%
Poor	6	6%
Very poor	1	1%
Total	100	100%

ANALYSIS

From the above, it is understood that the appearance of the Double Horse products are claimed good by 44% of people, excellent by 27%, average by 22%, poor by 6% and very poor by 1%.

Chart 4.10 Chart showing appearance of Double Horse products



INTERPRETATION

Double Horse products are packed accordingly on the basis of the each product. They always try to maintain some theme applied covers corresponding to the product which helps the users to easily figure out the product. They mainly use covers of colors like green, red, blue etc... which resembles freshness, energy, truth that attracts every customers.

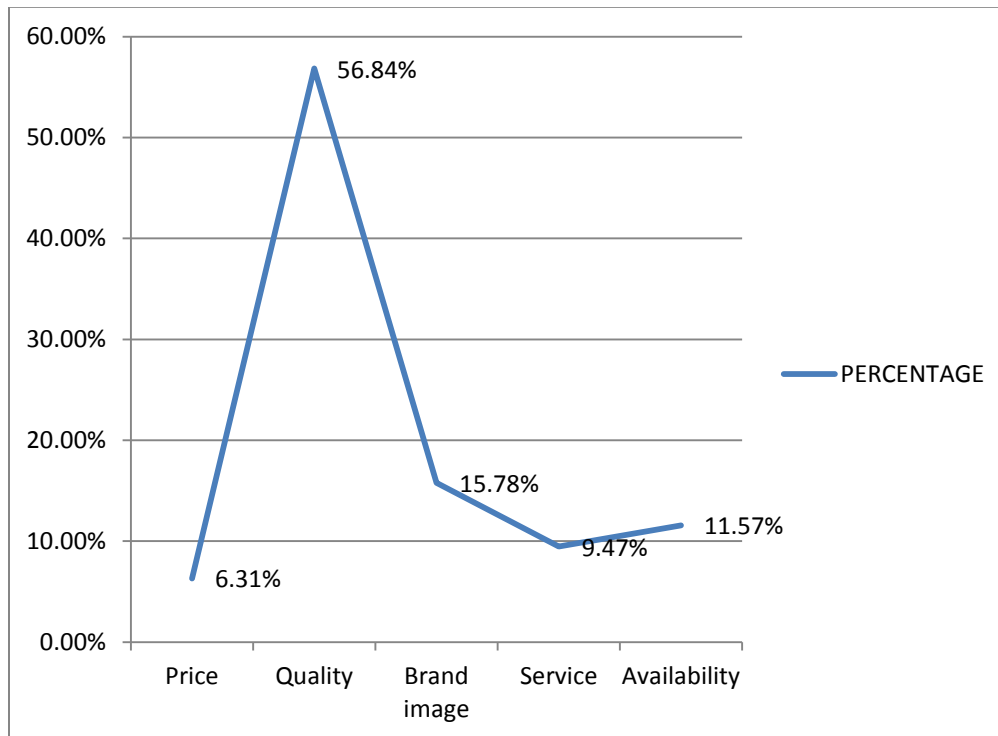
TABLE 4.11 Reasons for preferring Double Horse brands

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Price	6	6.31%
Quality	54	56.84%
Brand image	15	15.78%
Service	9	9.47%
Availability	11	11.57%
Total	95	100%

ANALYSIS

From the above table, the reasons for preferring Double Horse brands is because 56.84% of its quality, 15.78% of its brand image, 11.57% of its availability, 9.47% of its service, and 6.31% of its price.

Chart 4.11 Chart showing reasons for preferring Double Horse brands



INTERPRETATION

From the above table , Majority of the customers prefer Double Horse products because of its quality. With the help of skilled labours, it always take initiative step in innovating improved products both traditional and modern. Some other customers prefer it because of its brand. This shows that Double Horse have good brand image in the market. Availability, services, and price are also other reason for customer preference

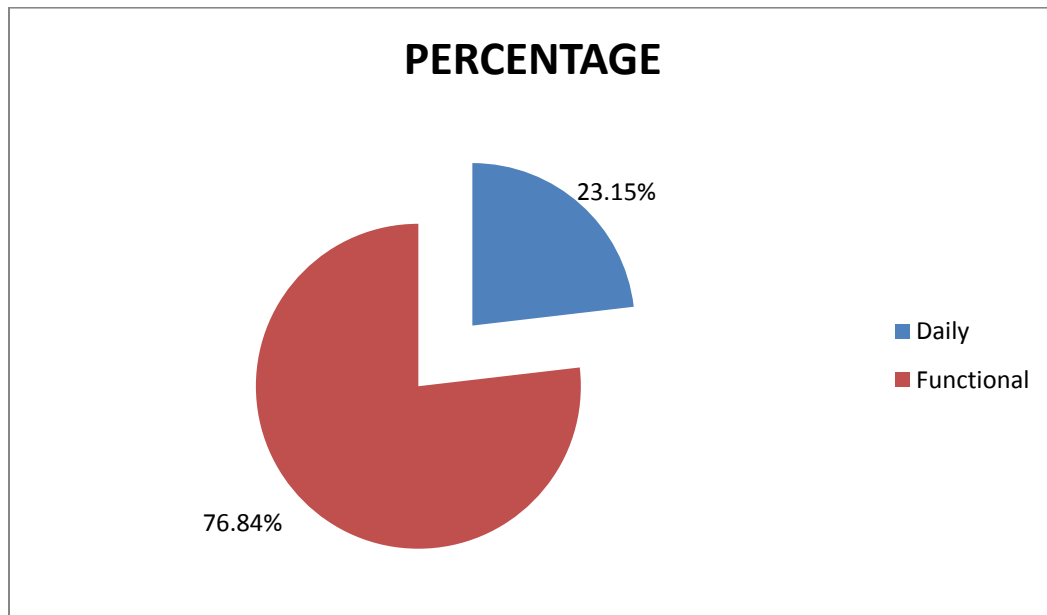
Table 4.12 Occasion for using Double Horse products

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Daily	22	23.15%
Functional	73	76.84%
Total	95	100%

ANALYSIS

From the above table it is found that 76.84% of the people use the Double Horse products functionally and 23.15% of the people use it daily.

Chart 4.12 Chart showing occasion for using Double Horse products



INTERPRETATION

Since Double Horse products are of high quality, the rate may also go a little above the average which makes it less adaptable to the middle class or poor. So such people use these products occasionally for some functions rather than daily usage.

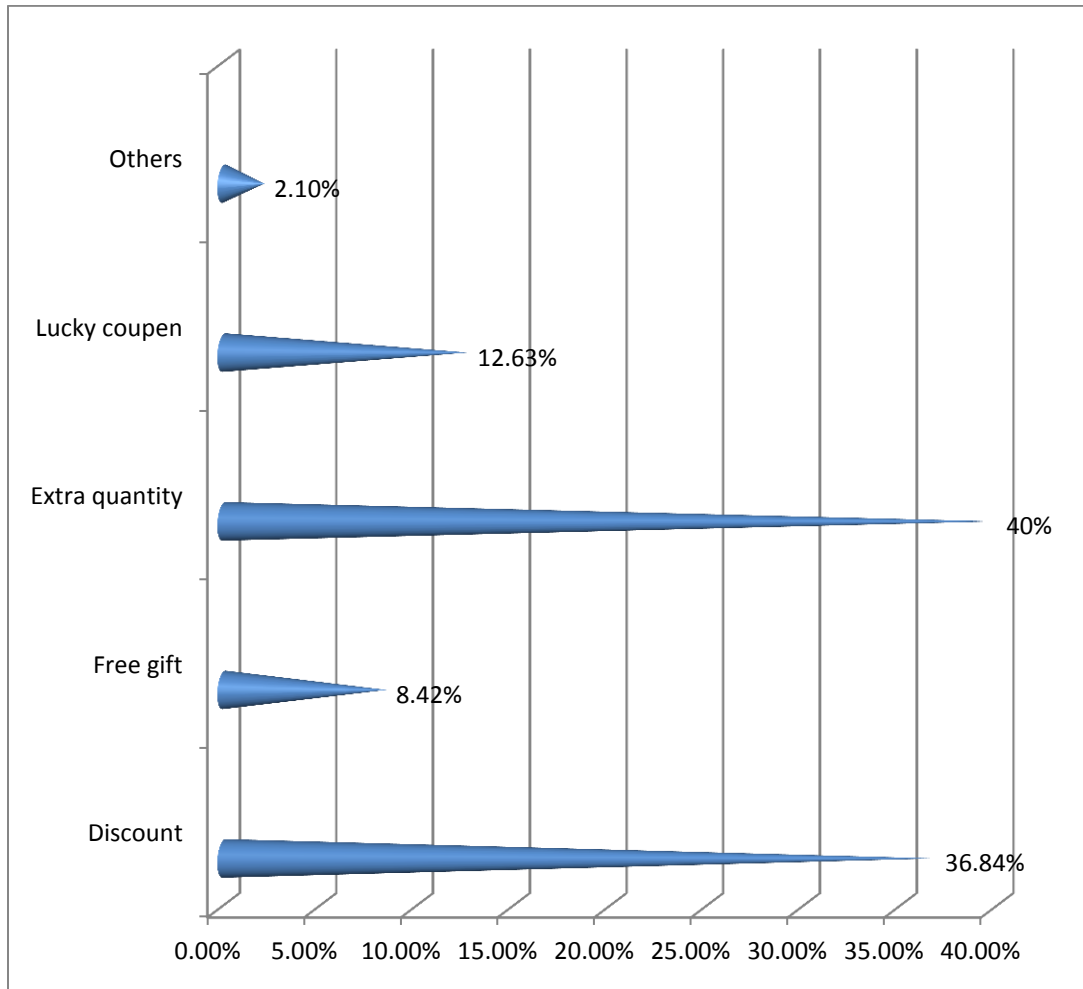
Table 4.13 Preference of promotional offers by customers

PROMOTIONAL OFFERS	NO. OF RESPONDENTS	PERCENTAGE
Discount	35	36.84%
Free gift	8	8.42%
Extra quantity	38	40%
Lucky coupon	12	12.63%
Others	2	2.10%
Total	95	100%

ANALYSIS

The above table shows that 40% of customers are motivated to purchase a product because of the extra quantity offered by the seller, 36.84% of people by discount, 8.42% people purchase by Free gift, 12.63% by coupons etc...

Chart 4.13 Chart showing preference of promotional offers by customers



INTERPRETATION

People are always happy if they are provided with extra quantity as well as with the best products with a low rate. Hence giving a satisfactory discount as well as extra quantity in awhile will increase the product selling and the marketing of the product. In simple the customers wait for extra quantity and discount other than pampering them with free gift and lucky coupons.

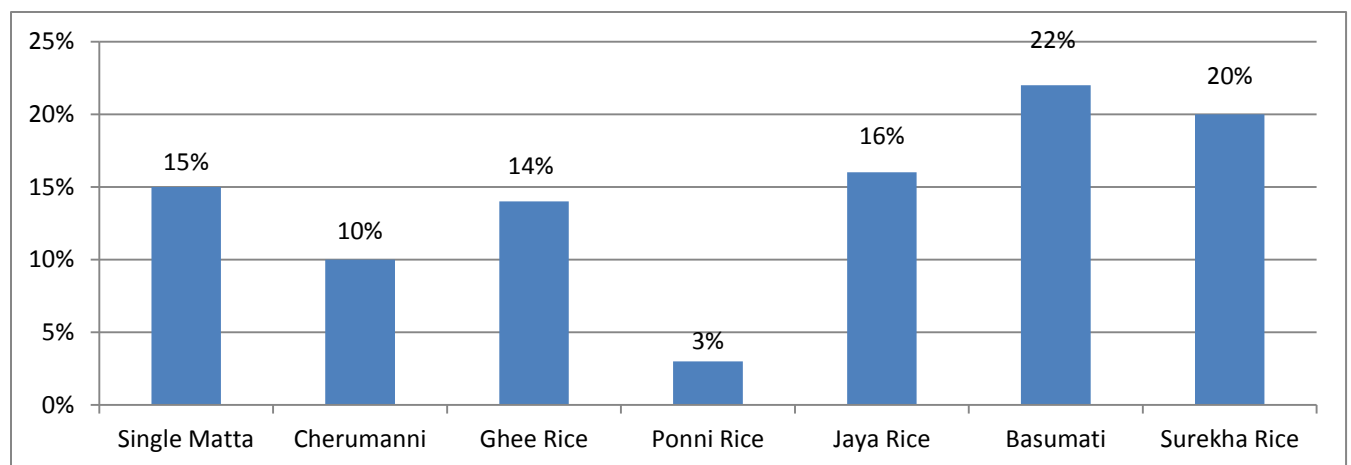
Table 4.14 Rice variety preference of Double Horse

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Single Matta	15	15%
Cherumanni	10	10%
Ghee Rice	14	14%
Ponni Rice	3	3%
Jaya Rice	16	16%
Basmati	22	22%
Surekha Rice	20	20%
Total	100	100%

ANALYSIS

Out of 100 respondents 22% of respondents choose Basmati rice, 20% of respondents choose Surekha rice, 16% of respondents prefer Jaya rice, 14% of respondents prefer Ghee rice, 10% respondents prefer Cherumani rice, 15% of respondents prefer Single matta rice and 3% of respondents are prefer ponni rice.

Chart 4.14 Chart showing rice variety preference of Double Horse



INTERPRETATION

Manjilas group is responsible for producing varieties of rice of which Basmati rice is chosen by most of the customers. This rice is mainly used to cook Biryani which is the most delicious and marketed main course all over the country. So, people show interest in purchasing the Basmati rice.

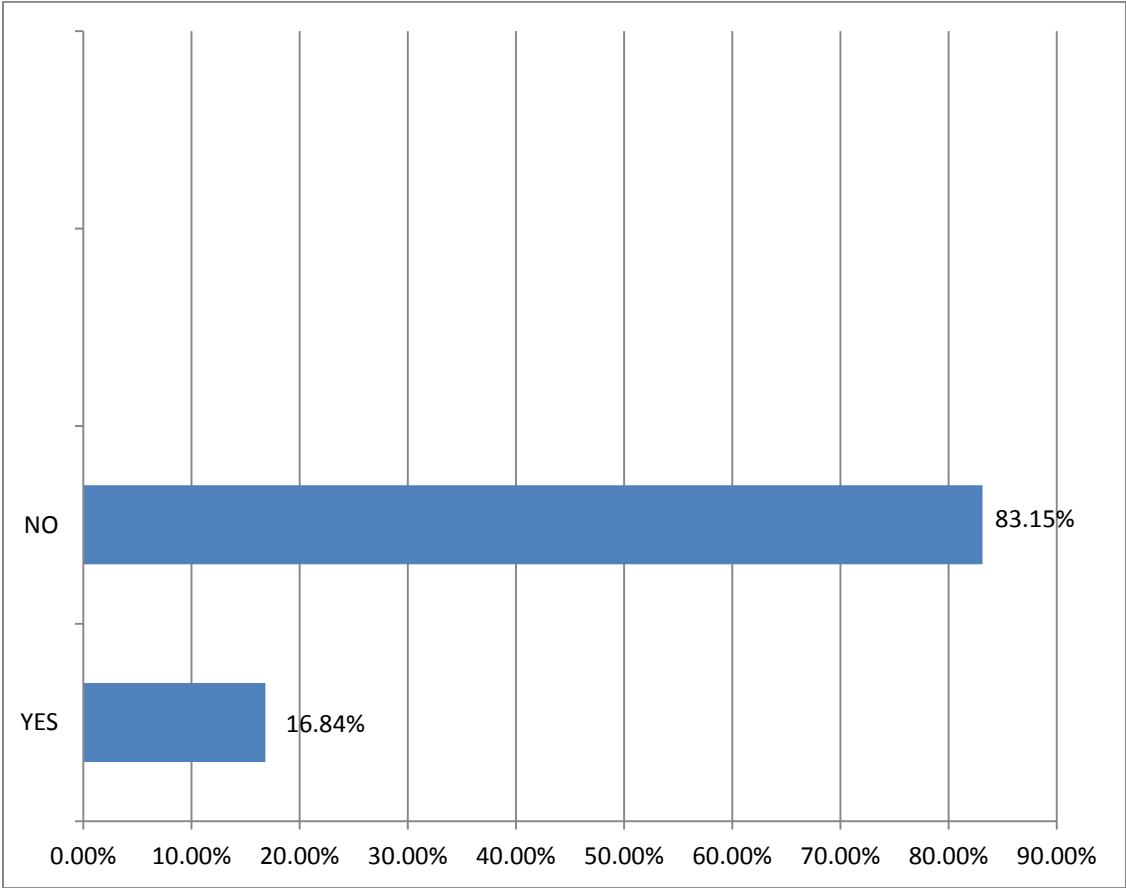
Table 4.15 Complaints on Double Horse products

RESPONSE	NUMBER	PERCENTAGE
YES	16	16.84%
NO	79	83.15%
Total	95	100%

ANALYSIS

Out of 100% of respondents 83.15% have no complaints on DH products and only 16.84% have complaints on DH products. This shows that majority of the consumers are satisfied with DH products.

Chart 4.15 Chart showing complaints on Double Horse products



INTERPRETATION

The complaints against the DH products are very less, because , the company always maintain to produce high quality products. And other factors like servicing , marketing, distribution are all considered in accordance with the customers' satisfaction.

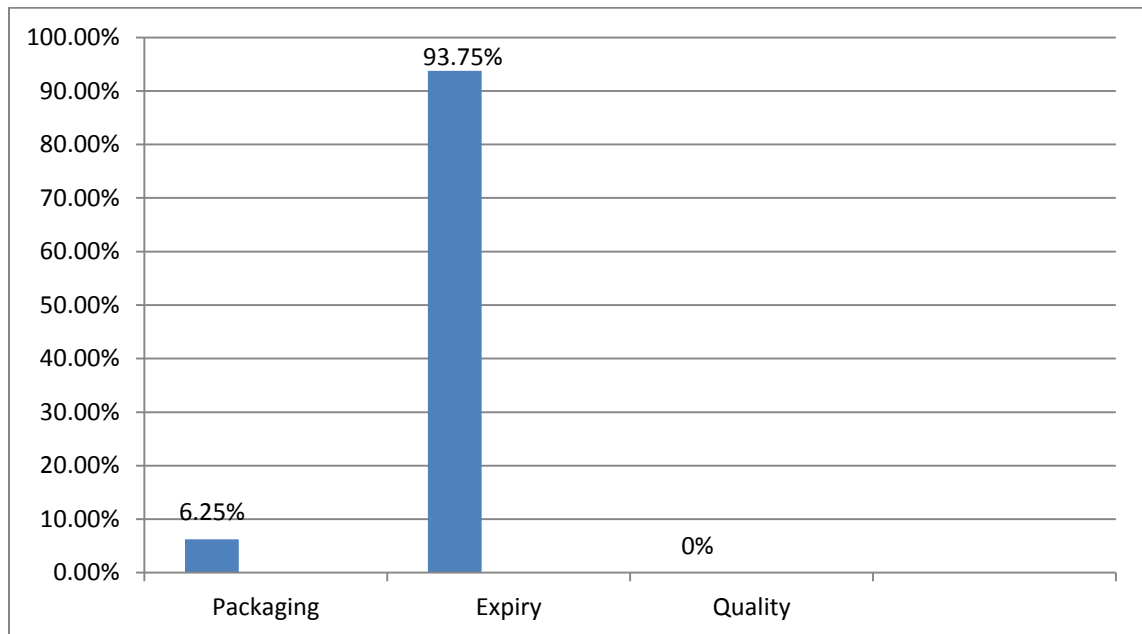
TABLE 4.16 Main complaints on Double Horse products

OPTIONS	NO.OF RESPONDENTS	PERCENTAGE
Packaging	1	6.25%
Expiry	15	93.75%
Quality	0	0%
Total	16	100%

ANALYSIS

Out of 100 respondents only 16 respondents have complaints n DH products. Among them ,15 respondents have complaints on the expiry date of the products they purchased and other respondent on its defective packing. It is noticed that no customer have complaints in quality of DH products.

Chart 4.16 Chart showing main complaints on Double Horse products



INTERPRETATION

The main complaints about the Double Horse is about its expiry date. But this mistake is not directly done by the producers rather it is the duty of the dealers and outlet keepers to frequently check the expiry and take necessary needs. And the complaints in packaging may be because of the worn and tear that may happen during the distribution of the products.

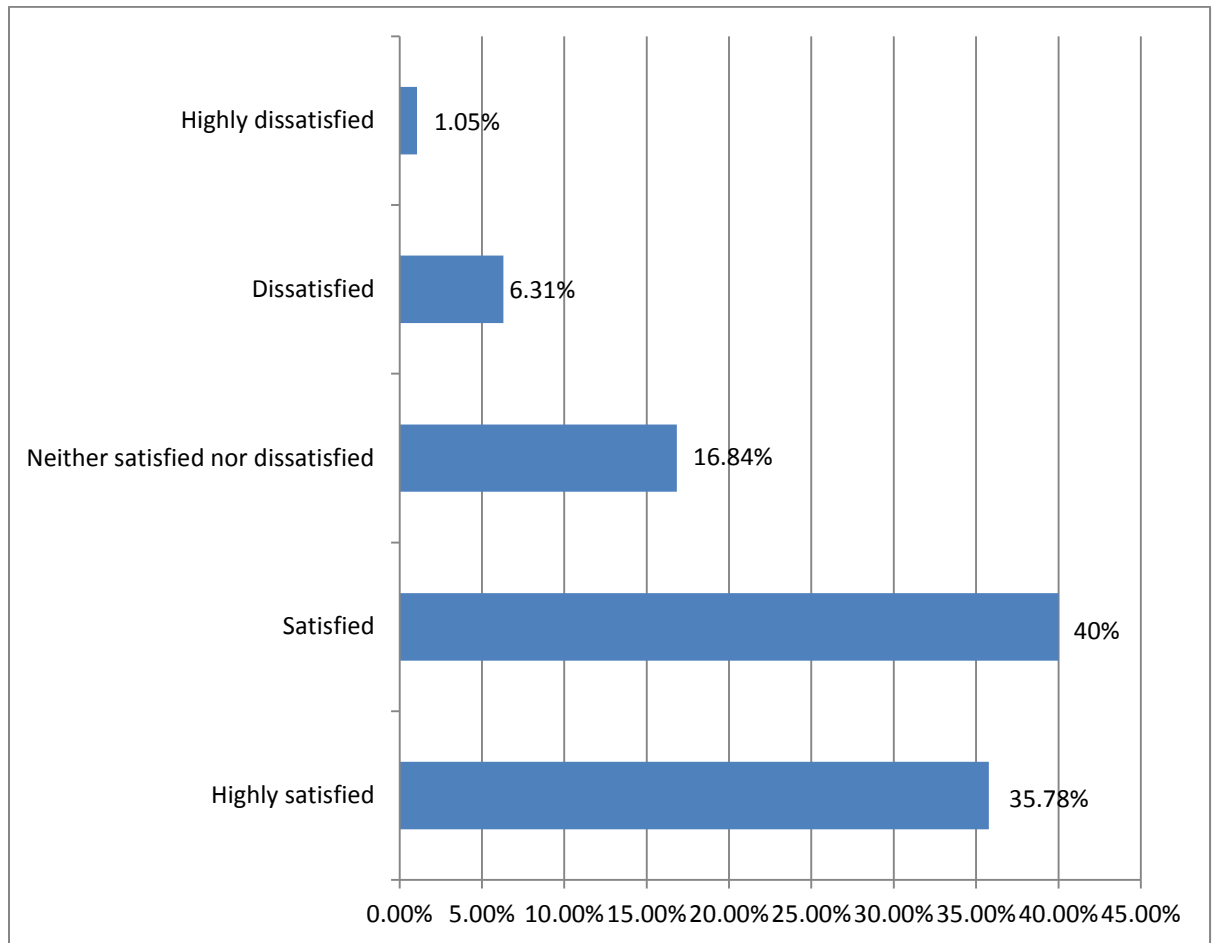
Table 4.17 Customer satisfaction level on Double Horse

DEGREE OF SATISFACTION	NO. OF REpondENTS	PERCENTAGE
Highly satisfied	34	35.78%
Satisfied	38	40%
Neither satisfied nor dissatisfied	16	16.84%
Dissatisfied	6	6.31%
Highly dissatisfied	1	1.05%
Total	95	100%

ANALYSIS

Above table shows that 35.78% of the consumers are highly satisfied with DH products, 40% are satisfied, 16.84% showed an average response and finally about 6.31% customers shows some dissatisfaction and 1% of people are highly dissatisfied towards DH products.

Chart 4.17 Chart showing customer satisfaction level on Double Horse



INTERPRETATION

Most of the consumers are satisfied by the DH foods, since Manjilas is dedicated to provide complete fulfillment to their customers through constant perfection of products, processes and distribution. They always maintained on equilibrium on the on the quality of products provided on various segments.

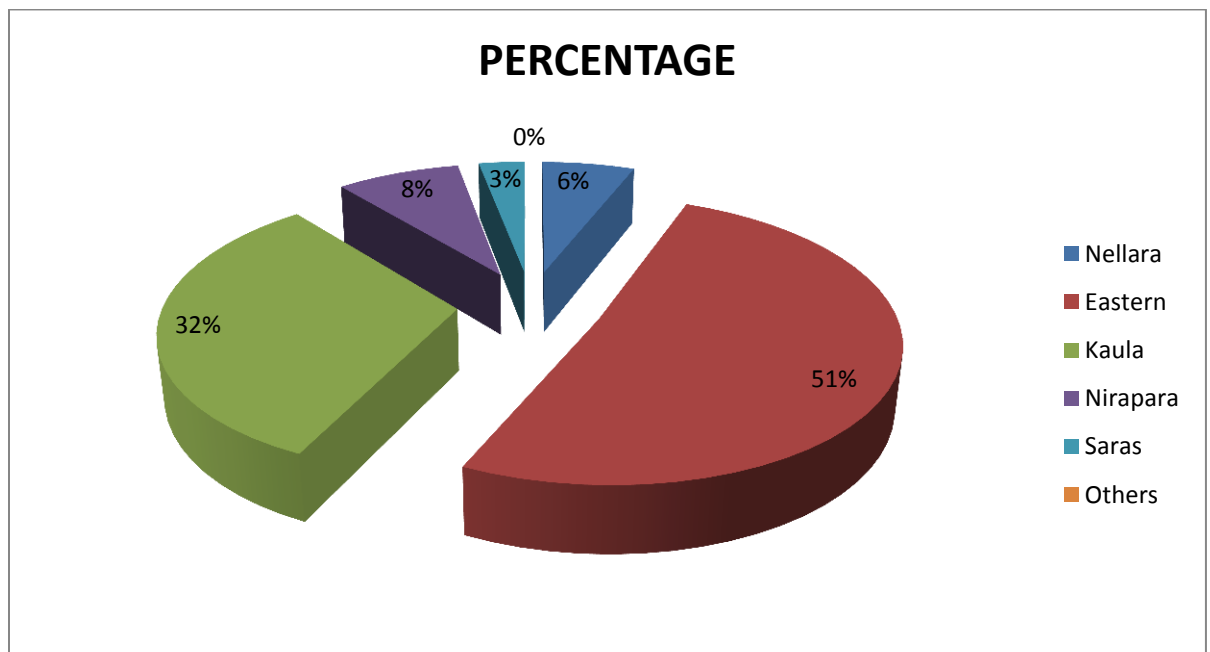
Table 4.18 Customer brand preference in the absence of Double Horse products

OPTIONS	NO.OF RESPONDENTS	PERCENTAGE
Nellara	6	6%
Eastern	51	51%
Kaula	32	32%
Nirapara	8	8%
Saras	3	3%
Others	0	0%
Total	100	100%

ANALYSIS

From the above table 51% of the respondents prefer Eastern products and 31% of the respondents prefer Kaula products, 6% of the respondents prefer Nellara, 8% of the respondents prefer Nirapara and 3% of the respondents prefer Saras products when DH products are not available in the shops.

Chart 4.18 Chart showing customer brand preference in the absence of Double Horse products



INTERPRETATION

In the absence of Dh, most of them prefer Eastern food products which also match up the customers' needs through its high quality products, marketing, servicing and the influence of the famous people through ads. The customers also prefer Kaula , Nirapara, Nellara etc...

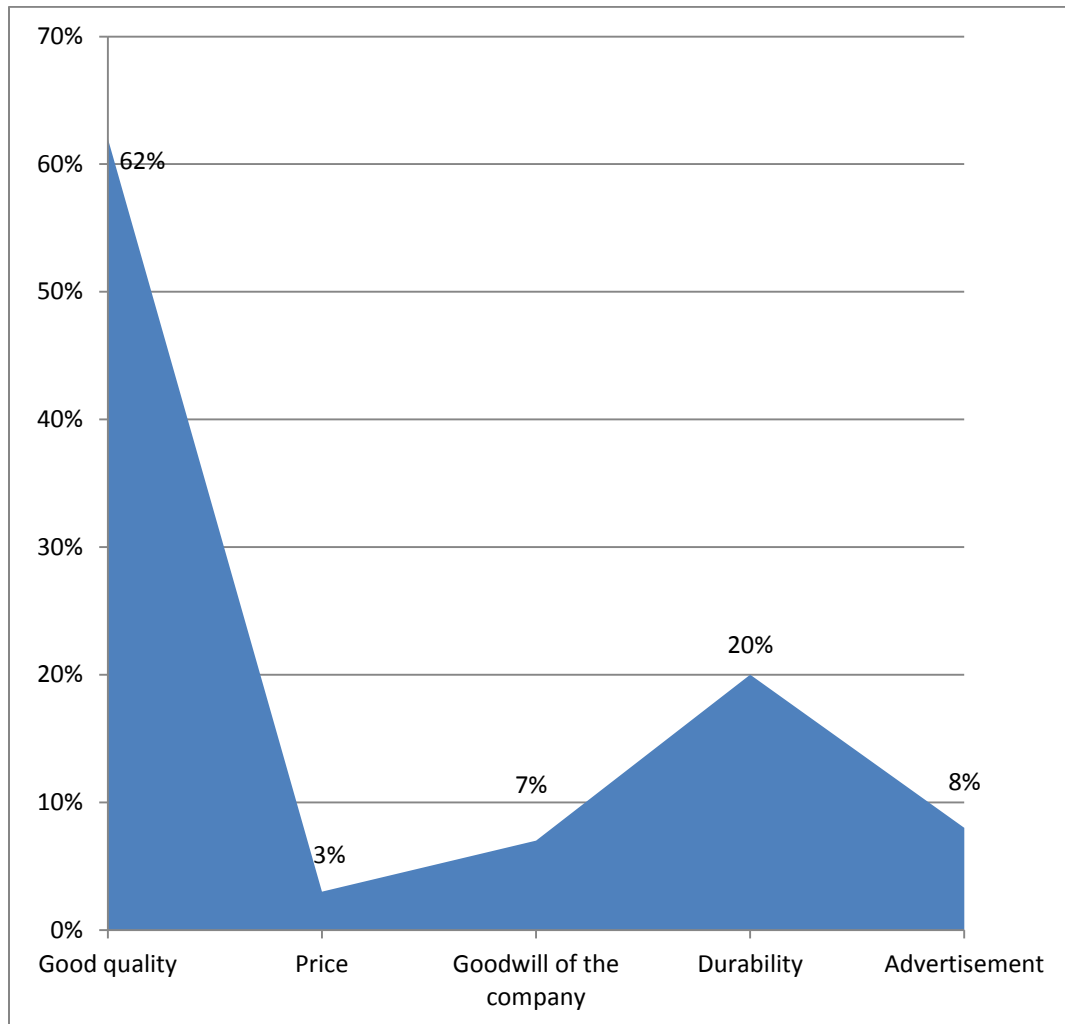
Table 4.19 Factors which influence customers brand preference

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Good quality	62	62%
Price	3	3%
Goodwill of the company	7	7%
Durability	20	20%
Advertisement	8	8%
Total	100	100%

ANALYSIS

From the above table 62% of customers of the customer prefer brand because of good quality, 20% for its durability and 3% for price, 7% for goodwill of the company, and 8% for advertisement.

Chart 4.19 Chart showing factors which influence customers brand preference



INTERPRETATION

From the analysis it is understood that the most important factor which influence the customers' Brand preference is good quality. If it is possible to portray the quality and benefits of the products, it increases the market for the product. DH takes an additional step to maintain this strategy which in turn increases its brand preference. It also uses other brand preference techniques like durability, price etc...

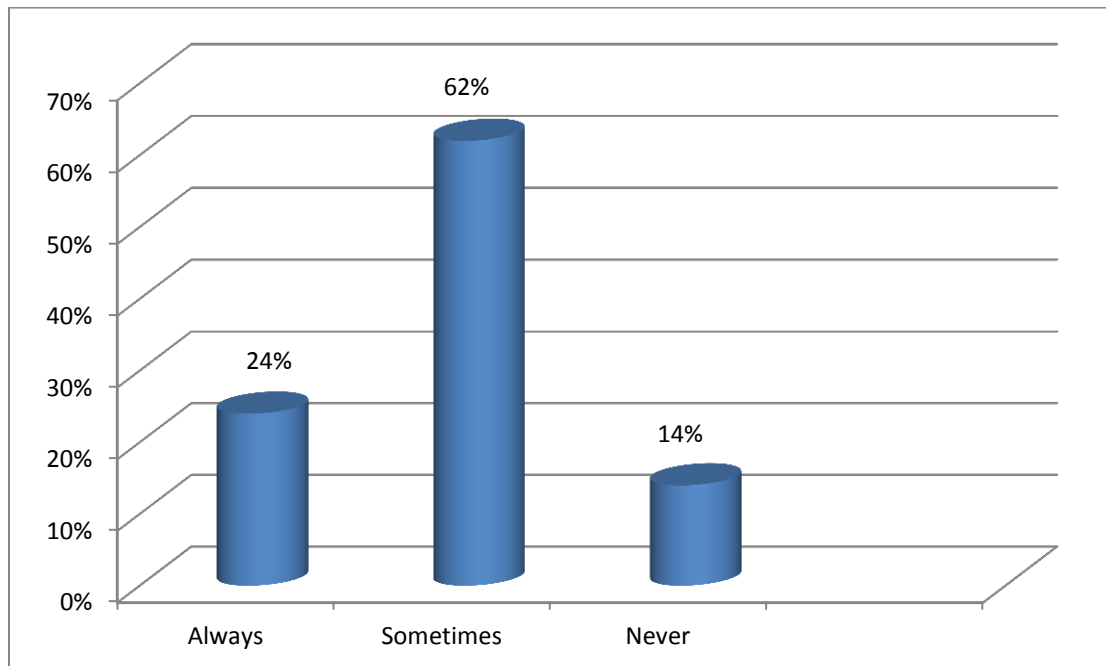
Table 4.20 Customer brand insistence on Double Horse products

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Always	24	24%
Sometimes	62	62%
Never	14	14%
Total	100	100%

ANALYSIS

Above table shows that 24% of customers have strong brand loyalty towards DH products . 62% of customers buy DH products occasionally. While 14% of customers do not insist the same brand for every purchase.

Chart 4.20 Chart showing customer brand insistence on Double Horse products



INTERPRETATION

Most of the customers insist on the DH products occasionally. People always like to try different products to check their quality. Since the cost of DH products is a little above the average, it is used occasionally.

HYPOTHESIS TESTING

Correlations

		Q7. Do you think Double Horse is the best quality product in the market?	Q17. Are you satisfied with Double Horse products?
Q7. Do you think Double Horse is the best quality product in the market?	Pearson Correlation	1	.826**
	Sig. (2-tailed)		.000
	N	95	95
Q17. Are you satisfied with Double Horse products?	Pearson Correlation	.826**	1
	Sig. (2-tailed)	.000	
	N	95	95

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The correlation between the Double Horse is the best quality product in the market is significant and positive which is less than 0.005. It means there is a relationship between Double Horse is the best quality product in the market and customers are satisfied with Double Horse products.

CHAPTER 5

FINDINGS, CONCLUSION, AND SUGGESTIONS

5.1 FINDINGS

- As per this research most of them are aware about Double horse brand and Most of them are also preferring the Double Horse Brand
- It is found that 69% of respondents are use the products sometimes and 22% use it on regular basis
- Most of the respondents are more aware about Rice ,curry powders, wheat products, spice masala products, and Ready to cook items
- It is found that 84% of the respondents are using Double Horse products
- Most of the respondents are aware about Double Hose through television (42.71%) and newspapers (26.04%).
- 72.91 % respondents agree that Double Horse products are very attractive and remaining is satisfied.
- Majority of the respondents are satisfied with the quality of Double Horse products.
- It is found that Double horse products are affordable
- Majority of the respondents prefer Double Horse product, because of its quality and easy availability in their nearby outlets.
- It is found that Double Horse product have attractive and protective packaging
- Most of the respondents prefer Double horse brand because of good quality.
- Most of the respondents choose Double Horse products for functional purposes.
- Majority of the respondents prefer extra quantity(38%) as the promotional offer of the products
- Most of the customers are preferring Double Horse Basmati and Surekha rice
- Majority customers opined they don't have any complaints in Double products.. But 16,84% customers have some complaints on the packing and expiry of Double Horse product.
- Most of the customers don't have any complaints on Double horse products. Only 16.84% respondents have compalints

- Most of the complaints regarding to the expiry of products.
- It was found that Eastern food products have preference in the absence of Double Horse
- It is found that because of good quality customers are preferring Double Horse products
- It is found that 24% of customers have high brand insistence on Double Horse products and 62% of customers are buying DH products occasionally

5.2 CONCLUSION

The project entitled "a study on brand awareness and brand preference of 'Double Horse products' at Manjilas food tech pvt.ltd" was done to study the brand awareness and brand preference of customers on Double Horse.

To conclude, from my study it was understood that majority customers have aware about Double Horse brand and the show a high rate of brand loyalty towards Double Horse products. Most of the customers prefer Double Horse because of its brand image, quality, durability availability, advertisement etc. The current situation of Double Horse the market is good but measures should be taken for Brand Rejuvenation i.e. Adding value to an existing brand by improving the product quality and its overall attributes and appeal.

In short, "Brands live in the mind of consumers. A brand is a living memory of a product. It is not simply a name. It brings consumers and marketers closer.

5.3 SUGGESTIONS

Since Double Horse product had a good brand image in the market, majority customers show a high rate of brand loyalty toward Double Horse. Even though Double Horse is very popular among the various brand in the market, it can grow much more in future when the company improve certain factors following are some of my suggestions based on my study

- Company should exhibit their advertisement not only in television but also in other medias of advertisement like internet, newspaper etc.
- It is advisable for the firm to select those celebrities who can attract and influence the potential customers towards the brand Double Horse.
- Double Horse can enhance its promotional offers like extra quantity, free gift, and discount, buy one get one offers so as to increase its sales.
- Company can fix the price of Double Horse product in such a way that all income levels especially low income group can afford it.
- The firm should undertake continues market research so that it can be up to date in dynamic business scenario.
- It is advisable for the firm to watch with eager the movements of the competitors so as to counter play the competitors in the market.
- Company should try to create competitive advantage for its product so that the customers can differentiate Double Horse product from other similar brands..
- Company should design the package of its products in such a way that the brand name i.e.; Double Horse should be the main highlights.

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QUESTIONIRE

NAME : _____

AGE : Below 20 20-30 30-40 40-50 Above 50

OCCUPATION : SELF EMPLOYED UNEMPLOYED STUDENT
WORKING PROFESIONAL RETIRED

TYPE OF FAMILY : NUCLEAR JOINT (ABOVE 5 MEMBERS)

MONTHLY INCOME : BELOW 10000 10000-25000 25000-50000
ABOVE 50000

MARITIAL STATUS : SINGLE MARRIED

1. When you think about food products like Rice, masala powders, instant foods, rice powder ,which all brand names are comes in your mind ?

Nellara Nirapara Double Horse Saras Other

2. How familiar are you with Double Horse products ?

Never heard of it I am aware but never used it used it only sometimes
use it on a regular basis

(if no, skip to Q ,if yes continue Q3

3. which product of “Double Horse” product are you aware of?

Rice Rice flour Wheat products Curry powders Spicy&
condiments Spice masala paste Coconut product Instant breakfast
Ready to cook products Ready to eat products Pickles Health products
Snacks

4. Have you used Double Horse products?

Yes No

5. From where did you hear about the Double Horse “products ??

Television Newspapers Radio Magazine Internet Friends,
Relatives& Associates Others

6. Whether the advertisements of Double Horse brand are attractive ?

Strongly Agree Agree Neutral Disagree Strongly Disagree

7. Do you think Double Horse is the best quality products in the market?

Highly Satisfied Satisfied Neither Satisfied Nor Dissatisfied Dissatisfied
Highly Dissatisfied

8. Did you think Double Horse products are affordable when compare with other brand?

Strongly Agree Agree Neutral Disagree Strongly Disagree

9. Do you agree Double Horse products are available in all outlets and nearby shops?

Highly Agree Agree Neither Agree Nor Disagree Disagree Highly
Disagree

10. Rate the appearance of Double Horse products?

Excellent Good Average Poor Very poor

11. Why do you prefer Double Horse products

Price Quality Brand Image Service Availability

12. Choose the occasion when you use Double Horse products?

Daily Functional

13. Which kind of promotional offers do you prefer?

Discount Free Gift Extra Quantity Lucky Coupon Others

If Others, Specify...

14. Among Double Horse rice which variety do you prefer?

Single Matta Cheumanni Ghee Rice Ponni Rice Jaya Rice

Basumati Surekha rice

15. Do you have any complaints about Double Horse products?

Yes No

(if no, Skip to question no.17, if yes continue Q16)

16. If yes, what are the complaints?

Packing Complaints Expiry Quantity

17. Are you satisfied with Double Horse products?

Highly Satisfied Satisfied Neither Satisfied Nor Dissatisfied Dissatisfied
Highly Dissatisfied

18. Which are the branches you prefer most, If Double Horse not available?

Nellara Eastern Kaula Nirapara Saras Others

19. Why do you prefer particular brand?

Good Quality Price Goodwill Of The Company Durability
Advertisement

20. Would you insist the same brand for every purchase?

Always Sometimes Never

21. Any suggestions for the betterment of the Double Horse products?

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ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: Stephin Joseph
INTERNAL GUIDE: Prof. Om Prakash. C
USN: 11A17MBA55
COMPANY NAME: Manjilas Food Tech Pvt Ltd.

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2019	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		

Reema John.
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 COIMBATORE 580 005
 Company Seal
 GST - 32AADCM4997MZY



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