

## **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.