

International Journal of Scientific Research and Reviews

Consumer Brand Awareness of Grb Spice Blends, Bengaluru.

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ABSTRACT

This study is mainly designed to know the brand awareness level of consumers towards GRB Spice Blends in Bangalore City. this project using exploratory method, primary data collected from structured questionnaire with 200 consumers of Bengaluru city. it is observed that MTR is giving cut throat competition to GRB Spice Blends where in second objective purchasing pattern of GRB Spice Blends is majority of the consumers purchasing occasionally and major challenge faced by GRB Spice Blends is availability and I would like to suggest GRB company to use flanker branding.

During the study, I came to know that the awareness of GRB Spice Blends is low when compare to other products. The rate of growth of the organization in the instant food product category is showing on increasing trend. Despite taste and quality is good, the percentage of preferring GRB Spice Blends is also low. From the study, it is inferred that GRB Spice Blends need to adopt flanker branding so by this the level of awareness of GRB Spice Blends may increase.

KEY WORDS- GRB, GRB Spice Blends, Brand Awareness, Flanker Branding

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INTRODUCTION

FMCG are also known as consumer packaged goods, these are the products those are quickly sold and comparable low cost example packaged goods, beverages, toiletries, etc. FMCG are things that have a smart rack turnover, modestly negligible exertion and not required an extensive measure of thought. Time and cash related theory to purchase. From tooth paste to prepared nourishments and wellbeing beverages to body mind items originates from FMCG or on the other hand called as buyer bundled products.

INDUSTRY PROFILE

The Indian FMCG segment an imperative supporter of the country's GDP. It is the fourth greatest division in the economy and is responsible for 5% of the total industrial facility work in and obtain a market around 60,000 crore rupees. This has been a result of movement, urbanization and augmentation in the superfluous occupancy and changed lifestyle of the overall public. In the Indian economy FMCG is the 4th largest sector. Currently there is a 50% sales in India urban segment contributes 40% of revenue generated by FMCG sector in India. During the financial year 2016-2017 FMCG sector is having the revenue of us \$49 billion, and having market share of Rs 85000 crore. Government allowed 100% foreign direct investment in food processing and single brand retail and 51% in multi brand retail. This leads to employment opportunity.

COMPANY PROFILE

GRB Company is one of the main organization in India. Established in 1984 by MR. GR Balasubramaniam (Founder and director) he has excellent item learning knowledge. He began GRB Dairy Foods Private Limited in a little manner and has today developed the organization into a worldwide brand name.

Mr. Dhanraj (Executive chief) is the head deals and Marketing head at GRB. His vision and development are plainly noticeable in the Expansion of Business, Branding and Advertising activities.

Mr. Balakarthish (Director) is the Head of Production Operations at GRB. He is an ambitious individual and is devoted to continually enhancing the operational advance of different product offerings at GRB.

The organization conveying just brilliant items to the end clients or clients with clean business morals was the centre competency of GRB market achievement. Today the brand remains for quality and clean business hones. GRB has been keeping up the conviction and enduring validity of its clients for well more than three decades and has now bloomed from only a ghee fabricating element swing to a multi-item and multi-mark organization.

LITERATURE REVIEWS

1. Abisha KA and Dr. P Kannan (2018), Consumer awareness and satisfaction towards organic products in Palakkad district-Kerala. By the market demand the approval of organic production and processing is highly determined. Thus, it is replicated in the awareness of consumer. This study carries that an expectation of a healthier and environment friendly means of production is the main reason for purchasing organic products.
2. Sarat Borah (2017) In this study, Consumer Brand Preference of smart phone- An Empirical study regarding Jorhat town of Assam. This study reveals that majority of the respondents use smartphone by knowing the quality of the phones and many of them suggested the marketers should give more importance on the physical appearance of the smartphone. And it is also a major factor which influence in purchase decision.
3. Samit Dutta, Deval Patel (Sept 2017) In their study, “Consumer awareness on Food Labelling and Use of Pack Information for Purchase of Pre-Packaged Food Products. The Sample size of 150 respondents, the study revealed that 86.7 per cent of the respondents conveyed to read labeling information previous purchase of pre-packaged foods. Though, only a third of respondents were very much informed about food labelling and computed awareness scores.
4. Manish Kumar, Dr. Parneet kaur (Jan 2016) In their study, Descriptive Research design has been used to analyses “Consumer preferences and awareness towards ready to eat products of cooperatives” specially in Markfed Punjab. Sample size 300 respondents with equal distribution of 60 respondents which belongs to each of five district of Punjab. According to findings base of customers are young, extremely educated and compensated people, most of them use once in a month but female customer choose ready to eat products on daily basis.
5. Dr. P. Gisha, Ramya. M R (2016) In their study, “Brand Awareness and Brand Preference of Instant food products among Women with special reference to Palakkad District. This study revealed, it was found that there is a full awareness of instant food brands among females and Eastern is the most favoured brand among instant food products. As per the study, television advertisements are the most associate tool that allow evidence about instant food products. Hence, marketers should try this media more to persuade women customers.
6. Manjur Alam (Sept 2016) In their study, “Consumer Buying Behaviour and awareness towards ready to cook product, Kolkata city of West Bengal State, India. research generally concentrate on three aspects that is consumer satisfaction, large usage, utility. Though 110 questionnaires were filled but only 100 respondents were formed as a sample due to poor data in rest 10 questionnaires. Total samples of 100 consumers were selected by employing

convenience sampling, only 19 per cent of consumers were not purchasing RTC food due to lack of knowingness about the product availability in market.

7. Safdar Muhammad, Eihab Fathelrahman * and Rafi Ullah Tasbih Ullah (2016), “The Significance of Consumer’s Awareness about Organic Food Products in the United Arab Emirates”. This study discusses effective factors influencing consumers awareness about the benefit of organic food in UAE. Sample and ordinary least square regression techniques are applied to delineate factors influencing consumer awareness about organic food.
8. Unika D Dr. A Mohamed Jaffer (2014) In this study, A Study on consumer behavior towards instant food products in Tamil Nadu. Due to the availability, the consumers like to purchase instant products. This study said that 80% of the respondents initiated to grocery item of big bazaar. 90% of the respondents suggested that preferences is for fast food type. Due to many MNC in India the lady is also stared working. This led to prefer instant food mix.
9. A Jafersadhiq (May 2013) In his study, “A study on buying behavior of instant food product at Coimbatore” discovered that consumer buying behavior in influenced by the traditional way of manufacturing action, traditional elements and accessibility of products next to their shops. Interestingly the study discover that consumer are not ready to shiftover their brands.
10. Harsha Kumar H N (Sept 2013) In their study, “Consumer Awareness, safety perception & practices about food preservatives and flavoring agents used in packed or canned food from South India. Sample size of 126 was used, total 123 people took part, most of the people were aware about presence of food preservatives (91.7%) and flavoring agents (84.9%). By public awareness campaign the gap in knowledge and unhealthful exercise should be covered.

Research Methodology

Objectives of the study

1. To analyze the level of Competition of GRB Spice Blends.
2. To analyze the factors that affects Purchasing Patterns of the Consumer in GRB Spice Blends.
3. To Study the Brand Preference of the GRB Spice Blends among consumer.
4. To Offer Suggestion to improve the Consumer awareness level of GRB Spice Blends.

Sample design

- **Sample technique;** Non- probability
- **Sample method;** Convenience sampling.
- **Sample unit;** Bengaluru city.
- **Sample instrument;** Structured questionnaire.

Limitation of the study;

1. Information given by the respondents may be biased.
2. Difficult to collect more information due to time constraints.
3. Some respondents are refused to participate.

DATA ANALISIS AND INTERPRETATION

Table: 1 Demographic profile

Variables	Option	No of Respondents	Percentage [%]
Gender	Male	51	25.5
	Female	149	74.5
	Total	200	100
Age	Below 30years	86	43
	30years-35years	72	36
	35years-40years	27	13.5
	Above 40years	15	7.5
	Total	200	100
Qualification	SSLC	19	9.5
	PUC	45	22.5
	UG	67	33.5
	PG	45	22.5
	others	24	12
	Total	200	100
Nature of the job	Student	48	24
	Salaried	27	13.5
	Self-employed	11	5.5
	Business	15	7.5
	Home maker	99	49.5
	Total	200	100
Family Size	Below 3	37	18.5
	3 – 5	125	62.5
	Above 5	38	19
	Total	200	100

Source: Primary Data

Interpretation; Gender: Out of 200 respondents 51 [25.5%] are male, 149 [74.5%] are female.

Age: Out of 200 respondents 86[43%] are below 30years, 72[36%] are 30-35years, 27[13.5%] are 35-40years, 15 [7.5%] respondents are above 40years.

Qualifications: Out of 200 respondents 19 [9.5%] of them are SSLC, 45[22.5%] of them are PUC, 67[33.5%] of them are UG, 45 [22.5%] of them are PG, 24 [12%] of them ore others.

Nature of the job: Out of 200 respondents 48 [24%] of them are students, 27 [13.5%] of them are salaried, 11 [5.5%] of them are self-employed, 15 [7.5%] of them do business, 99 [49.5%] of them are home maker.

Family size: Out of 200 respondents 37 [18.5%] are below 3, 125 [62.5%] of them are 3-5, and 38 [19%] of them are above 5.

Table: 2 Respondents' who use Spice Blends (Masala)

Particulars	No of Respondents'	Percentage [%]
Yes	198	99
No	2	1
Total	200	100

Source: Primary data

Table: 3If yes, which masala do you use often

Particulars	No of Respondents	Percentage [%]
GRB	45	22.75
AACHI	23	11.61
MTR	81	40.90
MAIYAS	33	16.66
EASTERN	16	8.08
Total	198	100

Source: Primary data

Interpretation;From the above analysis majority of the respondents 81[40.90%] are using MTR Spice Blends, hence GRB should concentrate more on promotion of the Spice Blends to reach its best.

Table:4 How many Respondents know about GRB

Particulars	No of Respondents'	Percentage [%]
Yes	198	99
No	2	1
Total	200	100

Source: Primary data

Table: 5 If Yes, what comes in their mind when they hear about GRB

Particulars	No of Respondents'	Percentage [%]
GRB Ghee	166	83.83
GRB Instant Mix	6	3.03
GRB Masalas	14	7.07
GRB Sweets	5	3.5
GRB snacks	4	2.52
GRB Ice Creams	3	1.51
Total	198	100

Source: Primary data

Interpretation; majority of the respondents 166{83.83%] are more familiar with GRB Ghee, because Ghee are advertised effectively, hence the company should concentrate more on other products while promoting.

Table: 6 Respondents opinion about GRB various product line

GRB Products	Aware		Not Aware	
	No of Respondents	Percentage	No of Respondents	Percentage
GRB Ghee	199	99.5	1	0.5
GRB Instant Mix	142	71	58	29
GRB Spice Blends	72	36	128	64
GRB Sweets	72	36	128	64
GRB Snacks	54	27	146	73
GRB Ice Creams	58	29	142	71

Source: Primary data

Interpretation;majority of the respondents are aware about GRB Ghee 199{99.5%] on the other hand majority like 146 & 142 of the respondents are not aware about other product line of GRB hence company should adopt STP strategy so that to increase the awareness level of other product line of GRB.

Table: 7 Do you prefer GRB Spice Blends?

Particulars	No of Respondents	Percentage [%]
Yes	83	41.5
No	117	58.5
Total	200	100

Source: Primary data

Interpretation;Most of the respondents don't prefer GRB Spice Blends because there is many alternative in the market, so if the company adopt Flanker Brand this may increase the sale of spice blends.

• **Flanker Brand:** It is a new brand introduced into the market by a company that already has an established brand in the same product category.

Table: 8 What is the reason for preferring GRB Spice Blends?

Particulars	No of Respondents	Percentage [%]
Quality	22	11
Availability	21	10.5
Price	8	4
Taste	32	16
Not Answered	117	58.5
Total	200	100

Source: primary data

Interpretation; majority of the respondents 117[58.5%] have not answered the question because they haven't used GRB Spice Blends before but some of the respondents 32[16%] used the GRB Spice Blends because of taste.

Table:9 Competitors for GRB Spice Blends

Particulars	Rank					Mean	Rank
	1	2	3	4	5		
MTR	114	18	12	26	30	2.2	1
MAIYAS	19	47	92	27	15	2.86	2
AACHI	9	71	46	48	26	3.055	3
SAKTHI	20	31	32	66	51	3.485	5
EASTERN	35	33	22	32	78	3.425	4

Source: primary data

Interpretation;out of 200 respondents 114[59%] of them ranked MTR 1st because MTR Concentrate more on Spice Blends advertisements when compare to GRB.

Table: 10 Which Spice Blends do you think is more popular

Particulars	No of respondents'	Percentage [%]
GRB	18	9
MTR	76	38
EVEREST	57	28.5
AACHI	14	7
EASTERN	35	17.5
Total	200	100

Source: Primary data

Interpretation; From the above table, most popular Spice Blends in MTR, and GRB Spice Blends stand at 3rd position as its advertisement is less when compare to MTR. Because MTR continuously market the activities by focusing on the customers' requirements specially Spice Blends.

Table: 11 How is GRB Spice Blends Price Compared to other Products

Particulars	No of Respondents'	Percentage [%]
Very High	5	2.5
High	71	35.5
Same	115	57.5
Low	8	4
Very Low	1	0.5
Total	200	100

Source: primary data

Interpretation; GRB spice blends price is same when compared to other products, some of them say it is high, the factor which influence buying decision is price. So, the company have to keep reasonable price for spice blends.

Table:12 Factors which influence purchase decision

Factor	Rate					Mean	Rank
	SA	A	N	D	SD		
Price	101	77	20	2	-	4.385	1
Quality	61	118	18	3	-	4.185	2
Availability	43	111	42	3	1	3.96	5
Brand Name	77	67	51	5	-	4.08	3
Previous Experience	64	78	47	11	-	3.975	4
Advertisement & Promotion	50	100	39	3	8	3.905	6
Friends&Family Opinion	53	92	38	12	5	3.88	7

Source: Primary Data

Interpretation; majority of the respondents have ranked price factor as 1st hence GRB must improve other factors i.e., Quality, Availability etc. which influence consumer to purchase.

Table: 13 Frequency of Purchase of GRB Spice Blends

Particulars	No of Respondents'	Percentage [%]
Very Frequently	7	3.5
Regularly	14	7
Frequently	36	18
Occasionally	143	71.5
Total	200	100

Source: Primary data

Interpretation; it interprets that majority of respondents buy GRB Spice Blends Occasionally.

This is because lack of awareness among consumers. Because majority of the respondents prefer other company Spice Blends more than GRB Spice Blends.

Table: 14 Who plays the major role in decision making of purchasing Spice Blends

Particulars	No of Respondents'	Percentage [%]
Father	3	1.5
Mother	57	28.5
Wife	29	14.5
Self	102	51
Friends	8	4
Others	1	0.5
Total	200	100

Source: primary data

Interpretation; Majority of the respondents were Home maker; above analysis interprets that major role played while purchasing is themselves. Because they are the one who decide what makes best in their food habit like taste, price, quality etc.

Table: 15 If you were asked to choose from any of the following GRB Products, which one would you choose.

Particulars	No of Respondents'	Percentage [%]
GRB Ghee	170	85
GRB Instant Mix	8	4
GRB Spice Blends	9	4.5
GRB Sweets	7	3.5
GRB Snacks	4	2
GRB Ice Creams	2	1
Total	200	100

Source: primary data

Interpretation; it interprets that GRB Ghee 170[85%] is most popular among respondents when compare to other products of GRB, as its advertisements is more attractive than other GRB products.

Table:16 GRB Spice Blends facing challenges

Particulars	No of Respondents	Percentage [%]
Packing	28	14
Price Hike	37	18.5
Distribution Damages	6	3
Quality	36	18
Availability	93	46.5
Total	200	100

Source: Primary data

Interpretation; majority of the respondents 93[46.5%] said availability is major challenge faced by GRB. Since GRB Spice Blends is new in the market, the company have to make sure it is available in every shelf through proper logistics.

Table: 17 Mediums of Communication

Particulars	No of Respondents'	Percentage [%]
Word of Mouth	26	13
Sales promotion	9	4.5
Advertisements	87	43.5
Family	78	39
Total	200	100

Source: Primary data

Interpretation; it interprets that advertisements is the major medium of communication that influence the consumers brand preference. Hence the respondents are so much addicted to Tv.

Table: 18 Recommendation

Particulars	No of Respondents'	Percentage [%]
Yes	200	100
No	0	0
Total	200	100

Source: Primary data

Interpretation; All my respondents like to recommend GRB Brand to their friends and relative.

SUGGESTIONS

- Company must focus on other products than GRB Ghee. During the study, I came to know that the availability of GRB Spice Blends product other than GRB Ghee is very low. So, the other GRB products also made available to consumer where ever the GRB Ghee is available.
- As there is very less awareness about GRB Spice Blends the company should try to promote this product more.
- Company can think of initiating Flanker Products for GRB Spice Blends.
- More advertisements with the help of social media will increase the sale of products.
- The company must focus more on the Spice Blends which have low sales. The factor which influence buying decision is price. So, the company should keep reasonable price for spice blends. By using pricing strategy.
- For more sales, its better the company provides offers and discounts on GRB Spice Blends.
- GRB should pay equal attention to every product.
- Consumers and retailers should provided by more promotional offers.

CONCLUSION

The present study is conducted on “A Study on Consumer Brand Awareness of GRB Spice Blends, Bengaluru”. During the study, I came to know that the awareness of GRB Spice Blends is low when compare to other products. And the percentage of preferring GRB Spice Blends is also low. But the taste and quality is very good. Over all the GRB Brand has its own value in the market.

GRB Brand is also playing a major role in the Global Market, as they started with GRB Ghee, but now they have various product line in the market. And the rate of growth of the organization is also increasing as they started sponsoring cricket which led to increase the Brand name of the company.

From the study, it is inferred that GRB brand has established in the Indian market and the company is slowly increasing their operations and introducing new taste and flavour to the consumers. The rate of growth of the organization in the instant food product category is showing on increasing trend.

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