## A STUDY ON CUSTOMER PERCEPTION TOWARDS SPICES OILS AND BRAND AWARENESS

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### ABSTRACT

*Based on consumer perception and brand awareness, the entire analysis is focused on branded products The major objective of the project is to help management make informed decisions about perception and awareness, which will increase revenues that was done report is thought to be organised. One way to display research findings logically is through chapters. Customer perception is the way in which consumers view a brand or product. Every direct and indirect connection people have with the business shapes their perception is thoroughly described in the first chapter. In the second chapter. For a better understanding of the study and its application in the analysis and literature reviews, it focuses on elaborative material on the topic selected for the investigation. The third chapter covers issues like the study's stated problem, methodology, and its restrictions. Tables and graphs are used to analyse and understand data in the fourth chapter. The study's conclusions recommendations and findings are discussed in the fifth chapter.*

**KEY WORDS:** *Customer Perception, Brand Awareness, Brand Loyalty.*

**INTRODUCTION:** Customer perception is the way in which consumers view a brand or product. Every direct and indirect connection people have with the business shapes their perception of it. For instance, when a retail cloth store uses cheap plastic hangers to display clothing in crowded racks, Customers believe the company is of low caliber. Brand awareness is the degree to which a potential customer is familiar with connected to your good or service. For instance, if you want a cold beverage you probably think of Pepsi or Coke. Customers consider customer perception, and it has a significant effect on a company's brand. The way a product is perceived by the customer does not always match up with how well it actually performs.

Based on the brand's current reputation and the perception of the product customer expertise. Customer perception starts from the moment a customer sees or learns about a certain product. The cycle continues until the customer has a viewpoint on the product.

### LITERATURE REVIEW

**1** **Rupali Khanna (2015)** Customer perception towards brand: A study on 'Pathanjali'. Consumer satisfaction is a person's feelings of pressure or disappointment caused Buy a product perceived performance in relation to his or her expectations. Patanjali is enjoying an advantageous position in the market through spirituality element involved in its products. However, it should not ignore the competitors like naturals, pure roots, vindhya herbals. Customers perception towards brand is built largely on the satisfactory value and benefits.

**2** **Hong-Youl Ha, Helen Perks** Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction, and brand trust. Creating a customer experience that is synonymous with a specific brand is increasingly being recognized as an important driver of e-performance. E-tailors Are just as likely as brick and mortar retailers to try to influence consumer purchasing behavior through atmosphere and service.

### RESEARCH DESIGN

### STATEMENT OF THE PROBLEM

The ability of a corporation to express client feedback on its goods and services depends critically on how its customers perceive it. For the business to innovate and create fresh marketing tactics. As a result, the studies main objective is to ascertain how customers perceive the company and its brand.

### OBJECTIVES OF THE STUDY

- To investigate consumer perception and brand consciousness.

- To research the value of brand awareness and consumer perception in boosting sales revenue and market share.

**RESEARCH METHODOLOGY**

With the purpose of enhancing brand awareness and consumer impression. Consumer perception and brand awareness were investigated using quantitative research methods.

- **Research technique**

Research is the methodology methodical and scientific quest for relevant information. By selecting a representative subset of about 100 clients from a particular structure, research methodology is employed to come to a conclusion in order to find a distinct relationship.

- **Descriptive research**

Descriptive research studies concentrate on describing the traits of an individual or a group of individuals.

- **Research instruments**

The research instrument for closed ended questions in structured questionnaires. Question is being the instruments that are used to collect data.

- **Statistical tools used**

In addition to Chi-Square and Correlation analysis, the percentage technique has been utilized to examine the primary data.

**HYPOTHESIS OF THE STUDY**

1. **H0-** There is no relationship between brand awareness and customer perception.

**H1**- There is a relationship between brand awareness and customer perception.

2. **H0-** There is no significant association between a H&C nor heard about products brand.

**H1-** There is a significant association between age and seen or heard about products brand.

**LIMITATIONS**

o The amount of time given for data collection and analysis is insufficient.

o Some responder's responses maybe biased.

o The perception of respondents could alter in the future.

o When compared to the population the study's sample size of 100 participants' is quite small.it may not therefore reveal the precise opinions of the respondents.

**DATA ANALYSIS AND INTERPRETATION**

**Analysis 1**

Statistical tool used: Correlation (parametric test) Variable 1: How aware are you about the products Variable 2: Did brands met your perception Hypothesis test

H0- There is no relationship between brand awareness and customer perception. H1- There is a relationship between brand awareness and customer perception. Output – Correlation test for brand awareness and customer perception.

| Variable | Correlation value | P value |
|---|---|---|
| Brand awareness Customer perception | 0.440 | 0.000 |

**Interpretation**

From the above table it is observed that P value is less than 0.05, H0 Is rejected at 5:00 percent level of significant. Hence we conclude that there is significant relation between brand awareness and customer perception.

The correlation coefficient of brand awareness and customer perception is 0.440 with indicates that 44% positive correlation between Brand awareness and Customer perception.

## Analysis 2

Statistical tool used: chi-square test (Non Parametric test)Variable 1: Age

Variable 2: Where have you seen or heard about the products brandHypothesis test

H0- There is no significant association between a H&C nor heard about products brand. H1- There is a significant association between age and seen or heard about products brand.

Output – Chi- square test for association between brand and seen or heard about products brand.

| Age | Seen or Heard about the Brand | | | | Total | Chi-Square | P Value |
|---|---|---|---|---|---|---|---|
| | Social Media | Online Search | In-store Advertisement | Not Noticed | | | |
| 10-20 years | 0 | 1 | 0 | 0 | 1 | | |
| 20-30 years | 18 | 13 | 18 | 16 | 65 | | |
| 30-40 years | 1 | 12 | 4 | 0 | 17 | | |
| 40 years and above | 5 | 2 | 7 | 2 | 16 | 25.532 | 0.002 |

### Interpretation

From the above table it is observed that P value is lesser than 0.05, Hence H0 Is rejected at 5:00 percent level of significant. So therefore there is significant association between age and seen or heard about the brand.27.7% of the customer are false under the age of 20 to 30 years has seen or heard about the product brand, Brand recently threw social media and in store advertisement.

### FINDINGS

• 29% of respondents have seen about the product in store advertisement recently 18% respondents have not noticed.

• 50% of respondents influenced by quality factor 10% influenced by service factor.

• 46% of respondent's brand perception may be met 18% brand perception not met.

• 34% of respondents have neutral rate of popularity about the product 2% have strongly disagreed with popularity risk about the product.

### CONCLUSION

The purpose of this research is to assess customer brand awareness and perceptions of the product separate surveys of consumers were conducted in order to provide a clear picture of the market, including brand perception customer preferences perceptions and attitudes about different components of the product. the research demonstrates that a focus and well executed it takes marketing effort. the company must face off against its rivals in a professional manner. It is investigating the markets potential. as a result, better advertisements keeping high standard of quality and providing more customer friendly incentives can strengthen the future actions for the company should be taken with these viewpoints in mind.

### REFERENCE

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