

# Study of Brand Awareness & Consumer Perception of Sunfeast Delishus Cookies

Abhinav D. Kohale

Mba Marketing, IMT Nagpur

*Abstract – My research article is proposed for two purposes. First one is to know the awareness of brand. And second one is the consumer perception about the particular product. Sunfeast biscuits have always stood for quality and are known for offering innovative and complete biscuits. Sunfeast signifies delightness, satisfaction and joyness. In the duration of 12 years, Sunfeast has well-established presence in almost all categories of biscuits. Recently, Sunfeast has expanded its portfolio to “premium” cookies category with the launch of “Sunfeast Delishus The brand has showcased the power of packaging and its influence in the positioning and brand image with an innovative marketing campaign. Thus this market study will gauge brand awareness and consumption pattern shown by people based on several well-defined parameters.*

*Keywords—branding, consumer perception, questionnaire, SPSS, behaviour, cookies.*

## I. INTRODUCTION

Indian Biscuit Industry is a very big industry. The organized sector of this industry produces around 60% of the entire production. Remaining 40% is contributed by the unorganized bakeries. In July 2003, ITC made an entry into the biscuits market by launching the Sunfeast variety of biscuits. After that Sunfeast biscuits have always stood for quality and are known for offering innovative and wholesome biscuits. In Nov 2013, Sunfeast launched ‘Delishus’ to cater the demand of cookies in the premium segment of the market. The competitors in the cookies market are Good day, Hide and Seek, Unibic, Dukes etc. So it was an opportunity to study the impact of the launch of Sunfeast Delishus. The opportunity was taken to study the brand awareness and consumer perception towards the product. The study was conducted by the help of market so

The purpose of this study was to establish the factors influencing brand awareness and customer perceptions towards Sunfeast Delishus and other cookie brands. Objectives of this study is:

1. To determine the brand awareness level of Sunfeast Delishus.
2. To examine how product attributes influence the purchasing pattern.
3. To examine how social group influence the purchasing pattern.

## II. SYSTEM MODEL

Research questions:

1. What is the brand awareness level of Sunfeast Delishus?
2. What is the most effective platform for promotion?
3. How do the brand awareness influence the purchasing pattern of the product?
4. What is the most important product attribute to influence the purchasing pattern of the product?
5. How do the price of the product influence the purchasing pattern of the product?
6. How do the social groups influence the purchasing pattern of the product?

The study was conducted to get an overall view of the cookies market. As the study was focused on Sunfeast Delishus, so the company can use the result of the study to improve the market share of the product. The company can also use this data to focus on different factors while launching new products in future.

It was assumed that the respondents would be cooperative and provide accurate information when responding to the questions on research. Assumptions also made that the sample size chosen was adequate to enable the researcher draw a valid conclusion about the population. There was no assurance that the respondents would return all the questionnaires duly completed.

### III. PREVIOUS WORK

**Customer Perception** about the brand is the most crucial factor companies' focuses on so as to beat their rivals. Due to this their strategies tend to take on similar dimensions. Taking this into account company build on innovative marketing campaign which breaks free from competitions by creating products services. The marketing mix concept is a well-defined tool used as a structured by marketers. It comprises various elements of a marketing program which need to be considered in order to successfully implement the marketing strategy and position the product.

**Advertising** is more than a tool for selling out products. It has one daunting task to position a brand in the perception or perceptual space in relation to rivals, so as to create uniqueness and preference.

To formulate the problem scientifically, and points out the vitality of undertaking this study, it is essential to present a review of Researches undertaken in this area. Though the review involved a large number of studies only a few studies which have a direct and indirect bearing in the present study have been reviewed.

It has been seen that that the youth in the age group of 18-25 are aware of brands and most favourable from companies perspective for launching new product to seek their attention through advertisements, campaigning, & online stores. They are the most influential people in the family to buy a product based on taste and the brand they prefer to eat

**Consumers' responses** were assessed through various measures. Specifically: the ease of understanding of the ad

("understanding"); the degree of enjoyment when looking at the ad ("enjoyment"); the capability of the ad to make the brand advertised memorable ("brand memorability"); the capability of the ad to make the brand advertised different from competitors (brand differentiation); the capability of the ad to increase the attractiveness of the brand advertised ("brand attractiveness"). Tested on five-point 9 scales. We used "understanding" as measure for cognitive response, "enjoyment" as measure of effective response, and the three brand-related measures to evaluate brand effects.

**Product Branding** could develop distinction in a chosen field by developing associations related to product performance. It focuses on the brand's delivery on the functionality expected by customers. The brand must create associations on the product dimensions. They have to be durable, reliable, pricing, styles or services.

Product branding through various medium can take the imagery route to develop strong and distinct associations' emphasis on user and usage situations in communication. Different classes of people who are associated with the brand often differentiated brands powerfully.

**Brand awareness** is the extent to which a brand is recognized by consumers, ad is rightly associated with a particular product. It has been found that it is imperative and very helpful to analyse the response of audience towards the packaging style of changing, advertising, products and messages sent across through various communication channels.

Creating a brand image in the minds of the consumers is not the last thing a company should target to do. Consumer feedback and maintaining a constant presence in the market is equally essential. Product availability to customer is a way of making this. Consumer need not to search for you when he is in need of giving a second thought to purchase of your product, dealerships and outlets at convenient places should make the customer think of the brand as the most favourable and best solution to their needs of fulfilments.

Brand awareness scores tends to stabilize at integrated level, individual customers show considerable propensity to change their responses to recall based brand awareness measures. In rural areas, the tendency of awareness level about a particular brand increasingly high

**Consumption Pattern** is another key factor companies look for which has been reviewed. Consumers prefer particular product because of its quality assured, longevity, package to hold and store, nutritional habits as well. It has been observed that **purchasing behaviours** and **socioeconomic & demographic characteristics** are influencing the consumption of a particular product.

**Age group** have vital impact on the **consumer purchase pattern**. It is sure that the consumers change the purchase of goods and services w.r.t to change in time. Family comprises different stages such as teenagers, married & unmarried couples etc. which let marketers to develop appropriate products for each stage.

Customer possesses **perception** towards various products. It has been seen that these beliefs and attitudes creates brand image and affects **consumption pattern** therefore marketers are interested in them. Marketers can change **customer perception** by launching special campaigns in this regard.

**Taste** is the one of the aspect through which customer differentiates among the brand, it has been main concern for companies as to how much qualitative and attractive your product be so that it can grab their attention towards buying that particular product.

In all we can say that customer perception about a brand matters the most in order to position your product, companies must be aware of consumers purchase pattern, taste and preferences. Different age groups have different psychology in buying a product, so companies need to firm as to which

age group they should target to sell their products and enhance the brand image.

#### IV. PROPOSED METHODOLOGY

This outlines the methodology which was used in the study The following topics are discussed namely research design, target population, sampling procedure, data collection method and instruments.

A questionnaire survey design was used in this study. The questionnaire design was best suited since this involved in interacting with people and getting real time data. The questionnaire design was also the best form of getting data from the population who visited retail stores since time was a major factor and filling our these questionnaires was relatively simple and involved less time. The descriptive design was selected in this study because it would allow the researcher to gather numerical and descriptive data to assess the relationship between the variables. It also helps in obtaining the statistical information with regard to brand awareness and customer perception.

The population of interest in this research consisted of 154 with varying age groups. Since the research was based on a cookie care was taken to include people across all ages. The target population were mainly the people who visited "Big Bazar" retail store in two locations namely (Impress mall) and (landmark). The retail store was chosen since the retail store had a variety of consumer goods and live interaction could take place. The participants included kids from schools married couples, retired professionals etc.

The study used probability sampling technique to create a

sampling frame. Simple random sampling was the technique used to make sure that every individual who enters the retail store had equal chance of getting included in the survey irrespective of whether they have tasted the product or not. Here the questionnaire contained 15 questions and hence as per the research standards a minimum sample size of 45 was recommended. In order to obtain results close to reality the sample size has to be increased and hence target was kept to 150 (three times the recommended target).

Questionnaires were used for collecting information from participants. The questionnaires contained closed ended questions. This helped in collecting qualitative data as well as quantitative data. The questionnaires were segregated into dual sections. Section first includes people who were aware and tasted the product. The second section consisted of people who were aware and not tasted as well people who were not aware. The questions were branched properly to make people choose the right section. The variables used in the questionnaires were mainly developed based on two objectives namely brand awareness and customer perception. Questionnaire was collected immediately after the respondents fill out the things. Complementaries were also given to the customers. The study was carried over a period of 10 days.

A pilot study was conducted to test the reliability and validity of the questionnaires. A through observation was made on the first day when respondents filled questionnaires and personal suggestions were taken where they found it

difficult to interpret the same. The required modification was done and the subsequently the study was carried out. Expert guidance was taken in this regard to ensure the same. Primary data was collected using structured format. The questionnaires designed given to the respondents directly as the researcher was waiting in front of the cookie section which displayed the particular product. This was made to ensure that the respondent could recollect whether he/she has tasted the product. People were also reminded of the product by taking them back to the advertisements they had seen in the television. Since the product was brand new in the market these techniques was adopted to make possible errors in the data obtained.

The analysis began with pre-processing of collected data through editing to detect errors and omissions and making of corrections where possible. This involved a careful analysis of the completed questionnaires in order to ensure that collected data was accurate and consistent with other information gathered. The data was then entered into **SPSS (Statistical Package for Social Sciences)** software by defining the variables and allocating appropriate code for the results so that the data could be fed. Descriptive statistics was used to analyse the data. This entailed use of descriptive and cross tabs. The researcher assured the respondents the need for conducting such a survey. It was also explained to the respondents that no personal information was being asked for and that the data provided by them would be used purely for educational purposes.

**V. SIMULATION RESULTS**

This section presents the analysis of data, presenting and interpret on the data collected from Nagpur City based on factors influencing the customer buying behaviour in the area of Sunfeast Delicious cookie. The study consist of 154 samples and those were tested against 16 different variables. The data was interpreted as per the research questions. The analysis was done through descriptive and inferential statistics. Research were presented in form of tables containing frequency & percentages.

**Questionnaires Return Rate**

The questionnaire return rate is 100%.The questionnaire was designed in the way to analyse both know and don't know response of the product.

**1. Composition of respondents by Gender**

		Frequency	Percent
<b>Valid</b>	<b>Male</b>	125	81.2
	<b>Female</b>	29	18.8
	<b>Total</b>	154	100.0

This figure shows that total 154 respondents filled the questionnaire out of which 81.2 % were males and 18.8 % females.

**2. Composition of respondent by Age**

		Frequency	Percent
<b>Valid</b>	<18	11	7.1
	18-24	57	37.0
	25-30	41	26.6
	31-40	24	15.6
	> 40	21	13.6
	<b>Total</b>	154	100.0

This figure shows the age intervals. Teenagers are almost 57 in number and with their share is 37% of total response obtained. 40+ people have also taken interest in the survey with 13.6 % and 21 responses.

**3. Composition of respondents by Customer preference**

		Frequency	Percent
<b>Valid</b>	Shape of the cookie	2	1.3
	Taste Price	132	85.7
	Packaging	6	3.9
	Nutrional Value	2	1.3
	<b>Total</b>	12	7.8
		154	100.0

This table shows that among the various product attributes of the cookie 1.3% of the respondents preferred shape of the cookie while purchasing, almost 85.7% of the respondents say that they purchase cookie on the basis of its taste. 3.9% respondents said that price in important criteria while selecting the product for purchase.

**4. Composition of respondents by Product preference**

		Frequency	Percent
Valid	Sunfeast Dark Fantasy	58	37.7
	Good Day Choco-nut cookies	53	34.4
	Hide & Seek Milano	33	21.4
	Others Specify	10	6.5
	Total	154	100.0

This table shows that out of total number of brands available 37.7% preferred sunfeast, 34.4% preferred good day, 21.4% preferred hide and seek & 6.5% others.

**5. Composition of respondents by Awareness**

		Frequency	Percent
Valid	Yes	98	63.6
	No	56	36.4
	Total	154	100.0

This table shows that 63.6% were aware about the brand and 36.4% were not aware.

**6. Composition of respondents by Promotions**

		Frequency	Percent
Valid	Retail Stores	38	24.7
	Advertisement	41	26.6
	Friends	14	9.1
	Hoardings	2	1.3
	Online	3	1.9
	Total	98	63.6
Missing	no response	56	36.4
	Total	154	100.0

This table shows that out of the persons who know the product 24.7% come to know about the product in retail stores, 26.6% saw it in advertisements, 9.1% know about the product from their friends and rest from online media.

**7. Composition of respondents by the availability of product**

		Frequency	Percent
Valid	Supermarket	44	28.6
	Retail Stores	31	20.1
	Kirana Shops	23	14.9
	Total	98	63.6
Missing	no response	56	36.4
	Total	154	100.0

This table shows that 28.6% respondent found this biscuit in supermarket, 20.1% in retail stores, 14.9% in kirana shops and 36.4% given no response.

**8. Composition of respondents by Brand knowledge**

		Frequency	Percent
Valid	yes	74	48.1
	no	24	15.6
	Total	98	63.6
Missing	no response	56	36.4
	Total	154	100.0

This table shows that about 48.1% of the respondent have tasted the product somehow and 15.6% know about the product but didn't tasted the product and 36.4% respondents don't have any idea about the product.

**9. Composition of respondents by brand knowledge**

		Frequency	Percent
Valid	Nutritional	5	3.2
	Taste	63	40.9
	Packaging	5	3.2
	Shape of the cookie	1	.6
	Total	74	48.1
Missing	no response	80	51.9
Total		154	100.0

This table shows that 40.9% purchase its product for taste, 3.2% for both nutritional value and packaging and 0.6% for shape of the cookie.

**10. Composition of respondents by buying pattern**

		Frequency	Percent
Valid	Daily	10	6.5
	Week	30	19
	Fortnight	9	5.8
	Month	25	16
	Total	74	48.1
Missing	no response	80	51.9
Total		154	100.0

This table shows that 19% buy weekly, 6.5% daily, 5.8% fortnightly, 16% monthly and the rest 51.9% given no response.

**11. Composition of respondents by Price**

		Frequenc	Percent
Valid	Overpriced	20	13.0
	Justified	51	33.1
	Underpriced	3	1.9
	Total	74	48.1
Missing	no response	80	51.9
Total		154	100.0

This table shows that 13% people feel that product is overpriced, 33.1% feel that it is justified & 1.9% feel that it is underpriced.

**12. Composition of respondents by Social influence**

		Frequenc	Percent	Valid
Valid	Self	48	31.2	64.9
	Spouse	2	1.3	2.7
	Children	12	7.8	16.2
	Friends	12	7.8	16.2
	Total	74	48.1	100.0
Missing	no response	80	51.9	
Total		154	100.0	

This table shows that 64.9% purchase by themselves, 2.7% by their spouse, 16.2% children influences, 16.2% by friends influence.

**13. Composition of respondents by Packaging**

		Frequency	Percent
Valid	Excellent	19	12.3
	Good	48	31.2
	Neutral	7	4.5
	Total	74	48.1
Missing	no response	80	51.9
Total		154	100.0

This table shows that 12.3% feels excellent packaging, 31.2% feels good, 4.5% neutral response and the rest 51.9% given no response.

**14. Buying pattern of customer’s favourite cookie (These people have not tasted Sunfeast Delishus)**

		Percen	Valid
Valid	Daily	4.5	8.8
	Weekly		52.5
	Fortnightly	3.9	7.5
	Monthly	16.2	31.3
	Total	51.9	
Missing	no response	48.1	
Total		100.0	100.0

Table 14 shows that among the people (respondents) who don't know Sunfeast Delicious 8.8% people purchase their favourites product on daily basis, 52.5% people purchase in a week time, 7.5% people purchase fortnightly, and 31.3% purchase the product in a month time.

**15. Price perception (These people do not know Sunfeast Delishus)**

		Frequenc	Valid
Valid	Overpriced	13	16.3
	Justified	67	83.8
	Total	80	100.0
Missing	no response	74	
Total		154	

This table shows 16.3% felt overpriced who haven't taste it, 83.8% felt underpriced.

**16. Social influence(who haven't tasted sunfeast)**

		Frequenc	Percen	Valid
Valid	Self	54	3	67.5
	Spouse	7	4.5	8.8
	Children	10	6.5	12.5
	Friends	9	5.8	11.3
	Total	80	51.9	100.0
Missing	no response	74	48.1	
Total		154	100.0	

This table shows that 67.5% are influenced by themselves who haven't tasted sunfeast, 8.8% by spouse, 12.5% by children, and 11.3% by friends.

If we summarize as a whole, 63.6% told that they were aware of sunfeast as a product, 48.1 % of people have tasted it.85.7 % of people told that they purchase cookies and 40.9% told that they purchase cookie based on its taste.

**VI. CONCLUSIONS**

Indian premium biscuit market is expanding at a huge pace with newer brands popping up with ever increasing product lines, so in this competitive scenario Sunfeast delishus has a tough market to penetrate. In this study, we examined various parameters such as customer perception, advertising product, branding brand awareness and consumption pattern affecting the 4P's of the product. These studies showed Youth as a major force in the purchasing pattern of the product and Self-opinion as major buying behavior among people. Supermarkets emerged to be the best marketer of the product with Media advertisements propelled its visibility in the crowd. Increasingly Taste has become a major determinant in product attributes surpassing price, packaging and other attributes; also increasing disposable incomes have created a new market for these product with around 70% people rated its price to be justified. All these factors have pushed the consumption to be a weekly affair for these products. Let's see if in the near future Sunfeast Delishus breaks competitive market to be a market leader in this category.

## VII. FUTURE SCOPES

1. Youth focus is necessity for this brand to grow and penetrate this market.
  2. Since people are becoming more self-conscious, self-opinion is fast becoming a major trend in the purchasing behavior among people. Sunfeast should weave a marketing campaign these lines to get the competitive edge in the market.
  3. Surveys have established the fact that people are more focused towards taste of the product and seldom care about its price and packaging. Thus it should be more quality and taste centric when launching new flavors to the product.
  4. Consumption is weekly and monthly focused; Sunfeast has to come up with innovative packaging sizes in order to convert those weekly and monthly buyers in purchasing daily.
  5. Supermarkets have emerged as the prime vendors of this product; also have provided maximum visibility to this product in the purview of customers. So they must be given incentives to display more of Sunfeast delishus in their shelves.
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