

## Importance of Brand Image Development: A Study with Special Reference to Rural Consumers

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### Abstract

Brand image is always considered as an important key factor in brand marketing. Brand positioning on consumers help to earn profit in a long run. So the company should concentrate on market and product positioning so as to attract the consumers and to withstand with its competitors. They should always try to hold on to existing brand and bring some new products and market services under same brand. The present study makes an attempt to analyse the importance of brand image among rural consumers.

**Keywords:** Brand Image; Market Positioning; Brand Values; Brand Marketing; Rural Consumers.

### Introduction

Brand image is very important in marketing of products. It also involves high price compared to unbranded products. The study attempts to find out the relationship between brand image and customer perception of rural consumers. It helps the customers to shop the products giving more satisfaction. Extension of product and market can be developed if we can maintain brand. So it builds loyalty over products and market.

### Objectives of the Study

The primary objective of the study is to understand the importance of brand image among rural consumers. The study also identifies the brand awareness and perception of rural consumers towards dairy products.

### Data Analysis

A descriptive research analysis is used for the study.

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### Data Sources

- Secondary data are collected from various books, articles, journals, web resources etc.
- Primary data are collected from the customers of dairy products in mutholy panchayat.

### Scope of Study

The area of study is confined to only one panchayat i.e. mutholy panchayat of Kottayam district.

### Sample Unit

Sample unit consist of customers of dairy products.

### Sample Size

Sample size taken for the study is 40.

### Result of Socio-Demographic Analysis

Most of the respondents are of the age group between 30-40 and all of the respondents i.e. customers are male. They are having the income level between 10000-25000 and most of the respondents are doing agriculture business. Respondents were asked about perception towards brand by using questionnaire schedule.

1. Always gives importance to brand image while purchasing.

**Table 1:** Importance to Brand Image

Option	No. of Respondents	Percentage
Strongly Agree	29	73
Agree	11	27
Neutral	-	-
Disagree	-	-
Strongly Disagree	-	-
Total	40	100

Source: Questionnaire schedule

All of the respondents agreed that they give importance to brand image while purchasing dairy products (Table 1).

2. Brand image is necessary for exploring new as well as existing products.

**Table 2:** Brand Image for Products

Option	No. of Respondents	Percentage
Strongly Agree	23	58
Agree	10	25
Neutral	2	5
Disagree	5	12
Strongly Disagree	-	-
Total	40	100

Source: Questionnaire schedule.

From the Table 2 Most of respondents (83%) opined that they brand image is necessary for exploring new as well as existing dairy products. While 12% of the customers disagreed to this and 5% stands neutral.

3. Awareness regarding brand image of Dairy products.

**Table 3:** Well awareness.

Option	No. of Respondents	Percentage
Strongly Agree	15	37
Agree	18	45
Neutral	3	8
Disagree	4	10
Strongly Disagree	-	-
Total	40	100

Source: Questionnaire schedule.

82% of the respondents are of the opinion that

they are all well aware of the brand while 8% have no opinion and 10% are not well aware of the brand (Table 3).

4. Brand Image Development is Necessary in Rural Areas.

**Table 4:** Development of Brand Image

Option	No. of Respondents	Percentage
Strongly Agree	32	80
Agree	-	-
Neutral	2	5
Disagree	-	-
Strongly Disagree	6	15
Total	40	100

Source: Questionnaire schedule

Eighty percent of respondents agreed that brand image development is necessary in rural areas. While 5% have no opinion and 15 % strongly disagreed to this (Table 4).

5. High Level of Satisfaction towards Brand Image of Dairy Products.

**Table 5:** Level of Satisfaction

Option	No. of Respondents	Percentage
Strongly Agree	20	50
Agree	8	20
Neutral	8	20
Disagree	4	10
Strongly Disagree	-	-
Total	40	100

Source: Questionnaire schedule.

Seventy percent of the respondents have high level of satisfaction towards brand image of dairy products while the rest 20% stands neutral and 10% of the respondents feel dissatisfaction (Table 5).

6. Durability of same brand.

**Table 6:** Durability.

Option	No. of Respondents	Percentage
Less than 1 year	-	-
1 -2 Years	-	-
More than 2 years	40	100
Total	40	100

Source: Questionnaire schedule.

The above table shows that all of the respondents are keeping the same brand for more than 2 years (Table 6).

#### 7. Reason for Preference of Branded Products.

**Table 7:** Preference

Option	No. of Respondents	Percentage
Satisfaction	10	25
Advertisement	2	5
Recommendation from others	0	0
Quality	20	50
Price		
Characteristics	2	5
Availability	6	15
Others		
Total	40	100

Source: Questionnaire schedule

The above table 7 shows that 50% of the respondents prefer branded products due to quality, while 25% prefer loyalty and satisfaction and 15% keep branded products due to its availability and the remaining 5% advertisement and characteristics respectively (Table 7).

#### 8. Brand Switching of Products

**Table 8:** Brand switching.

Option	No. of Respondents	Percentage
Yes	15	38
No	25	62
Total	40	100

Source: Questionnaire schedule

Most of the respondents do not want to change their brands while 38% opt for branch switching in future (Table 8).

#### Major Findings of the Study

- ❖ All of the respondents agreed that they give importance to brand image while purchasing dairy products.
- ❖ Most of respondents (83%) opined that they brand image is necessary for exploring new as

well as existing dairy products. While 12% of the customers disagreed to this and 5% stands neutral

- ❖ 82% of the respondents are of the opinion that they are all well aware of the brand while 8% have no opinion and 10% are not well aware of the brand.
- ❖ 80% of respondents agreed that brand image development is necessary in rural areas. While 5% have no opinion and 15 % strongly disagreed to this
- ❖ 70% of the respondents have high level of satisfaction towards brand image of dairy products while the rest 20% stands neutral and 10% of the respondents feel dissatisfaction.
- ❖ All of the respondents are keeping the same brand for more than 2 years..
- ❖ 50% of the respondents prefer branded products due to quality, while 25% prefer loyalty and satisfaction and 15% keep branded products due to its availability and the remaining 5% advertisement and characteristics respectively.
- ❖ Most of the respondents do not want to change their brands while 38% opt for branch switching in future.

#### Suggestions and Conclusion

The result analysis shows that product strategies should be developed in order to capture rural market. Dairy products are healthy nutrient food and the customers of dairy products are aware of the brand. They consume it because of availability, quality etc .We are using dairy products in day today life, so their brand image development is necessary. Brand image is important when it has substitute product. So in today's competitive situations brand loyalty and value has prominent position in rural marketing.

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