Impact of Brand Awareness and Product Attributes in Purchase Intention of Eastern Jackfruit365

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Abstract: The project titled "A study on the impact of brand awareness and product attributes in purchase intention of Eastern Jackfruit365" was completed at Marketing Department of Eastern condiments Pvt. Ltd, Kerala, India. Eastern Condiments Private limited isthe flagship company of 900 Crores Eastern company. The foundation for this extraordinary achievement of eastern condiments lies in core values such as a commitment to high quality. All their brands and products work towards creating a unique qualitative relationship with customers. In order to understand the level of brand awareness and factors affecting purchasing and not purchasing brand is being conducted based on the respondents from retailers and consumers. For the purpose of collecting responses through questionnaire with a sample size of 200. On the bases responses varies suggestions were formulated to increase the level of awareness regarding the product among the consumers and retailers.

Introduction to Spice Market

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Seasoning can be defined as a process of adding salt, pepper, spices, and herbs during the food preparation. Spices are dried fruit, seed, bark, or root used to give flavour, aroma, as well as colour to the food. There are a large number of spices available in the market in ground as well as whole forms, and each spice gives a unique flavour to the food.

Some of the commonly used spices are black pepper, cinnamon, cumin seeds, turmeric, nutmeg, cloves, ginger, chili powder, vegeta, and garlic. Technavio's analysts forecast the spices and seasonings market in the US to grow at a CAGR of 6.72% during the period 2016-2020.The global spice market is driven by growing demand for convenience foods. The spice market can be segmented on the basis of product types: pepper, cumin, clove, cardamom, ginger and others. In addition to that the spice market is further segmented based on the application mode as frozen food, sauces, soups, meat, bakery, poultry food, convenience foods and others. The spice market is directly influenced by the rising processed food industry. It is noted that there is an increase in consumption of confectionery products, fried food and ready-to-eat specifically in the developed economies and also the bakery product are driving the market for spices

INDIAN FOOD INDUSTRY

India's food industry currently stands at US$ 40.3 billion and is expected to touch US$ 66.3 billion by 2022, registering a growth of 18 per cent. It is evidenced that India is fast emerging as a sourcing hub for processed food, as it has huge agriculture sector, abundant livestock, and cost competitiveness, which is estimated to be worth US$ 121 billion in 2020. It is for certain that our Indian food processing sector is poised for excellent growth in the coming years. It is ranked fifth in terms of production, consumption and exports. Anticipating the future growth, many big international players are entering the Indian

market by partnering with the domestic players. There are tremendous opportunities for large investments in food and food processing technologies, skills and equipment, especially in the areas of canning, dairy and food processing, specialty processing, packaging, frozen food/refrigeration and thermo processing. The Ministry of Food Processing Industries is making all efforts to encourage investments in the sector, incentives for cold chain development and also grant-in-aid for setting up laboratories that are equipped for testing food products

Eastern Jackfruit365

Jackfruit 365 is a new product launched by eastern by the year of January 2020 in the market. The brand Jackfruit365 was founded by Mr. James joseph who was the Director, Executive Engagement at Microsoft India. He created an organized market for Indian Jackfruit where 80% of jackfruit which is reported to be wasted every year. Currently eastern condiments market this product on an agreement basis, Jackfruit 365 is basically a raw jackfruit powder

which enables the consumer to get the health benefits of jackfruit during its off season also. The product can be consumed by adding with some food menus in an appropriate ratio ie.2:1. With this powder homemakers can prepare food items like chakka puttu, chakka dosa, chakka idali etc. The product is mainly focusing on persons with diabetes and also to promote the health benefits of jackfruit to the dining table of every homes in Kerala. The product is currently available only at major supermarkets, hyper markets and department stores.

The product is available at 200gm which cost RS 65 and 65gm sample packet which having MRP of Rs 10.The product is placing in the market with highlighting its major health benefits. The major health benefits of jackfruit are that constant use of jackfruit will prevent colon cancer and reduces the blood sugar level. The unique feature about Jackfruit is that, it is the only fruit which can be consumed as a meal that replaces one's regular carbohydrate such as wheat and rice in full or part. Eastern'sJackfruit365™ packs are frozen and dried from the premium quality Jackfruits that are sourced during its peak season.

Whole jackfruits are peeled, processed and packed at facilities fully certified for the highest safety standards for Americas, European Union, Japan and Australia to ensure the best quality expected in your Kitchen. According to a study that is done by National Health Service, UK, it is noted that the low consumption of vegetables and fruits shortens life more than lack of exercise. So essentially, by consuming jackfruit as a meal, and the consumption of fruits/ vegetables per week, goes up significantly. The low calorie and high fibre content of the jackfruit satisfies your hunger and generally keeps you full for a longer period of time, reason why jackfruit is also believed to help in weight loss. When you feel full, you eat less. MrJames joseph founded this brand on October 2nd 2013 with a vision to create an organized market for the mostly wasted jackfruits in India. The Strategy of Jackfruit365™, is to gradually change perception from "Aye" Jackfruit (ashamed to eat) to "AHA" Jackfruit – Aspiration, Healthy and Affordable. The brand is been marketed with the campaign with highlighting the message that to reduce and control sugar Jackfruit365 which is its USP.

BRAND ATTRIBUTES

Brand Knowledge: Brand knowledge can be identified as a kind of a linkage in a consumer's mind, comprises of nodes and associations among the nodes (Keller, 1993), as well as a set of distinctive brand associations (Keller 1998) that denote both brand awareness (whether and when consumers know the brand) and brand image (what links consumers have with the brand). Brand knowledge also indicates all descriptive & evaluative brand related information and speaks about the brand stored in consumers' memory in terms of personal meaning (Keller, 2003a). Increasing the customer's knowledge about the brand through

marketing initiatives supports companies to raise an optimistic attitude towards the brand in the customer (Rust et al., 2004). The optimistic attitude towards a brand assists them to create optimistic brand response to influence the purchasing action of the customer (Keller and Lehmann, 2006).

Brand Awareness: Brand awareness is defined as the skill of a buyer to recall and identify a brand in diverse conditions (Aaker, 1996). Brand awareness is made of brand recognition and brand recall. Brand recognition means ability to recognize a brand when there is a brand cue, whereas brand recall means consumers capability to watch a product category and recall the brand name accurately. Moreover, the most significant component in brand awareness is brand name (Davis, Golicic and Marquardt, 2008). Aaker (1996) stated that brand awareness made of various stages. These are brand recognition, brand recall, top of mind, brand dominance, brand knowledge and brand opinion. Brand awareness is the necessary state for the creation of brand image (Keller, 1993). It becomes easier for the consumer to associate with brand when brand has become well established in memory. Yoo et al. (2000) have recommended that quality perception, loyalty towards brand and brand awareness having positive association towards brand. The increase in level of brand awareness results in increase in perception about quality (Macdonald and Sharp, 2003) and brand equity as based on customer attitude. As per Schuiling and Kapferer (2004) awareness is indeed notably connected with many valued image dimensions. During buyer decision making process, awareness about brand plays an important function that it raises the probability of a brand's being counted in the final stage, affects decision of consumers' even though there is no other brand association, and impacts the creation and power of brand associations.

Brand Association: Brand identity explained as distinctive set of brand associations that the brand strategist desires to maintain or generate (Aaker, 1996). The association speaks more about brand and implies a give your word to customers from the organization members. There are three types of brand associations like brand as product, as an organization and as a personality. Brand associations are important for markets and consumers. With the help of brand associations, marketers can differentiate, position and extent brand to develop their feeling and attitude towards brand while consumers make purchase decisions on the basis of brand associations to practice, arrange and recover information in memory (Aaker, 1991, pp.109-13).The abstract or intangible character of a product make strong brand associations. Brand association can help with spontaneous information recall (van Osselaer and Janiszewski, 2001) and this information can become the foundation of variation and extension (Aaker, 1996b). Reardonet al. (2005) reflects that when a brand influences the

interest and attention of shoppers as dominant as possible, the procedure can be known as an innovation strategy and indicatively the consumers in developing countries, in specific, depend on the brand for their buying, since their hopes are fulfilled with the brands they depend on. As per Ukpebor and Ipogah(2008), a strong brand effects attitudes of customers and creates a well built product association through brand. Researcher have recognized that brand association have a significant effect on consumer preference, option and intention of purchase, their readiness to pay a price premium for the brand, agree to brand extension and propose the brand to others (Park and Srinivasan, 1994; Cobb-Walgren et al., 1995; Agrawal and Rao, 1996; Hutton, 1997; Yoo et al., 2000)

Brand Image: Keller (1993) defined "Brand image is a set of brand association". Image of brand created from the perception of consumers about the brands, associations in the memory of consumers. Chen (2001) stated in conclusion of research that brand can be separated built on three features which are attributes related to product, attributes related to non-product and benefits. The product deals with the physical and functional aspects. On the different side, attributes related to non-product are stated as marketing mix which contains packaging or product, price information, user imagery and user imagery (Keller, 1993). The benefit features states the result of consumer after consuming or buying that product or service. Benefits are again separated into symbolic, experiential and functional benefits. Brand image stated as perceptions about a brand as indicated by brand association present in consumer memory (Keller 1993). Basically, brand image can be stated as the consumer's feelings and thoughts related to brand (Roy and Banerjee, 2007). The brands messages create a positive impact in contrast brand messages from competitors, when consumers have a positive brand image(Hsieh and Li, 2008). So, brand image is key element of a behaviour of buyer (Burmann et al., 2008) Brand image is considered as a consumer-built notion, due to consumers' making a personal or image linked to the brand with regard to their perceptions and knowledge (Nandan, 2005). Gocek et al. (2007) analysed that shopper got contentment towards textile industry relating to genders and discovered the relationship among customer satisfaction and brand image. Some researchers have put attention on cognitive experience like Lassar et al.(1995), Keller(2001) and Kim et al.(2003). Since no research has analysed regarding sensory experience with a specific brand but Esch et al. (2006). Kim et al. (2003) and Kim et al.(2009) and Keller, 2001 has measured brand image through explanation of cognitive and emotional experience by customers. In order to measure brand image in holistic manner, researcher has taken already taken developed scale containing the two dimensions (i.e., cognitive experience, affective experiences).

Brand awareness and purchase intention Brand Awareness plays a key function in purchase intention because shoppers inclined to purchase a recognized and familiar product (Keller, 1993; Macdonald & Sharp, 2000). Brand awareness can support buyers to identify a brand from a product group and accordingly takes decision to purchase (Percy & Rossiter, 1992). Aaker and Keller (1990) stated that increase in brand awareness and first-class image can stimulate loyalty of brand of the consumers, increase in the brand awareness, the increase in brand belief and purchase intention of the customers. Brand awareness plays a significant role in the consumer purchase intention, and consumers purchase decision influenced due to certain brands will assemble in consumers' mind. Product bearing greater brand awareness will get greater consumer preferences because it having greater share of market and evaluations about quality (Dodds et al., 1991; Grewal et al., 1998).
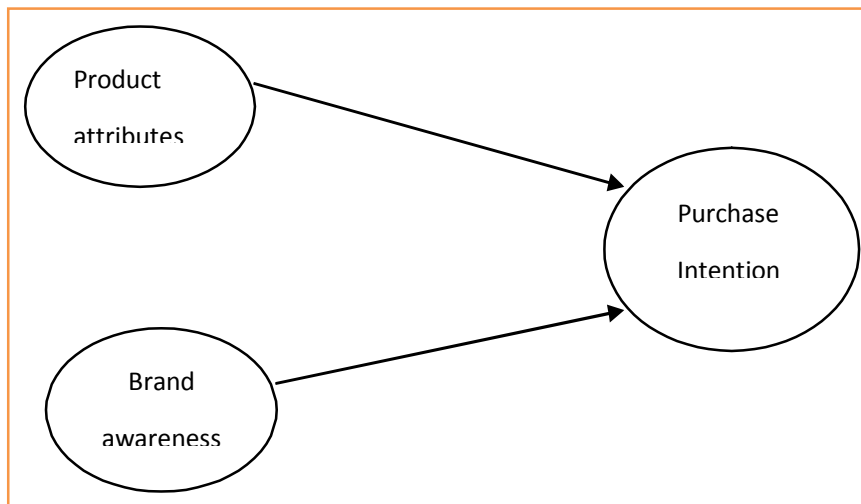
STATEMENT OF PROBLEM

In the present scenario, Eastern is facing a crisis regarding their branding and marketing strategy for their new product Jackfruit 365 into the vast and diverse market of spices and condiments. Since this product is an innovative product that promotes and pushes the ideology of a healthy way of living, Eastern is facing many hurdles as they still haven't come up with a proper strategy that works well for their new product. There seems to be a lack of awareness for their new product because the general public aren't familiar and is only accustomed to using Maida and wheat flour in preparing snacks and daily food items. The company intends to set a new dining and a food preparation technique by introducing this product in the households of Kerala and also promote the idea of a healthy lifestyle in the

minds of Malayali. The project deals within the various steps and measures that have to be taken in order to capture a market that has been dominated by the traditional food preparation substances.

RELEVANCE OF THE STUDY

The study is intended to provide information to eastern condiments regarding the level of brand awareness of Eastern jackfruit365 among the consumers and also to provide information regarding which attributes attract the customers to purchase the brand. This product is launched in the market only 6months ago so that this study will help in formulating more decisions and strategies to attract more customers and also to increase the sale. Through this study eastern condiments created a rebranding or repositioning to the jackfruit. It is found that jackfruit is getting more attention and demand from the public in the last 4years in across our nation. This happened because of various awareness programme by our government and various associations. Because of this effort jackfruit is recently being declared as the state fruit of Kerala. Eastern condiments through this product trying to serve the health benefits of jackfruit to the dining table of Malaya lee. The study will help in understanding customer's basic view and perception regarding the product. The study also helps in identifying the scope of the product in the market understanding the level of awareness of customers regarding health benefits of raw jackfruit. Through this study we get an idea regarding what are the major factors that affects the customer while purchasing a new product from the market

OBJECTIVES OF STUDY

- To identify the level of brand awareness of Eastern jackfruit365 among the consumers.
- To identify the level of consumer awareness regarding the health benefits of jackfruit.
- To identify the major reasons or attributes that direct the consumers to purchase the brand.
- To formulate major recommendations and strategies to place the product effectively through medical shops.
- To collect various responses from consumers and retailers regarding the brand and frame suggestions to reach the customers expectation.

SIGNIFICANCE AND SCOPE OF THE STUDY

Eastern condiments launched jackfruit365 only 6months ago in the market. With this study we can get an idea regarding the level of brand awareness regarding the brand among the consumers. As this is a unique product in the market company needs to give more awareness programme to reach the brand name among the consumers and also to promote the purchasing of this product. With this study we can get an idea regarding how the factors like packaging, product awareness, high soluble fibres etc influence the customer while making the purchase decision. With this study we can make needful changes on the part of product attributes and brand awareness programme to influence the purchase intention of consumers.

RESEARCH DESIGN

The research design deals with the sources of data collection and total plan of research. The sources of data collection are classified as primary sources and secondary sources. The total population of the study includes all the retailers and consumers who uses Eastern condiments products. The nature of study in this research is descriptive. Descriptive study is a fact-finding investigation with adequate data. The study is conducted to understand the position of level of brand awareness of eastern jackfruit365 among the consumers and also to find out what are the factors that influences the consumers on selecting a product. And also, to get an idea regarding what are the product attributes that affect the purchase intention. Data collection for the project mainly depends on primary data collection.

TOOLS FOR DATA COLLECTION

For the purpose of data collection mainly two mode of data sources is being used primary sources and secondary sources. Primary data collection which involves collecting data directly from the respondents. This give more authenticate data. Primary data collection involves collecting data directly from respondents which include consumers and retailers. It involves collecting responses through questionnaire filling. Questionnaire is being created on the bases of a base journal and studies which were conducted similar to the topic. A base journal it was selected from Ebsco host source which having similar variables related to the study. The journal selected was A rated journal. For Data collection with the questionnaire is being collected in a predefined sample size. Data is being collected from responses from Traders and consumers at various geographic locations which include Ernakulam, Kottayam, Changanasherry, Kanjirapally, Pala etc. Data is mainly collected from modern trade shops were the product having its presence.

METHODS OF DATA COLLECTION

Both primary and secondary data has been used in this regard.

Primary sources

Primary data was mainly used. The tool used is a questionnaire. Questionnaire data collection is done mainly through responses from the shops mainly modern trade shops where the product has its presence and also from the consumers. Over 100 shops were visited and the store managers from each shop answered the questions. Also, the information about the company was provided by the company executive.

Secondary sources

Secondary sources of data were collected from various official information and statistical figures. The secondary sources used include Company website, journals, magazines etc. In this report, the secondary data is less, as the majority data was collected through primary sources.

SAMPLING AND SAMPLE SIZE

Sample size for this study was 200. Based on the responses from 200 people various suggestions and findings were formulated. In order to study sampling was mainly done places at Ernakulam, Kottayam, Changansheerry and Pala. Data from the sample size is being collected with the help of questionnaire. Along with questionnaire interview with the consumers helped a lot in framing various suggestion and getting idea regarding what are the various factors that affect consumers while purchasing the brand.

HYPOTHESIS

H1: There is significant influence of Brand awareness towards purchase intention of Easternjackfruit365.

H2: There is significant influence of product attributes towards purchase intention of Easternjackfruit365

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DESCRIPTIVESTATISTICS

	N	Minimum	Maximum	Mean	Std.Deviation
Aware_BSL	200	1	55	4.14	3.746
Aware_PCC	200	1	5	1.49	.930
Aware_PC	200	1	5	2.77	1.889
Aware_Availability	200	2	5	4.07	1.317
PurchaseNature	200	1	5	4.35	1.315
awareness1	200	1	5	1.96	1.137
PA1	200	1	5	4.00	.990
PA2	200	1	5	3.79	.905
PA3	200	1	5	3.55	1.268
PA4	200	1	5	3.65	1.183
INTENTION	200	1	5	1.34	.892
ValidN(listwise)	200				

INTERPRETATION

Fromthetotalrespondentsof200people people based on the mean score it can be identify that more than 50% of people were aware on the fact that with help of raw jackfruit blood sugar level can be controlled. This shows that product can focus more on diabetes patients.

- Based on response with mean scores how is that only1.49.It means that large percentage of people were unaware regarding the fact Jackfruit will prevent colon cancer.
- Only about 35-50% people were aware on the fact that jackfruit can control cholesterol regular basis.
- Awareness on jackfruit related products available in market show same an

of4.07which means customers are aware regarding the availability.

- Regarding the Eastern jackfruit365 awareness the mean shows a score of only 1.96 which means a large percentage of people were unaware regarding the brand. Which means lack of awareness the main problem with them.

- Product Attributes 1shows the product attribute one that is packaging it shows a mean score of 4.0whichmeanspackagingheavilyinfluences on purchases.

- Product Attributes 2shows health benefits. Based on the responses it can be identify that with meanscoreof3.79healthbenefits have good influence on purchase of product.

- Product Attributes 3showspricewithameanof3.55which means customers purchase a product based on its price also.

- Product Attributes 4showsorganiccertificationinfluences the purchase up to a level.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.161	2	1.080	1.36 4	.258 [b]
	Residual	156.834	198	.792		
	Total	158.995	200			

a. Dependent Variable: INTENTION

b. Predictors:(Constant),awareness1,productattribute

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.296	.478		4.322	.536
	product attribute	.645	.168	.335	3.852	.000
	awareness	.462	.155	.117	2.982	.009

a. Dependent Variable: INTENTION

Correlations

		INTENTION	awareness1
INTENTION	Pearson Correlation	1	.114
	Sig.(2-tailed)		.108
	N	201	201
awareness1	Pearson Correlation	.114	1
	Sig.(2-tailed)	.108	
	N	201	201

FINDINGS:

- A large amount of people was unaware regarding the health benefit of jackfruit.
- It was found that more than 40% of people were unaware about the brand. Even though somewhere aware they were not using the product.
- Attributes like packaging, health benefits, organic certification, price have direct impact on the purchase of the product.
- Brand awareness is the main factor that affects purchase of the product but lack of brand awareness is one of their main problem.
- The product is not available at every place this cause the main reason for lack of awareness

SUGGESTIONS:

- Ensure more weighted to the health benefits of jackfruit in the advertisements of Eastern jackfruit365 this will help in attracting more health conscious people and diabetes
- Create more awareness program regarding what actually the product is JF365 because still a significant percentage of people are still unaware and ignorant regarding what actually this product is.
- Focuses mainly on modern trade because high end& high profile people purchase mainly at city supermarkets & hypermarkets.
- Diabetes specialists can be made aware of JF365 so that they can suggest the brand to the patients along with its benefits

- A small sample sachet of JF365 can be offered along with the other fast moving brands from eastern for a short period in particular location to create more awareness and purchase intention.

- Create awareness to diabetes patients regarding the brand through publishing articles and advertisements in health related magazines.

- Can ensure more sales through distribution in sample size packet through jackfruit vendors also.

- Increase distribution to some medical shops also this will help in getting attention from more health conscious people also.

- Ensure organic certification to our product this will help in attracting more health conscious people also towards our brand.

- Create awareness from the medical shops regarding the brand through wall posters, display stand and leaflet distribution also.

CONCLUSION

This project is done with the objective to find out how product attributes and brand awareness influence the purchase intention of consumers to purchase eastern jackfruit365. It is found that lack of awareness is one of the main problems they face and this cause as the main reason for low sales in the market. Company needs to promote more awareness program to create an image among the customers and also needs to create an image among the customers what actually this product is. For creating more awareness firm can depend upon more advertisements and customer testimonial ads etc. For getting more sales from the customers company can focus more on promoting the health benefit of products among consumers. Even though the product is more focusing on diabetes patients the product is not made available at medical shops company needs to bring the product to medical shops also. Attributes like packaging, health benefits, organic certification and price have direct influence on purchasing of products. Through this study they can get more insights on consumers' view on the brand, taste, intentions, preferences which would facilitate the marketers to develop their marketing plan and strategies for improving their product attributes.

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