

## IMPACT OF BRAND AWARENESS ON CUSTOMER'S PURCHASE DECISION WITH REFERENCE TO LIJJAT PAPAD IN KARAD CITY

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### ABSTRACT

Brand awareness is playing an important role in customer decision making. In present days, brands become successful brands when they are original and well selected. When consumers remain loyal to any such brands, then it will become more successful. For every brand, it is a big challenge to remain successful in the market. Collection of up-to-date information, analysis and determination of right decisions and implementation of various strategies are required to keep on a successful brand.

The brand in this research paper is a very popular Papad brand which is consumed in almost every house of our country. The brand has existed for more than 62 years in the market. They use business strategies and philosophies in such a way that they can confront the leading business giants like Apple and Starbucks. They started to make Papad and sell these in getting a profit of 50 paisa per day and with only Rs.80 of capital. Nowadays they are having more than 45, 000 lady employees which sets an example of women empowerment.

The work distribution is that every employee should work at least 4-5 hours daily and to earn an income. All the lady employees are equal owners without color, cast, and position wise discrimination. Without having management education, the ladies are following collective ownership culture, where each lady employee herself owns a small part of the organization. As they are co-owners, they are responsible for profit or loss. In this way, the lady members build trust among each other.

**Keywords:** Brand Awareness, Brand Loyalty, Decision Making, Women Empowerment, Business Strategy, Equal Owners

### Introduction

Brand awareness is a marketing concept when customers can identify a product by its name. It also includes positive perceptions of the qualities of the brand which differs from the product from its competition. Creation of brand awareness is a prominent step in launching a new product. Brand awareness also improves the market share. Being the first in the market increases barriers for late entered brands. For any brand that has already established players or existing competitors in the market and then the company should adopt an aggressive approach.

It is found in multiple studies that brand awareness affects customer's purchasing, thus brand awareness is vitally important. When asked about purchasing the Papad, then customers gather the information from their friends, relatives about flavors and also give preference towards the choice of the family member. Papad is a traditional product in meals of India. In our India, consumption of Papad is on a daily basis in some locations or in some locations, it is consumed only on various occasions. Papad increases temptation when it is served with regular food. In some locations of India, Papad (it may be in roasted or fried form), pickles and dal is a must in lunch or dinner. For purchasing a Papad, brand awareness is vitally important. The person, who loved Papad, knows about the packaging. Each flavor has a different color of Lijjat (brand) Papad. Since its humble beginnings in 1959, the Lijjat brand has cultivated a devoted following for its crisp, shatteringly thin Papad.

### Objectives of the study

- To study the concept of brand awareness.
- To analyze the brand awareness towards Lijjat Papad.
- To study the consumer's opinion towards Lijjat Papad.
- To give meaningful suggestions if required.

### **Research Methodology**

Research problems can be solved systematically when the researcher has properly understood the methods of research. It gives various ways to study the research scientifically. Hence there are different steps or techniques used in research that are studied in research methodology. The data have been collected in the following two ways.

#### **Primary Data**

It is collected for the first time by the researcher for his own purpose. Survey method is a more popular technique to collect information. The researcher has made one questionnaire having questions like dichotomous, close ended. The questions were easy to understand and in simple English language.

#### **Secondary Data**

It is already published data of the company so it is collected through company and product profile. For collection of this data, the researcher has referred company booklets, reports and website of the company.

#### **Sampling Method**

The researcher has used a simple random sampling method to collect data. Universe for this research is the consumer who consumed Papad in and all around Karad City. The sampling size taken for the study by researchers is 82 customers.

#### **Scope of the Study**

It clarifies the areas in which research work has been conducted. The functional scope of the study covers meaning of brand and the concept of brand awareness. The analytical scope of this study includes tables and graphs related to questionnaires. The geographical scope covers the area of Karad Taluka.

#### **Literature Review**

Bornmark, Fjelkner & Svensson (2005) in their Bachelor degree dissertation, have focused on various objectives related to consumer buying behavior. The researcher has studied the differences in buying behavior (the student is a sample of the research work) of three different cultured countries. The research group was limited to the students from the Universities of three Countries. This made it possible to observe which product recognition and recall of the brand name. The result was used in the analysis. From all investigated factors, it is investigated that quality and brand awareness has a greater impact on purchase decisions. It is also concluded from the research work, though the culture is different in three countries, the buying behavior remains the same.

Bhuvanewari (2015) has studied brand awareness among consumers in Simco Meter area of Tiruchirappalli. In this research work, the main focus is on the attitude of consumer or behavior of consumer towards daily consumptions of branded products in rural areas. The researcher has suggested that there is a need to make the rural consumers towards the availability of a variety of brands. It is essential to educate the rural consumer about the use of branded products in their respective locations.

Ganguly (2022) has written one article in slurrp.com which is the success story of Lijjat Papad which tells us that no beginning is small and no start is inconsequential. If anybody wants to venture into home dining, they can do it by selling dabbas with special mango pickles. Also if anyone can make it at home and sell them, go ahead. It happened in India when the seven strong women came ahead and started Lijjat Papad and changed the lives of thousands of Indian women.

Kamasastri (2018) has written a research article titled as "Iconic Branding in the Indian Context- A Guide to Successful Branding". While doing research work, the researcher came to the conclusion that for every product, branding is very essential. It creates trustworthiness among the consumer's mind. It also supports authenticity to marketer's value offer. It is an example of a win-win situation for customers and organizations.

Karagiannis, Thomas & Gasteratos (2022) have done research work in the United Kingdom. The study is related to brand equity of Greek yogurt abroad. The researcher has prepared a questionnaire which covers the branding process and brand equity of the sample product. The sample size was 400 respondents who are using two varieties of Greek yogurts. The researcher has observed three parameters – brand awareness, brand loyalty and perceived quality while purchasing yogurt. It is found that the origin of a country affects the brand equity and consumers' perceptions. When any producer wants to export his finished products abroad, he should focus on the brand image of the product.

Paul (2021) has written an article in Dainik digitalyug.com, which is focused on the business of Lijjat Papad Udyog. Lijjat Papad had a consistent journey from its inception to its present-day position. They have continued their core values and their operational methods. They are also careful in their quality control and have shown a brilliant result. After everything, it can be prominently said that Lijjat Papad's success is due to its consistency, hard work, and philosophy.

Punithavathi (2019) has written a research article. The main object of the study is to examine the relationship between brand awareness of selected food and beverages and consumer awareness towards it in rural areas. The researcher has chosen eight products related to food and beverages. They are soft drinks, dairy products, Biscuits, Ice cream, flour, chocolate, snacks and Tea. In the analysis of the study, it is observed that brand is an important factor in the buying process of a particular product. The research work examines the effect of brand knowledge in the different stages of the buying process. Finally, the researcher suggested that rural markets become prominent in the current and future marketing environment. The marketer should pay more attention towards the rural market, rural consumer buying behavior.

Rani (2016) discusses the importance of women's effort in various fields. She has also mentioned that it was not appreciated in the past years, but the scenario has been changed nowadays. Some women entrepreneurs create challenges to renowned businesses. Women started to take initiative in starting their own business. Along with motivation social support is also required. Shri Mahila Griha Udyog Lijjat Papad society sets their own example to motivate women entrepreneurship and empowerment. It also protects women's self-respect. In this article, the spirit of 7 semi-literate women and their hard work is described. Nowadays SM GULP is becoming a symbol of progress.

Ravimohan & Radhika (2020) have analyzed the customer satisfaction with regards to Sri Mathaji Papad in Chennai City. The researchers have observed customer satisfaction is essential to increase the customer base, customer loyalty, revenue, profits, market share and survival. While determining strategies, customer experience is also taken into consideration. Customer satisfaction is the key to surviving and in getting profit.

Sharma & Kathane (2018) have examined the purchasing pattern of Papad. The study examines the demographic factors of working (200) and non-working (200) women in Nagpur City who are consuming Papad. It is experienced that the purchasing pattern is changing from unprocessed, unbranded low quality food products to the processed, packaged products. Interview method was used to collect primary data. The outcome of the study is that moong Papad is mostly consumed by both working and non-working women, followed by Suruchi and Haldiram in non-working women as compared to working women. Surprisingly there is association among the age, education and purchasing of moong Papad/ udad Papad.

In this way, the research concluded that Moong and Urad Papad of the Lijjat brand are popular among all women.

#### **Limitations of the Study**

- The study covers only the Karad region.
- The sample has been selected who are consuming Lijjat Papad.

#### **About the Organization**

The research is related to brand awareness of Lijjat Papad. Shri Mahila Griha Udyog - Lijjat Papad have started the business for women only. The main strength of the organization is the philosophy of co-ownership and equal status of employees. The women started their business with very little money even though they are not having any business experience. Only hard work and mutual trust among each other helps the survival of an organization. It is running very well even though all the employed ladies are co-owners. Still it is growing. Devoted Family Business is the basic concept of the organization. The organization follows the basic principles like the members having all the rights. The employees must maintain the quality of LIJJAT forever. Any members should not be involved in any malpractices.

#### **Concept of Brand Awareness**

Customers can recall or recognize that brand in various situations, then we definitely say that it is awareness of the brand. Brand awareness takes brand recognition a step further. It involves recalling the business name and general feeling of the business, information about its product and services and experiments. Awareness of a brand achieves marketing goals and objectives such as staying ahead of the competition, building trust and generating more leads.

**Data Analysis and Interpretation**

Data analysis is the process to show the patterns and trends of the sample. Data interpretation is the process to find out the meaning from collected data.

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Attributes	No. of respondents	In Percentage
Yes	76	92.68%
No	6	7.32%
Total	82	100

Table 1: Consumers response towards consumption of Papad

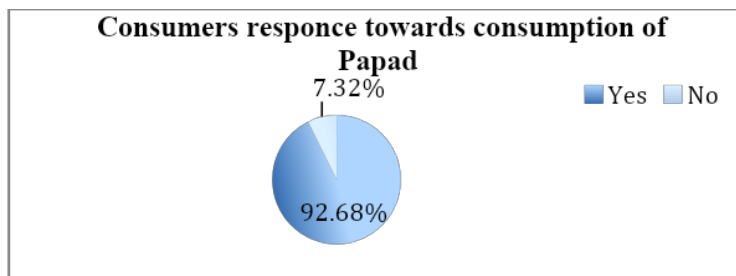


Figure 1: Consumers response towards consumption of Papad

It is seen in the above table and chart, 92.68% of respondents consume Papad and 7.32% of respondents don't consume Papad i.e. there are more Papad users than non-users of Papad. Thus it is found that the majority of respondents consume Papad.

Attributes	No. of respondents	In percentage
Lijjat	69	91%
Bikaner	2	3%
Ganesh Papad	1	1%
Any other	4	3%
Total	76	100

Table 2: Consumers preferences towards different brands of Papad

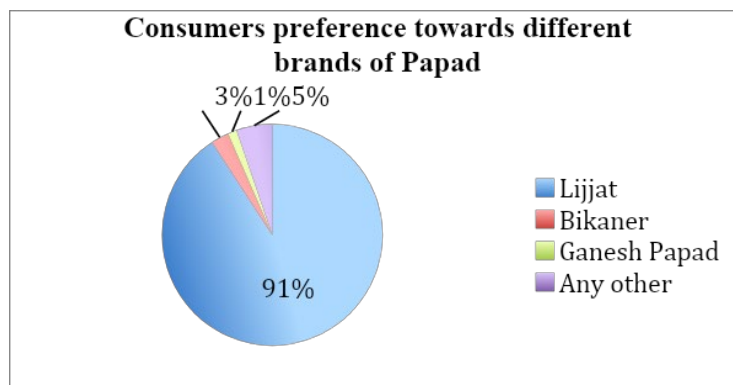


Figure 2: Consumers preferences towards different brands of Papad

It is seen from the above chart, 91% of respondents are Lijjat Papad users, 1% of respondents Ganesh Papad (Local brand) users while 3% of respondents are Bikaner Papad users and 5% of respondents are other Papad users.

Attributes	No. of respondents	In percentage
Plain	24	35%
Jeera	17	25%

Pepper	6	9%
Chilly	2	3%
Masala	9	13%
Garlic	6	9%
Anyother	5	7%
Total	69	100%

Table 3: Customer preferences towards flavors of Lijjat Papad

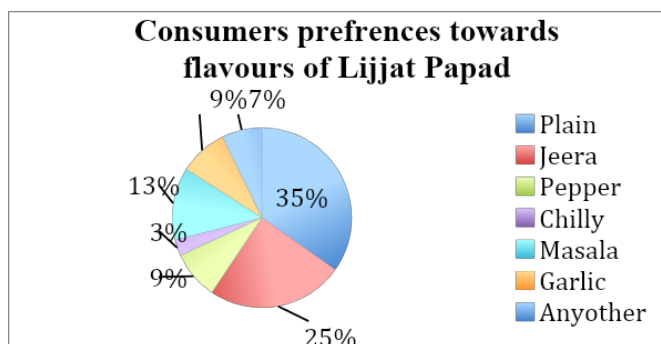


Figure 3: Customer preferences towards flavors of Lijjat Papad

With the extension of the above question, the researcher has asked about the particular flavor of consumption. It is shown in above table and chart, 35% of respondents consume Plain Lijjat Papad, 25% of respondents consume Jeera Papad, 9% of respondents consume Pepper Papad, while 3% of respondents consume Chilly Papad, 7% of respondents consume Masala Papad whereas 13% of respondents consume Garlic Papad, while 7% of respondents consume other flavors of Papad.

Attributes	No. of respondents	In percentage
Less than 1 year	4	6%
2-3 years	9	13%
3-4 years	16	23%
More than 4 Years	40	58%
Total	69	100%

Table 4: Number of years since consumers are consuming Lijjat Papad

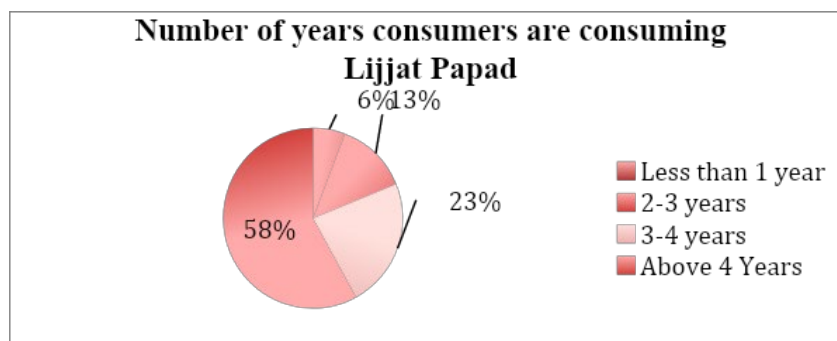


Figure 4: Number of years since consumers are consuming Lijjat Papad

It is observed that from last one year, 6% of respondents consume Papad, 13% of respondents are consuming Papad since 2-3 years, while 23% of respondents are consuming Papad since 3-4 years, where as 58% of respondents are Consuming Papad since above 4 years. Thus it is found that in Karad city, consumers are having brand awareness towards Lijjat Papad and also they are consuming different flavors of Papad since more than 4 years.

Attributes	No. of respondents	In percentage
Quality	11	16%
Taste	38	55%
Hygiene	4	6%

Cost	9	13%
Goodwill	7	10%
Total	69	100%

Table 5: Consumers Satisfaction towards Lijjat Papad through its features

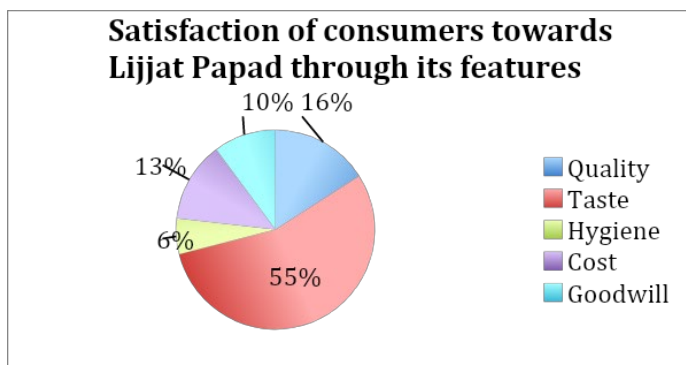


Figure 5: Consumers Satisfaction towards Lijjat Papad through its features

As shown in above chart 16% people are satisfied with the quality of Lijjat Papad, 55% people are satisfied with the taste of Lijjat Papad, while 6% people are satisfied with the hygiene, 13% people are satisfied with the cost of Lijjat Papad, where as 10% of people are satisfied with the Goodwill of Lijjat Papad. It means that the majority of people consume Papad due to its taste.

Attributes	No. of respondents	In percentage
Authentic	27	39%
Reliable	30	43%
Good	12	17%
Total	69	100%

Table 6: Consumers brand opinion towards Lijjat Papad

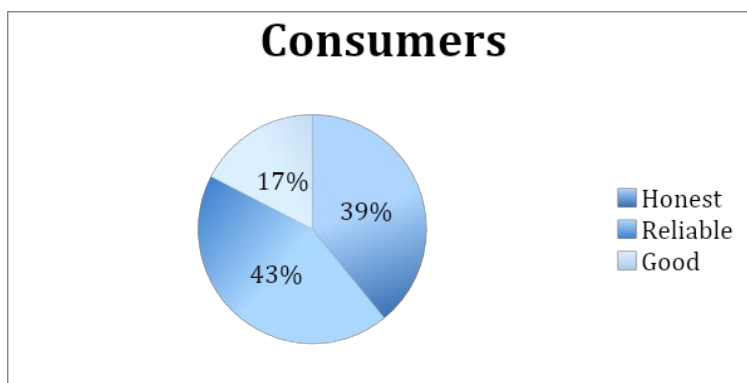


Figure 6: Consumers brand opinion towards Lijjat Papad

As shown in the above chart, 39% of people describe the brand as Authentic, while 43% of people describe the brand as Reliable, 17% people describe the brand as good. It means that the majority of people have described the brand as reliable.

**Results**

- Majority of the respondents are consuming Papad.
- Maximum Number i.e. 91% of the respondent’s consuming Lijjat Papad.
- Consumption of plain Papad is highest i.e. 30% and consumption of Red chili Papad is lowest i.e. 3% compared to other flavors of Lijjat Papad.
- In Karad city, consumers are having brand awareness towards Lijjat Papad and also they are consuming different flavors of Papad since more than 4 years.
- It is found that the majority of the respondents prefer Lijjat Papad due to its Taste, Quality and its Goodwill.
- 77% of respondents are satisfied with the quality of Lijjat Papad.
- Consumers define/describe Lijjat Papad as authentic and reliable.



### Suggestions

It is suggested that companies should create awareness about the availability of different flavors of Lijjat Papadin Karad city. Company should open a branch of Shri Mahila Ghriha Udyogat, Karad, due to this there is an increase in the percentage of women entrepreneurs and also in women empowerment.

### Conclusion

In India, SMGULP becomes successful brand nowadays. From last 62 years, the ladies are trying hard and devoted towards their business. The members are considered as co-owners, so they are producing quality products at reasonable prices. This organization also creates mutual family affection, concern and trust among the members. Consumer purchases Papad due to due to 2 reasons; first is its taste and quality and it will decline women employment and opportunity.

Self-reliant women improve her standard of living. When the woman moves forward, she moves family, village and nation also. For many of them today the simple act of rolling Papad has made the difference in financial independence and poverty.

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