**Consumer Based Brand Equity of the farm Express firm in Goa**

An Internship report for

Course Code and course title:MBIR002 Final Internship Report

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In (Marketing)

By

**RAMKRISHNA UMAKANT NAIK**

**2147**

Under the supervisor / Mentor

**PROF. TEJA KHANDOLKAR**

Goa Business School
Master of Business Administration

**GOA UNIVERSITY**
**Date: April 2023**

Examined By:

Seal of the School

## DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation / Internship report entitled, "Consumer based brand Equity for farm Express Firm in Goa" is based on the results of investigations carried out by me in the Master of Business Administration at the Goa Business School, Goa University under the Supervision/Mentorship of Prof. Teja khandolkar and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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Ramkrishna Umakant Naik
2147
Master of Business Administration
Goa Business School

Date: 26 April 2023

Place: Goa University

## COMPLETION CERTIFICATE

This is to certify that the dissertation / internship report "**Consumer based brand Equity for farm Express Firm in Goa**" is a bonafide work carried out by **Mr Ramkrishna Umakant Naik** under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** in the Discipline Management Studies at the Goa Business School, Goa University.

Prof.. Teja Khandolkar
Management Studies

Date: 26 April 2023

Prof. Jyoti Pawar
Dean
Goa Business School

Date: 26 April 2023
Place: Goa University

School Stamp

## CERTIFICATE FOR INTERNSHIP

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Ramkrishna U. Naik Student of the Goa Business School, undergoing Master of business Administration (MBA) has successfully completed Internship between 1st March 2023 to 26th April 2023 at Farm Express.

During the internship, he was found to be sincere, hardworking & dedicated towards the tasks assigned to him.

We wish him all the best & success in his future endeavour.

Place: Thivim Industrial Estate

Date: 26th April 2023

Rupesh Gauns

**FOOD EXPRESS**
Farm Express
D3-30, TIVIM IND. EST.
KARASWADA - GOA
PHONE: 8983055606

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# 1. Brief Profile of the company

Farm-Express are wholesale supplier of food grains, spices and whole food located in thivim industrial estate. They are currently available in 500 stores across Goa, And one of leading Grocery brand in Goa, At farm express they have spent lot of time researching the supply chain to source never seen before Quality at a never heard before pricing.

They believe only a healthy body can house a healthy mind, and the way to get there is to consume nourishing, wholesome food. Farm express provides a power packed combination of flavours, health and convenience, with products that are as natural as they are nutritious. Farm express believes that health and tastes are qualities that go hand in hand. Food that are natural with wholesome nutrition retained is also more likely to taste better. They does all hard work of sourcing, sorting and cleaning a wide variety of food grain to packaging and distributing, every step of our process has innovation at the core.

Steps in Processing

    I.      Visit places of food origin

    II.     Test Produce for Quality, Purity and shelf life

    III.    Transport and Logistic

    IV.    Test and Improvise Processing system

    V.     Sorting and Cleaning on Automated Machines

    VI.    Packing and Labelling

    VII.   Batch Purity Check

    VIII.  Supply to retail Check

They are proud to offer your kitchen our promise of quality and zero compromise on hygiene. They sort, clean and pack them on automated machines, so that the pack you buy from the store is 100% free of any impurities.

## Farm-Express Brand Umbrella

| Rice | Dals | Whole Grains | Dry Fruits | Spices | Flour | Foods |
|------|------|--------------|------------|--------|-------|-------|
| Sona Masuri Rice | Tur Dal | Mix Grain | Almonds | Mustard | Maida | Rava |
| Jeera Rice | Chana Dal | Kabuli Chana | Cashews | Cumin | Besan | Poha |
| Kolam Rice | Moong Dal | Moong | Pista | Ajwain | Rice Flour | Soya Chunks |
| Local Boiled Rice | Urad Dal | Brown Chana | Raisins | Sesame | Jowari | Sabudana |
| Basmati Biryani Rice | Mix Dal | Green Peas | Walnut | Cinnamon Sticks | Bajari | Kesari Rava |
| Raw Red Rice | Chilka Dal | White Peas | Mix Dry Fruit | Cardamom | Ragi Flour | |
| Ambemohar Rice | Masoor Dal | Chawli | Broken Cashews | Anise | | |
| | | Masoor | Apricot | Coriander | | |
| | | Rajma | | Tamarind | | |
| | | Groundnut | | Black pepper | | |
| | | Matki | | Cloves | | |
| | | Urad | | Kokum sol | | |
| | | | | Fennel | | |
| | | | | Flax seeds | | |

## 2. Introduction of the Topic

Developing strong brands is the aspiration of most managers, who strive to have these kinds of brands in their brand portfolio. The most commonly used indication of the strength of favorable brands is brand equity. Researchers use different perspectives and terms for brand equity, such as consumer-based, sales-based, financial-based, firm-based and employee-based brand equity to report this diversity in brand equity's conceptualizations. The most widely used indicator of brand equity in the marketing literature is consumer-based brand equity (CBBE), which refers to "a set of perceptions, attitudes, knowledge, and behaviors on the part of consumers… that allows a brand to earn greater volume or greater margins than it could without the brand name(Veloutsou, Chatzipanagiotou, and Christodoulides 2020)

Brand equity is a key marketing asset, which can engender a unique and welcomed relationship differentiating the bonds between the firm and its stakeholders, also helps in nurturing long term buying behavior. Understanding the dimensions of brand equity, then investing to grow this intangible asset raises competitive barriers and drives brand wealth. For firms, growing brand equity is a key objective achieved through gaining more favorable associations and feelings amongst target consumers. There are positive effect of brand equity on: consumer preference and purchase. Over the last 15 years, brand equity has become more important as the key to understanding the objectives, the mechanisms, and net impact of the holistic impact of marketing, it is not surprising that measures capturing aspects of brand equity have become part of a set of marketing performance indicators

The study of brand equity is increasingly popular as some researchers have concluded that brands are one of the most valuable assets that a company has. High brand equity levels are known to lead to higher consumer preferences and purchase intentions, as well as higher stock returns. Besides, high brand equity brings an opportunity for successful extensions, resilience against competitors' promotional pressures, and creation of barriers to competitive entry.

There are 5 brand equity assets of the value creation. As shown in the exhibit, these assets include:

1. Brand loyalty.

2. Brand awareness.

3. Perceived quality.

4. Perceived Value

5. Brand Preference

6. Brand Extention

Brand loyalty is a key consideration when placing a value on a brand because loyalty translates into a profit stream. A loyal customer base, for example, can be expected to generate a predictable sales and profit stream. In addition, focusing on brand loyalty is often an effective way to manage equity. Customer satisfaction and repeat buying patterns are often indicators of a healthy brand, and programs to enhance them will build brand strength. Brand awareness, even at the recognition level, can provide the brand with a sense of the familiar and a signal of substance and commitment, over 70% of consumers selected a known brand of peanut butter from among three choices, even though another brand was superior (according to the results of a blind taste test) and even though they had neither bought nor used the known brand. Just being a known brand dramatically affected their evaluations. Even when the decision involves choosing a product like a computer or selecting an advertising agency, it is reassuring to buy the well-known alternative.

Perceived quality provides value by providing a reason to buy, differentiating the brand, attracting channel member interest, being the basis for line extensions, and supporting a higher price. In particular, the PIMS studies showed that perceived quality leads to higher pricing. The price premium can increase profits or provide resources to reinvest in the brand. Brand value include product attributes, customer benefits, uses, users, lifestyles, product classes, competitors, and countries. Values can help customers process or retrieve information, be the basis for differentiation and extensions, provide a reason to buy, and create positive feelings. Choose one brand over another consistently, this is called their brand preference. In other words, they have gotten familiar with the competitors, maybe even tried a few products from different brands, and made a choice that they like this brand the best.

## 3. Literature Review

The academic literature uses direct and indirect measures to approximate CBBE. Direct measures seek to quantify brand equity directly and approach it by focusing on real consumer preferences or utilities. Indirect measures operationalize CBBE through its demonstrable dimensions and provide more guidance to practitioners(Christodoulides 2009). Most of the studies that focus on CBBE appreciate its multiface nature and approach it as a multi-dimensional construct(Veloutsou, Chatzipanagiotou, and Christodoulides 2020). There is little agreement on the dimensions that constitute CBBE, but most empirical studies that use the indirect approach adopt conceptualization, identifying brand awareness, brand Preference, perceived quality, perceived value and brand loyalty as relevant CBBE components(Chieng 2018),(Oyedeji 2006).

Consumer mind-set can be in the form of feelings, experiences, images, perceptions, beliefs, attitudes, and thoughts about the performance and utility of a brand. The measurements of consumers' mind-sets with respect to brand performance have been done with a variety of conceptual models using different dimensions. The most popular dimensions are brand awareness, perceived quality, brand image, brand preference, brand loyalty, brand attitude, and brand associations(Raji, Rashid, and Ishak 2018). (Keller 1992) explained that brand knowledge is of two types: brand awareness and brand image. Brand awareness and brand image are often referred to as the structures of consumers' mindsets, memories, perceptions, and associations with a brand. According to (Keller 1992), the implication of CBBE (brand knowledge) can either be positive or negative on consumer response to marketing activities. (Christodoulides 2009) further explained that positive CBBE occurs when consumers perceive the brand to be strong and unique, with a favourable image of the brands' image and attributes (Oyedeji 2006) study explores the relation between the customer-based brand equity (CBBE) of media outlets and their media channel, credibility dimensions of CBBE (perceived quality, brand awareness, brand association, and brand loyalty) were used to create the construct indexes. Three of the 4 constructs of CBBE (perceived quality, brand association, and brand loyalty) were found significantly related to media channel credibility and brand awareness was not statistically significant. (Lim, Chester, and Heinrichs 2020) Their study aims to evaluate both the extent that these social media activity outcomes relate to brand equity and results show there is significant relationships of social media activity outcomes with brand equity.

(Chakraborty and Bhat 2017)This study uses structural equations modeling (SEM) to investigate the impact of online credible reviews on customer based brand equity (CBBE) Results indicate that source and review quality are the most important factors that affect consumer's credibility evaluation of a review. Online credible reviews have more significant impact on brand awareness, perceived value and organizational associations and thus leads to consumer's purchase intention. (Raji, Rashid, and Ishak 2018) explores the role of social media communications in developing CBBE for brands. Findings of this research demonstrate consumers' perception and mind-set towards their knowledge, which are reflected through brand awareness, hedonic brand image, functional brand image, and brand sustainability. Additionally They states that marketing activities and communication contents on social media play an important role in improving the perception of automotive brands in consumer's mind. (Authors 2018) investigate the effects of culture, personality, and motivation on social and content value and their effect on brand equity in social media brand community in china and US. Chinese consumers show more social value and the US consumers more content value. Accordingly, the effect of social value (content value) on brand equity is stronger for Chinese (US) consumers. (César et al. 2018) is trying to understand of the relationship between brand gender and CBBE by analysing the mediating role of consumer–brand engagement (CBE) and brand love (BL) and found that brand gender has an indirect and relevant impact on CBBE through BL and CBE

(Faircloth et al. 2016) This paper reports a study which operationalizes brand equity and empirically tests a conceptual model, considering the effect of brand attitude and brand image on brand equity. The results indicate that brand equity can be manipulated at the independent construct level by providing specific brand associations or signals to consumers and that these associations will result in images and attitudes that influence brand equity. (Allaway et al. 2012)paper measures consumer-based brand equity in the supermarket industry and identify the strategy drivers associated with levels of brand equity for consumers. supermarket brands. Findings – Factor analysis yields two brand equity outcome dimensions and eight brand equity drivers. A large proportion of consumers clearly have strong feelings about the supermarkets they patronize, and that effort expended in keeping customers, service level, and product quality and assortment appear to be basic requirements for achieving high levels of consumer-based brand equity.(Schivinski et al. 2019) examines whether perceptions of brand equity influence consumers' propensity to engage with brand-related content on social media. findings indicate that brand associations influence the consumption and contribution of brand related

social media content, while brand loyalty additionally influences the creation of brand-related social media content. (Kumar 2013) The purpose of this paper is to examine the effect of brand experience on hospital brand equity. The study found that brand experience is an important factor influencing hospital brand equity. The study provides evidence that the brand experience dimensions (sensory, affective, behavioural and intellectual) positively influence the five brand equity dimensions (brand awareness, brand association, perceived quality, brand trust and brand loyalty)

## 4. Researchable Gap

The authors studied various journal articles during the literature review process. After studying through the articles, we figured out the researchable gaps. The literature review findings suggested that components, which were pertinent to measure Consumer based brand equity and brand preference in the preview of Goan Context involving dal and pulses were needed to be researched upon. Extant literature had pointed out the consistent lack of concrete evidence to understand regarding Preference for branded or non-Branded dal and pulses and perceived satisfaction patterns for the same among the consumers. This study aimed at providing an exhaustive examination of a number of parameters, which could directly or indirectly influence Consumers' utilization, and Preference towards dal and pulses.

## 5. Research Question and Objective

1. To find and understand factors affecting Customer based brand Equity
2. To find customer based brand equity for farm express
3. To find impact of Brand Equity on brand extension

H1- There is Positive relationship between Brand Extension and other variables of Consumer based brand Equity

H2- There is significant impact of perceived Quality on brand extension

H3- There is significant impact of perceived value on Brand extension

H4- There is significant impact of brand loyalty on brand extension

H5- There is significant impact of Brand preference on brand extension

H6- There is significant impact Brand Awareness on brand extension

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                          ┌──────────────────┐
                          │ Brand Awareness  │
                          └──────────────────┘
                          ┌──────────────────┐
                          │ Brand preference │
                          └──────────────────┘
   ┌────────┐             ┌──────────────────┐          ┌────────────┐
   │  CBBE  │             │  Brand Loyalty   │          │   Brand    │
   └────────┘             └──────────────────┘          │ Extension  │
                          ┌──────────────────┐          └────────────┘
                          │  Perceived Value │
                          └──────────────────┘
                          ┌──────────────────┐
                          │ Perceived Quality│
                          └──────────────────┘
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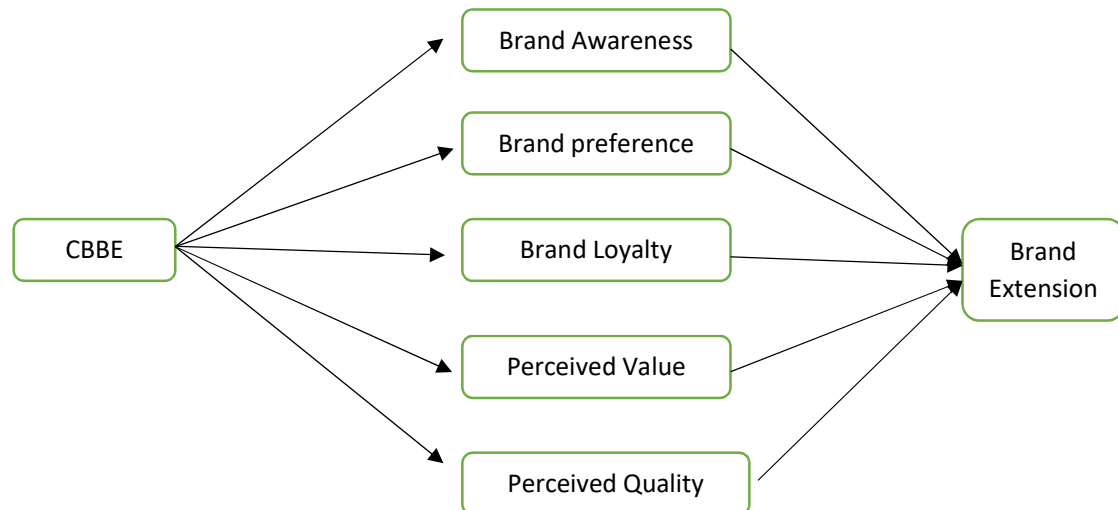
## 6. Methodology

This study tests conceptual model of customer based brand equity in Goa, and Explores consumer's preference for branded or non-branded dals and pulses. The questionnaire was originally designed using the constructs of consumer based brand equity. The pilot test for the questionnaire was conducted with 60 consumers outside well known super market in goa to finalizing scale and find any issues related the questionnaire. As a part of final data collection process several in-depth offline interview were conducted as forms of primary data collection. The data was mainly collected outside different supermarket and hyper-market across the various cities in goa and in total 600 valid responses were collected

Though major percentage of the respondents belonged to North Goa, efforts were made to maintain proportionate representation from the other parts of the Goa. So that involvement of people belonging to different corner of goa was ensured. People who regularly buy dal and pulses were treated as the potential participants. Mostly female participants. In order to answer the questionnaire, respondents were 1st asked whether they preferred branded or non-branded dal and pulses, based on that next set of questions were asked

The scales of all multi-item constructs were measured with a Ten-point Likert scale (1 "strongly disagree," and 10 "strongly agree"). Some items come from previous research with minor modifications to fit the current research's context, (Yousaf et al. 2021).

# 7. Analysis

**7.1- What kind of Dals and Pulses do you purchase for daily use?**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Branded | 209 | 40.0 | 40.0 | 40.0 |
|  | Non Branded | 313 | 60.0 | 60.0 | 100.0 |
|  | Total | 522 | 100.0 | 100.0 |  |

The above table describes the count of people who prefer to buy either branded or non-branded Dal and Pulses out of 522 respondents 40% prefer to buy branded Dal and pulses and 60% prefer to buy Non Branded Dal and Pulses.

**7.2- Age**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 18-24 | 9 | 1.7 | 1.7 | 1.7 |
|  | 25-34 | 129 | 24.7 | 24.7 | 26.4 |
|  | 35-44 | 200 | 38.3 | 38.3 | 64.8 |
|  | 45-54 | 105 | 20.1 | 20.1 | 84.9 |
|  | 55-64 | 59 | 11.3 | 11.3 | 96.2 |
|  | 65+ | 20 | 3.8 | 3.8 | 100.0 |
|  | Total | 522 | 100.0 | 100.0 |  |

The above table depicts the distribution of age groups. Out of the 522 respondents 1.7% of the respondents belong to 18 - 24 years age Group, 24.7% of the respondents belong to the age group of 25 -34 years old, 38.3% of the respondents belong to the age group of 35-44 years old, 20.1% of the respondents belong to the age group of above 45-54 years. 11.3% of the respondents belong to the age group of above 55-64 years and remaining 3.8% belongs to age group of above 65 age Thus, the majority of responders are aged 35-44 Years old.

**7.3-Gender**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 174 | 33.3 | 33.3 | 33.3 |
| | Female | 348 | 66.7 | 66.7 | 100.0 |
| | Total | 522 | 100.0 | 100.0 | |

The above table showing the gender of respondents, where 66.7% of respondents are female, 33.3% are male respondents and other are 0% out of 522 respondents.

**7.4-Education**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | High School(12th and Below) | 138 | 26.4 | 26.4 | 26.4 |
| | Graduation | 325 | 62.3 | 62.3 | 88.7 |
| | Post-Graduation | 56 | 10.7 | 10.7 | 99.4 |
| | Doctorate | 3 | .6 | .6 | 100.0 |
| | Total | 522 | 100.0 | 100.0 | |

The above table displays education of the respondents, out of 522 respondents, 26.4% respondents were HSSC and below, 62.3% respondents were graduated 10.7% respondents were Post-graduated and only 0.6% were Doctorate

**7.5-Occupation**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Business | 65 | 12.5 | 12.5 | 12.5 |
| | Service | 216 | 41.4 | 41.4 | 53.8 |
| | Home Maker | 228 | 43.7 | 43.7 | 97.5 |
| | Other | 13 | 2.5 | 2.5 | 100.0 |
| | Total | 522 | 100.0 | 100.0 | |

The above table depicts the current Occupation of respondents. 12.5% of respondents are into Business, 41.4% of respondents are service, 53.7% of respondents are Home maker and 2.5% of respondents are other such as retired and student out of 522 responses. Thus, the majority of respondents are Home maker

**7.6-Location**

|       |          | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
|       | Panaji   | 85        | 16.3    | 16.3          | 16.3               |
|       | Mapusa   | 67        | 12.8    | 12.8          | 29.1               |
|       | Vasco    | 48        | 9.2     | 9.2           | 38.3               |
|       | Margao   | 55        | 10.5    | 10.5          | 48.9               |
|       | Ponda    | 49        | 9.4     | 9.4           | 58.2               |
|       | Porvorim | 50        | 9.6     | 9.6           | 67.8               |
|       | Bicholim | 39        | 7.5     | 7.5           | 75.3               |
| Valid | Siolim   | 31        | 5.9     | 5.9           | 81.2               |
|       | Candolim | 20        | 3.8     | 3.8           | 85.1               |
|       | Calangute| 16        | 3.1     | 3.1           | 88.1               |
|       | Arpora   | 17        | 3.3     | 3.3           | 91.4               |
|       | Chapora  | 25        | 4.8     | 4.8           | 96.2               |
|       | Anjuna   | 14        | 2.7     | 2.7           | 98.9               |
|       | Baga     | 6         | 1.1     | 1.1           | 100.0              |
|       | Total    | 522       | 100.0   | 100.0         |                    |

The above table displays Data collection pattern took place based on location. majority of data was collected from North Goa then South Goa, urban cities were selected for data collection. Cities like panaji, mapusa, vasco, margao had majority of respondents

**7.7-Why do you prefer to purchase Non-Branded Dals and Pulses?**

|       |                                                                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------------------------------------------------|-----------|---------|---------------|--------------------|
|       | I have been using this particular Dal/Pulses as it is of Good Quality     | 64        | 20.4    | 20.4          | 20.4               |
|       | I have been using this particular Dal/Pulses as it is Easily Available    | 61        | 19.5    | 19.5          | 39.9               |
| Valid | I have been using this particular Dal/Pulses as it is Reasonably Prices   | 95        | 30.4    | 30.4          | 70.3               |
|       | I have been using this particular Dal/Pulses for many years              | 93        | 29.7    | 29.7          | 100.0              |
|       | Total                                                                    | 313       | 100.0   | 100.0         |                    |

This table tells you about why people prefer to purchase non branded Dal and Pulses. As we can see from table 20.4% prefer non branded dal as they have perception that non branded dal and pulses are of good Quality. 19.5% believe that non branded dal are easily available so they tend to buy it. 30.4% people thinks that non branded dal and pulses are reasonably priced so they buy non Branded dal and pulses and 29.7 people were buying non branded dals for many years and they are fine with it, so they tend to buy Non branded Dal and pulses.

**7.8 State the Brand of Dals and Pulses you generally purchase for daily use?**

|  |  | Frequency | Percent | Cumulative Percent |
|---|---|---|---|---|
| Valid | Farm Express | 62 | 29.7 | 29.7 |
| | Tata-Sampann | 9 | 4.3 | 34.0 |
| | Delofresh | 10 | 4.8 | 38.8 |
| | 24 Mantra | 2 | 1.0 | 39.7 |
| | Pro Nature | 3 | 1.4 | 41.1 |
| | Conscious | 2 | 1.0 | 42.1 |
| | AJ | 21 | 10.0 | 52.2 |
| | Megson | 12 | 5.7 | 57.9 |
| | DG mart | 5 | 2.4 | 60.3 |
| | Vishal | 10 | 4.8 | 65.1 |
| | Newton | 6 | 2.9 | 67.9 |
| | Kini | 3 | 1.4 | 69.4 |
| | Teles | 5 | 2.4 | 71.8 |
| | Trimart | 3 | 1.4 | 73.2 |
| | Borkar | 9 | 4.3 | 77.5 |
| | JJ | 1 | .5 | 78.0 |
| | Sahakar Bhandar | 6 | 2.9 | 80.9 |
| | Mapusa Bazaar | 4 | 1.9 | 82.8 |
| | Bardez Bazaar | 13 | 6.2 | 89.0 |
| | Bagayatdar | 20 | 9.6 | 98.6 |
| | City Bazaar | 1 | .5 | 99.0 |
| | Other | 2 | 1.0 | 100.0 |
| | Total | 209 | 100.0 | |

Above table shows brands, people tend to buy for dal and pulses also their counts so majority of respondent have voted as farm express as their most preferred brand and 24 mantra being lowest.

**7.9.1-Reliability Statistics for Entire Data**

| Cronbach's Alpha | N of Items |
|---|---|
| .943 | 29 |

In the Reliability test Cronbach's alpha helps us to find the reliability of the data if the value of Cronbach's alpha is more than 0.6 then we can say data is reliable else we need to conclude saying data is not reliable. As we can see in above table **Cronbach's alpha value is 0.943 which is greater then 0.6, we an say that data is reliable**

**7.9.2-Validity Statistics**

| Sig Value<0.05 | Sig Value>0.05 |
|---|---|
| 32 | 4 |

While checking the validity we tend to check significance value if it is more than 0.05 or less than 0.05 if its less than 0.05 we conclude it saying data is valid. As we can see in the above table 32 values of elements has sig value less than 0.05 and 4 values of constructs has sig value more than 0.05 so we can say that majority of data is significant. We could also see that out of 32 significant values 31 had Pearson critical value greater than degree of freedom that 0.3291 table is mentioned in annexure 3

## Perceived Quality

|  | N | 62 Farm Express | 16 Organic Competitors | 21 AJ | 10 Delofresh | 20 Bagaytdar | 77 Other |
|---|---|---|---|---|---|---|---|
| Purity | PQ1 | 8.58 | 9.31 | 8.29 | 7.90 | 8.15 | 8.30 |
| Taste | PQ2 | 8.52 | 9.19 | 8.62 | 8.30 | 8.65 | 8.40 |
| Hygienic | PQ3 | 8.97 | 9.38 | 8.81 | 8.20 | 8.70 | 8.60 |
| Consistent Quality | PQ4 | 8.63 | 9.38 | 8.19 | 8.00 | 8.65 | 8.32 |
| Nutritional Benefits | PQ5 | 8.45 | 9.44 | 8.10 | 7.90 | 8.15 | 7.91 |
| Good Quality | PQ6 | 8.79 | 9.38 | 8.67 | 8.40 | 8.35 | 8.56 |

The above table depicts perceived Quality of 7 brands as shown in the table the highest perceived quality was seen in organic competitors like 24 mantra, Pro nature, Conscious Food. For farm express highest perceived quality is found in Hygenic, Hygenicity is factor which is pulling customer towards farm express and lowest was found Nutritional Benefits

## Perceived Value

|  | N | 62 Farm Express | 16 Organic Competitors | 21 AJ | 10 Delofresh | 20 Bagaytdar | 77 Other |
|---|---|---|---|---|---|---|---|
| Easily Available | PV1 | 8.35 | 8.50 | 8.14 | 7.80 | 8.35 | 8.44 |
| Ease in cooking | PV2 | 8.39 | 9.00 | 8.24 | 7.80 | 8.35 | 8.54 |
| Value for Money | PV3 | 7.74 | 8.75 | 8.05 | 8.00 | 8.80 | 7.89 |
| Variety | PV4 | 8.61 | 8.63 | 8.43 | 8.30 | 8.50 | 8.46 |
| Good product for price | PV5 | 7.84 | 8.69 | 8.19 | 7.80 | 9.15 | 8.16 |
| Relaxed about using | PV6 | 8.37 | 8.88 | 8.29 | 8.40 | 8.65 | 8.39 |
| Reasonably Priced | PV7 | 7.21 | 7.81 | 7.90 | 8.00 | 8.90 | 7.81 |

The above table shows perceived value of 7 brands as shown in the table the highest perceived value was seen in Bagaytdar. For farm Express highest perceived value is found in variety of product and lowest was found Reasonably priced so majority of customer feel farm express is not reasonably priced

## Brand Loyalty

| | N | 62<br>Farm<br>Express | 16<br>Organic<br>Competitors | 21<br><br>AJ | 10<br><br>Delofresh | 20<br><br>Bagaytdar | 77<br>Other |
|---|---|---|---|---|---|---|---|
| First Choice | BL1 | 8.21 | 8.25 | 8.29 | 7.60 | 8.60 | 7.68 |
| Continue to buy | BL2 | 8.21 | 8.56 | 8.38 | 8.30 | 8.95 | 7.95 |
| Wont buy other Brands | BL3 | 6.95 | 7.69 | 7.33 | 5.80 | 7.80 | 5.96 |
| Search in other shop | BL4 | 6.56 | 7.06 | 6.48 | 5.20 | 7.65 | 5.75 |

The above table shows Brand Loyalty of 7 brands as shown in the table the highest Brand Loyalty was seen in Bagaytdar. For farm express highest Brand loyalty element is Continue to buy if product is found easily in shop and lowest is for searching in other shop if customer don't find in respective shop. They won't try to find in other shop

## Brand Preference

| | N | 62<br>Farm<br>Express | 16<br>Organic<br>Competitors | 21<br><br>AJ | 10<br><br>Delofresh | 20<br><br>Bagaytdar | 77<br>Other |
|---|---|---|---|---|---|---|---|
| Prefer | BP1 | 8.39 | 8.75 | 8.76 | 8.20 | 8.60 | 8.16 |
| Like Brand ofference | BP2 | 8.45 | 8.81 | 8.62 | 8.10 | 8.95 | 8.42 |
| Dependable brand | BP3 | 8.44 | 8.69 | 8.48 | 8.30 | 9.15 | 8.12 |
| Committed | BP4 | 7.90 | 8.13 | 8.14 | 7.30 | 8.75 | 7.77 |

The above table shows Brand Preference of 7 brands as shown in the table the highest Brand preference was seen in Bagaytdar. For farm Express highest Brand preference is seen in Dependable brand element variety and lowest is commitment for farm Express brand

## Brand Awareness

| | N | 62<br>Farm<br>Express | 16<br>Organic<br>Competitors | 21<br><br>AJ | 10<br><br>Delofresh | 20<br><br>Bagaytdar | 77<br>Other |
|---|---|---|---|---|---|---|---|
| Recognise | BA1 | 8.53 | 8.88 | 8.29 | 8.20 | 8.90 | 8.32 |
| Comes in mind | BA2 | 7.90 | 8.25 | 8.10 | 7.40 | 8.40 | 7.54 |
| Familiar | BA3 | 8.40 | 8.69 | 8.24 | 7.70 | 8.50 | 8.33 |
| Know the look | BA4 | 8.92 | 8.94 | 8.67 | 8.60 | 9.15 | 8.77 |
| Characteristics | BA5 | 8.13 | 8.75 | 8.71 | 7.90 | 9.00 | 8.32 |

The above table shows Brand Awareness of 7 brands as shown in the table the highest Brand Awareness was seen in Bagaytdar. For farm Express highest Brand Awareness is spread through their unique packaging look

**7.9.3-Descriptive Statistics**

|  | N | Mean | Std. Deviation |
|---|---|---|---|
| Perceived Quality | 209 | 8.54 | .967 |
| Perceived Value | 209 | 8.29 | 1.032 |
| Brand Loyalty | 209 | 7.39 | 1.547 |
| Brand Preference | 209 | 8.34 | .965 |
| Brand Awareness | 209 | 8.40 | .931 |
| Brand Extension | 209 | 6.63 | 1.780 |
| mean | 209 | 7.9309 | .95739 |
| Valid N (listwise) | 209 |  |  |

The above table shows brand Equity variables having mean scores that shows central tendency between 8.2-8.5 with standard deviation 0.9-1.0. the mean score of brand loyalty is less then other variables of CBBE this could be due to characteristics of chosen sample And variety of competitors in market.

Mean for brand extension for oil was found less than is 6.63 with standard deviation of 1.780 mean is low and standard deviation is high this can be due to unawareness of the people about price and quality of the product.

Correlation Analysis

**7.9.4-Correlations**

| | | Perceived Quality | Perceived Value | Brand Loyalty | Brand Preference | Brand Awareness | Brand Extention |
|---|---|---|---|---|---|---|---|
| Perceived Quality | Pearson Correlation | 1 | .716** | .420** | .656** | .650** | .632** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 209 | 209 | 209 | 209 | 209 | 209 |
| Perceived Value | Pearson Correlation | .716** | 1 | .499** | .721** | .722** | .582** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 209 | 209 | 209 | 209 | 209 | 209 |
| Brand Loyalty | Pearson Correlation | .420** | .499** | 1 | .627** | .453** | .366** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 209 | 209 | 209 | 209 | 209 | 209 |
| Brand Preference | Pearson Correlation | .656** | .721** | .627** | 1 | .755** | .448** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 209 | 209 | 209 | 209 | 209 | 209 |
| Brand Awareness | Pearson Correlation | .650** | .722** | .453** | .755** | 1 | .521** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 209 | 209 | 209 | 209 | 209 | 209 |
| Brand Extention | Pearson Correlation | .632** | .582** | .366** | .448** | .521** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 209 | 209 | 209 | 209 | 209 | 209 |

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation Matrix indicated correlation between variables. We can see that level of significance is less than 0.05 and there is Positive relationship between the variables. Correlation coefficient is ranged from 0.45-0.65 hence the hypothesis 1 is supported.

## 7.9.6-Regression Analysis for Brand extension

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .674[a] | .454 | .440 | 1.331 |

a. Predictors: (Constant), Brand Awareness, Brand Loyalty, Perceived Quality, Perceived Value, Brand Preference

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 298.995 | 5 | 59.799 | 33.738 | .000[b] |
| | Residual | 359.810 | 203 | 1.772 | | |
| | Total | 658.805 | 208 | | | |

a. Dependent Variable: Brand Extention

b. Predictors: (Constant), Brand Awareness, Brand Loyalty, Perceived Quality, Perceived Value, Brand Preference

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -4.143 | .926 | | -4.474 | .000 |
| | Perceived Quality | .813 | .145 | .442 | 5.617 | .000 |
| | Perceived Value | .412 | .153 | .239 | 2.686 | .008 |
| | Brand Loyalty | .141 | .077 | .122 | 1.821 | .030 |
| | Brand Preference | -.407 | .178 | -.221 | -2.288 | .023 |
| | Brand Awareness | .330 | .167 | .173 | 1.979 | .049 |

a. Dependent Variable: Brand Extention

| Hypothesis | Regression Weights | Beta Coefficient | R Square | F value | T Value | P value | Hypothesis support |
|---|---|---|---|---|---|---|---|
| H1 | PQ->BE | .442 | 0.454 | 33.73 | 5.617 | .000 | Supported |
| H2 | PV->BE | .239 | | | 2.686 | .000 | Supported |
| H3 | BL->BE | .122 | | | 1.821 | .008 | Supported |
| H4 | BP->BE | -.221 | | | -2.288 | .030 | Supported |
| H5 | BA->BE | .173 | | | 1.979 | .023 | Supported |

In Regression test we are trying to find relationship between brand extension which is dependent variable and other independent variable such as Perceived Quality, Perceived value, Brand loyalty, brand preference and brand awareness. The overall model is found significant as in anova table p value or sig value is 0.0 which is less then 0.05. As we can see in R square value, there is 45.4% change in dependent variable can be accounted by independent variables

When we further check for individual significant value we can see that all values are below 0.05 so we say that data is significant and all are in positive relation with brand extension. Other than Brand preference

## 8. Finding

1. Perceived Quality of organic brands such as 24 mantra, pro nature and conscious food was found High due to nutritional benefits then other brands

2. Perceived Value of Bagaytdar was found high as people feel it is good product for given price

3. Brand Loyalty was seen highest in Bagaytdar as they have repeat customers.

4. Brand Awareness was also seen high in Bagaytdar due to familiarity with product

5. For Perceived Quality Construct, farm express Hygienic element is affecting most and for AJ and delofresh Quality is affecting most.

6. for perceived value construct, Farm fresh, AJ and Delofresh is influenced by Varity of product brand offers

7. Brand Preference of bagaytdar is high as people feel bagaytdar dependable brand at reasonable price

8. In Brand loyalty construct only organic brand competitors and bagaytdar customer are firm about not buying other brand of dal and pulses

9. Customer prefer farm express as they feel farm express is dependable brand

10. Farm Express and Organic brand competitors spread their Awareness through their unique logo and packaging

11. Consumer based brand Equity Ranking are

    1. Bagaytdar
    2. Organic Competitor
    3. Farm Express
    4. AJ
    5. Other

12. There was significant and positive relation was found between variables CBBE, highest was found between brand awareness leads to brand preference.

13. Perceived Quality had the highest impact on Consumer based brand Equity for farm Express.

14. Consumer based brand Equity had positive impact on brand extension.

15. If bagaytdar, Sahakar bhandar lauch their own oil product then there is very least probability that people will buy.

16. If Farm Express and other organic brands lunch their own oil then there is moderate probability that people will buy

17. People prefer Bagaytdar and sahakar bhandar as it is reasonably priced.

# 9. Conclusion

The internship program at farm express found to be very effective. The study on CBBE attributes analysis highlighted so many factors which can help the company. The study not only helped company with CBBE but also brought out various factors affecting Consumer extension.

After the Data analysis as much as 60% respondent tend to buy non branded dal and pulses this is mainly due to they were using such dals and pulses from long time and they are used to it, $2^{ndly}$ they feel such type of dals are reasonably priced. 40% respondent are preferring Branded Dal and pulses in this 40% respondent 30% are preferring farm Express dal. The Distinctive Contribution of Perceived Quality, Perceived value, Brand loyalty, brand preference and brand awareness on Consumer based brand Equity was found to 8.45 out of 10, Brand Preference had highest impact and brand loyalty having lowest impact.

It was also found that there was significant positive correlation between the variables of Consumer based brand Equity, highest correlation was found between brand awareness and brand preferences. After further investigation we could also see that Consumer based brand equity has significant positive of 45% impact on brand extension. which means there is 45.4% change in brand Extension can be accounted by Consumer based brand Equity elements.

# 11. Limitation and Future Research

This research considered only individual cultural dimension that affects customer based brand Equity. Only limited for state of Goa mainly focused on the firm farm express. Moreover Brand Extension dimensions such as similarity, Reputation of original brand, familiarity can also affect brand Extension (Matarid, Youssef, and Alsoud 2014) which was not taken in consideration.

Future research can explore other dimensions acting on brand extension and also examine values and factors affecting on preference for non-branded dal and pulses. Majority of data was collected from North Goa similar kind of study could be done for south Goa as well.

## 12. Recommendation to the company

1. As we could see in findings that Farm Express and organic product Awareness is delivered using unique packaging and looks. During Product Extension of oil same strategy can be used.

2. Farm Express has not defined itself as Organic or Non Organic properly based on that perceived value can be increased in customer's mind which can further increase consumer based brand equity.

3. Farm express can define its characteristics at its back if they have an organic benefits.

4. Farm Express has not showed up on ecommerce Platform as now they can explore that platform as well.

5. Currently they are doing promotion using simple hoarding in future they can go digital to reach their customer digitally.

6. Need to increase customer brand loyalty towards farm express which can help in Consumer based brand Equity as it can lead to repeat purchase.

7. Try to connect with consumer with positive customer Experience( Like how Maggie Connected with people).

## 13. Learning Derived

1. Understanding and Handling Qualitative and Quantitative Data

2. Hypothesis Questionnaire development

3. Developing Data Collection plan

4. Data Cleaning and Filtering using Excel and Spss Software

5. Understanding Data Analysis and Data interpretation

6. Data Visualisation Techniques with Excel and Power BI

7. Coordinating meetings between data analyst, Co-workers and managers

8. Planning 4 Marketing Ps (Product, Price, Promotion, Place) and STP ( Segmentation, Targeting, Positioning)

9. Media and advertisement planning

10. Advertisement Designs and graphics using Canva Software

During 2 months of internship we were asked to work on marketing research project, where I was responsible for Questionnaire and Hypothesis development, I had to also coordinate with Data collection team and guide them to data collection sites mentioned by the firm. was also responsible to resolve any Queries or any issues faced by data collection team. Had to also update management about daily data collection pattern and counts.

I had contributed in Data cleaning and filtering with Ms. Excel. I was also part of data analysis team for data Analysis and interpretation to find valid insights. Also got brief hang on data visualisation with assistance of team management. After visualising Quality insights I was also asked to work on suggestions and recommendation that could given to client, There for I had to also work on marketing 4ps and  STP

Overall it was a Quality Experience in the field of marketing research. Where I was taken through all the major steps required in research also got idea on advertisement development and content creation

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## 14. Annexure

Annexure 1

| Perceived Quality | Lowest | | | | | | | | | Highest |
|---|---|---|---|---|---|---|---|---|---|---|
| Brand X offers products with Purity | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X offers products with Taste | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X offers products that are Hygienic | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X is consistent in the quality it offers | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X offers products that have nutritional benefits | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X offers very good quality products | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Perceived Value | Lowest | | | | | | | | | Highest |
| Brand X is easily available | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X offers ease of cooking | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X offers value for money | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X offers a variety of products | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X is a good product for the price | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X is a brand that I would feel relaxed about using | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X is reasonably priced | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand Loyalty | Lowest | | | | | | | | | Highest |
| Brand X would be my first choice when considering Dals and Pulses | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I will continue to buy brand X | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I will not buy other brands of Dals and Pulses if brand X is available at the store | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| If brand X is not available, I will go to another store to buy it | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand Preference | Lowest | | | | | | | | | Highest |
| I prefer the brand X | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I like what brand X offers | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X is a dependable brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I am committed to buying brand X | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand Awareness | Lowest | | | | | | | | | Highest |
| I can recognise brand X amongst other competing brands of Dals and Pulses | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| When I think of Dals and Pulses, brand X is one of the brands that comes to mind | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Brand X is a brand of Dals and Pulses I am very familiar with | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I know what brand X looks like | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| I am familiar with the characteristics of brand X | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Oil Brand Extention | Lowest | | | | | | | | | Highest |

| Will you be favourable to your current Brand X selling cooking oil? | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|
| If your current Brand X sells cooking oil how likely are you to purchase | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Do you think that the oil sold by your current Brand X will be of good quality? | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Annexure 2

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| Brand X is easily available | 225.68 | 664.140 | .620 | .941 |
| Brand X offers ease of cooking | 225.61 | 665.153 | .723 | .940 |
| Brand X offers value for money | 225.93 | 661.980 | .676 | .940 |
| Brand X offers a variety of products | 225.52 | 678.549 | .584 | .942 |
| Brand X is a good product for the price | 225.83 | 664.429 | .688 | .940 |
| Brand X is a brand that I would feel relaxed about using | 225.59 | 671.916 | .700 | .941 |
| Brand X is reasonably priced | 226.18 | 657.271 | .632 | .941 |
| Brand X offers products with Purity | 225.62 | 675.295 | .583 | .942 |
| Brand X offers products with Taste | 225.50 | 669.242 | .742 | .940 |
| Brand X offers products that are Hygienic | 225.27 | 678.747 | .585 | .942 |
| Brand X is consistent in the quality it offers | 225.56 | 671.181 | .692 | .941 |
| Brand X offers products that have nutritional benefits | 225.75 | 652.488 | .709 | .940 |
| Brand X offers very good quality products | 225.39 | 680.913 | .599 | .942 |
| Brand X would be my first choice when considering Dals and Pulses | 225.96 | 661.724 | .701 | .940 |
| I will continue to buy brand X | 225.74 | 670.404 | .672 | .941 |

| | | | | |
|---|---|---|---|---|
| I will not buy other brands of Dals and Pulses if brand X is available at the store | 227.27 | 650.497 | .439 | .946 |
| If brand X is not available, I will go to another store to buy it | 227.66 | 655.158 | .406 | .946 |
| I prefer the brand X | 225.64 | 668.414 | .737 | .940 |
| I like what brand X offers | 225.52 | 672.414 | .724 | .941 |
| Brand X is a dependable brand | 225.61 | 682.076 | .555 | .942 |
| I am committed to buying brand X | 226.09 | 661.137 | .680 | .940 |
| I can recognise brand X amongst other competing brands of Dals and Pulses | 225.61 | 680.038 | .506 | .942 |
| When I think of Dals and Pulses, brand X is one of the brands that comes to mind | 226.18 | 656.319 | .755 | .940 |
| Brand X is a brand of Dals and Pulses I am very familiar with | 225.70 | 673.500 | .643 | .941 |
| I know what brand X looks like | 225.16 | 687.441 | .491 | .942 |
| I am familiar with the characteristics of brand X | 225.64 | 670.635 | .636 | .941 |
| Will you be favourable to your current Brand X selling cooking oil? | 227.42 | 653.888 | .534 | .943 |
| If your current Brand X sells cooking oil how likely are you to purchase | 228.07 | 636.842 | .583 | .943 |
| Do you think that the oil sold by your current Brand X will be of good quality? | 226.79 | 653.032 | .605 | .941 |

Annexure 3

| | | Total |
|---|---|---|
| 1. What kind of Dals and Pulses do you purchase for daily use? | Pearson Correlation | .[a] |
| | Sig. (2-tailed) | |

| | | |
|---|---|---|
| | N | 209 |
| 1. State the Brand of Dals and Pulses you generally purchase for daily use? | Pearson Correlation | .013 |
| | Sig. (2-tailed) | .853 |
| | N | 209 |
| Brand X offers products with Purity | Pearson Correlation | .613** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X offers products with Taste | Pearson Correlation | .760** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X offers products that are Hygienic | Pearson Correlation | .612** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X is consistent in the quality it offers | Pearson Correlation | .714** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X offers products that have nutritional benefits | Pearson Correlation | .739** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X offers very good quality products | Pearson Correlation | .622** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X is easily available | Pearson Correlation | .654** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X offers ease of cooking | Pearson Correlation | .745** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |

| | | |
|---|---|---|
| Brand X offers value for money | Pearson Correlation | .705** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X offers a variety of products | Pearson Correlation | .611** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X is a good product for the price | Pearson Correlation | .714** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X is a brand that I would feel relaxed about using | Pearson Correlation | .721** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X is reasonably priced | Pearson Correlation | .668** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X would be my first choice when considering Dals and Pulses | Pearson Correlation | .727** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| I will continue to buy brand X | Pearson Correlation | .696** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| I will not buy other brands of Dals and Pulses if brand X is available at the store | Pearson Correlation | .513** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| If brand X is not available, I will go to another store to buy it | Pearson Correlation | .483** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |

| | | |
|---|---|---|
| I prefer the brand X | Pearson Correlation | .757** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| I like what brand X offers | Pearson Correlation | .743** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X is a dependable brand | Pearson Correlation | .582** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| I am committed to buying brand X | Pearson Correlation | .708** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| I can recognise brand X amongst other competing brands of Dals and Pulses | Pearson Correlation | .539** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| When I think of Dals and Pulses, brand X is one of the brands that comes to mind | Pearson Correlation | .778** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Brand X is a brand of Dals and Pulses I am very familiar with | Pearson Correlation | .668** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| I know what brand X looks like | Pearson Correlation | .519** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| I am familiar with the characteristics of brand X | Pearson Correlation | .664** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |

| | | |
|---|---|---|
| Will you be favourable to your current Brand X selling cooking oil? | Pearson Correlation | .587** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| If your current Brand X sells cooking oil how likely are you to purchase | Pearson Correlation | .641** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Do you think that the oil sold by your current Brand X will be of good quality? | Pearson Correlation | .647** |
| | Sig. (2-tailed) | .000 |
| | N | 209 |
| Age | Pearson Correlation | .139* |
| | Sig. (2-tailed) | .045 |
| | N | 209 |
| Gender | Pearson Correlation | -.016 |
| | Sig. (2-tailed) | .816 |
| | N | 209 |
| Eduation | Pearson Correlation | -.016 |
| | Sig. (2-tailed) | .813 |
| | N | 209 |
| Occupation | Pearson Correlation | .014 |
| | Sig. (2-tailed) | .835 |
| | N | 209 |
| Location | Pearson Correlation | .063 |
| | Sig. (2-tailed) | .366 |
| | N | 209 |
| Total | Pearson Correlation | 1 |
| | | 209 |

Annexure 4

**Descriptive Statistics**

| | N | Mean | Std. Deviation |
|---|---|---|---|
| Brand X offers products with Purity | 209 | 8.44 | 1.208 |
| Brand X offers products with Taste | 209 | 8.55 | 1.117 |
| Brand X offers products that are Hygienic | 209 | 8.78 | 1.096 |
| Brand X is consistent in the quality it offers | 209 | 8.50 | 1.140 |
| Brand X offers products that have nutritional benefits | 209 | 8.31 | 1.609 |
| Brand X offers very good quality products | 209 | 8.66 | 1.007 |
| Brand X is easily available | 209 | 8.37 | 1.472 |
| Brand X offers ease of cooking | 209 | 8.44 | 1.251 |
| Brand X offers value for money | 209 | 8.12 | 1.419 |
| Brand X offers a variety of products | 209 | 8.53 | 1.105 |
| Brand X is a good product for the price | 209 | 8.22 | 1.330 |
| Brand X is a brand that I would feel relaxed about using | 209 | 8.46 | 1.109 |
| Brand X is reasonably priced | 209 | 7.88 | 1.648 |
| Brand X would be my first choice when considering Dals and Pulses | 209 | 8.10 | 1.380 |
| I will continue to buy brand X | 209 | 8.31 | 1.195 |
| I will not buy other brands of Dals and Pulses if brand X is available at the store | 209 | 6.78 | 2.525 |
| If brand X is not available, I will go to another store to buy it | 209 | 6.39 | 2.500 |
| I prefer the brand X | 209 | 8.41 | 1.145 |
| I like what brand X offers | 209 | 8.53 | 1.061 |
| Brand X is a dependable brand | 209 | 8.44 | 1.041 |
| I am committed to buying brand X | 209 | 7.97 | 1.436 |
| I can recognise brand X amongst other competing brands of Dals and Pulses | 209 | 8.44 | 1.208 |
| When I think of Dals and Pulses, brand X is one of the brands that comes to mind | 209 | 7.88 | 1.422 |
| Brand X is a brand of Dals and Pulses I am very familiar with | 209 | 8.35 | 1.156 |
| I know what brand X looks like | 209 | 8.89 | .970 |
| I am familiar with the characteristics of brand X | 209 | 8.41 | 1.249 |
| Will you be favourable to your current Brand X selling cooking oil? | 209 | 6.64 | 2.029 |
| If your current Brand X sells cooking oil how likely are you to purchase | 209 | 5.99 | 2.405 |
| Do you think that the oil sold by your current Brand X will be of good quality? | 209 | 7.26 | 1.843 |
| Valid N (listwise) | 209 | | |