



## A STUDY ON CUSTOMER PREFERENCE TOWARDS IN GRB PRODUCT IN THIRUMANGALAM TALUK

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### ABSTRACT:

Dairy Foods Company GRB Dairy Foods Pvt. Ltd is the leading processing company in India. Initially, they have started their business with GRB Ghee in the year 1984 and now they have a diverse product range. For the past years, GRB has set itself for its "Purity, Faith, unshakeable trust" in the minds of the customers. Also, they have built a good reputation and legacy for its authentic traditional taste. Its product categories are Ghee, Masala Powders, Sweets, Instant mix, Ready-to-cook and ready to-eat food, Ice Creams. It's Factory and the main office is in Bengaluru and another main office in Chennai. It also has branches in 20 countries like USA, Dubai, Australia, Germany, etc.

GRB Dairy Foods Pvt. Ltd is the leading processing company in India. This paper makes a thorough study of GRB with its awareness, recall value, brand recognition, the position of the brand in the market etc. This study has been made with Percentage analysis, tools (like ANOVA and T-test) and with some strategies. The best decision has been suggested to the company. For Brand Success, GRB must stay updated with the upcoming technology and bring awareness to the people.

### KEYWORDS:

**GRB, PRODUCT, AWARENESS, COMPANY.**

### 1.1 INTRODUCTION

G.R. Balasubramaniam commenced GRB Company in the year 1984. He had exceptional product knowledge. He aimed to deliver high-quality products with clean business ethics to his customers. GRB stands as a benchmark for its quality. In 1984 Ghee was introduced into the market and slowly in the year 2005, Ice Creams were introduced later in 2011 they have introduced Instant Mix & Ready to Eat, Sweets & Masala Powders and Snacks in the year 2015. Dairy Foods Company GRB Dairy Foods Pvt. Ltd is the leading processing company in India. Initially, they have started their business with GRB Ghee in the year 1984 and now they have a diverse product range. For the past years, GRB has set itself for its "Purity, Faith, unshakeable trust" in the minds of the customers. Also, they have built a good reputation and legacy for its authentic traditional taste. Its product categories are Ghee, Masala Powders, Sweets, Instant mix, Ready-to-cook and ready to-eat food, Ice Creams. It's Factory and the main office is in Bengaluru and another main office in Chennai. It also has branches in 20 countries like USA, Dubai, Australia, Germany, etc.

### 1.2 STATEMENT OF THE PROBLEM:

Customer preference is a general problem which every organization faces. Because, the customer taste, quality,

quantity, etc. changes often because of financial, psychological, sociological and some other factor. These days customer are getting wide variety of choices, they also like to try more products. So, they are likely to change from one product to another product based on their preference level. Therefore, the present study would help to know the customer preference towards in GRB product in Thirumangalam.

### 1.3 OBJECTIVES:

- 1) To Study GRB products thoroughly to measure brand awareness of GRB products.
- 2) To find the problems faced by the customers with the GRB product.
- 3) To examine whether there is any difference in the preference level while considering the age group.

### 1.4 METHODOLOGY:

The source of the project is fully based on the Primary and Secondary Data.

### 1.5 RESEARCH DESIGN:

In the present study the required data was collected using random sample method, care was taken to see that the selected sample is a small specimen (or) an isolated part of

the whole population representation us general objectives.

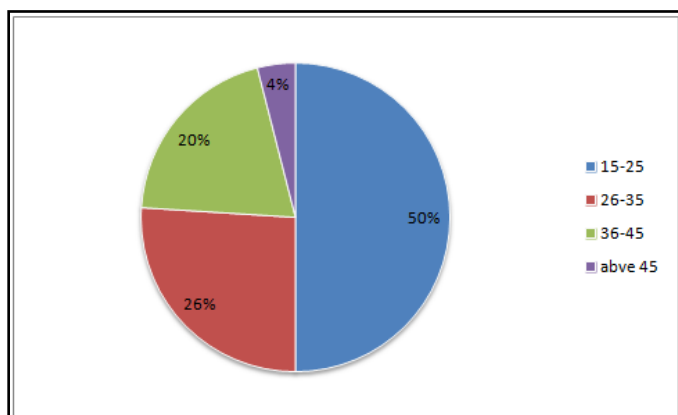
### 1.6 DATA ANALYSIS:

#### CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

**TABLE.1.6.1 SHOWING THE RESPONDENT'S AGE:**

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
1	15-25	25	50%
2	26-35	13	26%
3	36-45	10	20%
4	Above 45	2	4%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

Source: Primary data.



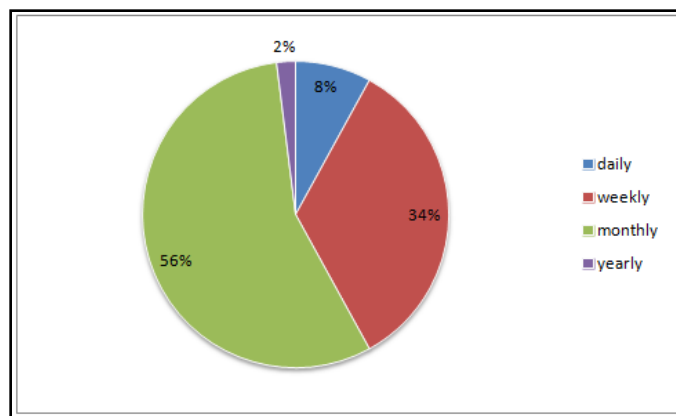
#### INTERPRETATION:

In the above table 1.6.1 show that the 15-25 years of the respondents are 50%, 26-35 years of the respondents are 26%, 36-45 years of the respondents are 20%, and above 45 years of the respondents are 4%.

**TABLE.1.6.2 SHOWING THE RESPONDENTS FREQUENTLY PURCHASE**

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
1	Daily	4	8%
2	Weekly	17	34%
3	Monthly	28	56%
4	Yearly	1	2%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

Source: Primary data.



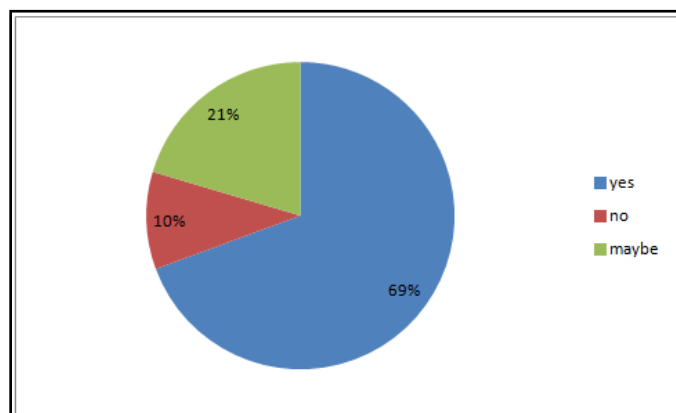
#### INTERPRETATION:

In the above table 1.6.2. show the frequently purchase in daily once of the respondents are 8%, weekly of the respondents are 34%, monthly of the respondents are 56%, yearly of the respondents are 2%.

**TABLE 1.6.3 SHOWING THE RESPONDENTS CONTINUE USING GRB PRODUCT**

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
1	Yes	35	69%
2	No	5	10%
3	May be	10	21%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

Source: Primary data.



#### INTERPRETATION:

In the above table 1.6.3. show that the continue purchase in GRB product yes of the respondents are 69%, no of the respondents are 10%, may be of the respondents are 21%.

### 1.7 FINDINGS & CONCLUSION:

- 50% majority of respondents are 15-25 age.
- 56% majority of respondents said they purchase GRB products monthly.
- 69% majority of respondents said Yes to they continue GRB products in future.

For long term purpose, GRB must consider gaining market research information on customer perceptions as customer attitudes constantly change, this would lead to product success. Rebranding the organisation is possible in opening up new opportunities. Creating a consistent and well-recognised name to the company with quality, performance and presentation, gives out beneficial results. Continuous reinforcement of the brand message through advertising and promotions will enable GRB to sustain its popularity for a longer period. Finally, to maintain the product leadership GRB must be aware of and adopt to the coming trends/changes.

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