

A Study on the Impact of Brand Image on Customer Purchase Decisions of Hatsun Dairy Products Ltd, Chennai

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ABSTRACT

This study examines the impact of brand image on customer purchase decisions of Hatsun Dairy Products Ltd, Chennai. The dairy industry in India is highly competitive, and brand image plays a crucial role in shaping consumer behaviour. Customer purchase decisions are significantly influenced by brand perception, product quality, packaging, advertising, and brand loyalty.

The study aims to analyse the brand image of Hatsun Dairy Products and identify the key factors that influence customer purchase decisions. Primary data were collected from 100 customers through a structured questionnaire in Chennai.

Percentage analysis, correlation analysis, and regression analysis were used for data interpretation. The findings reveal that brand reputation, product quality, price competitiveness, and packaging significantly influence customer purchase decisions. The study concludes that a strong brand image positively impacts customer loyalty and purchase intentions for Hatsun dairy products.

KEYWORDS

Brand Image, Customer Purchase Decisions, Hatsun Dairy Products, Consumer Behaviour, Brand Loyalty, Product Quality, Marketing

1. INTRODUCTION

The dairy industry in India is one of the largest and most important sectors of the food and beverage industry. India is the world's largest producer of milk, and the dairy market is rapidly growing due to increasing health consciousness and changing consumer preferences. Companies like Hatsun Dairy Products Ltd have established a strong presence in South India by offering a wide range of quality dairy products including milk, curd, ice cream, butter, and cheese.

Brand image refers to the perception that consumers hold about a particular brand based on their experiences, advertising, word-of-mouth, and overall reputation. A positive brand image encourages customers to prefer one brand over another and significantly influences their purchase decisions. In a competitive market, a strong brand image acts as a key differentiator for companies.

Customer purchase decisions are influenced by several factors including brand awareness, product quality, pricing, packaging, availability, advertising, and peer recommendations. Understanding how brand image affects these decisions

is essential for companies to develop effective marketing strategies.

Hatsun Dairy Products Ltd, founded in 1970, is one of the leading private dairy companies in India. The company is known for its quality products and strong distribution network across Tamil Nadu and other southern states. Studying the impact of Hatsun's brand image on customer purchase decisions provides valuable insights into consumer behaviour in the dairy sector.

Need for the Study

The dairy industry is highly competitive, and companies must continuously strengthen their brand image to retain customers and attract new ones. Hatsun Dairy Products Ltd operates in a market where numerous brands compete for customer attention.

Customers today have access to a wide range of dairy products from various brands. Their purchase decisions are influenced not only by price and quality but also by how they perceive a brand. Therefore, it becomes necessary to study the brand image of Hatsun Dairy Products and understand how it influences the purchase decisions of customers in Chennai.

This study will help the company understand customer perceptions, identify areas for improvement, and develop better marketing and branding strategies to enhance customer loyalty and market share.

2. Objectives of the Study

- To analyse the brand image of Hatsun Dairy Products Ltd among customers in Chennai.
- To identify the factors that influence customer purchase decisions for Hatsun products.
- To examine the relationship between brand image and customer purchase decisions.
- To understand the impact of advertising and packaging on customer preferences.
- To identify the challenges faced by Hatsun in maintaining a strong brand image.
- To suggest measures that can improve the brand image and customer purchase intentions.

3. RESEARCH METHODOLOGY

The study follows a descriptive research design. Primary data were collected through a structured questionnaire from customers who purchase Hatsun dairy products in Chennai. Convenience sampling method was used for data collection. A total of 100 respondents participated in the study.

The questionnaire included questions related to brand awareness, product quality, packaging, pricing, advertising influence, brand loyalty, and overall purchase satisfaction. The collected data were analysed using percentage analysis, correlation analysis, and regression analysis.

The study used both statistical and descriptive methods to interpret the data. Correlation analysis was used to identify the relationship between brand image and customer purchase decisions, while regression analysis was used to understand the impact of brand image on purchase intentions.

4. DATA ANALYSIS AND INTERPRETATION

The analysis revealed that the majority of respondents belong to the age group of 21–35 years. Most respondents were female customers who regularly purchase Hatsun dairy products. The study found that customers generally have a positive perception of the Hatsun brand.

The majority of respondents reported that product quality is the primary reason for choosing Hatsun products. Customers also expressed high satisfaction with the availability and packaging of Hatsun products. Brand reputation was identified as a key factor influencing purchase decisions.

Most respondents agreed that Hatsun's advertising positively influences their purchase decisions. Customers also indicated strong brand loyalty, with many stating they would recommend Hatsun products to others. Price competitiveness was rated as satisfactory by most respondents.

Correlation analysis showed a positive relationship between brand image and customer purchase decisions. Regression analysis confirmed that brand image significantly impacts customer purchase intentions for Hatsun dairy products.

5. FINDINGS

- 1 Majority of the respondents belong to the age group of 21–35 years.
- 2 Most of the respondents are female customers.
- 3 Majority of respondents purchase Hatsun dairy products on a daily basis.
- 4 Most respondents have been purchasing Hatsun products for more than 2 years.
- 5 Product quality is the primary factor influencing customer purchase decisions.
- 6 Most customers are satisfied with the packaging and presentation of Hatsun products.
- 7 Hatsun's brand reputation positively influences customer purchase decisions.
- 8 Majority of respondents feel Hatsun products are value for money.
- 9 Most customers feel that Hatsun products are easily available in their area.
- 10 Advertising and promotions positively influence customer purchase decisions.
- 11 Majority of respondents have a high level of brand loyalty toward Hatsun.
- 12 Most customers would recommend Hatsun dairy products to others.
- 13 Respondents rate the overall brand image of Hatsun as good to excellent.
- 14 Correlation analysis confirms a positive relationship between brand image and purchase decisions.
- 15 Regression analysis confirms that brand image significantly impacts purchase intentions.

6. SUGGESTIONS

- 1 Hatsun should continue investing in quality improvement to maintain customer trust and loyalty.
- 2 The company should enhance its advertising campaigns to reach a wider customer base.
- 3 Innovative and eco-friendly packaging should be introduced to attract environmentally conscious customers.

- 4 Hatsun should introduce loyalty programs and rewards for regular customers to strengthen brand loyalty.
- 5 Price competitiveness should be maintained to attract price-sensitive customers.
- 6 The company should expand its product range to cater to changing consumer preferences and health trends.
- 7 Customer feedback should be collected regularly to identify areas of improvement in products and services.
- 8 Hatsun should strengthen its distribution network to improve product availability in all areas.
- 9 Social media marketing and digital promotions should be leveraged to engage younger consumers.
- 10 Corporate social responsibility initiatives should be highlighted to improve brand perception and community trust.

7. CONCLUSION

The study concludes that brand image plays a vital role in influencing customer purchase decisions for Hatsun Dairy Products Ltd in Chennai. The findings reveal that most customers have a positive perception of the Hatsun brand and are satisfied with product quality, packaging, availability, and pricing.

The study further shows that advertising, brand reputation, and product quality are the most important factors influencing customer purchase decisions. Correlation and regression analysis confirm that there is a positive and significant relationship between brand image and customer purchase intentions.

Therefore, Hatsun Dairy Products Ltd should continue to focus on maintaining and enhancing its brand image through quality products, effective advertising, innovative packaging, and strong customer relationships. A strong brand image contributes to higher customer loyalty, increased sales, and sustained business growth in the competitive dairy market.

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