

Impact of Brand Awareness on Customer Buying Behaviour at Misty Hut Dairy Food

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ABSTRACT

This study investigates the impact of brand awareness on customer buying behaviour at Misty Hut Dairy Food, a dairy processing enterprise based in Erode, Tamil Nadu. The research adopts a descriptive design using structured questionnaires administered to 110 respondents selected through simple random sampling. Primary data was analysed using percentage analysis, ANOVA, Chi-square, and correlation techniques. Findings reveal that 75% of respondents are aware of the brand, with social media emerging as the primary source (29%). Product quality is the dominant purchase factor (35%), while brand awareness shows a strong positive correlation ($r = 0.68$) with purchase behaviour. Statistical tests confirm significant associations between demographics and buying behaviour. The study concludes that strengthening brand awareness through digital marketing and quality assurance can substantially enhance customer preference and purchase frequency.

Keywords: *Brand Awareness, Consumer Buying Behaviour, Dairy Products, Misty Hut, Digital Marketing, Customer Satisfaction*

1. INTRODUCTION

In today's dynamic and highly competitive marketplace, brand awareness has emerged as one of the most critical determinants of consumer purchase decisions. The dairy food industry, characterised by daily consumption patterns and a wide variety of substitutable products, presents a particularly interesting context for studying the interplay between brand recognition and buying behaviour. Misty Hut Dairy Food, a growing dairy enterprise located in Karpagam Layout, Erode, Tamil Nadu, operates in this competitive environment, offering products such as ghee, paneer, butter, and milk-based items to both retail and wholesale customers.

Consumer behaviour encompasses the psychological, social, and physical processes that individuals undergo when recognising a need, searching for information, evaluating alternatives, and making purchase decisions. Brand awareness—defined as the degree to which consumers can identify and recall a brand—plays a pivotal role in reducing cognitive effort during this process. When consumers are familiar with a brand, uncertainty is reduced, trust is established, and purchase likelihood increases significantly.

This study aims to examine how brand awareness influences customer buying behaviour towards Misty Hut Dairy Food products. It explores the sources of awareness, key purchase influencers, satisfaction levels, and loyalty tendencies among customers, providing actionable insights to strengthen the company's market position.

2. REVIEW OF LITERATURE

Khurram et al. (2021) demonstrated a positive relationship between brand recall, brand recognition, and actual purchase behaviour among retail consumers. Their study confirmed that brand awareness directly influences purchase decisions, with no moderating effect from price consciousness. Shekhawat et al. (2021) found that familiarity with dairy brands significantly affects loyalty and purchase frequency, with young consumers particularly responsive to promotional information.

Rajalakshmi and Golden (2023), using a large sample of 576 consumers, established that product quality, value, and awareness collectively determine customer satisfaction and repeat purchases in dairy markets. They noted that awareness is most effective when supported by consistent quality and reliable service. Shuwen Chen (2024) confirmed

that higher brand awareness reduces perceived purchase risk, leading to stronger purchase intentions, particularly among targeted age groups through focused marketing campaigns.

Venugopal and Prakash (2025) highlighted the growing role of digital marketing in shaping dairy consumer awareness, observing that social media, online reviews, and visual content strongly influence brand evaluation and purchase decisions among younger consumers. Wankhade et al. (2025) found that demographic factors—age, occupation, education, and income—significantly influence brand preference, with local brand visibility and consistent supply being key drivers of purchase decisions in regional dairy markets.

Kalpana M. (2024), in an FMCG context applicable to dairy products, found that brand awareness explains 48.8% of variance in purchase choice, reinforcing that awareness-building is a practical and effective marketing investment.

3. SCOPE OF THE STUDY

This study focuses on customers of Misty Hut Dairy Food operating in and around the Erode district of Tamil Nadu. It examines consumer perceptions of brand awareness, the sources through which awareness is generated, and the extent to which such awareness translates into purchasing decisions. The study is confined to a sample of 110 respondents and covers the analysis of demographic profiles, buying behaviour patterns, satisfaction levels, and the effectiveness of promotional activities. The findings are particularly relevant for regional dairy businesses seeking to strengthen their brand visibility and customer loyalty in competitive local markets.

4. STATEMENT OF THE PROBLEM

In the highly competitive dairy industry, customers encounter numerous brands offering similar products—milk, curd, butter, paneer, and ghee—leading to significant decision-making challenges. Brand awareness has become a decisive factor in shaping consumer preference in such markets. Despite its growing market presence, Misty Hut Dairy Food faces the challenge of converting brand recognition into consistent purchase behaviour and long-term customer loyalty.

The central problem addressed in this study is: to what extent does brand awareness influence the buying behaviour of customers towards Misty Hut Dairy Food products? The study seeks to identify whether purchases are driven by brand recognition, promotional exposure, or other underlying factors, and to recommend strategies that can enhance the company's brand strength and competitive positioning.

5. LIMITATIONS OF THE STUDY

The study is subject to the following limitations:

The study is restricted to customers of Misty Hut Dairy Food and may not represent behaviour patterns across other dairy brands.

- The geographical scope is limited to the Erode region, restricting broader generalisation.
- Respondent bias may exist, as self-reported buying behaviour can be influenced by personal preferences and social desirability.
- Time and resource constraints limited the sample size to 110 respondents.
- The study primarily focuses on brand awareness and does not extensively analyse variables such as price elasticity, competitor strategies, or supply chain factors.

6. RESEARCH OBJECTIVES

The specific objectives of this study are:

- To study the level of brand awareness among customers regarding Misty Hut Dairy Food products.
- To analyze the buying behaviour of customers towards Misty Hut Dairy Food.
- To identify the factors influencing brand awareness, such as advertisements, word-of-mouth, and social media.
- To find out customer preference and satisfaction towards Misty Hut Dairy Food products.

7. RESEARCH METHODOLOGY

The study adopts a descriptive research design, appropriate for analysing consumer preferences, perceptions, and purchasing patterns. Both primary and secondary data sources were employed. Primary data was collected through a structured questionnaire administered to 110 respondents selected via simple random sampling from customers of Misty Hut Dairy Food. Secondary data was sourced from academic journals, research articles, company publications, and online databases.

The research instrument comprised 26 questions across five thematic sections: demographic details, brand awareness, buying behaviour, impact of brand awareness, and customer preference and satisfaction. A mixed- method approach—combining quantitative analysis and qualitative interpretation of consumer opinions—was applied to provide a holistic understanding of purchase behaviour.

The analytical tools employed include simple percentage analysis for frequency distribution, one-way ANOVA to test mean differences across demographic groups, Chi-square analysis for testing associations between categorical variables, and Pearson's correlation coefficient to measure the strength of relationships between brand awareness and purchase behaviour.

8 ANALYSIS AND INTERPRETATION

Table 1 presents a summary of the demographic profile of the 110 respondents surveyed in this study.

Table 1: Demographic Profile of Respondents (n = 110)

Category	Dominant Group	Percentage (%)
Gender	Male	56%
Age Group	21–30 Years	38%
Education	Undergraduate	41%
Occupation	Employee	35%
Monthly Income	₹10,001–₹25,000	31%

The sample is predominantly male (56%), with the 21–30 age cohort forming the largest group (38%), reflecting the study's relevance to younger, economically active consumers. Undergraduate respondents constitute 41% of the sample, and employees represent the largest occupational category (35%). The majority fall within the middle- income bracket of ₹10,001–₹25,000 per month (31%), indicating that brand price-value perception is likely a significant consideration for this group.

Table 2 summarises key findings related to brand awareness and customer buying behaviour patterns.

Table 2: Brand Awareness and Buying Behaviour Summary (n = 110)

Variable	Key Finding	Percentage (%)
Brand Awareness	Respondents aware of Misty Hut	75%
Source of Awareness	Social Media (top source)	29%
Seen Advertisements	Respondents who have seen ads	71%
Brand Familiarity	Somewhat familiar with the brand	36%
Purchase Behaviour	Purchase occasionally	36%
Purchase Frequency	Buy weekly	35%
Place of Purchase	Prefer local stores	38%
Decision Factor	Quality (most influential factor)	35%

A substantial majority of respondents (75%) report awareness of Misty Hut Dairy Food, with social media identified as the leading awareness channel (29%), closely followed by conventional advertising (27%) and word-of-mouth referrals from friends and family (25%). These findings underscore the increasing influence of digital platforms in shaping brand recognition within regional dairy markets. A significant 71% of respondents have been exposed to Misty Hut's advertising campaigns, indicating that promotional activities have achieved considerable reach. Despite this, 36% report purchasing only occasionally, suggesting a gap between awareness and consistent purchase conversion that presents an opportunity for targeted engagement strategies. Product quality emerges as the most influential purchase factor (35%), reinforcing the importance of maintaining and communicating quality standards as a core brand pillar.

Table 3 presents a consolidated summary of the statistical tests conducted to examine relationships between key variables.

Table 3: Statistical Analysis Summary

Test Used	Variables	Result	Decision
Chi-Square	Gender & Brand Awareness	$\chi^2=4.12 > 3.84$	H ₀ Rejected
Chi-Square	Awareness & Purchase Decision	$\chi^2=5.36 > 3.84$	H ₀ Rejected
ANOVA	Age & Buying Behaviour	F=3.21 > 2.45	H ₀ Rejected
ANOVA	Income & Satisfaction	F=4.05 > 2.68	H ₀ Rejected
Correlation	Awareness & Purchase	r = 0.68 (Strong)	Positive Link
Correlation	Satisfaction & Frequency	r = 0.59 (Moderate)	Positive Link

Chi-square analysis reveals statistically significant associations between gender and brand awareness ($\chi^2 = 4.12$, df = 1, $p < 0.05$) and between brand awareness and purchase decisions ($\chi^2 = 5.36$, $p < 0.05$). ANOVA results confirm that buying behaviour differs significantly across age groups ($F = 3.21 >$ critical value 2.45) and that customer satisfaction levels vary meaningfully across income categories ($F = 4.05 >$ critical value 2.68). Correlation analysis demonstrates a strong positive relationship between brand awareness and purchase behaviour ($r = 0.68$) and a moderate positive relationship between customer satisfaction and purchase frequency ($r = 0.59$). These results collectively affirm that brand awareness is a statistically significant and practically meaningful driver of consumer purchase decisions at Misty Hut Dairy Food.

9. FINDINGS

The following key findings emerged from the study:

- 75% of respondents are aware of Misty Hut Dairy Food, confirming significant brand reach within the target market.
- Social media is the dominant channel of brand awareness (29%), indicating the primacy of digital communication in shaping consumer perceptions. Product quality is the most influential purchase decision factor (35%), followed by price (22%) and brand recognition (20%).
- 36% of respondents purchase Misty Hut products only occasionally, highlighting the need for strategies to convert occasional buyers into regular customers.
- 72% of respondents expressed willingness to recommend Misty Hut products, reflecting positive brand advocacy.
- 40% of respondents indicated willingness to switch to competing brands, underscoring the need to strengthen brand loyalty mechanisms.
- Chi-square tests confirmed significant associations between gender and brand awareness, and between awareness and purchase decisions. ANOVA findings indicate significant differences in buying behaviour across age groups and in satisfaction levels across income groups.

10. SUGGESTIONS

Based on the findings of the study, the following recommendations are proposed for Misty Hut Dairy Food:

- Intensify social media engagement through targeted campaigns on platforms such as Instagram, Facebook, and YouTube to capitalise on digital awareness channels and attract younger demographic segments.
- Develop more informative and visually compelling advertisement content that communicates product quality, hygiene standards, and health benefits to reinforce positive brand associations.
- Consistently maintain and communicate product quality, as this is the primary purchase driver and the strongest lever for building trust and long-term customer loyalty.
- Expand distribution presence in local stores and supermarkets to improve product accessibility, given that 38% of customers prefer local store purchases.
- Introduce targeted promotional offers, loyalty programmes, and bundle discounts to convert occasional buyers into regular customers and reduce brand-switching rates.
- Establish a systematic customer feedback mechanism to continuously monitor satisfaction levels and address pain points in a timely manner.

11. CONCLUSION

This study provides empirical evidence of the significant and positive impact of brand awareness on customer buying behaviour at Misty Hut Dairy Food. With 75% consumer awareness, driven primarily by social media and advertising, the brand has established a meaningful footprint in the Erode dairy market. Statistical analyses confirm that brand awareness is significantly associated with purchase decisions ($\chi^2 = 5.36$), and correlation analysis reveals a strong positive relationship ($r = 0.68$) between the two variables.

Product quality remains the most influential purchase determinant, affirming that awareness and quality together form the foundation of competitive dairy branding. While current satisfaction levels are positive and brand advocacy is high (72% willing to recommend), the willingness of 40% of respondents to switch brands signals the urgency of implementing robust loyalty strategies. The study concludes that a holistic approach—combining enhanced digital visibility, consistent product quality, expanded distribution, and customer-centric promotions—will enable Misty Hut Dairy Food to convert brand awareness into sustained purchase preference and long-term competitive advantage in the regional dairy sector.

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