

A Project report Study on Brand Awareness provided by Nandi Pipes in Nandyal

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## ABSTRACT

Brand awareness plays a crucial role in influencing customer purchase decisions and building brand loyalty in a competitive market. This study focuses on analysing the level of brand awareness of Nandi Pipes among customers and dealers. The research aims to understand customer recognition, perception, and preference toward the brand. The study also evaluates the effectiveness of marketing and promotional strategies adopted by Nandi Pipes.

## Introduction

In today's competitive business environment, branding plays a very important role in the success of company. Customers are exposed to many products and services every day, and it becomes difficult for them to choose difficult brands. In such situations, brand awareness helps customers identify and remember a particular brand.

Brand awareness is the foundation of brand building. Before customers can trust a brand or develop loyalty, they must first be aware of its existence. A strong brand name helps a company create a positive image in the minds of consumers. It influences buying behaviour and increases the chances of product and selection.

In industries like PVC pipes and construction materials, where many companies offer similar products, brand awareness becomes a key factor for market survival and growth. Customers often prefer brands they recognize because they associate them with quality, Reliability, and trust

### NEED OF THE STUDY

- 1.To understand the market position of Nandi Pipes in Nandyal.
- 2.To measure customer awareness about the brand.
- 3.To analyse customer preferences and buying behaviour.
- 4.To study competitor influence in the PVC Pipe market.
- 5.To suggest strategies for improving brand awareness.

### SCOPE OF THE STUDY

- 1.The study is limited to Nandyal town and nearby rural areas.
- 2.It focuses on customers, dealers, plumbers and contractors.
- 3.It examines brand awareness, customer preference, and competitor analysis.
- 4.The findings help improve marketing strategies within the selected

### REVIEW OF LITERATURE

Brand awareness has been widely studied in the field of marketing and brand management. It is considered one of the most important components of brand equity. Many researches scholars have explained the concept, importance, impact of brand awareness on consumer behaviour and organizational performance.

According to Philip Kotler (Marketing Management) brand awareness is the ability of consumers to identify a brand under different conditions. He states that brand awareness creates familiarity, and familiarity leads to trust. When customers recognize a brand name they are more likely to choose it over unfamiliar brand.

David A. Aaker (2021) introduced the concept of brand equity and identified brand awareness as one of its dimensions. He explained that brand awareness includes Brand recall. Aaker also stated that higher levels of awareness increase.

Keller (2023) Customer-Based Brand Equity (CBBE) model explained that brand awareness forms the foundation of brand equity. He argued that customers must Customers aware of developing association and loyalty.

Aaker (2021) and Keller (2023) explained that brand awareness refers to the ability of consumers to recognize or recall a brand under different conditions. It represents the strength of a brand presence in customer's mind and first step in building strong brand equity.

Latif et al. (2024) proposed a conceptual model stating that brand awareness plays a Crucial role in gaining competitive advantage. Companies with strong brand awareness are more likely to gain consumers trust and improve their market reputation.

Zulfikar (2023) found that marketing strategies such as product differentiation, social media marketing, and customer engagement significantly increase brand awareness and customer loyalty. These strategies help companies maintain a strong brand position in a competitive markets.

Rachmawati and Akbar (2024) the relationship between brand awareness, service quality, and consumer experience. Their findings revealed that higher brand awareness Positively influences brand image and encourages customers recommend brand to others.

## OBJECTIVES OF THE STUDY

- 1.To study the level of brand awareness of Nandi Pipes in Nandyal.
- 2.To identify factors influencing purchase decisions.
- 3.To analyse customer satisfaction levels.
- 4.To compare Nandi Pipes with competitor brands.
- 5.To provide suggestions for improving marketing strategies.

## LIMITATIONS OF THE STUDY

- 1.The study is limited to Nandyal region only.
- 2.Sample size may be limited.
- 3.Responses may be biased.
- 4.Time constraints.
- 5.Market conditions may change over time.

## RESEARCH METHODOLOGY

### Meaning of Research Methodology

Research Methodology refers to the systematic process used to collect, analyze, interpret information in order to solve a research problem. It involves selecting a appropriate methods, techniques, and tools gathering data and drawing meaningful conclusions.

### Research Design

The research design adopted for this study is descriptive research design. It is used to describe the characteristics of customers and understand their opinions, Preferences, and satisfaction towards Nandi Pipes.

### TYPES OF RESEARCH

The study is based on

#### Descriptive Research

The Descriptive Research is accurate and systematic information it uses surveys, interviews, Observations, Questionnaires.

#### Quantitative Research

The quantitative research type of collecting and analyzing numerical data to it uses surveys, experiments, structured questionnaires.

### Data Collection

Data Collection is the process of gathering relevant information for research purposes. Both primary and secondary data are used in this study.

### Types of Data

There are two main types of data:

- 1.Primary Data
- 2.Secondary Data

#### Primary Data

Primary data is collected directly from respondePnts.

- 1.Structured Questionnaire
- 2.Personal interview/ surveys

#### Secondary Data

Secondary data is data that ha already been collected and published by others.

Sources include:

- 1.Company Website
- 2.Brochures
- 3.Journals
- 4.Industry reports
- 5.Books
- 6.Internet sources

#### SAMPLING DESIGN

##### Sample Size

The sample size for the study is 100 respondents.

##### Sampling Technique

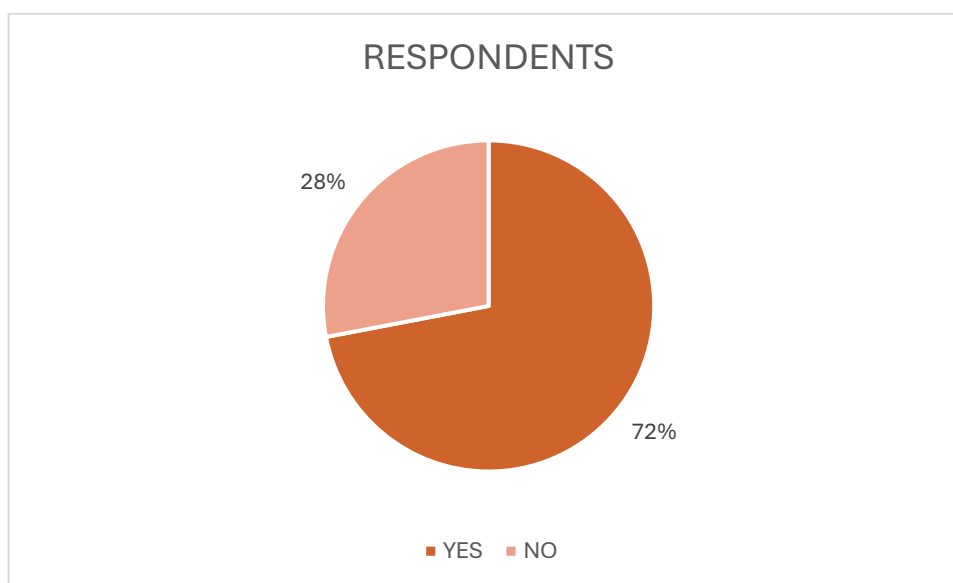
Convenience Sampling (easy and quick method)

##### Period of the Study

The Period of the study is December 2025 to March 2026 (4 months)

**TABLE-1****Awareness of Nandi pipes**

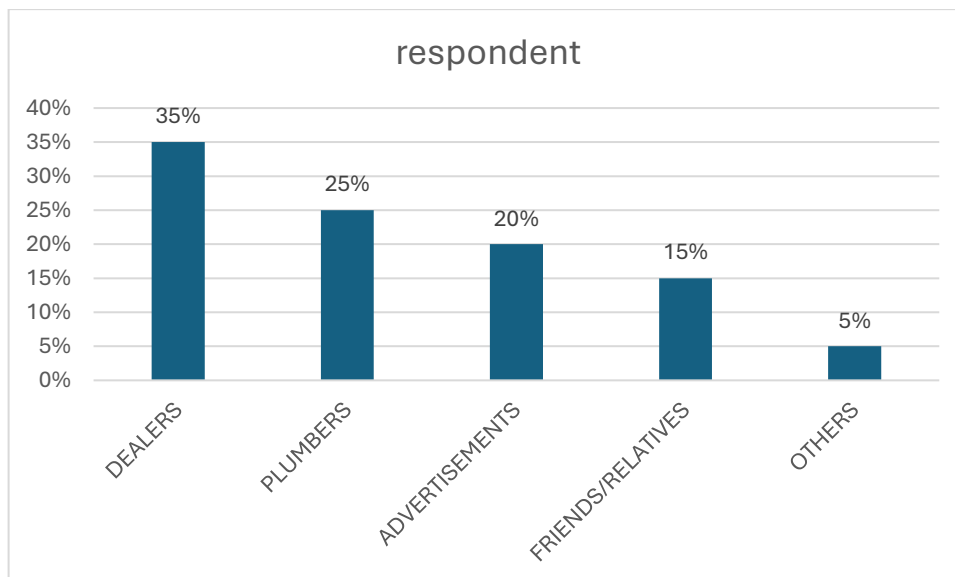
SOURCE	NO. OF RESPONDENTS	PERCENTAGE
YES	72	72%
NO	28	28%
TOTAL	100	100%

**Interpretation**

The table shows that 72% respondents are aware of Nandi Pipes , while 28% are not aware. This indicates good brand recognition in Nandyal

**TABLE-2****SOURCE OF AWARENESS**

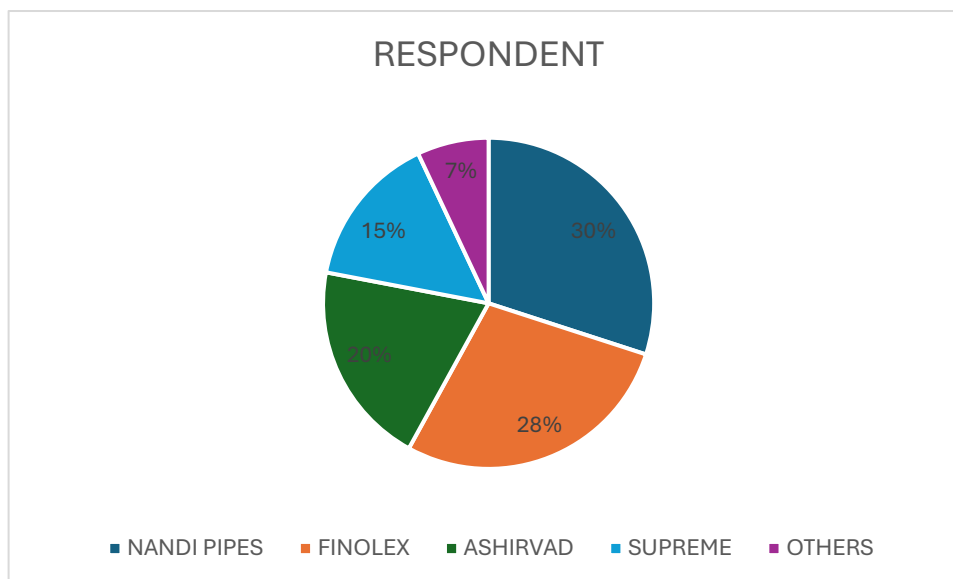
SOURCE	NO. OF RESPONDENT	PERCENTAGE
DEALERS	35	35%
PLUMBERS	25	25%
ADVERTISEMENTS	20	20%
FRIENDS/RELATIVES	15	15%
OTHERS	5	5%
TOTAL	100	100%

**Interpretation**

Dealers are the major source of awareness (35%) , followed by plumbers (25%), Advertisement moderate is impact

TABLE-3BRAND PREFERENCE

BRAND	NO. OF RESPONDENT	PERCENTAGE
NANDI PIPES	30	30%
FINOLEX	28	28%
ASHIRVAD	20	20%
SUPREME	15	15%
OTHERS	7	7%
TOTAL	100	100%

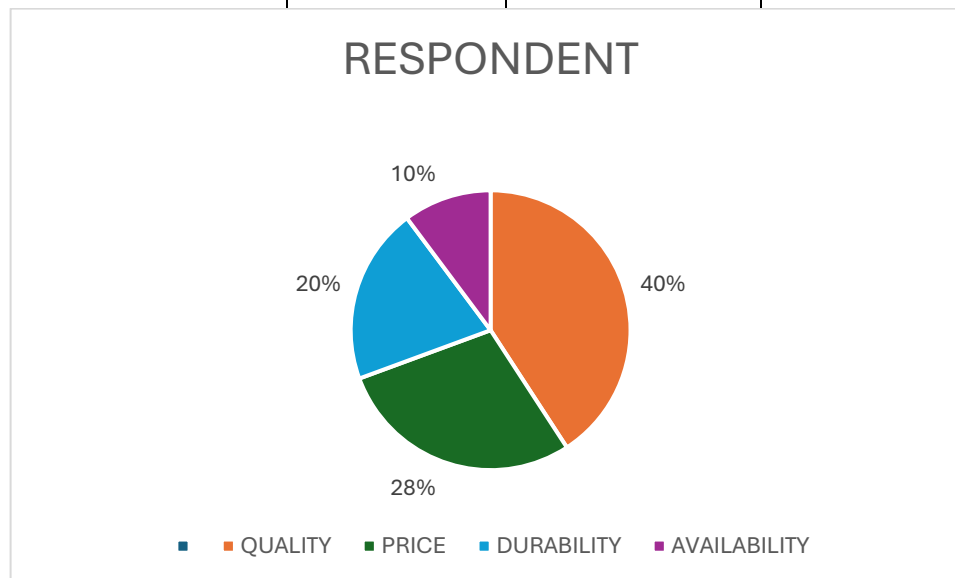
Interpretation

Nandi Pipes is preferred by 30% respondents, slightly higher than Finolex (28%). Ashirvad (20%), Supreme (15%), other brands (7%) have comparatively lower preference among respondents.

TABLE-4

**REASONS FOR USING NANDI PIPES**

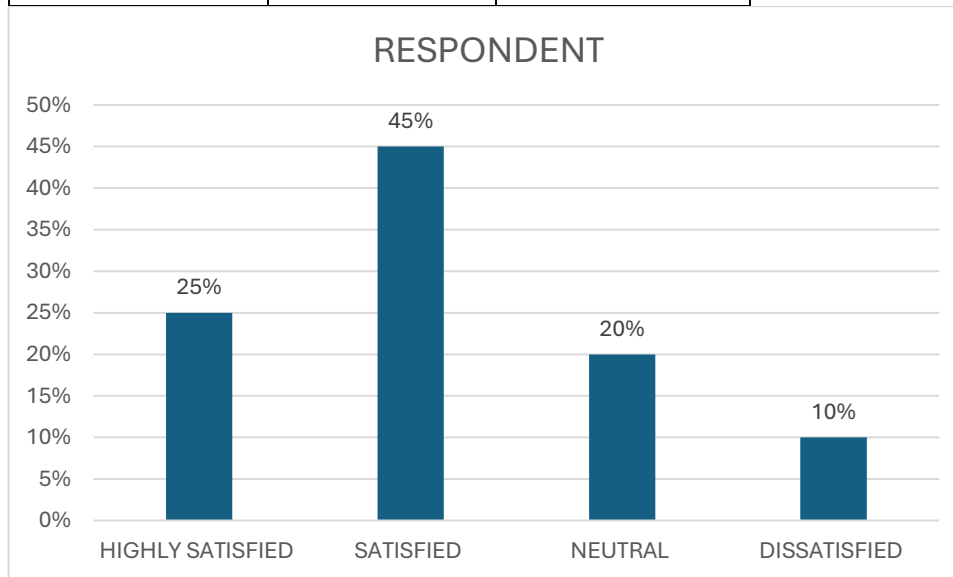
SOURCES	NO. OF	PERCENTAGE
	RESPONDENT	
QUALITY	40	40%
PRICE	30	28%
DURABILITY	20	20%
AVAILABILITY	10	10%
TOTAL	100	100%

**Interpretation**

Quality (40%) is the main reason for choosing Nandi Pipes, followed by affordable price (30%).

**TABLE-5**  
**SATISFACTION LEVEL**

BRAND	NO. OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	25	25%
SATISFIED	45	45%
NEUTRAL	20	20%
DISSATISFIED	10	10%
TOTAL	100	100%



### Interpretation

70% of customers are satisfied or highly satisfied with Nandi Pipes, Neutral 20%, dissatisfied 10%.

## FINDINGS

1. Majority (around 70%+) of respondents are aware of Nandi Pipes in Nandyal.
2. Dealers and plumbers are the main source of brand awareness
3. Nandi Pipes faces strong competition from brands like Finolex and Ashirvad.
4. Quality and price are the major factors influencing purchase decisions.
5. Most customers are satisfied with the durability of Nandi Pipes.

## SUGGESTIONS

- ✚ Increase digital marketing campaigns through social media and online platforms.
- ✚ Train salespersons with brand messaging to improve recall during field visits.
- ✚ Conduct promotional events and local exhibitions to raise visibility.
- ✚ Use consistent branding (logo, packaging, and dealer signage) across all regions.

## FINAL CONCLUSION

The study concludes that brand awareness significantly influences consumer choice and preference for Nandi Pipes. Improving awareness through targeted marketing strategies will support stronger brand recall, increased sales, and competitive positioning within the PVC pipe industry.

## QUESTIONNAIRES

1. Are you aware of Nandi Pipes brand?  
 Yes  
 No
2. How did you come to know about Nandi Pipes?  
 Dealer  
 Friends/Word of Mouth  
 Advertisement

social media

Others

3. How long have you known about Nandi Pipes?

Less than 1 year

1–3 years

More than 3 years

4. Have you ever purchased Nandi Pipes products?

Yes

No

5. How would you rate your awareness level of Nandi Pipes?

Very High

High

Moderate

Low

6. What factors influence your preference for Nandi Pipes?

Quality

Price

Brand Name

Availability

Durability

7. Do you recognize the Nandi Pipes logo and packaging easily?

Yes

No

8. Compared to other pipe brands, how do you rate Nandi Pipes?

Excellent

Good

Poor

9. Would you recommend Nandi Pipes to others?

Yes

No

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