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Impact of Brand Awareness and Consumer Attitude on Purchase Intention towards Aadhan Milk, Alancholai

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Introduction

The dairy industry plays an integral part in ensuring that the consumers' nutritional requirements are met daily. This industry operates under certain parameters, such as trust, quality, and branding. Consumers purchase milk and other milk products from well-known dairy brands. Consumers are aware of the products through brand recognition. Consumer behavior towards brands relies on various elements like taste, cleanliness, cost, and past experiences. Aadhan Milk has become famous in the dairy industry because of its high quality and ability to satisfy consumers. The research is undertaken at Teejay Prabha Milk and Nutriments Private Limited, Alancholai.

Brand Awareness is defined as the level at which customers recognize and recall a particular brand. It shows how easily consumers can think about a brand when thinking about a particular product category. It enables consumers to recognize the brand name, logo, symbol, package, or tagline. Consumer attitude refers to how customers feel, think, and react about the brand or a product. It directly affects buying behavior and may be positive, negative, or neutral. Purchase intention is described as the desire of a consumer to buy a product or service in the future. It is an important consumer behavior indicator that allows businesses to foresee future demand and organize their production accordingly.

Brand awareness, consumer attitude, and purchase intention are interrelated variables. The greater the awareness and positive attitude of consumers towards a brand, the higher their purchase intention. Thus, to ensure purchase intention, the development of brand awareness and consumer attitudes must be considered.

Review of Literature

Gupta & Priti (2025) conducted research on consumer behavior, consumer attitude, and purchase intentions among people living in tier 2 cities of India like Patna, Bhopal, and Nagpur. Their results revealed that behavioral patterns were similar, where the key drivers included value for money, reliability, and brand trust with a significant contribution of income level in making purchase intentions.

Muzamil Mohib et al. (2025) studied the effects of brand awareness on purchase intentions by analyzing the mediator role of brand attitude and moderator effect of brand trust on purchase intention and found that both brand awareness and brand attitude significantly contribute to making purchase intention, even more in the era of social media.

Shuwen Chen (2024) proved that brand awareness positively affects purchase intentions, while literature proved the existence of positive correlation between brand awareness and purchase intentions.

Dewi et al. (2024) found that brand awareness and brand image impact purchase intention and attitude and attitude mediates the relationship between brand awareness and purchase intention.

Varun Vignesh et al. (2024) found that there is a high level of brand awareness that positively affects purchase intention towards Britannia products.

Hameed et al. (2023) examined the effect of brand awareness on purchase intention under the digital communication environment, confirming the mediating effect of attitude and moderating effect of celebrity endorsement.

Abin et al. (2022) found that brand image had a significant and positive influence on customer attitude, purchase intention, and customer satisfaction, particularly in case of start-up brands.

Nibsaiya et al. (2021) noted that there is an increasing trend regarding brand loyalty due to advantages such as saving time in evaluation of alternatives and thus proving that brand awareness and brand loyalty significantly influence purchase decision for FMCG products.

Ahmed et al. (2021) demonstrated that brand image and perceived quality had positive and significant impacts on consumer purchase intention, with the role played by the store image in enhancing consumer attraction.

Jeyalakshmi et al. (2020) stated that improved brand image owing to updated policies and strategies in compliance with market trends may positively affect customer satisfaction and cognition.

Research Gap

While many studies have been carried out separately on brand awareness and consumer attitude, very little empirical research exists on the combined influence of both factors in predicting the purchase intention of consumers. Research is conducted in urban areas and rarely on semi-urban and rural areas, which are the main market segment for regional dairy products such as Aadhan Milk. This study addresses these gaps by empirically examining the relationship between brand awareness, consumer attitude, and purchase intention towards Aadhan Milk.

Objectives of the Study

- To identify the factors influencing the attitude of consumers towards purchase intention.
- To assess the level of brand awareness of Aadhan Milk among consumers.
- To examine the impact of brand awareness and consumer attitude on purchase intention towards Aadhan Milk.

Limitation of the Study

- The study depends mainly on primary data collected from respondents, which may include bias or inaccurate responses.
- The study considers only selected factors influencing brand awareness, consumer attitude, and purchase intention, while other factors may also impact consumer behavior.

Research Methodology

In this empirical research, the effect of brand awareness and consumer attitude on purchase intention of Aadhan Milk is being studied with the focus on the consumers in Kanyakumari district. Stratified Random Sampling technique was employed in collecting the data. For primary data, a structured questionnaire was utilized which included 384 respondents. Sources of secondary data included journals, books, and websites.

The various statistics techniques that were used in conducting the research are Factor Analysis, Independent Sample T-test, Chi-square test, Pearson Correlation coefficient, and Regression analysis.

Hypotheses

- H_0 : There is no significant difference between male and female respondents with regard to the level of brand awareness.
- H_0 : There is no significant difference among the different age groups of consumers with respect to the level of brand awareness.

Demographic Profile of Respondents

The study was conducted among 384 respondents. The male respondents of 50.5 percentage while female respondents of 49.5 percentage, showing a good balance in terms of gender. Respondents aged between 21 and 30 years made up 31.8 percentage while those aged between 31 and 40 years made up 28.4 percentage. This shows that youth and middle-ages are the major consumers. 53.1 percentage of the respondents were from semi-urban areas, showing the greater presence of brands in semi-urban areas. The greatest percentage (30.5%) of the respondents came from Kalkulam Taluk area. The private sector employees constituted 28.6 percentage while self-employed respondents made up 22.4 percentage. Undergraduate students formed the biggest education category constituting 38.3 percentage. The income group earning between Rs.20,001-Rs.30,000 made up 32.0 percentage, showing that middle class families are the major buyers. 64.8 percentage were families having 3 to 5 people.

Factor Analysis on Factors Influencing Consumer Attitude

Factor analysis was used to determine the underlying dimensions that affect the consumer attitudes towards Aadhan milk. The results from KMO test indicate that the sample is adequate, since its value is 0.829. On the other hand, the application of Bartlett's Test of Sphericity shows that the data is suitable for factor analysis, since Chi-square = 610.867 at df=36, and $p < 0.05$. The extraction method used was PCA with Varimax rotation.

Table 1 Factor Analysis on Factors Influencing Consumer Attitude towards Purchase Intention

Factors	Market Dynamics	Product Integrity
Variety	.737	
Availability	.684	
Social Influence	.668	
Past Experience	.544	
Feedback	.510	
Milk Quality		.778
Value for Money		.727
Safety		.547
KMO	.829	
Chi-Square	610.867	
df	36	
Sig	0.00	

Source: Primary Data

The two factors extracted are: Factor 1 – Market Dynamics (comprising Variety, Availability, Social Influence, Past Experience, and Feedback) and Factor 2 – Product Integrity (comprising Milk Quality, Value for Money, and Safety). These factors represent the core underlying dimensions influencing consumer attitude towards purchase intention of Aadhan Milk.

Brand Awareness Analysis – Gender Differences (Independent Sample T-Test)

H₀: There is no significant difference between male and female respondents with regard to the level of brand awareness.

Table 2 Independent Sample T-Test for Gender Differences in Brand Awareness

Level of Brand Awareness	Gender				t value	p value
	Male		Female			
	Mean	SD	Mean	SD		
Recognition	3.70	0.929	3.69	0.857	0.127	0.899
Recall	3.57	0.880	3.44	0.887	1.384	0.167
Visibility	3.51	0.847	3.43	0.921	0.930	0.353
Advertisement	2.90	0.792	2.91	0.919	-0.097	0.923
Word of Mouth	3.55	0.882	3.48	0.963	0.771	0.441

Source: Primary Data

Since all p-values exceed 0.05, the null hypothesis is accepted, confirming no significant difference between male and female consumers regarding brand awareness of Aadhan Milk. Both genders demonstrate a similar level of awareness across all five dimensions: Recognition, Recall, Visibility, Advertisement, and Word of Mouth.

Brand Awareness Analysis – Age Group Differences (Chi-square)

H₀: There is no significant difference among the different age groups of consumers with respect to the level of brand awareness.

Table 3 Chi square test for Age Group Difference and Brand Recognition

Age Group	Level of Brand Recognition			Total	Chi-square Value	P value
	Low	Moderate	High			
Below 20 years	1 (5.0) [2.8]	3 (15.0) [2.9]	16 (80.0) [6.5]	20	10.117	0.257
21-30 years	17 (13.9) [47.2]	28 (23.0) [27.2]	77 (63.1) [31.4]	122		
31-40 years	9 (8.3) [25.0]	30 (27.5) [29.1]	70 (64.2) [28.6]	109		
41-50 years	4 (8.0) [11.1]	19 (38.0) [18.4]	27 (54.0) [11.0]	50		
Above 50 years	5 (6.0) [13.9]	23 (27.7) [22.3]	55 (66.3) [22.4]	83		
Total	36	103	245	384		

Source: Primary Data

Table 4 Chi square test for Age Group Difference and Brand Recall

Age Group	Level of Brand Recall			Total	Chi-square Value	P value
	Low	Moderate	High			
Below 20 years	1 (5.0) [2.4]	8 (40.0) [5.9]	11 (55.0) [5.3]	20	3.549	0.895
21-30 years	14 (11.5) [34.1]	46 (37.7) [33.8]	62 (50.8) [30.0]	122		
31-40 years	11 (10.1) [26.8]	36 (26.5) [26.5]	62 (30.0) [30.0]	109		
41-50 years	8 (16.0) [19.5]	16 (32.0) [11.8]	26 (52.0) [12.6]	50		
Above 50 years	7 (8.4) [17.1]	30 (36.1) [22.1]	46 (55.4) [22.42]	83		
Total	41	136	207	384		

Source: Primary Data

Table 5 Chi square test for Age Group Difference and Brand Visibility

Age Group	Level of Brand Visibility			Total	Chi-square Value	P value
	Low	Moderate	High			
Below 20 years	2 (10.0) [4.1]	7 (35.0) [5.0]	11 (55.0) [5.7]	20	10.609	0.225
21-30 years	23 (18.9) [46.9]	41 (33.6) [29.1]	58 (47.5) [29.9]	122		
31-40 years	13 (11.9) [26.5]	36 (33.0) [25.5]	60 (55.0) [30.9]	109		
41-50 years	4 (8.0) [8.2]	25 (50.0) [17.7]	21 (42.0) [10.8]	50		
Above 50 years	7 (8.4) [14.3]	32 (38.6) [22.7]	44 (53.0) [22.7]	83		
Total	49	141	194	384		

Source: Primary Data

Table 6 Chi square test for Age Group Difference and Advertisement

Age Group	Level of Advertisement Awareness			Total	Chi-square Value	P value
	Low	Moderate	High			
Below 20 years	6 (30.0) [5.1]	9 (45.0) [5.1]	5 (25.0) [5.6]	20	13.037	0.111
21-30 years	39 (32.0) [33.0]	50 (41.0) [28.1]	33 (27.0) [37.1]	122		
31-40 years	23 (21.1) [19.7]	60 (55.0) [33.7]	26 (23.9) [29.2]	109		
41-50 years	23 (46.0) [19.7]	18 (36.0) [10.1]	9 (18.0) [10.1]	50		
Above 50 years	26 (31.3) [22.2]	41 (49.4) [23.0]	16 (19.3) [18.0]	83		
Total	117	178	89	384		

Source: Primary Data

Table 7 Chi square test for Age Group Difference and Word-of-mouth

Age Group	Level of Word-of-Mouth Awareness			Total	Chi-square Value	P value
	Low	Moderate	High			
Below 20 years	0 (0.0) [0.0]	8 (40.0) [6.8]	12 (60.0) [5.5]	20	17.420	0.026*
21-30 years	16 (13.1) [32.7]	41 (33.6) [32.7]	65 (53.3) [30.0]	122		
31-40 years	10 (9.2) [20.4]	28 (25.7) [23.7]	71 (65.1) [32.7]	109		
41-50 years	4 (8.0) [8.2]	20 (40.0) [16.9]	26 (52.0) [12.0]	50		
Above 50 years	19 (22.9) [38.8]	21 (25.3) [17.8]	43 (51.8) [19.8]	83		
Total	49	118	217	384		

Source: Primary Data

The findings showed that there was no significant association between the age category and brand recognition ($p=0.257$), brand recall ($p=0.895$), brand visibility ($p=0.225$) and advertisement awareness ($p=0.111$) since their respective p-values were greater than 0.05 and hence the null hypothesis was accepted. On the other hand, there was a significant association between the age category and word of mouth awareness ($p=0.026$) because the consumers older than 50 years were relatively less aware about word-of-mouth awareness, and hence the rejection of null hypothesis. Therefore, age does not have an impact on almost all aspects of brand awareness except word of mouth since brand awareness of Aadhan Milk Company remains almost similar among different age categories.

Correlation Analysis – Brand Awareness and Consumer Attitude

Table 8 Pearson Correlation Coefficient between Brand Awareness and Consumer Attitude (* $p < 0.01$)

	Consumer Attitude	Brand Awareness
Consumer Attitude (r)	1.000	0.546**
Sig. (2-tailed)	—	0.000
Brand Awareness (r)	0.546**	1.000
Sig. (2-tailed)	0.000	—

Source: Primary Data

The Pearson correlation coefficient reveals a moderate positive and significant correlation between Consumer Attitude and Brand Awareness ($r = 0.546$, $p = 0.000 < 0.01$). The null hypothesis is rejected. This suggests that as brand awareness increases, consumer attitude towards the brand also become favourable.

Regression Analysis – Impact of Consumer Attitude on Brand Awareness

**Table 9 Regression – Impact of Consumer Attitude on Brand Awareness
(Dependent Variable: Brand Awareness)**

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	6.520	0.839	—	7.771	0.000
Consumer Attitude	0.327	0.026	0.546	12.739	0.000

The regression equation is: Brand Awareness = 6.520 + 0.327 (Consumer Attitude). For every one unit increase in Consumer Attitude, Brand Awareness increases by 0.327 units. The standardized Beta = 0.546, t= 12.739, and p = 0.000 confirm that Consumer Attitude is a significant and positive predictor of Brand Awareness. The alternate hypothesis is accepted, confirming that Consumer Attitude has a highly significant positive impact on Brand Awareness.

Findings

- The sample comprised 384 respondents with an equal proportion of genders (50.5% males, 49.5% females).
- The age category 21-30 years (31.8%) and 31-40 years (28.4%) constituted the majority of consumers.
- Semi-urban respondents accounted for more than 53.1%, suggesting greater presence of brands in these regions.
- The highest consumer density was observed in Kalkulam taluk (30.5%) and Vilavancode taluk (24.7%).
- Private sector workers (28.6%) and self-employed individuals (22.4%) dominate consumer groups.
- The highest education category was undergraduate respondents (38.3%).
- The middle economic status (Rs. 20,001-Rs. 30,000) accounted for the highest share (32.0%).
- Families with medium size (3-5 members) constitute the dominant consumer category (64.8%).
- 85.9 percentage of respondents buy milk on a daily basis, suggesting high market penetration.
- The KMO value of 0.829 and Bartlett’s test (p<0.05) indicated suitability of data for factor analysis.
- The two factors extracted include market dynamics and product integrity.
- The analysis found no statistically significant gender difference in brand awareness (p>0.05 for all dimensions).
- There is no statistically significant effect of age on the awareness level of Aadhan Milk for almost all variables, except for the awareness through word of mouth, which differs significantly across various ages.
- Moderate positive and statistically significant correlation exists between consumer attitude and brand awareness (r=0.546, p<0.01).
- Consumer attitude is a statistically significant predictor of brand awareness (B=0.327, p<0.001).

Suggestions

- Television, social media, and internet advertising will help increase brand awareness and recognition.
- Improving packaging design will increase product awareness on supermarket shelves.
- The use of word-of-mouth promotion will make it a credible source of brand communication.

- Appropriate pricing strategies will ensure that consumers get their money's worth.
- High-quality products that meet all requirements will create positive consumer attitudes.
- Customer loyalty programs for regular customers will promote brand loyalty.
- Efficient logistics will guarantee the availability of goods in time.
- Door-to-door and internet delivery will enable reaching out to city dwellers.

Conclusion

From the analysis of the effect of brand awareness and consumer attitude on purchase intention for Aadhan Milk, it is evident that issues like availability, diversity, milk quality, value for money, safety, previous experience, and positive information play a great role in shaping consumer attitudes as well as brand awareness. Most importantly, it is observed that brand awareness has been stable among all gender and age groups, implying that there is a stable market positioning of the brand in consumers' minds. There was a positive relationship between Consumer Attitude and Brand Awareness, showing that positive consumer attitudes lead to positive brand awareness. Positive consumer attitudes are a significant positive predictor of brand awareness with the regression equation being: $\text{Brand Awareness} = 6.520 + 0.327 (\text{Consumer Attitude})$.

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