

EXECUTIVE SUMMARY

Brand impact is essential from the time when lot of consumers feels that if the brand is fine famous it has decent quality. Brand impact clearly affects consumer preference and here by their selection of brand. Knowing extend of brand impact of a particular firm has become vital in this existing competitive scenario. Brand preference is clear as measure of brand faithfulness in which a consumer will pick a particular brand in existence of rival brands, but will agree alternatives if that brand is not existing. The study at WAM TEA was conducted to know now far the consumers are aware of the WAM TEA product and their preference about the product. Consumers are aware of the Wam tea products. The researcher could find that wam tea has established a good brand name among the customers. And most of the most of the customers are aware of the tea powedr offered by Wam tea and they have enough consumers too.

The study has proved that the brand has almost good impact level among the consumers. The consumers most prefer the product. Almost everyone in the wayanad district has heard of the brand. As brand Impact has a major role in this competitive industry this study was of an almost importance.

It is found that most of the respondents have knowledge about the brand from the Television. As the basic step of creating brand Impact the firm has to give more advertisements so that will be much easier for the firm to penetrate to the market by having a good place in the mind of the consumers. From the study it is clear that quality of Wam tea product is high compared to otherhands but the prices are not favored by the low income group.