



A Study of Brand Awareness and Customer Satisfaction

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Abstract:

It is true that Brand Awareness is one of the prime objective of Advertising in the modern world of „me too Brands“. It is this ad mad world full of dream merchants which as created the concept of „**jo dikhta hai wohi bikta hai**“. Advertising is the communication link between the seller and the buyer. It does not simply provide information about the products and services but is an active attempt to influencing people to action by an overt appeal to reason or emotion. In other words, advertising does not end with the flow of information from the seller to the buyer; it goes further to influence and persuades people to action or belief. Advertising, being an integral part of promotion mix, is a part of the total marketing mix and it influences the sale of the products as do the other variables of the mix. Together with the product or brand, price, channel or distribution outlet and personal selling it attempts to achieve the marketing objectives.

Key Words: *Marketing Mix, Awareness, Attitudes and Usage*

Introduction:

Brand awareness refers to the extent to which customers are able to *recall* or *recognise* a brand. Brand awareness is a key consideration in consumer behavior, advertising management, brand management and strategy development. The consumer's ability to recognise or recall a brand is



central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category. Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but he or she must be able to recall sufficient distinguishing features for purchasing to proceed. For instance, if a consumer asks her friend to buy her some gum in a "blue pack", the friend would be expected to know which gum to buy, even though neither friend can recall the precise brand name at the time.

Different types of brand awareness have been identified, namely *brand recall* and *brand recognition*. Key researchers argue that these different types of awareness operate in fundamentally different ways and that this has important implications for the purchase decision process and for marketing communications. Brand awareness is closely related to concepts such as the *evoked set* and *consideration set* which describe specific aspects of the consumer's purchase decision. Consumers are believed to hold between three and seven brands in their consideration set across a broad range of product categories. Consumers will normally purchase one of the top three brands in their consideration set.

Brand awareness is a key indicator of a brand's competitive market performance. Given the importance of brand awareness in consumer purchasing decisions, marketers have developed a number of metrics designed to measure brand awareness and other measures of brand health. These metrics are collectively known as **A**wareness, **A**ttitudes and **U**sage (AAU) metrics.

To ensure a product or brand's market success, awareness levels must be managed across the entire product life-cycle - from product launch through to market decline. Many marketers regularly monitor brand awareness levels, and if they fall below a predetermined threshold, the advertising and promotional effort is intensified until awareness returns to the desired level.

Importance of brand awareness

Brand awareness is related to the functions of brand identities in consumers' memory and can be measured by how well the consumers can identify the brand under various conditions. Brand awareness is also central to understanding the consumer purchase decision process. Strong brand awareness can be a predictor of brand success. It is an important measure of *brand strength* or *brand equity* and is also involved in customer satisfaction, brand loyalty and the customer's brand relationships.

Brand awareness is a key indicator of a brand's market performance. Every year advertisers invest substantial sums of money attempting to improve a brand's overall awareness levels. Many marketers regularly monitor brand awareness levels, and if they fall below a predetermined threshold, the advertising and promotional effort is intensified until awareness returns to the desired level. Setting brand awareness goals/ objectives is a key decision in marketing planning and strategy development.

Brand awareness is one of major brand assets that adds value to the product, service or company. Investments in building brand awareness can lead to sustainable competitive advantages, thus, leading to long-term value.

Rank	Brand	Value (\$m)
1	Apple	178,119
2	Google	133,252
3	Coca-Cola	73,102
4	Microsoft	72,795
5	Toyota	53,580
6	IBM	52,850
7	Samsung	51,808
8	Amazon	50,338

9	Mercedes-Benz	43,400
10	G.E.	43,130

Types of brand awareness:

Marketers typically identify two distinct types of brand awareness; namely *brand recall* (also known as *unaided recall* or occasionally *spontaneous recall*) and *brand recognition* (also known as *aided brand recall*). These types of awareness operate in entirely different ways with important implications for marketing strategy and advertising.

Brand recall

Brand recall is also known as *unaided recall* or *spontaneous recall* and refers to the ability of the consumers to correctly elicit a brand name from memory when prompted by a product category. Brand recall indicates a relatively strong link between a category and a brand while brand recognition indicates a weaker link. When prompted by a product category, most consumers can only recall a relatively small set of brands, typically around 3–5 brand names. In consumer tests, few consumers can recall more than seven brand names within a given category and for low-interest product categories; most consumers can only recall one or two brand names.

Research suggests that the number of brands that consumers can recall is affected by both individual and product factors including; brand loyalty, awareness set size, situational, usage factors and education level. For instance, consumers who are involved with a category, such as heavy users or product enthusiasts, may be able to recall a slightly larger set of brand names than those who are less involved.

Brand recognition

Brand recognition is also known as *aided recall* and refers to the ability of the consumers to correctly differentiate the brand when they come into contact with it. This does not necessarily require that the consumers identify the brand name. Instead, it means that consumers can



recognise the brand when presented with it at the point-of-sale or after viewing its visual packaging. In contrast to brand recall, where few consumers are able to spontaneously recall brand names within a given category, when prompted with a brand name, a larger number of consumers are typically able to recognise it.

Top-of-mind awareness

Consumers will normally purchase one of the top three brands in their consideration set. This is known as top-of-mind awareness. Consequently, one of the goals for most marketing communications is to increase the probability that consumers will include the brand in their consideration sets.

By definition, top-of-mind awareness is "the first brand that comes to mind when a customer is asked an unprompted question about a category." When discussing top-of-mind awareness among larger groups of consumers (as opposed to a single consumer), it is more often defined as the "most remembered" or "most recalled" brand name(s).

A brand that enjoys top-of-mind awareness will generally be considered as a genuine purchase option, provided that the consumer is favourably disposed to the brand name. Top-of-mind awareness is relevant when consumers make a quick choice between competing brands in low-involvement categories or for impulse type purchases.

Marketing implications of brand awareness

Clearly brand awareness is closely related to the concepts of the *evoked set* (defined as the set of brands that a consumer can elicit from memory when contemplating a purchase) and the *consideration set* (defined as the "small set of brands which a consumer pays close attention to when making a purchase decision"). One of the advertising's central roles is to create both brand awareness and brand image, in order to increase the likelihood that a brand is included in the consumer's evoked set or consideration set and regarded favourably.



Consumers do not learn about products and brands from advertising alone. When making purchase decisions, consumers acquire information from a wide variety of sources in order to inform their decisions. After searching for information about a category, consumers may become aware of a larger number of brands which collectively are known as the *awareness set*. Thus, the awareness set is likely to change as consumers acquire new information about brands or products. A review of empirical studies in this area suggests that the consideration set is likely to be at least three times larger than the evoked set. Awareness alone is not sufficient to trigger a purchase, consumers also need to be favourably disposed to a brand before it will be considered as a realistic purchase option.

The process of moving consumers from brand awareness and a positive brand attitude through to the actual sale is known as *conversion*. While advertising is an excellent tool for creating awareness and brand attitude, it usually requires support from other elements in the marketing program to convert attitudes into actual sales. Other promotional activities, such as telemarketing, are vastly superior to advertising in terms of generating sales. Accordingly, the advertising message might attempt to drive consumers to direct sales call centres as part of an integrated communications strategy. Many different techniques can be used to convert interest into sales including special price offers, special promotional offers, attractive trade-in terms or guarantees.

The Broad Objective of the Study:

- 1) This study is to elucidate the role of advertising in building brands.
- 2) One of the most vibrant and in the news is the massively active advertising campaigns in the Indian industry.
- 3) Fierce competition in this industry leads to aggressive advertising campaigns. What is also interesting is they are constantly reinventing themselves in their one-upmanship on one another.

4) As a consumer, we are constantly being wooed by Indian service/Manufacturing companies. They are constantly vying for our attention even at the cost of sending a promotional message every one hour.

SIGNIFICANCE AND CONTRIBUTION OF THE STUDY:

There is a high level of competition in the market place, too many goods and services available with different challenges most especially for new businesses, therefore it is very important that a company knows what they are willing to offer to the market, where to perform this function, what segment of customers they want to target, when to carry out this function and how they are going to achieve their goal, these can only be done successfully if the business have a good knowledge of the market which means a research of the market needs to be done.

Brand awareness is the probability that consumers recognize the existence and availability of a company's product or services, creating this awareness by a company are one of the key steps to promote the company's goods and services. Brand awareness consists of both brand recognition and brand recall performance.

Literature review:

Aaker, David A. (1996, p. 7) described a brand through the concept of brand equity as "a set of assets (and liabilities) linked to a brand's name and symbol that adds (or subtracts from) the value provided by a product or service to a firm and/or that firm's customers." The definition of Aaker introduces the important aspect of a linkage between a customer and a brand, whereas, Kotler and Keller (2016, p. G1) view a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors." Another definition of a brand is given by Kapferer, Jean-Noël (2012, p. 12). He understands the brand as "a name that symbolizes a long-term engagement, crusade or commitment to a unique set of values,

embedded into products, services and behaviours, which make the organization, person or product stand apart or stand out.”

After a brand has been explained, the question now arises what branding is. According to Kotler and Keller (2016, p. 323) branding “is the process of endowing products and services with the power of a brand.” However, Kapferer, Jean-Noël (2012, p. 31) says that “branding means much more than just giving a brand name [...]. It requires a corporate long-term involvement, a high level of resources and skills to become the referent.”

The definition of customer satisfaction given by Kotler and Keller (2016, p. 153) says that it is determined by how the experiences match the customer’s expectations. This can be underlined with the definition that customer satisfaction “is a function of the experiential outcome in the context of the customer’s expectations across brand touchpoints (Lockwood, 2009, p. 223).” The degree to which these needs are fulfilled determines the enjoyment in the case of conformity or disappointment from discrepancy (Hill, Roche & Allen, 2007, p. 31).

Kapferer (2012, p. 139) also acknowledges the importance of relationship within branding and argues that the focus now is on building long-lasting relationships which involve deep emotional contacts and loyalty that leads to post-purchase activities. Therefore, businesses need to understand the importance of branding to gain customer satisfaction to increase their business performance.

Conclusion:

The research was conducted to investigate the role of branding in customer satisfaction and to study the factors that influence a customer’s satisfaction. There are central questions that must be taken into consideration in order to define the role of branding in customer satisfaction, such as, what role does the brand identity and the brand associations involved play, which



factors influence a consumer's satisfaction, and which role do experiences play in a customer's behavior.

In conclusion, the author would like to say that branding has become increasingly important over the past years in order to satisfy the consumers. At this stage, it can be said that it plays an important role to differentiate and communicate the brand identity in a way that consumers do understand what the brand stands for.

Furthermore, an organisation needs to determine what the customers associate with the brand to assess their expectations. In relation to that, a brand can create different benefits which provide positive experiences to meet or even exceed the consumers' expectations to deliver a high service quality.

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(MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project.

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