



Brand Awareness among Customers

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ABSTRACT:

Companies spend hundreds of millions of dollar annually on advertising to build and maintain awareness for their brands in competitive markets. They do so because if there will be awareness among customers about their products and brands only then companies will be able to maximise its sales as well as its profits. In this paper effort has been done to study that in what way customers are aware about brands available in market in Ambala District. On the basis of questionnaire filled by public various interpretations has been made which is defined here question wise.

KEYWORDS: Awareness; Loyalty; Attributes; Personnel.

INTRODUCTION:

A brand is a name, term, design, symbol or other feature that distinguishes one seller's product from those of others. Brands are used in business, marketing, and advertising. Initially, livestock branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. In accounting, a brand defined as an intangible asset is often the most valuable asset on a corporation's balance sheet. Brand owners manage their brands carefully to create shareholder value, and brand valuation is an important management technique that scribes a money value to a brand, and allows marketing investment to be managed to maximize shareholder value. Brand awareness is a customers' ability to recall and recognize the brand, the logo and the advertisements. It helps the customers to understand to which product or service category the particular brand belongs and what products and services sell under the brand name. It also ensures that customers know which of their needs are satisfied by the brand through its products (Keller). Brand awareness is of critical importance in competitive situations,

since customers will not consider a brand if they are not aware of it.

Brand elements: Brands typically comprise various elements, such as:

Name: The word or words used to identify a company, product, service, or concept

Logo: The visual trademark that identifies a brand.

Tagline or Catchphrase: "zindagi k Sath bhi, Zindagi k baad bhi" is associated with LIC.

Graphics: The "dynamic ribbon" is a trademarked part of Coca-Cola's brand.

Shapes: the distinctive shapes of the Coca-Cola bottle and of the Volkswagen Beetle are trademarked elements of those brands.

Tastes: Kentucky Fried Chicken has trademarked its special recipe of eleven herbs and spices for fried chicken.

Movements: Lamborghini has trademarked the upward motion of its car doors.

REVIEW OF LITERATURE:

Peng (2006) indicates that brand awareness has the greatest total effects on brand loyalty.

When businesses develop a new products or a new market, they should promote their brand awareness in order to receive the best result

because brand awareness is positively related to brand loyalty (Aaker & Keller, 1990; Peng, 2006; Wu, 2002; Chou, 2005).

Nagaraja (2004) opined that, buying behaviour is very much influenced by experience of their own and of neighbour consumers and his family. Above all, the quality of the product and its easy availability were the primary and the vital determinants of his buying behaviour. Consumers were influenced by touch and feel aspect of any promotional activity.

Nandagopal and Chinnaiyan (2003) studied that the level of awareness among rural consumers about the brands of soft drinks was high, which was indicated by the purchase of soft drinks by "Brand Name". The major source of brand awareness was word of mouth followed by advertisements, family members, relatives and friends.

Kotler (2003) proposes that individual attitudes and unpredictable situations will influence purchase intention. Individual attitudes include personal preferences to others and obedience to others' expectation and unpredictable situations signify that consumers change purchase intention because a situation is appearing, for example, when the price is higher than expected price (Dodds et al., 1991). Consumer purchase intention is considered as a subjective inclination toward a product and can be an important index

DATA ANALYSIS:

1. Customer's knowledge about brand?

Yes	No
89	11

Interpretation: It is analysed that 89% of the people know what is brand .11% of the people are not aware about what is brand.

2. Buyer behaviour about branded products?

Yes always	Never	Rarely
36	13	51

to predict consumer behaviour (Fishbein & Ajzen, 1975). Zeithaml (1988) uses possible to buy, intended to buy and considered to buy as measurement items to measure purchase intention.

OBJECTIVES: The objectives of the research are:-

- To examine the brand awareness of consumers.
- To analyze whether the product possess the attribute that the consumer expect in the market.
- To know about the preference level about branded products among customers.
- To understand the factors and variables of brand influence them to purchase.
- To get the knowledge how to maintain and improve brand awareness and brand Loyalty.

DATA COLLECTION:

To achieve the aforesaid objectives, data is gathered from some areas of Ambala district via questionnaire containing various questions regarding brands and their preferences about brands. 93 out of 100 questionnaires were received with complete information, on the basis of which this survey has been done.

Interpretation: It is analyzed that 36% of the people always prefer branded products.13% people never prefer branded products. Remaining (51%) of the people rarely prefer branded products.

3. Sources from which customers get knowledge about brands?

Advertisement	29.22
Recommendation	31.46
Internet	13.48
Point of sale	3.37
Family Members	6.74
Websites	6.74
Peers	4.49
Any other	4.49

Interpretation: 29.22 % of people get the knowledge from Advertisement.31.46 % of people get the knowledge from Internet.13.48 % of people get the knowledge from recommendation.3.37 % of people get the knowledge from point of sale.6.74% of people get the knowledge from Family Members.6.74 % of people get the knowledge from websites.4.49 % of people get the knowledge from peers.4.49 % of people get the knowledge from other sources.

4. Reason for preferring above brand?

Price	popularity	Quality	Any Other
17.97	23.59	56.2	2.24

Interpretation: It is analyze that 17.97 % of people think that price is the reason for preferring above brand.23.59 % of people think that popularity is the reason for preferring above brand.56.17 % of people think that Quality is the reason for preferring above brand.2.24 % of people think that any other reason for preferring above brand.

5. Preferred level of brand by customer?

Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
20.22	33.70	32.58	5.64	7.86

Interpretation: It is analyze that 20.22% of people strongly agreed that the above brand is his/her first preference.33.70 % of people agreed that the above brand is his/her first preference.32.58 % of people neither agree nor disagree that the above brand is his/her first preference.5.64% of people disagreed that the above brand is his/her first preference.7.86% of people strongly disagree that the above brand is his/her first preference.

6. Level of consistency about different brand among customer?

0-6 months	6 months to 1 yr.	More than 1 yr.
28.14	26.96	44.94

Interpretation: It is evaluate that 28.14% of people use their brand from 1 to 6 months.26.96% of people use their brand from 6 months to 1 year.44.94% of people use their brand from more than 1 year.

7. Factors influence preference level about specific brands?

Advertisement	Brand name	Good word of mouth	Market share
30.35	31.46	20.22	17.97

Interpretation: It is evaluate that 30.35 % of people think that advertisement is the main factor that influence for preferring specific brand.31.46 % of people think that the brand name is the main factor that influence for specific brand.20.22 % of people think that Good word of mouth is the main factor that influence for specific brand. 17.97 % of people think that market share is the main factor that influence for specific brand.

8. Importance level of attribute of preferring brand?

Price	Quality	Durability	Style
19.10	56.17	21.32	16.85

Interpretation: It is analyze that 19.10 % of people think that price is an important Attribute for preferring brand.56.17 % of people think that Quality is important attribute for preferring brand.21.32% of people think that Durability is important attribute for preferring brand.16.85 % of people think that Style is important attribute for preferring brand.

9. Level of satisfaction among customers about their preferred brand?

Fully satisfied	satisfied	Averagely satisfied	dissatisfied	Strongly Dissatisfied
30.33	39.34	23.59	1	5.74

Interpretation: It is analyze that 30.33 % of people think that they are fully satisfied with brand which they mostly preferred.39.34% of people think that they are satisfied with brand which they mostly preferred.23.59 % of people think that they are averagely satisfied with brand which they mostly preferred. No one think that they are dissatisfied with brand which they mostly preferred.5.74% of people think that they are strongly dissatisfied with brand which they mostly preferred.

10. Does the celebrity help in brand awareness?

Yes	No
60.67	39.33

Interpretation: It is analyze that 60.67 % of people think that the celebrity helps in brand awareness.39.33 % of people do not think that the celebrity helps in brand awareness.

11. Which of the following factors according to customers build a good brand image?

Quality	48.31
Communication strategy	13.48
Competitive pricing	19.10
Good value added services	14.60
Free trials and discounts	2.24
Other	2.27

Interpretation: It is analyze that 48.43% of people think that quality builds a good brand image.13.48% of people thinks that Communication strategy builds a good brand image. 19.10% of people thinks that competitive pricing builds a good brand image.14.60 % of people think that Good value added services builds a good brand image. 5.2.24 % of people thinks that the good brand image is built by other reasons.

12. Level of branded product being successful to meet customer's needs.

To the fullest extent	22
More than 80	32
50-80	38
Less than 50	8
Can't say	Nil

Interpretation: It is analyze that 22% of people think that 100% branded products being successful to meet your needs.32 % of people think that more than 80 %branded products being successful to meet your needs.38% of people think that 50-80 % branded products being successful to meet your needs.8% of people think that less than 50 %branded products being successful to meet your needs. And the remaining of people can't say how much branded products being successful to meet your needs.

13. Ranking scale of after sale services of customer preferred brand.

Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
22	15	36	27	Nil

Interpretation: It is evaluate that 22% of people gives 1 rank to the after sale services.15% of people gives 2 rank to the after sale services.36% of people gives 3 rank to the after sale services.27% of people gives 4 rank to the after sale services.

FINDINGS OF THE STUDY: Through the survey findings are as follows:

- 89% people know about brand.
- 31.46% of people get knowledge about the brand from the internet and 29.21 % of people get knowledge from the advertisements.
- 56.17% of people prefer brands just because of Quality.
- People consistent to 1 brand from more than 1 year.
- 71.91% of People think that they get attracted by promotional offers.
- 49.43% of people shift over new brand if that will provide more advancement to customers.
- 60.67% of people have more impact of celebrity and advertisement on them.
- People of adult age have full knowledge about branded products and they easily attracted toward branded products.
- Branded products meet customer's preference from 50-80%.

- 79.71% of people generally satisfied with the after sale services provided by their brand

SUGGESTIONS:

- The marketing strategies of the brand should be such powerful so that the remaining persons who are not aware about the brand gets aware about it.
- The brand ambassador should be selected according to the image he or she carries in the market as it will directly affect the brand image.
- The brand quality should not be compromised at any cost.
- The price of the branded products should be less so that it can be easily affordable by middle class people also.

CONCLUSION:

In this study, I have found that the personal charming and popularity of well –known person, the effect of products in the ads, the design of limited edition, and the high exposures rate of placing products in movies and television



will affect customers purchase incentives. In addition people think that the attitude of service personnel affects their purchase incentive most. The brand awareness in rural area particularly in respect of beauty care and health care products is showing an increasing tendency. From the above study I concluded that majority of the people knows about brand and they are fully aware about brands available in the market. Because of usage of internet and impact of attractive advertisements on them which leaves a strong impression on the minds of the people, public generally prefer brands for good quality and durability of branded products.

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