

# IMPACT OF BRAND AWARENESS ON PROMOTION OF BRANDED GOODS

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## ABSTRACT

The present study aims at investigating the influence of factors of brand awareness on buying behavior. Businessmen have to know the buying behavior of their customers. The Knowledge of consumer behavior leads to the understanding of reasons why consumers differ from one another in buying behavior or using products and availing services. Consumers receive stimuli from the environment and responds to the stimuli in terms of either decision on buying or not buying the product. Thus, the study for consumer awareness on brand is one of the most important aspects of business management because the purpose of a business is to acquire and retain customers. This is descriptive study attempted through the help of primary data. The understanding gathered and presented is indicative in nature and not exhaustive, the elements of brand awareness on consumer behavior are essentially required to study to sustain the competitive business environment.

***Keywords: Brand Awareness, Branded Goods, Promotion of Goods, Brand Equity.***

## INTRODUCTION

Globalization made accessibility for increasing income levels, easy availability of finance and increasing consumer awareness on brand. Hence since spick and span brands are being introduced, the demand of consumer durables has increased significantly. This in turn led to a fierce competition among the different consumer durable brands available in the nation as well as the price gap between the same consumer goods of different companies are narrowing down. Of late, the rising of consumer awareness and consciousness on brand has made consumers choose to purchase their families and favorable brand. Therefore, if

businessmen want to vie with their competitors, they have to woo the consumers love to buy their products and brands.

Albeit consumers familiarize and are willing to purchase a product, brand awareness and its positioning is still an immensely important factor of influencing the loyalty and purchase decision of consumers. When consumer's desire to buy a product and a brand name can come to their minds at once it reflects that product has higher brand positioning. Customer's satisfaction, brand awareness, brand loyalty and consumers purchase intention can be influenced if a product has higher brand positioning.

A brand is an offering from a known source. A brand name carries many associations in people's mind that mostly makes up the image of the brand. All the companies strive boldly to build a strong, favorable and unique brand image. If a mind is not aware of a brand then it is very difficult to develop desired brand associations in consumers mind. Awareness on the brand name acts as an anchor to which everything else about the brand is linked, much like the name of a person acting as an anchor for tying all the associations about him.

According to Aaker, brand equity is set of fundamental dimensions, viz. brand awareness, perceived quality, brand loyalty and brand associations. The awareness of a brand is related to the strength of a brand in memory that can be measured as the consumer's ability for identifying brand under various conditions. It is the ability of potential buyer for recognizing or recalling that a brand is a member of certain product category. The importance of brand awareness in the mind of the customers can be evaluated at various stages, e.g. recognition, recall, top of mind, brand dominance and brand knowledge.

According to Keller, the relative importance of brand recognition and recalling immensely depends on the extent to which consumers can make decisions. Moreover, the brand recognition may be much more important to the extent that product decisions are made in the store. Unaided awareness is very important for low value, fast moving goods. When these brands on the market are strongly related in unaided awareness, scarcely any other brand has a chance even getting quoted.

Now days, branded products are consumed almost in every sector by all the sections of the society. A brand name is an assurance by the seller to consumers about services

offered by him. It reduces buyers risk and makes the decision-making process further simpler. In order to reduce risk consumers prefer those brands which are known and familiar to them. Hence, brand awareness becomes the first and foremost initial step and foundation for brand preference. Brand awareness influences consumers perceived risk assessment and their confidence in the purchase decisions. The awareness on the branding has been getting more and more emphasized day by day. At the same time, more and more creative thinking is explored for creating, positioning and communicating brands. Some of the consumers can make rule to purchase only those brands which are very famous in the market.

By acquiring high brand awareness one can influence brand liking and hence behavioral intention for purchasing. In low involvement decision settings brand awareness is just an adequate leading to purchase. Repeat purchase then, is a function of the functional utility and image utility of the brand. Thus, when perceived quality differences exist among competing brands, consumers may “pay a price” for employing simple choice heuristics like brand awareness in the interest of economizing time and effort.

### **ADVANTAGES OF BRAND AWARENESS**

Brand awareness has deep and lucrative benefits. When people know and respect brand, they become more likely to seek out products instead of going for cheaper or more readily available alternatives. Also, they will often buy products they would not otherwise have bought purely because it's selling to them and they like brand. This kind of loyalty can mean the difference between success and failure, so projecting brand awareness is a crucial and copious consideration that needs to be taken into account as part of overall strategic planning.

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 for promoting the company's goods and services. Brand awareness comprises both brand recognition brand recall performance. Brand recognition is the capability of a customer recognizing a brand as one, which he or she already been exposed to. The brand recall is the ability of a customer for retrieving the brand when they think of the product category.

Promotion of any product en route brand awareness is one of the easiest and most effective means to promote the commodity related products owing to the fact that they have relatively fewer differentiations, which make it more competitive if one can strongly recognize brand. Consumers turn to make decision quickly about a product if they know or recognize the brand. The more customers can recognize, retain and remember a firm's brand the likely fact that they will shop and that firm is greater than shopping elsewhere. This is an added advantage against competitors as customers overlook at the price and other quality when out and out aware of a brand. Moreover, it becomes a part of the customer's life style for shopping where they are used to and have confidence in the brand (Keller, 2004).

## OBJECTIVES

1. To study the concept of brand awareness and brand preference.
2. To study the relation between brand awareness and brand preference.

## RESULTS AND DISCUSSION

### Demographic Profile

#### Age

Age is one of the immensely important demographic variables. It shows maturity, endurance, experience and decision making. The age of the respondents is shown in the table 1.

**Table 1**

**Frequency and percentage distribution of according to age**

Sl. No.	Age	Frequency	Percentage
1	19-25 years	46	11.50
2	26-35 years	66	16.50
3	36-45 years	68	17.00
4	Above 45 years	220	55.00
Total		400	100.00

The above table explains that out of 200 respondents, majority belong (55 %) to more than above 45 years, followed by 36-45 years (17 %), 26-35 years (16.50 %) and 19-25 years

(11.50%). It is concluded that majority of the respondents (55%) are in the age group of above 45 years.

### **Gender**

Gender is an important aspect of the demographic analysis as the perceptions, decision making choices etc., vary from males to females. The gender of the respondents is shown in the table 2.

**Table 2**  
**Frequency and percentage distribution of child according to gender and age**

Sl. No.	Gender	Frequency	Percentage
1	Male	212	53.00
2	Female	188	47.00
Total		400	100.00

The table portrays that 212 respondents (53 %) are males and 188 (47 %) are females. It is concluded that majority of the respondents are males(53%).

### **IMPACT OF BRAND AWARENESS ON PROMOTION OF GOODS**

Now-a-days, new brands are emerging and are displayed in stores and advertised through print and electronic media. Hence there are several perceptions on brand awareness like difficulty in imagining the brand in the mind, recognizing the brand among competing brands, recalling the brand, brand comes up first in the minds etc.

#### **Difficulty in imagining the brand in mind**

As there are several brands, quite often it is rather very difficult for remembering and recognizing the desired brand. The information on whether the respondents have difficulty in imagining the brand in their mind has been presented in the table 3.

**Table 3**  
**Difficulty in imagining the brand in mind**

Sl. No.	Opinion on imagining the brand	No. of Respondents	Percentage
1	Strongly Agree	232	58.00
2	Agree	132	33.00
3	Disagree	24	8.50
4	Strongly disagree	12	3.00
Total		400	100.00

The table portrays that 232 respondents (58 %) strongly agreed that imagining the brand in their mind is difficult and 132 respondents (33 %) agreed that imagining the brand in their mind is difficult. On the contrary, 24 respondents (8.50 %) disagreed that imagining the brand in their mind is difficult and 12 respondents (3 %) strongly disagreed to imagine brand in their mind. It is concluded that majority of respondents (58 %) strongly agreed that imagining the brand in their mind is difficult.

#### **Recognition of brand among competing brands**

The awareness of brand in the minds of the consumers can make them to recognize the desired brand readily even when there are myriad brands. The information on whether the respondents can recognize the present brand among competing brands has been shown in the table 4.

**Table 4**  
**Recognition of brand among competing brands**

Sl. No.	Opinion on present brand among competing brands	No. of Respondents	Percentage
1	Strongly Agree	60	15.00
2	Agree	188	47.00
3	Disagree	92	23.00
4	Strongly disagree	60	15.00

Total	400	100.00
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It is obviously observed from the table that 188 respondents (47 %) agreed that they can readily recognize the brand among the competing brands and 60 respondents (15 %) strongly agreed that they can readily recognize the brand among the competing brands. But, 92 respondents (23 %) disagreed that they can readily recognize the brand among the competing brands and 60 respondents (47 %) strongly disagreed that they can readily recognize the brand among the competing brands. It is concluded that majority of the respondents (47%) agreed that they can readily recognize the brand among the competing brands.

### Recalling the brand

Recalling the desired the brand largely depends the awareness of the brand in the consumers. The information on whether this brand is the only brand recalled when the respondents need to make a purchase decision on the product and the details are furnished in the table 5.

**Table 5**

#### Recalling the brand

Sl. No.	Opinion on the recalling the brand	No. of Respondents	Percentage
1	Strongly Agree	117	29.35
2	Agree	183	45.75
3	Disagree	65	16.25
4	Strongly disagree	35	8.75
Total		400	100.00

The table explicitly presents that 183 respondents (45.75 %) agreed that this brand is the only brand recalled when making a purchase decision on the product while 117 respondents (29.35 %) strongly agreed that this brand is the only brand recalled when making a purchase decision on the product. Moreover, on the contrary, 65 respondents (16.25 %) disagreed that this brand is the only brand recalled when making a purchase decision on the product and 35 respondents (8.75 %) strongly disagreed that this brand is

the only brand recalled when making a purchase decision on the product. It is concluded that around 46% of the respondents agreed that this brand is the only brand recalled when making a purchase decision on the product.

### **Brand comes up first in mind**

The information on whether this brand comes up first in the minds when the respondents need to make a purchase decision on the product and details are presented in the table 6

**Table 6**

#### **Brand comes up first in mind**

Sl. No.	Opinion on coming of brand first in the mind	No. of Respondents	Percentage
1	Strongly Agree	114	28.50
2	Agree	178	44.50
3	Disagree	75	18.75
4	Strongly disagree	33	8.25
Total		400	100.00

The table obviously presents that 178 respondents (44.50 %) agreed that this brand comes up first in their mind when need to make a purchase decision on the product whereas 114 respondents (28.50 %) strongly agreed that this brand comes up first in their minds when the respondents need to make a purchase decision on the product. But 75 respondents (18.75 %) disagreed that this brand comes up first in their minds when the respondents when need to make a purchase decision on the product and 33 respondents (8.25 %) strongly agreed that this brand comes up first in their minds when the respondents need to make a purchase decision on the product. It is perorated that around 45% of the respondents agreed that this brand comes up first in their minds when the respondents need to make a purchase decision on the product.

## CONCLUSION

Brand awareness is very important aspect for both seller and buyer. The brand awareness has lot of impact and impetus in the promotion of goods. Majority of the respondents are males (53%), in the age group of 45 years (55 %).Majority of the respondents (58 %) strongly agreed that imagining the brand in their mind is difficult, 47% of the respondents agreed that they can readily recognize the brand among the competing brands. Around 46% of the respondents agreed that this brand is the only brand recalled when making a purchase decision on the product. It is perorated thataround 45% of the respondents agreed that this brand comes up first in their minds when the respondents need to make a purchase decision on the product. Results reveal consumers brand usage experiences contribute to brand awareness, implying experience precedes awareness in some contexts. The results also confirm positive association between brand awareness and brand quality.

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