

Brand Awareness: Emerging Market Perspectives

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Article Info

Volume 83

Page Number: 17954 - 17959

Publication Issue:

March - April 2020

Abstract:

Building brand awareness in thoughtful markets can assume a functioning job in the advanced advertising condition. It is currently generally recognized by organizations that solid brand mindfulness will make an upper hand in the commercial centre that will improve their general notoriety and validity. Without a doubt, ongoing pattern in present day promoting has changed colossally & investigation of brand mindfulness is progressively getting mainstream to keep bound with this change. This paper depends on the audit of appropriate writings on as of now winning ideas & methodologies on brands, which will permit us to distinguish the basic parts of brand mindfulness and subsequently will help organizations to upgrade their showcasing proficiency. Right now, set forward the thought that brand-building endeavour should be related with hierarchical procedures that will help with carry the far reaching information about brands to the purchasers through authoritative mindfulness programs. The goals of the paper are to dissect the client inclination and brand familiarity with the item and its effect. 112 samples have been selected and administered the statistical tools such as Chi-square test and ANOVA for data analysis. We recommend that these exercises could assume a fundamental job in making mindfulness about brands among purchasers and clients. In general, we have attempted to give a far reaching view on the basic parts of brand mindfulness for building brand mindfulness in the cutting edge showcasing condition.

Keywords: *Brand Awareness, Brand positioning, Customer and Consumer preferences.*

Article History

Article Received: 24 July 2019

Revised: 12 September 2019

Accepted: 15 February 2020

Publication: 30 April 2020

INTRODUCTION

The marketing has refurbished and energised itself to cover a wider ecological location across the world through digitalization. A brand is the most significant fixed resource of a partnership. In fact, brand and marking has become a significant promoting need for the vast majority of the organizations (Aaker, D.A. also, Joachimsthaler, 2000; Kapferer, 2008). In any case, there is absence of appropriate comprehension on how brands and marking can or ought to be created in the serious commercial centre. Brand mindfulness is firmly identified with brand decision which can help

purchaser dynamic and enact the brand buy activities. Brand mindfulness is pivotal in settling on

the purchasing choice. Brand mindfulness can impact client's apparent hazard appraisal and certainty level. Knowing the case of buyer tendencies over the people is a fundamental commitment for arranging and making innovative publicizing frameworks. At hand, plentiful variables impacting by unique features which were supported by prevailing investigations. Buyer buying verdicts clues to productive market division methodologies in the organization. Anyway organizations for their endurance in the present serious situation. Substantial perspectives of publicizing that uses

frameworks to manufacture the obvious estimation of an item offering or brand after some time. Convincing brand the board enables the expense of things to go up and fabricates immovable customers through positive brand affiliations and pictures or a strong nature with the brand. Working up a crucial plan to keep up brand care regard requires a broad appreciation of the brand, its target advertise and the association's general vision. Additionally, the brand care subject to legitimate data needs to reflect the advancing framework about brand care programs and the association's enthusiasm to place assets into the undertakings required for the brand to fulfil its assurance and promise to buyers and moreover set up strong care with broad data about a brand into customers mind.

OBJECTIVES OF THE STUDY

- To study and analyse the customers purchasing preference towards the product (Dheepam lamp oil).
- To suggest competent improvements for brand awareness of the product.

REVIEW OF LITERATURE

- Brand awareness and brand associations remained to be correlated (Atilgan et al, 2005 and Pappu, 2005). In addition, elevated altitudes of brand mindfulness emphatically influence the development of the product's brand image (association) (Ramos and Franco, 2005). It was additionally discovered that brand wakefulness have emotional impact brand image (association) (Esch et al, 2006).
- Rahmani Vahid; Tajzadeh Namin Aidin (2012) investigated that the way toward choosing over a brand might be impacted by circumstance and substance. The discoveries propose a huge connection between the factors "brand demeanour", "corporate

disposition", and "item decision ". Likewise, no noteworthy relationship was found between singular dynamic procedures and item decision.

- A brand position is a fundamental bit of the brand care that will be particularly passed on to the planned intrigue gathering and that shows and inclinations over battling brands (Aaker, 1996). An inside and out arranged brand has a genuinely shocking position proceed by strong affiliations, for instance, high assessing on an appealing quality like neighborly assistance before purchase and after purchase or store's commitment of home transport (Aaker, 1991). In an obviously sorted out economy, understanding the buyer lead effects of interfacing a brand to various components, for instance, another person, spot, thing or brand is essential (Keller, 2003). Promoters must have the alternative to perceive how various components should best be joined, from a purchaser brand-data perspective, to make the perfect arranging in the psyches of purchasers.
- In marketing literature extraordinary consideration is centred on brand portrait which is concentrated as of organizations and shopper's outlooks. The beliefs of an association is composed in the direction of the improvement of indorsing development, related with procedures of masterminding and holding of a positive brand picture. Payer's philosophy relies upon customer's mind-set headed for the interpretation of brand picture and esteem. The implication of trademark in the market is exaggerated by firm's capacity to evaluate the authenticity of how buyers decipher the picture of brands and friends' ability to pact with the practice of brand setting, enough revealing brand's importance to a patron (Kotler, 2001). Brand

connexions include brand picture, brand data and brand care (Keller, 1998). He further says that brand affiliations fuse impression of brand quality and manner towards the brand.

- The review of literature divulges the fact that there are studies concentrating on brand awareness and its impact on wide-ranging customers and consumers with an explicit reference towards a product. The study focuses on brand awareness with emerging perspectives. The study consigns on this research gap.

are liable to change as indicated by the recognition and assessment of the consumers, and some of them were reluctant to give responses.

METHODOLOGY

The primary data on the conceit of customers purchasing preferences and brand awareness on the product, Dheepam Lamp oil was collected through a well-structured questionnaire. The study focuses only on those consumers residing in Chennai region. Through Google forms in social media and mail, the questionnaires were circulated and the data's are collected.

LIMITATIONS OF THE STUDY

This inquiries and its outcomes are substantial to the consumers of Chennai, and are not pertinent to some other provinces. It isn't summed up, the outcomes

ANALYSIS AND INTREPRETATION

Table 1: Chi-Square analysis on customers purchasing preference towards the product with respect to age.

AGE	CUSTOMERS PURCHASING PREFERENCE TOWARDS THE PRODUCT				TOTAL	CHI-SQUARE	SIG.
	FULLES T EXTENT	MORE THAN 81%	51% - 80%	LESS THAN 50%			
BELOW 20 YEARS	6	1	7	6	20	17.361	0.043
21-30 YEARS	11	11	20	19	61		
31-40 YEARS	7	7	2	10	26		
ABOVE 40 YEARS	2	3	0	0	5		
TOTAL	26	22	29	35	112		

INTERPRETATION

The above table 1, it is clearly noted from the calculations, the Chi-Square value is 17.361 and the corresponding p value is 0.043, which is less than 0.05. Therefore, the null hypothesis is rejected at 5% level of significance. Hence it is concluded that there

is strong association between customers purchasing preference towards the product with respect to age.

Table 2: Representing ANOVA on Brand Awareness of the product with respect to Gender

MEASURING BRAND AWARENES S	GENDE R	N	MEAN	SD	SUM OF SQUA RES	MEAN SQUA RE	F	SIG
AWARE OF THE PRODUCT	MALE	23	2.3043	0.87567	1.452	1.452	1.65	0.202
	FEMA LE	89	2.0225	0.95319				
	TOTAL	112	2.0804	0.94094				
AWARE OF SYMBOL & LOGO	MALE	23	2.6522	1.26522	0.229	0.229	0.139	0.71
	FEMA LE	89	2.764	1.28826				
	TOTAL	112	2.7411	1.27869				
VARITIES OFFERED BY THE BRAND	MALE	23	2.4783	1.344	0.872	0.872	0.519	0.473
	FEMA LE	89	2.6966	1.28279				
	TOTAL	112	2.6518	1.29246				
COULD DISTINGUIS H THE PRODUCT WITH COMPETITO RS	MALE	23	2.6957	1.49042	0.085	0.085	0.06	0.807
	FEMA LE	89	2.764	1.10805				
	TOTAL	112	2.75	1.18929				
ATTRACTS WITH SIZE, COLOUR & APPEARANC E	MALE	23	2.6087	1.52968	1.202	1.202	0.655	0.42
	FEMA LE	89	2.8652	1.30724				
	TOTAL	112	2.8125	1.35255				
VIEWED ADVERTISE-MENTS	MALE	23	2.8261	1.30217	0.255	0.255	0.164	0.687
	FEMA LE	89	2.7079	1.23585				
	TOTAL	112	2.7321	1.24468				
OVERALL BRAND AWARENES S	MALE	23	3.0435	1.4295	0.822	0.822	0.387	0.535
	FEMA LE	89	2.8315	1.46346				
	TOTAL	112	2.875	1.45271				

INTERPRETATION

The above ANOVA table 2, it is clearly identified that the Brand awareness such as product, logo & symbol, varieties offered from the brand, distinguishing from the competitors, brands attractiveness as size, colour, appearance, advertisements and overall brand awareness are not significant. Since, the p value is more than 0.05. Therefore the null hypothesis is accepted at 5% level of significance. Hence, it is visibly determined that there is no association between brand awareness of the product with respect to gender.

SUGGESTIONS & CONCLUSION

Appreciable customer mind is significant for the endurance and development of the organization by method for drawing in and offering the items to them. Rivalry is unavoidable. Organizations need to ensure that the brand stays solid in any event, during confounded occasions and take mindfulness programs that is predictable with the brand guarantees just as duties. Major Key of brand awareness prerequisites to progress their distribution tactics and advertising methods. The item needs to focus on shading and structure of the bundle. So as to keep up the client brand dependability, brands need to fortify their novel methodologies. Consistency of awareness and comprehensive knowledge about brands, the conceptualization of brand mindfulness focused to customers is noteworthy to the accomplishment of brand-bundling endeavours through keeping up predominance by means of a reliable premise that resolve & upgrade dependability as well as picture aimed at a significant stretch of phase. Accordingly, the brands make due in a serious market by exploiting that is fundamental for current advertising condition. Finally, a glance at wide assortment of immediate and aberrant contender's to yardstick where awareness tumbles. Use life-cycle analysis to elect the strategic awareness methods for fulfilling anticipated customer's trends and endearing market approval and market share growth.

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