

A STUDY ON BRAND AWARENESS WITH REFERENCE TO TATA MOTORS

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ABSTRACT

Brand awareness is the key for building, creating and sustaining brands. Brand awareness play a major role in persuading, informing and reminding both potential and existing customers towards making a brand decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions. Brand awareness with endorsements create easy remembrance for the customers for the advertised brand or product as a customer's associate the brand with the celebrity and can easily register the brand. Some products or brands will hold to stronger position in the mind of the customers compared to others from the same category. Position of a brand in the mind of customer is always relative. When a brands name is recalled before others is called top of the mind positioning of the brand. Brand awareness also helps in creating top of the mind awareness of a brand and aims at facilitating brand recall. The focus of this paper is to understand if TV advertisements have an impact of youth purchase decisions.

KEYWORDS: Brand awareness, Advertising strategies and Customers

I. INTRODUCTION

A brand is the meaning behind your company's name, logo, symbol, slogans. Having a unique and memorable brand helps you build brand create a long term position in the market place. Brand awareness is a measure of how well your brand is known within its target markets.

Brand awareness is the process of building your brand and using it to let customers know about your business. By creating a memorable brand through marketing and as strategies, more people will know who your and you'll see increase sales and with repeat business. The

primary parts of becoming brand – aware are the creation of your business name, logo and taglines. You'll also need to form your image, identify your target market, advertise with your new brand on things like printed carrier bags and encourage good management of customer relations.

A brand is a distinguishing symbol, mark, logo, name, word, sentence or a combination of these items that companies use to distinguish their product from others in the market. Legal protection given to a brand name is called a trademark

OBJECTIVES OF THE STUDY

- To study brand awareness of organization.
- To know the demographic profile of consumers.
- To identify the influence factors in buying company
- To examine key factor creating brand awareness of market.

BRAND AWARENESS:

Brand awareness refers to the extent to which customers are able to recall or recognize a brand. Brand awareness is a key consideration in consumer behavior, advertising management, brand management and strategy development. The customer ability to recognize or recall a brand is central to purchasing decision – making. Purchasing cannot proceed unless a customer is first aware of a product category and a brand that category. Awareness does not necessarily mean that the customer 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 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 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 Awareness, Attitudes and Usage (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.

Role of Brands:

The American Marketing Association defines 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." Building a Brand helps both the consumer and the manufacturer creating a win-win situation for both the parties.

Benefits of Brand for the consumer:

- It helps to identify the source of manufacturer of the product and simultaneously assigns a responsibility

towards an organization for the branded product.

- Experience of customers with products of same brand help them to quickly decide whether they will want to go with their purchase decision or not making their decision easier.
- Brands bring with them a certain level of quality assurance.

Build Customer Awareness

Target the desired customer base. From there, the business can more easily assess what it needs to do to increase customer awareness. For instance, a customer awareness strategy will focus on different audiences depending on if the product is toys, car products or walkers for those with mobility issues. In each case, the business will use different advertising campaigns to increase customer awareness. Every business needs to overcome certain challenges so the customer understands the benefits of working with that particular company.

Promote the Website:

A website helps create a worldwide customer base. Customers no longer limit themselves to buying from a specific geographic location. A customer might research a product and then follow up with a catalog or phone order instead of a personal visit to the company location. Hiring a graphic designer can assist a business in projecting the type of image they want to portray. Coordinating business cards, marketing materials and additional advertising all further enhance customer awareness. Consistency in design helps customers connect that logo with the business and product.

II. 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 recognize it.

What is 'Brand Awareness'?

Brand awareness is the likelihood that consumers recognize the existence and availability of a company's product or service. Creating brand awareness is one of the key steps in promoting a product. Brand awareness is particularly important when launching new

products and services; and for a company to differentiate similar products and services from its competitors.

III. RESEARCH METHODOLOGY

Research refers to search for knowledge. It is an art of the scientific investigation. Research comprises definite problem. The research design ascertains the procedures of data collection and analysis of information relevant to problem.

COLLECTION OF DATA:**1) Primary Data:**

The primary data was collected from consumers by filling the questionnaires.

2) Secondary Data:

Secondary data will be collected from various books, journals, newspapers, reports of the company and various websites secondary data was collected through personal review of the above listed sources.

Sample:-

Sample devotes only a part of the universe, which is studied and conclusion is drawn for the entire universe.

The sample technique is used in the study is convenience sampling technique.

CONCLUSION

The overall study of the concludes that maximum customers are purchasing of company. Promotions and news papers must be telecast to gain the attention of public. Pigeon is the main competitor for company. Brand awareness play a major role in persuading, informing and reminding both potential and existing customers towards making a brand decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions. Brand awareness with endorsements create easy remembrance for the customers for the advertised brand or product as a customer's associate the brand with the celebrity and can easily register the brand. Some products or

brands will hold to stronger position in the mind of the customers compared to others from the same category. Position of a brand in the mind of customer is always relative. When a brands name is recalled before others is called top of the mind positioning of the brand. Brand awareness also helps in creating top of the mind awareness of a brand and aims at facilitating brand recall. The focus of this paper is to understand if TV advertisements have an impact of youth purchase decisions.

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