

A STUDY ON BRAND AWARENESS WITH SPECIAL REFERENCE TO TATA MOTORS

S. ABDUL AZEES, 2. FAKRULLAH

1MBA STUDENT, 2ASSOCIATE PROFESSOR

Sabdulazees310@gmail.com, fakrullamba@gmail.com

DEPARTMENT OF MBA

CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY, PALLOVOLU

ABSTRACT

This study focuses on Tata Brand as a case study and investigates the influence of brand awareness on consumer behaviour. Brand awareness is an important part of marketing strategy and influences consumer preferences and purchasing decisions. This study combines qualitative and quantitative methods, such as surveys and interviews, to investigate brand awareness among consumers, their perceptions of Tata Brand, and the factors that contribute to consumer perceptions. This result suggests that Tata Brand enjoys a high level of awareness among its target audience due to its consistent marketing efforts, brand awareness, and positive associations with the brand. Additionally, this study investigates the relationship between brand awareness and consumer loyalty and reveals how increased awareness leads to increased customer loyalty and interest. Understanding the dynamics of brand awareness is critical for marketers to develop effective strategies to improve brand awareness and foster long-term customer relationships.

Keywords: brand awareness, consumer behaviour, marketing strategy, customer loyalty,

INTRODUCTION:

Brand awareness is a fundamental concept in marketing and refers to the extent to which consumers recognize and remember a particular brand. In today's competitive market, where consumers are bombarded with a variety of choices, building and maintaining strong brand recognition is critical for businesses that want to stand out and attract customers. Brand awareness not only influences consumer preferences, but also plays an important role in shaping consumer purchasing decisions and overall brand perception.

For brand a, understanding and increasing brand awareness is the number one goal. By developing a strong presence in the minds of consumers, Brand A can gain competitive

advantage, strengthen customer loyalty, and drive business growth. However, achieving strong brand awareness requires a strategic approach that includes various elements such as brand awareness, consistent messaging, and positive brand associations.

OBJECTIVES:

- TO JUDGE IN WHICH WAY THEY HAVE DEVELOPED THE AWARENESS
- TO JUDGE WHICH PROMOTIONAL TOOLS IS EFFECTIVE TO INCREASE AWARENESS LEVEL AMONG THE PEOPLE.
- TO SEE WEATHER BRAND AWARENESS INFLUENCE THE BUYING BEHAVIOUR OR NOT.
- TO FIND OUT THE REASONS FOR SELECTING THE BRAND
- TO KNOW THE STRENGTH AND WEAKNESS OF TATA MOTORS

REVIEW OF LITERATURE:

The literature review presents previous studies conducted by researchers in this field. Previous studies are reviewed to provide insight into the scope of the study. Theory, reports, records, and other information from similar studies can be used to better understand and shape your search problem. This gives the researcher insight into the direction the research should take and helps narrow down the problem. The main purpose of this study is to measure the brand awareness of the product among people.

BRAND : The traditional definition of a brand was:

"A name associated with one or more items within a product line." is a characteristic of an item. used to identify source (Kotler, 2000))

The American Marketing Association (AMA) definition of a trademark is “a name, term, sign, symbol, design, or combination thereof”; It is intended to represent "goods and services" to identify a seller or group. This is to differentiate the seller from competitors' sellers. ”

Brand Awareness: Brand awareness refers to how well consumers know about a particular brand. This includes a consumer's ability to recognize and remember a brand when presented with a name, logo, or other identifying features. Brand awareness plays an important role in consumer decision-making, as consumers are often drawn to brands they know and trust.

Building and maintaining strong brand awareness is critical for businesses for several reasons.

Brand Awareness in Marketing:

“The power of a brand is in the mind of the customer” (Keller, 2008) A brand is “a name, term, sign, symbol, design, or It is a combination of It distinguishes the goods or services of a seller or group of sellers from those of its competitors” (Heding et al. 2009, p. 9). A brand represents value to a customer and his 4,444 company (Hakala et al., 2012). The role of brands has changed throughout history. They were designed as a means to attract and retain customers (Hatch and Schultz, 2009). However, today, brands play a much more important role in product purchase decisions (Kathuria and Jit, 2009)

Brands help build emotional relationships with customers, resulting in tangible benefits for the entire organization in terms of customer loyalty and customer identification with the brand (Kathuria and Jit, 2009; Hagel and Armstrong, 1997; Chaffey et al., 2000)). One of the most important goals of every brand manager is to strengthen the relationship between the customer and the brand (Gummesson, 2002). A strong brand is an invaluable asset for any company (Aaker, 1991, 1996; Keller, 2003; Aaker and Jacobson, 2001). However, to compete, brands need to offer something special or unique (Farhana, 2012). Products can be copied, but brands cannot (Christiansen et al., 2009).

Brands give uniqueness to products compared to competitors and foster and create bonds between brands and customers (Rafi et al., 2011). According to Kotler (2006), a brand adds dimension to a product and differentiates it in some way from other products aimed at meeting the same need. Differentiation is a key element for brands to deliver.

Competitive Advantage: In a crowded market, well-recognized brands have a significant advantage over lesser-known competitors. Increased brand awareness leads to increased market share and customer loyalty.

Trust and credibility: Well-known and recognized brands are often perceived by consumers as more trustworthy and trustworthy. This increases their purchase intent and their willingness to pay a premium for a product or service.

Brand Equity: Brand awareness is an important component of brand equity and includes the overall value and perception of the brand. Brands with high recognition tend to have higher brand equity, making them a more valuable asset to a company.

Customer Acquisition and Retention: High brand awareness can increase customer acquisition by attracting new customers drawn to your brand's reputation and image. Additionally, it helps retain existing customers by reinforcing positive connections and experiences with your brand.

Marketing Efficiency: Brands with greater recognition often require less marketing expenditure to maintain their presence in the market. This is because they profit from word of mouth, organic advertising, and other forms of free media exposure.

Increasing brand awareness requires a combination of strategic marketing efforts, including advertising, public relations, social media efforts, and brand positioning. By consistently communicating a brand's message and values across multiple channels, companies can gradually increase awareness and build stronger bonds with consumers. Additionally, measuring brand awareness through surveys, market research, and analytics provides valuable insights into consumer perceptions and preferences, helping brands hone their strategies and increase their competitive advantage in the market can.

The Role of a Brand: The role of a brand is much more than a name, logo, or product. It embodies the essence of a company and serves as a powerful tool for shaping consumer perceptions, building relationships, and driving business success. The important roles that Brands play are:

Identity and Differentiation: A brand serves as a company's identity, distinguishing it from competitors and communicating its unique personality, values, and characteristics.

Branding allows businesses to establish a unique identity that resonates with their target audience and differentiates them from the market.

Trust and confidence: Strong brands inspire trust and confidence among consumers. Consistently delivering quality products and services, transparent communication and ethical business practices builds brand credibility and fosters long-term relationships with customers.

Emotional Connection: Brands have the power to evoke emotions and create deep connections with consumers. Brands that resonate emotionally with their audiences through compelling storytelling, memorable experiences, and shared values can build strong brand loyalty and advocacy.

Value Proposition: A brand communicates the value proposition of a company's products and articulates the benefits and solutions it offers to meet consumers' needs and desires. Effective branding helps clearly communicate your brand's promise and relevance, making your brand more appealing to your target group.

Website Promotion: Indeed, effectively promoting a website requires a combination of strategies to increase its visibility, attract targeted traffic, and attract visitors. Here's a comprehensive plan to promote your website:

Search Engine Optimization (SEO):

Optimize the on-page elements of your website, such as title tags, meta descriptions, and headers with relevant keywords.

Create high-quality, keyword-rich content that responds to your audience's needs and interests.

Build back-links from reputable websites to increase your website's authority and visibility in search engine results.

Content Marketing:

Develop a content strategy that includes blog posts, articles, videos, info graphics, and other engaging formats.

Share your content on social media platforms, forums, and online communities to reach a wider audience. Expand your reach and establish your authority in your field with 4,444 guest posts on industry-related websites.

Social Media Marketing:

Create profiles on major social media platforms that are relevant to your target audience. Engage your followers by sharing valuable content, updates, promotions, and behind-the-scenes insights.

Use paid advertising options like Facebook Ads and Linked In Ads to target specific demographics and drive traffic to your website.

Email Marketing:

Build an email list of subscribers interested in your products or services.

To maintain our relationship and drive traffic to our website, we will send you periodic newsletters, product updates, and promotional offers.

Personalize emails based on subscriber preferences and behaviour to increase engagement and conversion rates.

TYPES OF BRAND AWARENESS:

Awareness is the first level of brand awareness, indicating that the consumer has seen the brand before and knows what it is.

A brand must be recognizable for consumers to consider it as an option. Therefore, this is an important level for companies to focus on.

Recall Level :

- Recall is the second level, meaning that consumers can remember the brand when they see it, but may not be able to recognize it themselves.
- Brand names that are easy to pronounce and remember are more likely to be remembered by consumers.
- Companies can improve recall by using repetition in marketing, such as slogans and jingles, and by associating the brand with positive emotions.

Top Level of Mind:

- Top of Mind is the third level and means that the brand is the first thing consumers think of when thinking about a particular product or service.
- The brands that consumers have most in mind are the brands they are most likely to purchase.

- Businesses can increase awareness by reminding consumers of their brand through advertising and building relationships with consumers through newsletters and good customer service.

Brand Preference Level:

- Brand preference is his fourth and final level of brand awareness and indicates that the consumer prefers the brand over other similar brands.
- Brands with strong preferences among consumers are more likely to be successful in the long term.
- Example: If someone buys a new TV and sees an equivalent TV that is 15% cheaper, they will still buy the TV available at the retail store due to brand preference.

What is brand awareness?

Brand awareness refers to how well consumers know a particular brand. It represents the level of recognition and recall that consumers have when they see a brand name, logo, product, or other identifier. Essentially, brand awareness measures how well your brand is known and remembered by your target audience.

Research Methodology:

Research refers to the search for knowledge. It is the art of scientific investigation. This study involves specific questions. Research design strictly specifies the process of data collection and analysis of information related to the problem.

Research design: Descriptive research designs are useful tools used by researchers and professionals to collect data about specific collections or features. This type of research provides a clear and accurate picture of the nature and behavior of a particular group or subject.

The type of research design used here is a descriptive study where the employees of TATA MOTORS company are surveyed to obtain the necessary information to help the research.

Sample Size: The sample size used here for the study is 100 members who were questioned to obtain the information required for the purpose of the study.

Sampling method: Random sampling.

Sources Of Data:

Brand awareness data collection involves collecting information about the extent to which consumers are familiar with and aware of a particular brand.

1. Primary Data:

Primary data was collected from the consumers by completing the questionnaire.

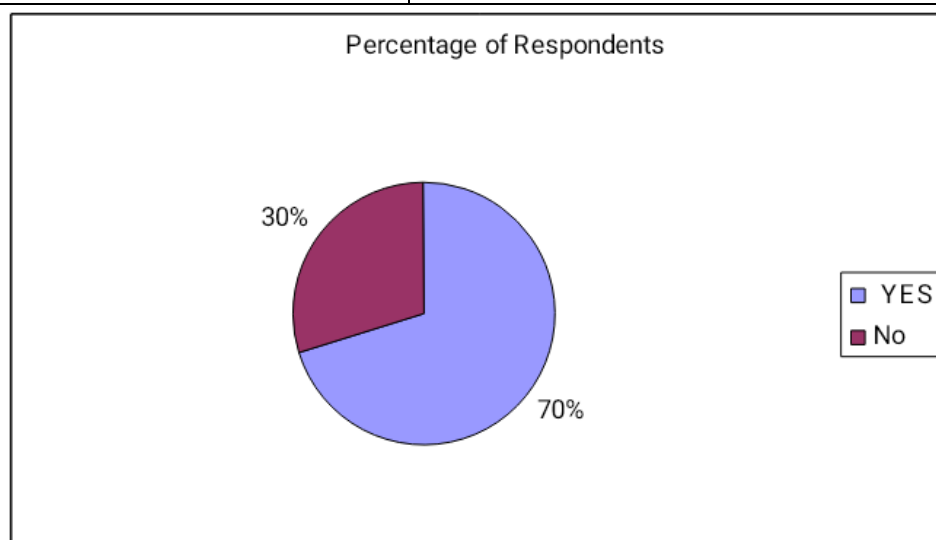
2. Secondary Data:

Secondary data is collected from various books. Magazines, newspapers, company reports, and various websites. Secondary data was collected through personal review of the above sources.

Data Analysis:

1. Are you aware of TATA Motor services?

Options	Number of Respondents
YES	70
No	30
Total	100

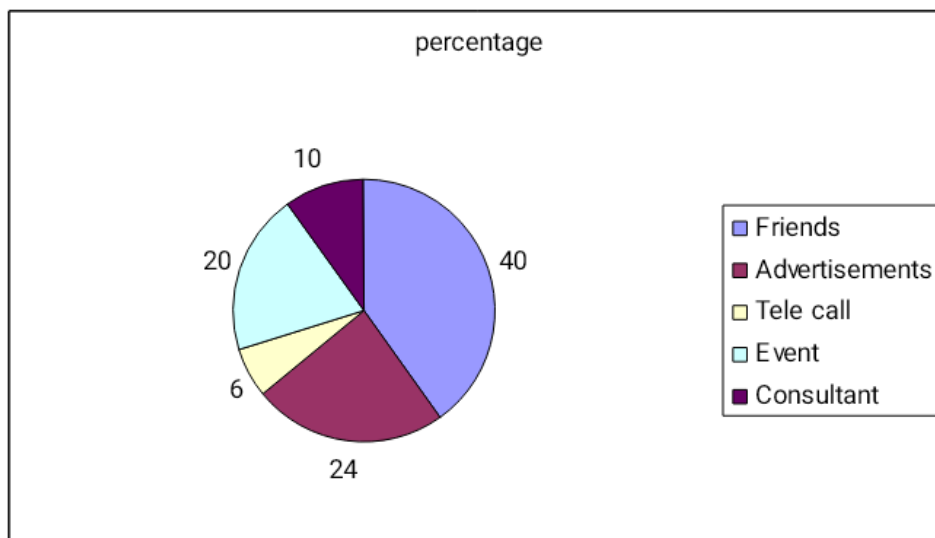


Interpretation:

- From above pie chart it can be stated that 70% people are aware of TATA Motor services,
- 30% are not aware system.

2.You heard about TATA Motor services through?

source	Number of Respondents
Friends	40
Advertisements	24
Tele call	6
Event	20
Consultant	10
total	100

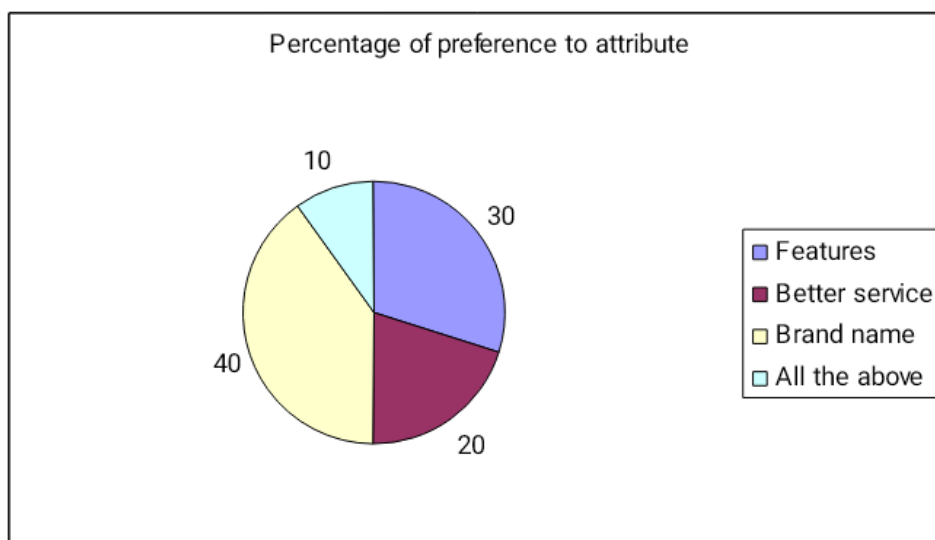


Interpretation:

- From the above we can state that 40% people heard about the Labcal through friends,
- 24% through advertisements,
- 6% through tele call,
- 20% through event and
- 10% through consultant.

3. Why you have chooses TATA Motor services?

Attributes	Respondent towards preference attribute
Features	30
Better service	20
Brand name	40
All the above	10
total	100

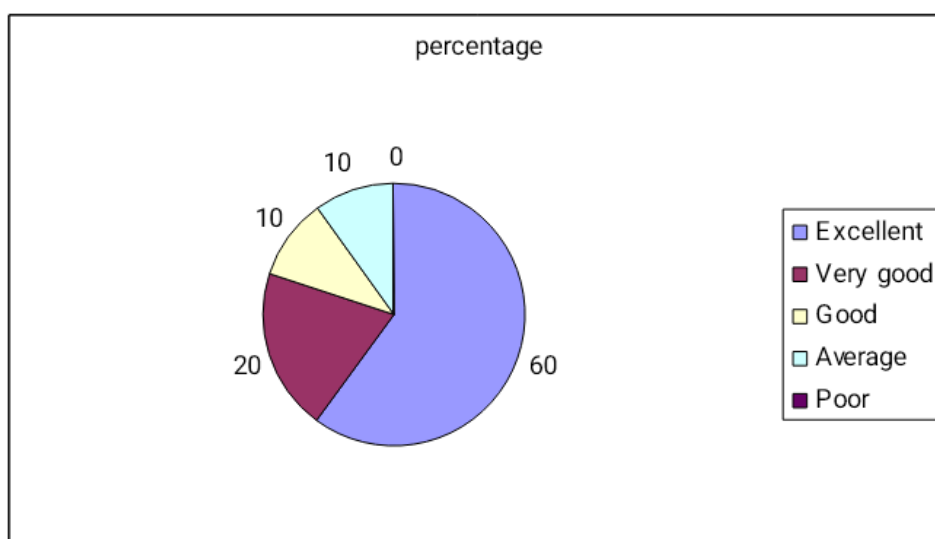


Interpretation:

- From above pie chart it can be stated that people give preference 40% to brand name,
- 30% to features,
- 20% to better service,
- 10% to all the above attributes.

4. Services provided by TATA Motor services?

Service provided	Number of Respondents
Excellent	60
Very good	20
Good	10
Average	10
Poor	0
Total	100

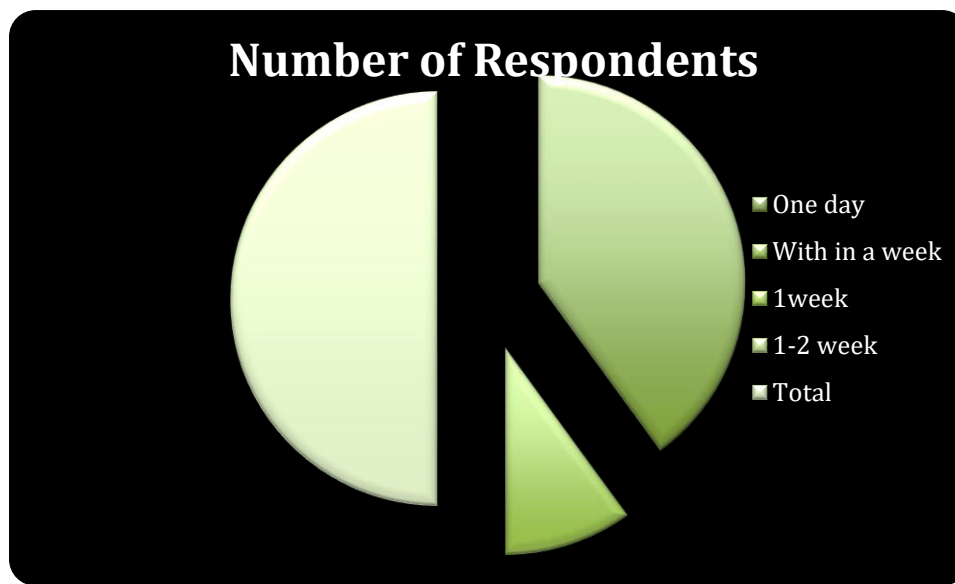


Interpretation:

- From above pie chart it can be stated that the service provided by Labcal is 60% excellent,
- 20% very good,
- 10% good and 10% average.

5.. When did you getting your order?

Duration	Number of Respondents
One day	80
With in a week	20
1week	0
1-2 week	0
Total	100

**Interpretation:**

- From above pie chart it can be stated that the percentage of people who are getting their orders on that itself is 80%,
- With in a week is 20%, &one week is 0%. And 0% of people getting with in 1-2 week.

6.. YES, What is your rating factor for CAR which you will give

RATING FACTOR GOOD FAIR BAD

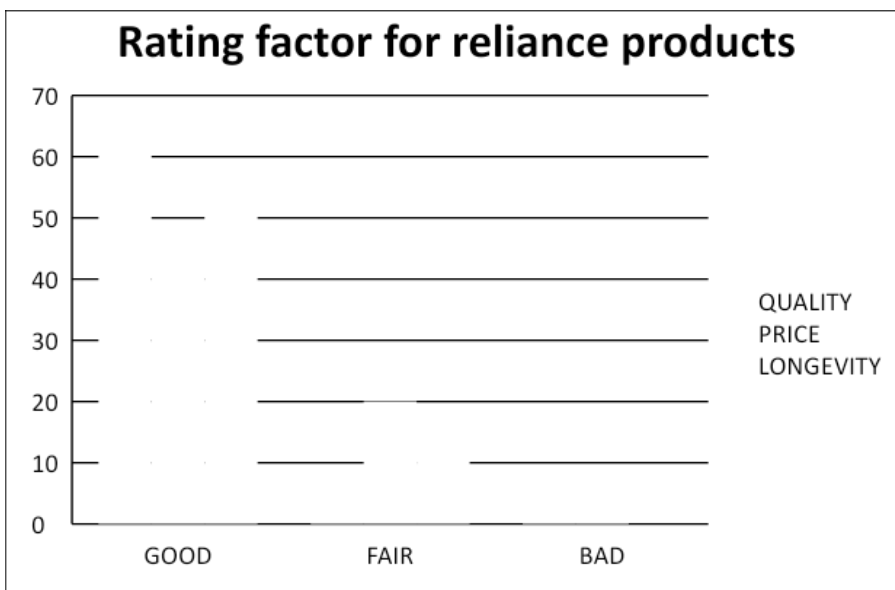
62	4	1
46	20	1
55	12	0

Quality

Price

Longevity

Others ()



Interpretation:

By the above bar-chart we know that out of 100 respondents 67% have used the Hyundai. Out of 67% respondents 62% people rated good quality, 4% respondent’s rated fair quality and remaining 1% respondents rated bad quality.

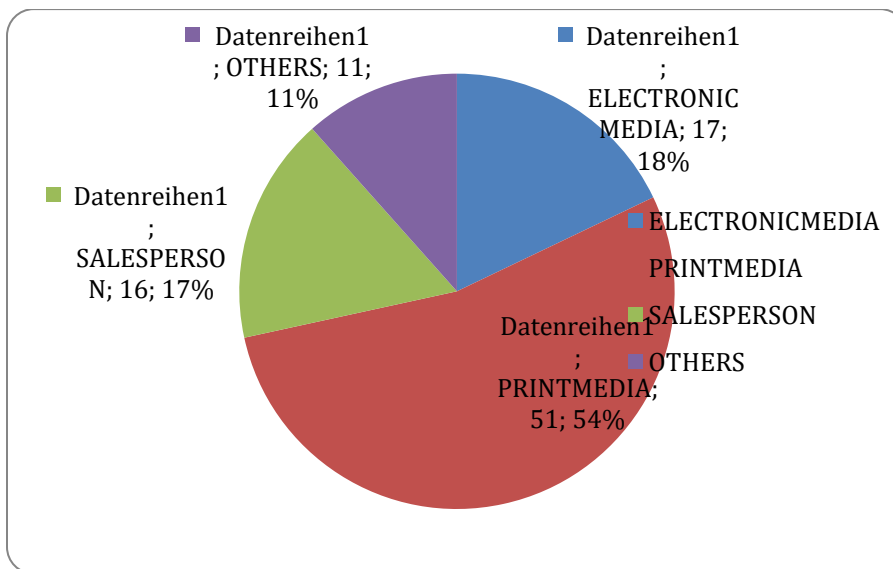
Out of 67% respondents 46% respondents rated good price, 20% respondents rated fair quality and remaining 1% respondents rated bad price.

Out of 67% respondents’ 55%respondents rated good longevity and 12% respondent’s rated fair longevity.

7.IfYES, how do you heard aboutTATA Products

- a) Electronic media
- b) Print media
- c) Sales person
- d) others ()

Electronic media	Print media	Sales person	others
17	51	16	11



Interpretation:

By this pie-chart we can analyze that most of response came from news paper promotion is 54%,

Through electronic media is 18%, sales persons is 17% and rest of them by others, by this

we know that paper ads are best than others.

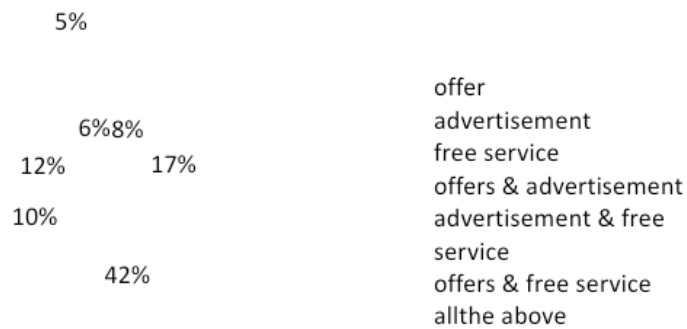
8.. What way you think promotion of TATA Products

Should be done

- a) Offers
- b) Advertisement
- c) Free Service
- d) others ()

Offers	Advertisement And offers	Advertisement	Free Service	Free service and offers	All the above
8	10	17	42	5	6

what do you think promotions should be done



Interpretation:

By this pie-chart we know that the promotions should be done by free service and advertisement.

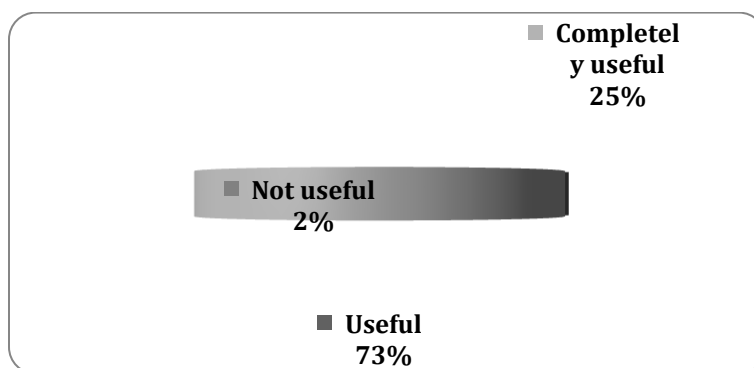
9.. Is the appointment system useful to you?

- 1) Completely 2) Useful 3) Not useful

SL.NO	OPTIONS	RESPONSE`
1	Completely	25
2	Useful	73
3	Not useful	2

Source: customer survey (primary data)

Appointment system



Interpretation;

Among the 100 customers when a question was raised regarding the usefulness of service appointment system 25% of the respondent said completely useful, 73% said useful and 2% said not useful.

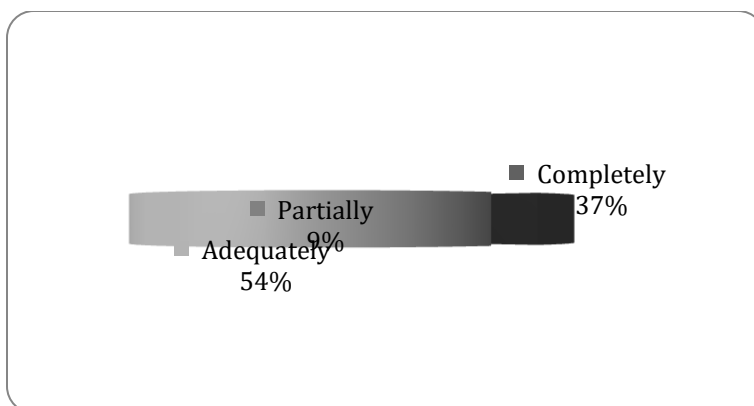
10.Do you get the information from service advisor on the services to be performed?

- 1) Completely 2) Adequately 3) Partially

SL.NO	OPTIONS	RESPONSE`
1	Completely	37
2	Adequately	54
3	Partially	9

Source: customer survey (primary data)

Information from service advisor



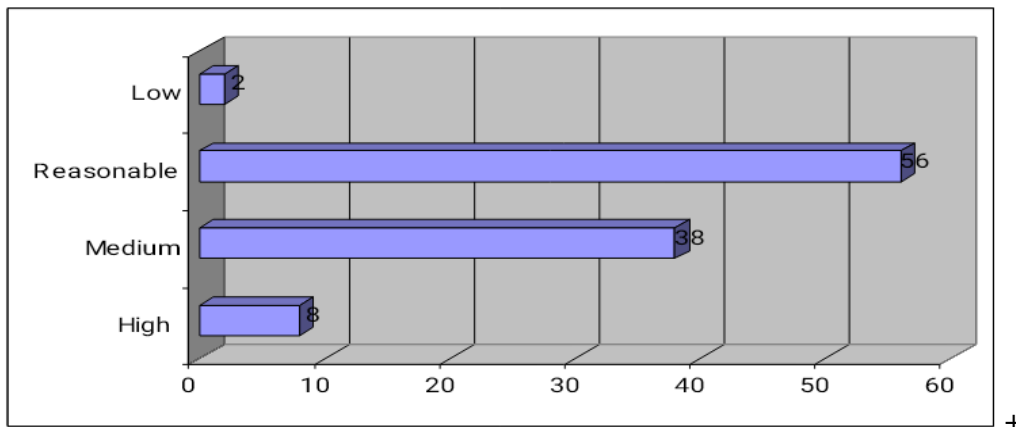
Interpretation:

From the above analysis we come to conclusion that 37% of the customers are getting complete information from service advisor and 54% are getting adequately and 9% of the customers are getting partial information regarding the services to be performed.

11.Comment on the prices charged at service station?

- A) High
- B) Medium
- C) Reasonable
- D) Low

S.No	Comment on prices	No. of Respondents	Percentage
1	High	8	8
2	Medium	38	38
3	Reasonable	56	56
4	Low	2	2
Total No. of Respondents		100	100%



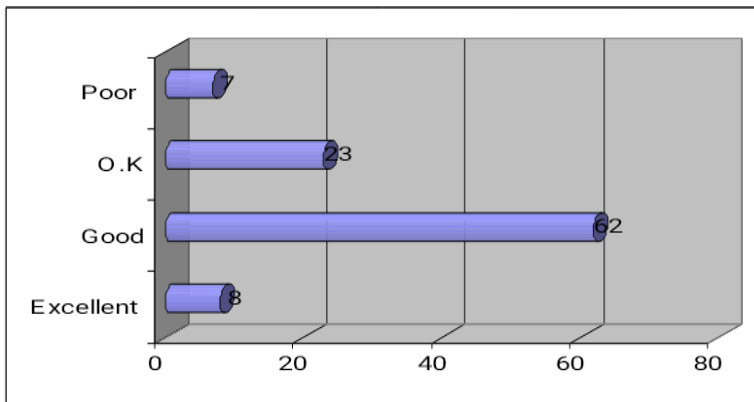
Interpretation:

It was observed that 8% of the respondents feel that the prices charged at service station was high and 38% feel it is medium and 56% of the respondents feel that the prices are reasonable cost and 2% feel that the prices are low.

12.How is the performance of the executives?

- E) Excellent
- F) Good
- G) O.K
- H) Poor

S.No	Performance of Executives	No. of Respondents	Percentage
1	Excellent	8	8
2	Good	62	62
3	O.K	23	23
4	Poor	7	7
Total No. of Respondents		100	100%



Interpretation:

it is observed that 8% of the respondents feel that performance of executives is excellent, 62% of the respondents said that performance of the executives is good, 23% the respondents said the performance of the executives is ok and 7% of the respondents said that performance of the executives is poor.

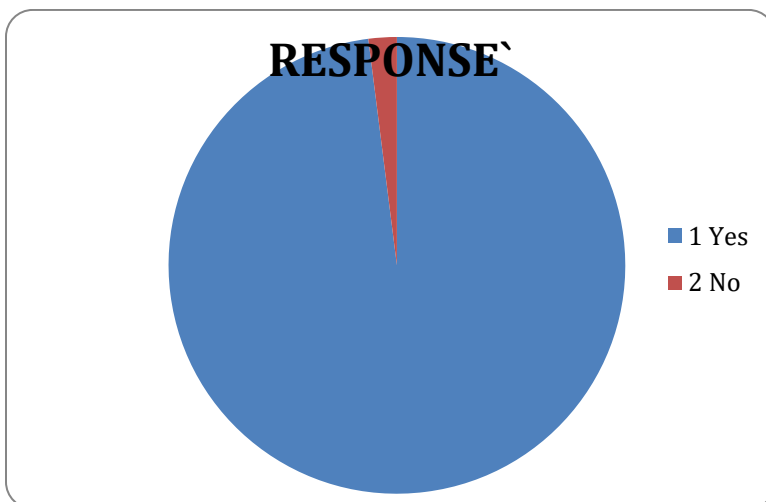
13. Would you like to change your CAR?

- 1) Yes
- 2) No

SL.NO	OPTIONS	RESPONSE`
1	Yes	98
2	No	2

Source: customer survey (primary data)

Changing CAR



Interpretation:

From the above analysis we conclude that 2% of the customers wanted to change their CAR and 98% of the customers said not regarding the idea to change their choice from TATA to other's competitors .

Conclusion:

In summary, brand awareness is the basis of any successful marketing strategy and represents the extent to which consumers recognize and remember a particular brand.

Plays a key role in influencing consumer behaviour, purchasing decisions, and ultimately shaping a company's success in a competitive market

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