



BRAND AWARENESS AND SUCCESS IN THE MARKET: A MICRO-LEVEL STUDY IN SELECTED DISTRICTS OF PUNJAB AND ODISHA.

By

MD MOHSIN QURESHI

SWATI SINGH

1. INTRODUCTION

A product is acknowledged as the most crucial component of marketing theory and practice in contemporary situations. The strength of the product's brand has a significant impact on its marketability. Utilizing branding enables businesses to establish themselves in the market and attract customers to their products. The issue of brands ruling is one of the most current issues in marketing theory and practice. Creating the Brand's favourable image and maintaining its recognition and awareness are crucial to its success. The trademark image has a significant impact on consumer product buying decisions. Consumer acceptance of a brand is inversely correlated with its level of popularity. Successful brand in the present-day conditions is not just well selected and original name or mark. Loyalty of consumers is connected to success of the brand in the market. It is very difficult for a brand to find success and then to maintain it. It requires constant attention, gathering of information, analysis and taking of right decisions. The difficulty is that the brand constitutes a set of different aspects and elements (Seturi, 2017).

High levels of brand consciousness among consumers' behaviour have been seen as a market trend in the previous couple of decades, particularly for consumer goods. The products on the market attempt to establish themselves as brands in response to consumer demand. Increasing brand awareness in such a market is a challenging task. On the other hand, as the market grows in sophistication and knowledge, new marketing options and channels open up. The three W's, or the World Wide Web, are designed around people in this technological era, where social and professional circles have sway over online awareness and purchasing. The internet is built around people, where social and professional networks influence online awareness and purchasing. This is a technological

world, and as a result of the popularity of intuitive media and recent technologies, traditional marketing has changed as both businesses and consumers have changed.

2. REVIEW OF LITERATURE

The review of literature here covers existing literature related to the concept of brand awareness, brand loyalty and brand image.

2.1 BRAND AWARENESS

According to the existing literature, brand awareness may be developed by presenting products to customers and eliciting a stimuli-like reaction from them that allows them to relate to, recognize, recall, and be generally aware of, products. To expand on their brand awareness initiatives, established brands frequently use brand reinforcement strategies. The new items, on the other hand, use advertising and promotion to raise the product's visibility among its current and potential customers. Strategies that can be employed by businesses to increase awareness of brands include making use of attitude advertising and management of the brand image, (Percy et al., 2006). Clarifying customers' needs, developing a customer-focused marketing strategy, and developing and launching the marketing initiatives required to obtain the lowest prices all contribute to the development of a lucrative connection with customers. The management of this process is part of building relationships with customers. The entire process of providing customers with the finest prices and ensuring their satisfaction is referred to as customer relationship management.

“Businesses succeed by getting, keeping, and growing customers. Customers are the only reason you build factories, hire employees, schedule meetings, lay fiber-optic lines, or engage in any business activity” (Kotler & Keller, 2012, p. 124).

Products and services with strong brand recognition are more likely to make more sales. Simply said, consumers are more inclined to choose a name brand product over an unknown one when given an option. Think about the soft drink business. Many soft drinks are interchangeable when taken out of their packaging. Coca-Cola and Pepsi, the market leaders, rely on brand recognition to make their products the ones that people choose. These businesses have used advertising and marketing tactics over the years that have raised customer brand awareness, which has subsequently resulted in better sales. A competitive economic moat that stops rival brands from acquiring greater market share can be created by the higher brand awareness rates for dominant companies in a category.

2.2 BRAND LOYALTY

The most important component of brand equity is brand loyalty. Customers are more loyal to a brand and are less likely to move to a competing one when they have a favorable perception of that brand in their minds. Brand loyalty is linked to the consumers' recurring purchase behaviors after a period of time, with an optimistically prejudiced controversial, estimative, and behavioral propensity in the direction of a recognized, tagged or marked substitute or invention option (Sheth, & Jagdish, 1974). In contrast to customer loyalty, which is based on money

(pricing and discounts), brand loyalty is based on perception (image and experience). Customers that are brand loyal feel that a particular brand equals superior quality and customer service than any rivals, regardless of price. Although brand-loyal customers may make fewer purchases overall, their profit margins are higher. Brand loyalty is quite simple to maintain after it has been developed, provided that the level of service and product quality is kept at a high level.

In comparison to customer loyalty, which necessitates consistently providing low rates and ongoing discounts to preserve best-deal-on-the-market reputation, brand loyalty is also less expensive to sustain. The majority of a small number of companies' essential reserves are imaginary. Furthermore, their practical customer, brand slogan and logo, brand slogans and illustration, individuality, font, sequence state of intelligence, accessory, and name. They proceed closely across relationships; brand names and brand partnerships are the most significant influences in power and profitability (Neal & Srauss, 2008). Here are a few of the most popular methods for building and keeping a customer base that is loyal to your brand and can help your company grow.

Best-in-Class Quality: The primary requirement—the indispensable precondition—for brand loyalty is quality. Low-quality goods and services will always be mocked on social media, regardless of your marketing budget or the number of celebrity endorsements you have. However, businesses that constantly provide best-in-class quality will turn their clients into brand-loyal promoters who never feel the need to purchase somewhere else.

Customer service: Ensuring that customers always receive first-rate service is an investment that drives the level of brand loyalty that generates significant returns. Exceptional customer service is costly. It requires 24-hour chat agents, social media managers, phone operators, and support ticket staff. In a crowded market, exceptional customer service that makes clients feel appreciated may be the only thing that distinguishes a company from rivals. Customers must have access to user-friendly systems supply feedback and file complaints, and a dedicated team of employees should be trained to respond to their contributions quickly if customer service is to optimize brand loyalty.

Brand Ambassadors: Companies hire spokespersons to function as brand ambassadors for their products in addition to brand-loyal customers, who spread the word about them for free on social media. A successful brand ambassador should not only have a strong marketing background but also an established online presence with an active network across platforms (via blog, emails, webinars). They should also have in-depth product and service knowledge, as well as highly developed expertise in forming devoted customer relationships. In addition, the most effective brand ambassadors are adept at obtaining crucial customer and competitor knowledge that can result in valuable business changes.

2.3. BRAND IMAGE

Strong and favorable brand image is prerequisite to stand out from the competition. But what exactly does "brand image" mean? The customer's view of your brand because of their interactions is known as brand image. It can change over time and isn't dependent on customers buying from you or using your services. It's crucial to put in a lot of effort to uphold a consistent brand image because consumers may have varying impressions of your company. Businesses invest a lot of work on curating the voice, personality, and market positioning of their brands. It extends beyond outward manifestations like having a distinctive mark, symbol, or logo that businesses can use to set themselves apart from competitors. Each of these brand components helps to attain success. A corporation or products that have a high-quality representation in the marketplace can acquire a greater position in the market, a momentous ready for action perimeter, and a superior marketplace (Jaworski & D.J. McInnis, 1988). The successful brand image enables consumers to recognize needs, which the brand accomplishes to distinguish itself amid its competitors and thus, improve the possibility that consumers possess the strength of mind to purchase the brand (Setiono & Hsieh, 2004).

Firstly, comprehend the brand and what it stands for in order to create a powerful brand image. This fundamental work aids in your market positioning and helps you win over the hearts of your target audience. Marketing initiatives, social media campaigns, and large-scale pitches tailored to the interests of specific consumers can all help a company attract both new and existing customers. Since everything your business does (and every experience you provide should be in line with your goal and values), it is crucial to start by establishing your mission, vision, and values. Before advertising brand, must clarify your objective because inconsistent values will harm brand's reputation. Additionally, values will influence employee engagement in addition to attracting customers. Employees who are motivated by a company's mission are more likely to stay with it longer and produce better work.

Understanding company's mission, vision, and values (and living up to them) will help you keep happy, productive staff and clients. The successful brand image enables consumers to recognize needs, which the brand accomplishes to distinguish itself amid its competitors and thus, improve the possibility that consumers possess the strength of mind to purchase the brand (Setiono & Hsieh, 2004). Consumers' views of brand value and green marketing campaigns are essential to their purchases of green goods (Norazah, 2013)

Based on the literature review, the present study addresses the following questions; the effects of brand awareness on consumers' purchasing intentions; innovative and effective ways that new and alternative media can be leveraged to increase consumer awareness

3. OBJECTIVES OF THE STUDY

1. To find brand awareness and consumer decision-making regarding purchases
2. To identify innovative and effective ways that new and alternative media can be leveraged to increase consumer awareness

4. METHODOLOGY OF THE STUDY

The present study is based on both primary as well as secondary sources of data.

The primary data will be collected using a structured questionnaire

Sample Size: 200

Sampling Design: Probability Sampling - Stratified Random Sampling

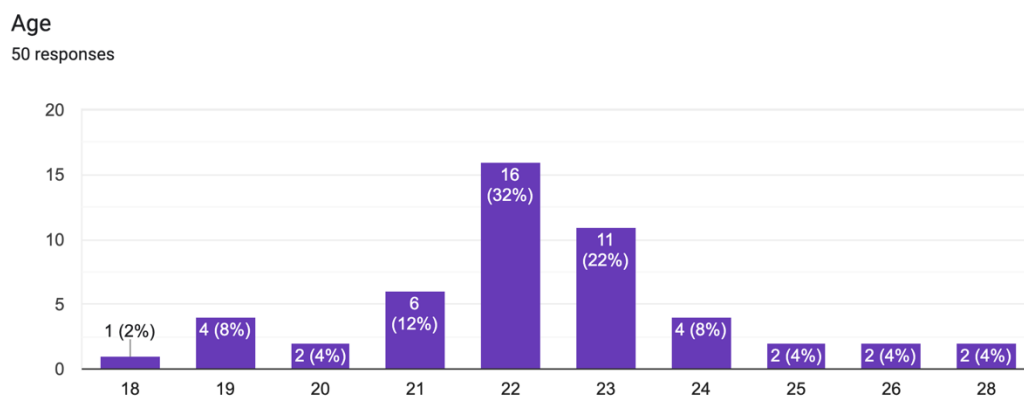
(Male: Female, Urban: Rural, Youngsters, Middle-aged, Elderly)

Study Area: Punjab and Odisha

5. ANALYSIS AND DISCUSSION

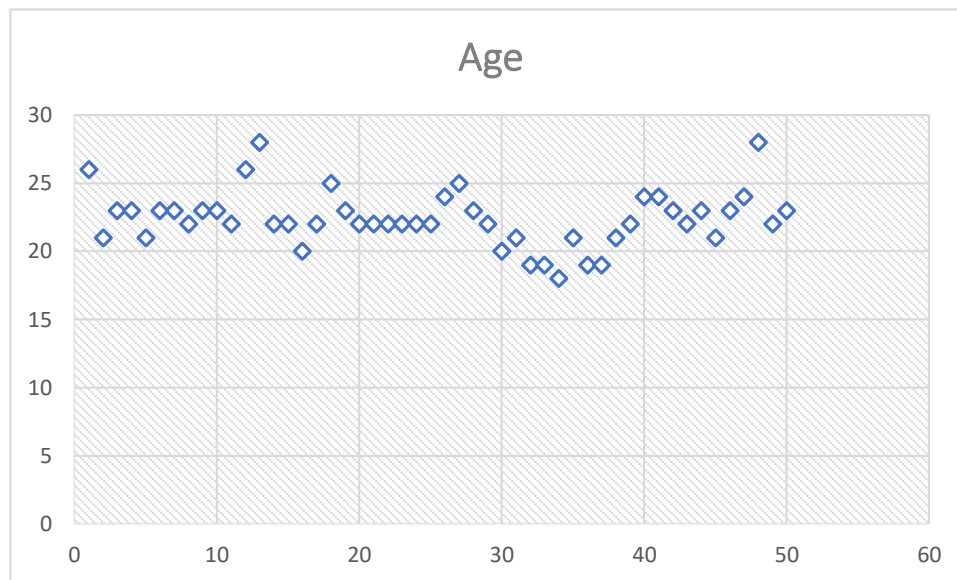
In order to get macro result, we have to confine ourselves with various micro outputs. How different brands have different outlook each brand target to achieve the best in the competitive market and understanding the customer as well as the final consumers needs is kept as top priority. In order to provide brief analysis, we have to proctor the data and provide ample explanations to the results.

Moving with the loop it will better to start with the Age group. In the below sample we have age group starting from 18 to 28 where we can find the majority of our population hitting the samples are of age 22. Besides, 18 to 20 age group category, we see quite lower intervention in contact to cosmetic brands because of their rights to purchasing power as we move to 21 to 23, we see people with more expenditure and willingness to negotiate with changes and upgradation in the world. From age group 24 to 28, There is a maturity to the wealth and we have seen even though there is income their age confine them to their desires and needs.



In the below scatter plot our sample age segment can be seen it lies from 15 to 30 where we see the most no. of variation in reference to cosmetics brand.

Moreover, it is more feasible because at this age the brand in variety are in contact with, and after passing from several there is a single brand polling its loyalty and becomes a permanent between the brand of the company and consumer.



No. of female members in the family denotes the cosmetics products requirements. Without neglecting the fact that male essentials are in boom these days but cosmetics grooming were meant for female.

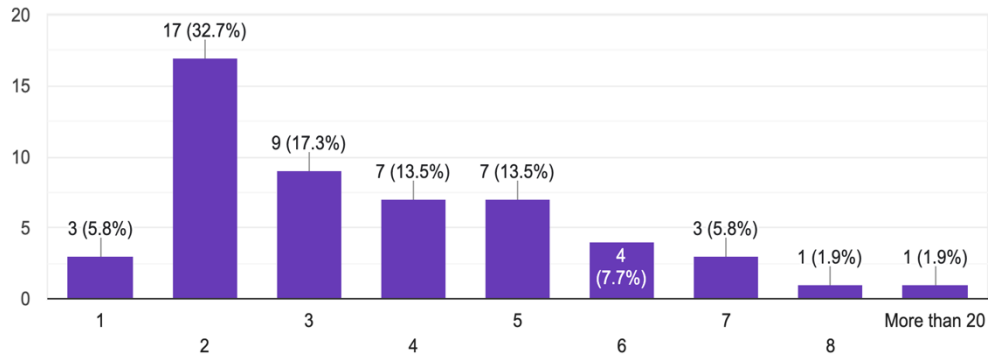
As a result in context to the relation of female with cosmetics brand we found more of a brand name then male do. Moreover, we want to analyse what amount of female members in a family exist and what are their contribution towards products.

In family competition towards brand and weather there is uniformity in the brands of different cosmetics products.

It even denote a small area of product sharing where an age group gets it from the higher age group as a token of love or appreciation as reward or help and thereby creating a brand recognition to those age group without physical purchase.

How many female members are there in your family?

52 responses

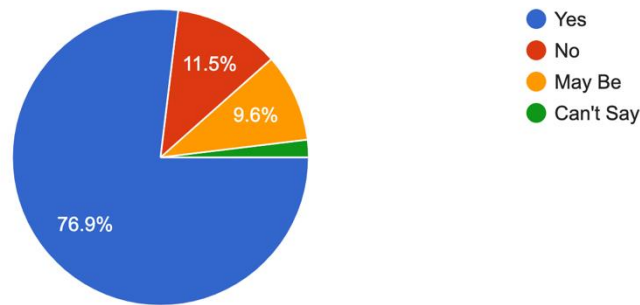


This signifies the amount of people using different set of brand affiliated products or whether they prefer to general home remedies. We often came to acquaintance with an age group who signifies that they are in a maybe situation that is agreed to both home remedies of brand affiliated product.

Obvious to the cant say segment it shows the no income age group.

Do you use brand for cosmetics?

52 responses

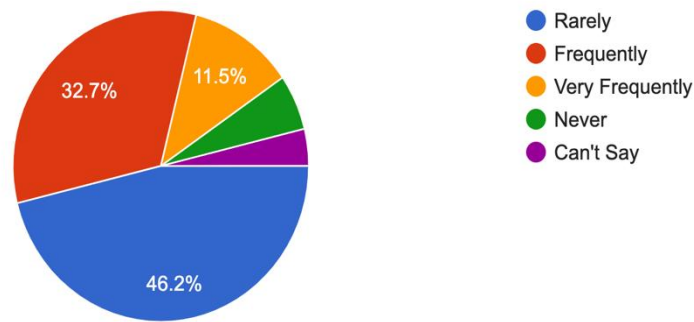


In this analysis we come to know about individual willingness to buy cosmetics product it always depend on the income of individual.

We know even though there is no income there is consumption and we can see an age group who entitle to can't say and even we see a large age group 25 to 30 rarely invests on buying the product as they generally become loyal to one and is hard to shift to another.

How often do you buy cosmetic product?

52 responses



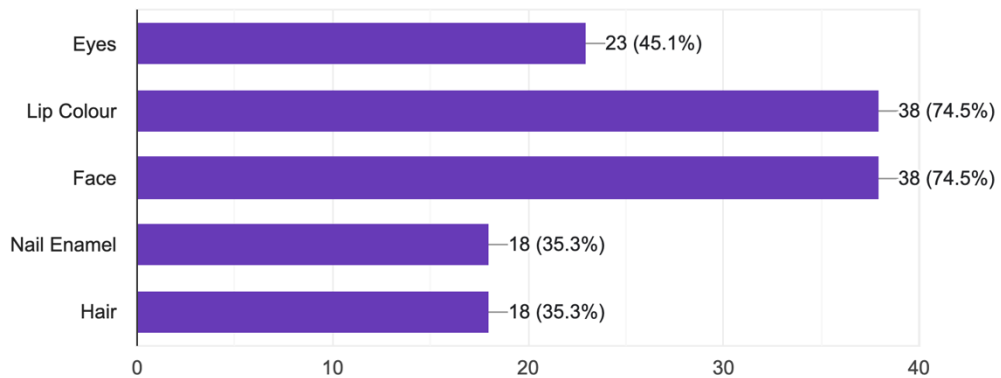
In the analysis we get to know what is the purpose the majority of sample uses a cosmetic product for.

With the below insights we get to know about to majority of the body parts are in acquaintance with cosmetics product i.e. lip colour and face and as a result people seems cautious about their face and lip colour.

Following the lead comes eyes in the second and there is hair and nails.

For which purpose you usually use cosmetic products?

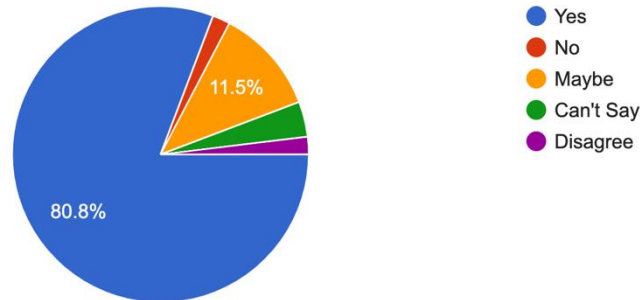
51 responses



In this analysis we get to know about cosmetics brand image and whether it provide quality to its customer. Majority of the age group say a branded cosmetics product provide a quality product as well but an age group of 20 to 25 who are spontaneous to several brands and keep on changing in order to reach to a loyal brand are still in a maybe situation.

Do you think brand image provides quality to its customers?

52 responses



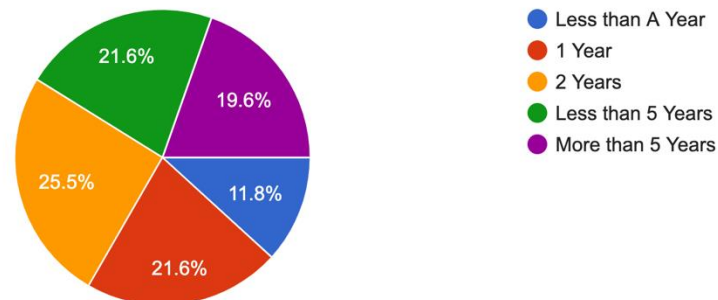
In this representation we come to know about the tenure of use of a cosmetic product in acquaintance to its individual brand.

Therefore we have a age group of 18 to 21 doesn't behave loyal to brands that is swifts to different less than a year. Then there is a age group of 22 to 26 who remains loyal for probably less then 5 years and 27 to 28 year age group people who sustains to brand for more than 5 years.

6. FINDINGS AND CONCLUSION

For how long have you been using the cosmetics brand?

51 responses



6.1. Brand Awareness : A consumer's first impression of a logo is constructed in about 10 seconds. Everyone is clear that emotion plays a role in purchasing decisions. Additionally, around 90% of purchasing decisions are unconscious. This just serves to highlight how advantageous it is for a company to elicit a favorable emotion. People who choose to follow a company on social media almost always do so because they adore the retailer. At least 16% of respondents indicated as much. For 15% of individuals, maintaining brand consistency on social media is essential because they follow brands to get alerts about promotions and bargains. However, if a brand overly pushes itself on social media, 45% of users would unfollow those accounts. 34% more people said they would stop following a brand if it sent them automatic messages. For instance, if they immediately welcome the users who follow the account in private messages. Color is another element that aids in brand awareness. In fact,

employing recognisable hues boosts brand recognition by 80%. Consider Starbucks and its recognisable green logo. Customers always want more, and in recent years, personalisation has been the key to giving the service. In general, 73% of customers say they adore a brand that takes a personalised approach. According to branding statistics, personalised emails and exclusive offers are the best course of action.

6.2. Brand Loyalty : Consumers are remarkably loyal to brands, which highlights the benefits of businesses that actively work to provide customers a reason to make a second, third, or 54th purchase. Increased brand loyalty yields long-term benefits, according to one of the most important branding statistics. The urge to attract new customers is lessened if each customer spends more money with the business. At least 37% of consumers share that opinion; a further 33% believe it just takes three transactions. In light of the following branding facts, this forecast is comparatively optimistic: A small number of transactions could result in a significant rise in profits. Evidence showing new acquisition marketing expenses are increasing supports the views of corporate leaders. Because it uses current data and free marketing channels like email, customer retention is less expensive. One of the biggest errors a business owner can make is ignoring the need to develop loyalty-based branding and marketing strategies, especially because current customers account for about two-thirds of the company's revenue. Throughout the pandemic, people have been more inclined to search elsewhere. Important causes of this include costs, convenience, the closure of businesses they once patronised, and shifting consumer preferences.

6.3. Brand Image : Brand recognition is regarded by 89 percent of marketers as being more crucial than lead generation and sales. Consumers form their first impression of a brand's logo in just 10 seconds, but it takes them 5-7 impressions before they can identify the logo. Our research has shown that corporate gifts and promotional items are crucial to building brand recognition. Relevance is essential for showing your stakeholders that you are concerned about their concerns. How well your messaging aligns with your brand's objective, vision, and ethos is another factor in being relevant. Marketers believe that branded content is more effective than magazine or television advertising in 72 percent of cases and public relations and direct mail in 69 percent. Image, in conclusion, that when disseminated by employees as opposed to the brand itself, marketing communications are received by 561 percent more people.

Based on the literature review, the present study addresses the following questions: the effects of brand awareness on consumers' purchasing intentions; innovative and effective ways that new and alternative media can be leveraged to increase consumer awareness.

6.2. Conclusion : Based on our knowledge and understanding, research on brand awareness and success in the market can include several key findings:

- High levels of brand awareness boost consumer brand identification and recall, which can increase customer loyalty and repeat business.
- Brand recognition may also boost a company's perceived worth and trustworthiness, which in turn can increase consumer confidence and readiness to pay more for a company's goods or services.
- Strong brand recognition may be built and maintained by using consistent branding and message across many platforms and channels.
- Brand recognition may be raised among a larger audience with the aid of a strong online presence and efficient digital marketing methods.
- Market share, financial performance, customer happiness, and other factors can all be used to gauge a brand's success.

- A number of variables, such as product quality, pricing, marketing, and customer service, can have an impact on a brand's success.
- Positive word-of-mouth marketing that promotes a brand well may boost sales and raise brand recognition.
- Businesses that make investments in R&D and continuously innovate their goods and services typically do well in the marketplace.
- Businesses that place a high priority on sustainability, social responsibility, and environmental impact can improve their reputation and foster customer loyalty.
- Long-term success is more likely for businesses that can adjust to shifting consumer tastes and market trends.

Our preferred brand for cosmetics product : A well-known name in the cosmetics and beauty sector is Lakme. It is well-known for its broad selection of goods, which includes skin care, cosmetics, and personal care items, and it has a significant market share in India. The company has become well-known among customers over time and enjoys a high level of brand recognition. The brand's continued emphasis on quality, innovation, and client pleasure is responsible for its success. Additionally, it has developed a solid distribution network and a strong online presence that aid in connecting with customers and promoting its products. Lakme has been effective in creating a solid brand image and preserving its market position overall.

Lakme also emphasises social responsibility and sustainability. The company has made a number of efforts to lessen its environmental effect and encourage environmentally friendly behaviours. For instance, it has put in place a "Green Salon" project that encourages salons to use environmentally friendly methods. To stay up with shifting consumer tastes and trends, the business frequently offers new goods and hues. It also provides a variety of services within its network of salons, such as cosmetics and hair styling, which helps to draw more clients and increase income.

Overall, Lakme's success in the Indian market can be attributed to its well-known brand, persistent emphasis on quality, innovation, and customer pleasure, as well as its capacity to adjust to shifting market trends. Its pedigree, connections to the fashion and entertainment industries, and emphasis on sustainability all contributed significantly to its success. Its power and capacity to continually change and adapt to evolving customer requirements are demonstrated by the brand's ability to hold a dominant market position for more than 60 years.

7. REFERENCES

- Percy, Larry, and John R. Rossiter, "A model of Brand Awareness & Brand Attitude Advertising Strategies", *Psychology & Marketing* 9.4 (2006): 263–274.
- Kotler, P., & Keller, K.L. (2012). *Marketing Management* (14thed.). Boston. Prentice Hall, Pearson.
- Jagdish, N. and Sheth, C.W. (1974), "A theory of multidimensional brand loyalty", *Advances in Consumer Research*, Vol. 1 No. 1, pp. 449-459.
- Neal, W., & Strauss, R. (2008). A Framework for Measuring and Managing Brand Equity. *Marketing Research*, 20(2).
- Park, C.W., B.J. Jaworski and D.J. McInnis, 1988. Strategic brand concept image management. *Journal of marketing*, pp: 135-145.
- Hsieh, M. H., Pan, S. L., & Setiono, R. (2004). Product-, corporate-, and country-image dimensions and purchase behaviour: A Multicounty Analysis. *Journal of the Academy of Marketing Science*, 32(3), 251-270. <http://dx.doi.org/10.1177/0092070304264262>
- Norazah, M.S. (2013a), "Green awareness effects on consumer's purchasing decision: some insights from Malaysia", *International Journal of Asia Pacific Studies*, Vol. 9 No. 2, pp. 49-63.