

Brand Awareness and Consumption Pattern of Selected Home Appliances Consumed by Customers from Vita City, District-Sangli.

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Abstract

Brand awareness is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product. Brand awareness includes both brand recognition as well as brand recall. Brand awareness is improved to the extent to which brand names are selected that is simple and easy to pronounce or spell; known and expressive; and unique as well as distinct. For instance Coca Cola has come to be known as coke.

There are two types of brand awareness: Aided Awareness-This means that a mentioning the product category, the customers recognize your brand from the list of brands shown. Top of Mind Awareness-This means that a mentioning the product category, the first brand that customers recognize your brand from the lists of brand shown.

It is important to establish a common brand management Vocabulary. Establishing this common vocabulary will ensure that people can communicate with fewer misunderstandings. More importantly, it will help communicate and reinforce key brand management principles. Terms ranged from “essence” and “promise” to “position” and “unique value proposition”.

The aim is to agree on one set of terms and to simplify the brand architecture.

KEYWORDS: Brand Recognition, Brand Recall, Value Proposition, Brand Architecture.

1. INTRODUCTION:

The ultimate goal of most businesses is to increase sales and income. Ideally, organizations want to attract new customers to their products and encourage repeat purchases. Brand awareness refers to how aware customers and potential customers are of regarding business and its products. There is 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 product.

2. OBJECTIVES OF THE STUDY:

The study purports following objectives:

1. To Study the consumer of Branding and Brand Awareness.
2. To know the Brand awareness of customers towards electronic appliances.
3. To study the consumption pattern of consumers on various brands and to analyze customers expectations.

3. SCOPE OF THE STUDY:

The scope of the study is based on following points:

The study is conducted in Vita City of Sangli District, Conceptual scope has restricted to a study of brand, brand image and brand awareness, brand development, various concept related with brand, etc. For the analysis of data analytical techniques like Graphs, Tables, Averages, Percentage has been adopted.

4. RESEARCH METHODOLOGY:

Research Design of the project deals with understanding the expectations of customers, customer preferences and buying pattern about home appliance. Research methodology adopted for this study is as follows:

4.1 Data Required for The Study:

To carry out the research data such as Conceptual knowledge about Brand Awareness; Customers Annual Income, Decisive Factors behind selecting Brand, Buying patterns and consumption patterns are required.

4.2 Data Sources:

1. Primary data:

To review Consumer Awareness Customers Expectations, Factors for Brand Selection and Consumption Patterns are going to be collected from primary sources.

2. Secondary data:

Conceptual knowledge has collected with the help of secondary sources viz. Books, Magazines, Journals and Web Sites.

4.3 Schedule:

For the purpose of collecting primary data a detailed and comprehensive Schedule will be prepared on the basis of objectives of the study. The survey of Consumer Awareness and Consumption Pattern of Customers concerning selected home appliances form Vita City has been conducted with this Schedule.

4.4 Sampling:

Universe of this research is infinite in nature so researcher has used Non-Probability Convenient Sampling Method and has taken 100 Customers through Vita City of Sangli District for the study.

4.5 Data Analysis:

Data collected from primary sources and secondary sources is analyzed. The analyzed data is formulated in to the tabular form and diagrammatic form.

5. LIMITATIONS OF THE STUDY:

Though the paper has been detailed to give insight to Brand Awareness and Consumption Pattern about home appliances but still there were certain limitations these are:-

1. Shifting Mentality of Customers while selecting Brands is a very difficult task to understand about actual Consumption Pattern of home appliances.
2. It was very difficult to get full insight of psychographic factors of the respondents.
3. Some customers where not ready to reveal their consumption pattern.
4. Customer does not provide adequate information for the study.

6. BASIC CONCEPTS OF BRANDING:

A brand is not a name term, sign, symbol or any combination of these. A brand is a assurance and guarantee that the product will perform as the customer thinks it should which means that the brand is already shaped the expectations of the customer about itself. It takes a long time to build a consistent brand image and it is extremely hard to sustain this image after a period of consistent performance the brand is in the customer's memory as an accumulation of associations.

7. DEFINITION:

Any brand is a set of perceptions and images that represent a company, product or service. While many people refer to a brand as a logo, tag line or audio, a brand is actually much larger. A brand is the essence or promise of what will be delivered or experienced.

8. BRAND ATTRIBUTES AND BRAND IDENTITY:

A Successful brand has several essential attribute. The presence of most of these attributes can guarantee long-term eminence of the brand. The brand provides the benefits that customer's desire. Brand Identity includes brand names, logos, positioning, brand associations, and brand personality, brand too ns etc.

A good brand name gives a good first impression and evokes positive associations with the brand. A positioning statement tells what business the company is in, what benefits it provides and why it is better than the completion? Brand personality adds emotion, culture and myth to brand identity by the use of a famous spokesperson, a character, an animal etc. Brand associations are the attributes that costumer thinks of when they hear or see the brand name.

9. BRAND EFFECTIVENESS:

There are many metrics to measure the potential of and actual effectiveness of brands. The simplest way is to apply the concept of what we call the 4 D's of Branding; differentiation, distinctiveness, defendable, digit-able.

a. Distinctiveness:

Your brand should be distinct when compared to your competitors and to all spoken and visual communications to which your target audiences will be exposed.

b. Differentiation:

The brand strategy and brand assets must set you're offer in g apart and clearly articulate the specific positioning intent of your offering.

c. Defendable:

You will be investing in creating your brand assets and in all cases your brand must have proprietary strength to keep others from using close approximations. This applies to your trade names and other proprietary words as well as to your logos, symbols and other visual assets.

d. Digit-able:

In most businesses there is strong and growing element of electronic communications and commerce that dictate all brand assets be leveraged effectively in tactile and electronics form. This goes for all brand assets.

10. WHAT IS BRAND?

Brand differs from other assets such as patents and copyrights, which have expiration dates. A brand is a complex symbol that can convey up to six levels of meaning:

a. Attributes:

A brand brings to mind certain attributes. Mercedes suggests expensive, well-built, well-engineered, durable, high-prestige automobiles.

b. Benefits:

Attributes must be translated into functional and emotional benefits.

c. Values:

The brand also says something about the producer's values. Mercedes stands for high performance, safety, and prestige.

d. Culture:

The brand may represent a certain culture. The Mercedes represents German culture: organized, efficient, high quality.

e. Personality:

The brand can project a certain personality. Mercedes may suggest a no-nonsense boss (person), a reigning lion (animal), or an austere palace (object).

f. User:

The brand suggests the kind of consumer who buys or uses the product. Brand awareness is an important way of promoting commodity-related products.

This is because for these products, there are very few factors that differentiate one product from its competitors.

11. BRAND RECALL AND BRAND RECOGNITION:

IS the potential of customer to recover a brand from his memory when given the product class/category, needs satisfied by that category or buying scenario as a signal. In other words, it refers that consumers should correctly recover brand from the memory when given a clue or he can recall the specific brand when the product category is mentioned.

Brand Recognition is the ability of consumer to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand, i.e., the consumers can clearly differentiate the brand as having being earlier noticed or heard.

12. FIVE STEPS OF BRAND IDENTIFY:

1. Identify your Reasons-to-Believe
2. Identify customer touch points
3. Determine the most influential touch points
4. Design the optimal experience
5. Align the Organization to Consistently Deliver the Optimal Experience

13. BUILDING A BRAND:

Several factors are crucial in building successful brands, as illustrated in the diagram below:

Figure No. 1 Building a Brand:



14. DATA ANALYSIS:

Data analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups. After collection and analyzing the data, the researcher has accomplished the task of drawing inferences. This segment presents the analysis of Customers' Preferences regarding selecting home appliances and factors considered by them while purchasing of it. The data analyzed has been collected through Personal Interview, Schedules and the like.

Table No. 1 Income Group Wise Classification:

Sr. No.	Income Group	No. of Samples	Percentage
1	Below 1 lacs	22	22
2	100001-200000	55	55
3	200001-300000	13	13
4	300001-400000	6	6
5	400001-500000	2	2
6	Above 600000	2	2
	Total	100	100

(Source: Primary Data)

The above table shows that 22% customers are having income below 1 lac, while 55% customers are having income group of Rs. 1,00,000 to 2,00,000, 13% customers are having income group of 2,00,000 to 3,00,000 while 6% customers are 3,00,000 to 4,00,000 income.

Table No. 2 Preferred Brand:

Sr. No.	Name of the Brand	No. of Samples	Percentage
1	Samsung	94	27
2	Sansui	37	11
3	L.G.	87	25
4	Sony	54	15
5	Godrej	30	9
6	Whirlpool	23	7
7	Akai	12	3
8	Voltas	13	4
	Total	350	100

(Source: Primary Data)

The above table represents that 94% customers have preferred Samsung's products, 37% customers are Sansui, 87% customers are L.G., 54% customers are Sony while 30% customers are Godrej, 23% customers are Whirlpool and 12% and 13% are Voltas. Most of the customers are preferred to Samsung product.

Table No. 3 Desired Products:

Sr. No.	Home Appliances	No. of Samples	Percentage
1	T.V. & L.C.D.	54	15
2	Microwave	21	6
3	DVD Player	45	12
4	Ovens	19	5
5	Lap Top	45	12

6	Home Computer	18	5
7	Fridge	33	9
8	Camera	41	11
9	Washing Machine	30	8
10	Radio	20	6
11	CD Player	27	7
12	Refrigerator	10	3
	Total	363	100

(Source: Primary Data)

The above table shows that 15% customers desired to have TV and LCD, 12% customers are DVD Players and Laptop, 11% customers are desired to have Cameras.

Most of the customers are desired to purchase home appliances like TV and LCD.

Table No. 4 Types of Information about Electronic Product:

Sr. No.	Type of Information	No. of Samples	Percentage
1	Brand Name	22	11
2	Quality of Product	85	42
3	Price	32	16
4	Usage	25	12
5	Shape and Color	40	20
	Total	204	100

(Source: Primary Data)

The above table shows that 11% customers have the information about the Brand Name, 42% customers have Quality of Product while 16% customers have price of the product and 20% customers have the Shape and Color of the product.

Most of the customers have the information about the Brand Name of electronic appliances.

Table No. 5 Preferable Features of the Product:

Sr. No.	Preferable Features	No. of Samples	Percentage
1	Quality	79	24
2	Size	11	3
3	Color	53	16
4	Weight	11	3
5	Guarantee	36	11
6	Price	44	13
7	Brand Image	52	16
8	Benefits	33	10
9	Packaging	16	5
	Total	335	100

(Source: Primary Data)

The above table presents that 24% customers are preferred to the Quality of the electronic appliances, 16% customers are Color and Brand Image while 11% and 13% customers are preferred to the Guarantee and Price of the appliances.

Most of the customers are preferred to the Quality of the appliances.

Table No. 6 Decisive Factors to Choose the Product:

Sr. No.	Decisive Factors	No. of Samples	Percentage
1	Price	32	10
2	Quality	73	24
3	Quantity	51	17
4	Packaging	21	7
5	Brand Image of the Company	54	18
6	Durability	16	5
7	ISI Mark	31	10
8	Energy Consumption	28	9
9	Other	0	0
	Total	306	100

(Source: Primary Data)

The above table shows that 10% customers are like to choose product due to the price, 24% customers are Quality, 17% customers are like to quantity, while 18% customers are Brand image of the company.

So most of the customers are likes to the Quality of the product.

15. CONCLUSIONS:

1. Most of the customers have preferred appliances of Samsung Brand.
2. Most of the customers are desired to purchase home appliances like TV and LCD.
3. Most of the customers have the information about the Brand Name of electronic appliances.
4. In Nutshell, Most of the customers have preferred to the Quality of the appliances.

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