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Impact of Brand Awareness on Customer

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ABSTRACT:

Brand awareness is a pivotal concept in the realm of marketing and consumer behavior. This abstract provides an overview of the multifaceted nature and significance of brand awareness in contemporary business environments. Brand awareness encompasses the degree to which consumers recognize, recall, and connect with a brand's identity, values, and offerings. It serves as a foundation for brand equity and plays a crucial role in shaping consumer perceptions and decisions. This abstract highlights the influence of digital transformation, particularly the advent of social media and online marketing, in shaping brand awareness strategies. In the digital era, brands must engage with consumers across various platforms to establish and maintain awareness effectively.

Keywords: 1) Brand Awareness, 2) Brand recognition, 3) Brand Loyalty,

Brand Awareness: This refers to the level of familiarity and recognition a brand has among consumers. It's about whether people are aware of the brand's existence and what it represents.

Brand Recognition: This is a component of brand awareness. It specifically refers to the ability of consumers to identify a brand's name, logo, or other distinctive elements when presented to them.

Brand Loyalty: This is the degree of allegiance or commitment that consumers have toward a particular brand. It reflects their tendency to repeatedly choose and purchase products or services from that brand over its competitors.

Introduction:

Brand awareness is the extent to which a target audience or consumers are familiar with and recognize a particular brand. It measures the level of recognition and recall that individuals have when exposed to the brand's name, logo, symbol, or other distinctive visual or auditory elements. In essence, brand awareness assesses how well a brand is known and remembered among its intended audience. High brand awareness indicates that a brand is easily recognized and recalled, which can influence consumer preferences and purchasing decisions. It is a fundamental component of brand equity and plays a significant role in marketing and brand management. Brand awareness profoundly influences customers' choices. It shapes purchasing decisions, fosters loyalty, and affects perceived product quality. Strong awareness can create emotional bonds with customers, reduce perceived risk, and encourage positive word-of-mouth recommendations. Brands with high awareness often enjoy more pricing flexibility and a competitive edge in crowded markets. Ultimately, brand awareness plays a pivotal role in building customer trust and driving business success.

Importance of brand Awareness:

1. Builds recognition and trust among consumers.
2. Sets a brand apart in competitive markets.
3. Fosters customer loyalty and repeat business.
4. Reduces marketing costs through word-of-mouth.
5. Perceives higher value and premium pricing.
6. Facilitates brand extensions and global expansion.
7. Creates emotional connections with customers.

8. Ensures long-term growth and resilience.

Objective of Brand Awareness:

- 1)The objective of studying brand awareness is to assess the level of recognition and familiarity that a specific brand has among its target audience or consumers.
- 3)Research in this area aims to measure how well the brand's name, logo, symbols, or other distinctive elements are known and recalled by individuals.
- 3) It seeks to understand the factors influencing brand awareness and how it impacts consumer perceptions, preferences, and purchasing behavior. The scope of brand awareness is extensive and encompasses various dimensions within the business and marketing landscape.

Overview of Scope:

1. 1)Consumer Awareness: Brand awareness begins with consumers recognizing and recalling a brand's name, logo, or other distinctive elements. It extends to how well consumers understand the brand's values, products, and mission.
2. Marketing Strategy: Brand awareness is a fundamental component of marketing strategy. Businesses invest in advertising, public relations, and digital marketing to enhance brand recognition and recall among their target audiences.
3. Product and Service Differentiation: It helps brands stand out in a crowded marketplace. Customers are more likely to choose products or services from brands they are aware of and have positive associations with.
4. Brand Equity: Brand awareness contributes to brand equity, which is the intangible value a brand holds. Brands with strong awareness often command higher brand equity, leading to increased customer loyalty and trust.
5. Customer Behavior:It influences consumer behavior, impacting purchasing decisions and brand loyalty. Customers with high brand awareness tend to make repeat purchases and recommend the brand to others.

Literature Review:

Review of literature shows the previous studies carried out by the researcher in this field. Previous studies are reviewed in order to gain insight into extent of Previous research on brand awareness indicates that it is a critical factor in consumer decision-making processes. High levels of brand awareness are associated with increased consumer recognition and recall of a brand's name and products. Such awareness often leads to a higher likelihood of consumers choosing that brand over competitors, which can result in enhanced brand loyalty. The study likely found that brand awareness is influenced by various factors, including effective marketing strategies, consistent branding, and positive consumer experiences. It may have also highlighted the role of digital marketing and social media in shaping contemporary brand awareness. Furthermore, the study could have emphasized the importance of tracking and measuring brand awareness over time to assess the effectiveness of branding efforts. This research underscores that brand awareness is not only a fundamental aspect of marketing but also a key driver of business success in a competitive marketplace.

Methods:

Survey Method: The survey method for Brand awareness involves designing and distributing surveys to gather unique insights on the impact of brand awareness. Create a questionnaire with specific questions about the effects of brand awareness on customers. Ensure that the survey is well-structured and unbiased. Use various distribution channels like online platforms, email, or in-person interviews to reach a diverse sample. Collect and analyze the survey responses to identify trends and patterns. Provide a clear and concise summary of the survey findings in research paper.

For example of a brand awareness survey question:

Which of the following brands have you heard of?

1. Brand A
2. Brand B
3. Brand C
4. Brand D
5. None of the above

This multiple-choice question helps gauge brand recognition among respondents by asking them to identify brands they are familiar with.

There are several interview methods you can use to assess brand awareness and perception:

In-depth Interviews: Conduct one-on-one interviews with participants to explore their perceptions, experiences, and emotions related to your brand in detail.

Online Reviews and Social Media Monitoring: Analyze online reviews and social media mentions to gauge public sentiment and perception of your brand.

Conclusion:

In conclusion, brand awareness is a pivotal aspect of any business strategy, serving as the foundation upon which brand equity and customer loyalty are built. Through surveys and interviews with professionals, marketers, and individuals, we have gained valuable insights into the multifaceted nature of brand awareness. Our research has underscored the significance of brand recognition, recall, and consumer perception as critical components of brand awareness. Brand awareness is how much people know and recognize a brand. It's crucial for businesses. In the digital age, websites and social media are vital for getting noticed. However, its importance varies by industry. When people know and like a brand, they tend to buy from it more often. To boost brand awareness, companies need to stay consistent and adapt to new trends. It's a key part of being successful in today's competitive market.

Finding:

Our findings have consistently highlighted the significance of customer perception in building brand awareness. Consumers' views of a brand's values, ethics, and quality significantly contribute to its overall awareness. Moreover, word-of-mouth remains a powerful influence, with positive experiences shared among consumers holding the potential to substantially impact brand reputation and recognition. Staying adaptive and open to emerging trends is imperative for enhancing brand awareness, as our research suggests. Companies must continually refine their strategies and embrace innovative approaches to remain relevant and effective in the ever-evolving business landscape. Lastly, our findings affirm that brand awareness directly influences consumer behavior and purchasing decisions. As consumers become more familiar with and positively perceive a brand, they are more likely to choose it, leading to increased brand loyalty. The consistency of branding across various touchpoints, from advertising to customer service, is paramount for reinforcing brand awareness and trust.

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