



## **A Study of Brand Awareness on Customer Satisfaction**

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### **ABSTRACT**

The study has made an attempt to judge the various impacts of brand awareness on consumers. Advertisement is the communication link between the sellers and the buyers. It does not simply provide the information about the products and the services but is an active attempt to influencing people to action by an overt appeal to reason or emotional. Brand Awareness is one of the prime objectives of advertising in the modern world of too many brands. The world full of dream merchants has created the concept of “jo dikhta hai wohi bikta hai”. Advertising, being an integral part of promotion mix, is a part of total marketing mix and it influences the sale of the products as to do the other variables of the mix.

**Keywords-** Brand Awareness, Customer Satisfaction, Marketing Mix, Advertising, Promotion Mix, Consumer Usage.

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### **INTRODUCTION**

Brand awareness is a long-term process and it can prove a powerful weapon to fight with the market competitors. Female consumers in the society are so brand concerned about their self care products and they prefer to use branded products. Advertising is considered as an varied device through which any business can attain the attraction of people and can attain the competitive edge. It is considered as a priceless asset for any business as it can change people purchase intention.

Brand awareness is the level of familiarity and recognition a target market has with a particular brand. It is an essential component of brand equity and plays a significant role in shaping consumer preferences. Customer satisfaction, on the other hand, refers to the overall level of contentment a customer feels toward a company, its products, or services.

This report aims to analyze the correlation between brand awareness and customer satisfaction, emphasizing how a well-established brand presence contributes to enhanced customer satisfaction and loyalty. Brand awareness increases the probability that consumers will consider a specific brand and choose it when faced with suggestions. Such as, measuring the brand awareness level of a given brand is important to brand managers because it allows them to market and improve their brands in a manner that guarantees consumer satisfaction and loyalty.

#### ***Importance of Brand Awareness:***

Brand awareness is a fundamental concept in marketing that encompasses the extent to which consumers recognize or are aware of a brand, its products, and its overall identity. It is a critical aspect of a company's marketing strategy and plays a significant role in influencing consumer behavior and driving business success. Here are several reasons why brand awareness is important:

1. **Consumer Recognition and Recall:** Brand awareness helps in creating a distinct identity for a company and its products or services. When consumers are exposed to a brand repeatedly through various marketing channels, they become more familiar with it. This familiarity facilitates easier recognition and recall when they encounter the brand in the future.
2. **Building Trust and Credibility:** A well-known brand instills confidence and trust in consumers. When customers are familiar with a brand and have had positive experiences or heard favorable reviews, they are more likely to trust that brand over others. Trust and credibility are vital factors influencing purchase decisions.
3. **Competitive Advantage:** In a competitive market, standing out from the crowd is essential. Strong brand awareness can provide a competitive advantage by making a brand the first choice in the minds of consumers when considering a purchase. It helps to capture a larger market share and maintain a loyal customer base.

4. Customer Loyalty and Advocacy: Brands that consumers are familiar with and trust tend to have a higher rate of customer loyalty. Loyal customers often become brand advocates, recommending the brand to others through word-of-mouth, social media, or reviews. Positive brand advocacy further enhances brand awareness.
5. Perceived Value and Premium Pricing: Brands with high awareness levels are often perceived as more valuable and trustworthy. This perception allows companies to charge premium prices for their products or services compared to lesser-known or generic alternatives, resulting in increased profitability.
6. Facilitating Decision-Making: When faced with numerous choices, consumers tend to rely on familiar brands. Brand awareness simplifies the decision-making process by providing a quick reference point for consumers, making it easier for them to choose a brand they trust.

### ***Effect of Brand Awareness On Consumers***

Brand awareness drives customer loyalty. Some customers will continue to purchase your product just because they recognize the name. Brand awareness plays a significant role in influencing customer satisfaction. When customers are aware of a brand and have a clear understanding of its products, services, values, and reputation.

It promotes better product recognition. When people are familiar with your brand, they are more likely to purchase from you. If people do not recognize your company name and logo, it will be difficult for them to remember what makes you or your product unique or why they should choose you over another business. It also opens doors for valuable partnerships and collaborations, as other businesses are attracted to well-known and reputable brands.

Lastly, during economic challenges, brands with strong awareness levels tend to be more resilient, as their loyal customer base continues to support them even in tough times. Therefore, brand awareness not only boosts a company's visibility but also fosters trust, loyalty, and profitability, making it a cornerstone of successful marketing strategies.

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## **LITERATURE REVIEW**

Aaker, David A. in 1996, described a brand through the concept of brand equity as “a set of assets and liabilities linked to a brand’s name and symbol that adds or subtracts from the value provided by a product or service to a firm and that firm’s customers.

Kotler and Keller in 2016, view 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.”

Aaker, David A. (1996, p. 7) described a brand through the concept of brand equity value provided by a product or service to a firm and/or that firm’s customers.

Kapferer in 2012, also acknowledges the importance of relationship within branding and argues that the focus now is on building long-lasting relationships which involve deep emotional contacts and loyalty that leads to post-purchase activities.

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## **RESEARCH METHODOLOGY**

This research paper is based on Secondary Data. Data for the research is collected from previous research papers.

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## **CONCLUSION**

The brand awareness report highlights the significant strides made in increasing brand visibility across various channels. The strategic implementation of marketing campaigns, social media engagement, and partnerships has positively impacted brand recognition. Moving forward, sustained efforts in these areas, coupled with regular performance assessments, will be crucial to maintaining and further enhancing brand awareness in the ever-evolving market landscape.

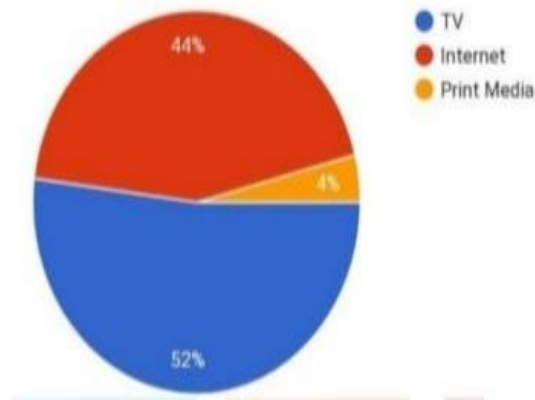
Brands that are well-known and recognized by consumers tend to enjoy higher levels of customer satisfaction and subsequent brand loyalty. Perceived brand quality plays a pivotal role in influencing customer satisfaction, emphasizing the importance of strategic efforts to enhance brand awareness.

## **ACKNOWLEDGEMENT**

This paper is done under the guidance of Dr. Swapnali Bhosale and Prof. Radhika Bajaj.

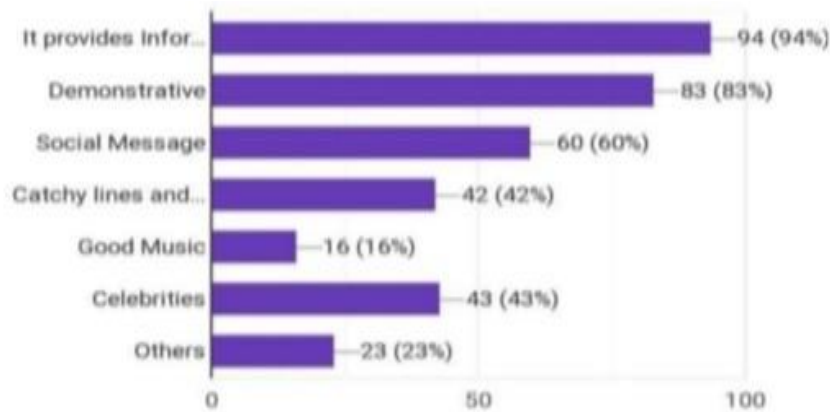
**FINDINGS**

**Que.1 Which advertising medium do you prefer as the source of information?**



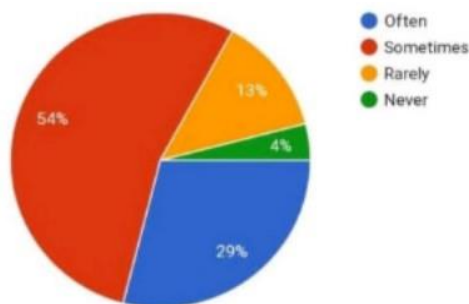
From our findings we came to know that TV was the most preferred source of information.

**Que.2 What are the main reasons for liking an advertisement?**



The main reasons for liking an advertisement is it provides information.

**Que.3 Rate the degree of influencing buying behaviour through brand awareness?**



Through brand awareness, sometimes most of the people buying behaviour changes their buying behaviour towards the brand.

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