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A STUDY ON BRAND AWARENESS OF HOME APPLIANCES WITH A SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT :

Brand awareness is a crucial determinant of consumer decision-making, influencing a brand's visibility, recognition, and market positioning. This study examines the factors contributing to brand awareness in the home appliances sector, with a special focus on Coimbatore district. The research aims to analyze the impact of packaging, social media marketing, product availability, product features, and promotional activities on consumer awareness and brand perception.

A structured questionnaire was used for primary data collection from 215 respondents in Coimbatore, employing a non-probability convenience sampling method. The study evaluates brand awareness through recognition and recall, considering demographic factors such as age, gender, occupation, and income. Statistical analyses, including ANOVA and Chi-Square tests, were conducted to assess the relationships between independent variables (packaging, product availability, features, social media marketing, and promotional activities) and the dependent variable (brand awareness). The findings reveal that while demographic variations exist among consumers, factors like social media marketing and promotional activities significantly enhance brand awareness.

Results from ANOVA indicate no significant difference in income distribution across consumer groups, while Chi-Square tests reveal a strong association between categorical variables, highlighting the influence of targeted marketing strategies on brand perception. The study underscores the importance of adopting a multi-faceted marketing approach to enhance brand recognition and engagement.

Based on these insights, businesses in the home appliances sector should focus on effective packaging, consistent social media engagement, product accessibility, and innovative promotional strategies to strengthen consumer trust and brand loyalty. The study contributes to the understanding of brand awareness dynamics in a regional market and provides actionable recommendations for companies seeking to improve their market presence and consumer engagement in competitive environments like Coimbatore.

KEYWORDS: Brand Awareness, Home Appliances, Consumer Perception, Consumer Engagement

INTRODUCTION OF THE STUDY :

Brand awareness is a critical aspect that reflects a brand visibility and recognition within its target market. It denotes the ability of consumers to recall or recognize a brand under different circumstances, highlighting the strength and reach of its identity. In today's competitive marketing, where numerous brands vie for consumer attention, achieving target market and maintaining high brand awareness can significantly impact market success. Brands with high awareness often increased loyalty, improved perception and a greater likelihood of purchase. Understanding the dynamics of brand awareness is essential for business looking a unique market.

This study explores various factors that influence brand awareness, including packaging, social media marketing, product availability, features and promotional activities. These elements play a significant role in shaping consumer perception and brand recognition. Packaging not only protect the product but also acts as a visual signal to strengthen brand identity. Social media has emerged as a powerful tool that enables brands to engage with consumers and foster relationships that enhance recall and loyalty.

Promotional activities, such as advertisements, events and influencer marketing, further drive brand visibility and credibility, while product availability ensures consumers have access to the brand when they need it. This study will delve into these variables, providing insights into how each contributes to creating a memorable brand presence.

The study also considers regional market dynamics, as brand awareness can vary significantly across geographic locations. Specifically, it examines consumer awareness in the context of Coimbatore, a vibrant market with unique preferences and purchasing behaviour. By focusing on this market, the study aims to uncover actionable insights that brands can leverage to boost awareness and strengthen their positioning in competitive markets.

In a world where consumer choices are abundant, brand awareness remains a cornerstone for brands seeking growth and sustainability. This research seeks to provide a comprehensive understanding of the factors driving brand awareness and the strategies brands can employ to create a lasting impression

in the minds of consumers. Through an in-depth analysis, this study aspires to offer valuable guidance for brands, helping them build stronger connections and sustain visibility amidst growing competition.

OBJECTIVE OF THE STUDY :

- ❖ To analyse and understand the brand awareness.
- ❖ To identify the key factors (Packaging, product availability, and social media & promotional activities) that influence brand awareness.
- ❖ To analyse the effectiveness of various promotional activities in increasing brand awareness.
- ❖ To analyse how packaging design influences brand awareness.

REVIEW OF LITERATURE :

1. **Impact of Social Media Marketing on Brand Awareness by Ritanjali Majhi:** The paper explores the role of social media in enhancing brand awareness and its influence on customer purchase intentions. The authors conducted a study using a questionnaire survey as the primary data collection method. The paper highlights that social media marketing strategies are crucial for firms to increase their brand health score and overall awareness. The research paper was published in 2020.Overall, the research underscores the significant impact of social media on brand awareness and customer engagement.

2. **Investigating the Impact of Brand Image and Brand Loyalty on Brand**
   Equity: the Mediating Role of Brand Awareness by Anas Zia, Sohail Younus, Farhan Mirza: This study investigates the impact of brand image and brand loyalty on brand equity, with brand awareness as a mediator in 2021. The sample size consisted of 390 respondents, determined through simple random sampling. Data analysis involved statistical tools to assess relationships among the variables, including reliability and correlation analysis, ensuring the credibility of the findings. The results indicated significant positive relationships between brand image, brand loyalty, and brand equity, highlighting the importance of brand awareness in this context.

3. **The Influence of Brand Awareness, Brand Image, and Brand**
   Trust on Brand Loyalty" by Innocentius Bernarto Margaretha Pink Berlianto,Yohana F Cahya,Palupi Meilani,Ronnie Resdianto Masman,Ian Nurpatria Suryawan: The research paper was published in 2023. The study focuses on the coffee shop business in big cities in Indonesia, highlighting the rapid growth and competition in this sector. The sample size consisted of 436 respondents, selected using a snowball sampling method, which is a non-probability sampling technique. The study found that brand awareness and brand trust positively influence brand loyalty, while brand image did not have a significant effect. The paper provides valuable insights for coffee shop management on enhancing brand loyalty through effective brand strategies.

4. **Brand Awareness and Brand Preference by Hanmantrao Pramod Patil:** The research paper published by the Associated Asia Research Foundation (AARF) investigates the relationship between brand awareness and brand preference, focusing on a sample of 938 respondents from both rural and urban areas of Latur district in Maharashtra, India. The findings revealed significant variations in brand awareness levels among different brands, with Parachute achieving the highest awareness (8.74) compared to Navratna (5.43), and Nirma (7.52) surpassing Wheel (6.26).

5. **The impact of brand image on customer satisfaction and brand**
   loyalty by Abdul Haseeb Tahir, Muhammad Adnan, Zobia Saeed: The systematic literature review conducted by Cheng, Rong, Wu, Zhou, Li, Li, Liang, and Zhang in 2024 analysed 79 articles focusing on the impact of brand image on customer satisfaction (CS) and brand loyalty (BL) within the context of foreign tourism, after an initial search that yielded 13,302 articles.. Limitations included a narrow focus on foreign tourism, which may overlook insights from other industries, and potential selection bias due to the limited number of articles reviewed.

METHODOLOGY :

The research methodology for this study is structured to assess brand awareness of home appliances in Coimbatore, exploring the impact of packaging, social media marketing, product availability and features, and promotion activities on consumer awareness. This descriptive research uses a structured questionnaire for primary data collection from 215 Coimbatore consumers through non-probability convenience sampling, targeting individuals familiar with products. The independent variables include packaging, product features and availability, promotional activities, and social media marketing, while the dependent variable is brand awareness, measured by recognition and recall. SPSS and Excel will be used for data analysis, conducting descriptive statistics, correlation, and regression analyses to interpret demographic influences and measure the reliability of survey items. By capturing a diverse demographic cross-section, this study aims to provide valuable insights into how these factors collectively shape consumer awareness and perception of the brand.

ANALYSIS AND INTERPRETATION :

S. No	Variable Name	Options	Frequency	Percentage
		18-25	78	36.3
		26-35	64	29.8
1	Age	36-45	55	25.6

		46 and above	18	8.4
2	Gender	Male	106	49.3
		Female	100	46.5
		Prefer not to say	9	4.2
3	Occupation	Student	46	21.4
		Employed	104	48.4
		Self Employed	36	15.8
		Other	29	13.5
4	Income	Less than 10,000	74	34.4
		10,001-1,00,000	100	46.5
		1,00,001-5,00,000	28	13.0
		More than 5,00,000	13	6.0

The survey results provide demographic information across four key variables: age, gender, occupation, and revenue. In terms of age, the largest group is between 18-25 years, comprising 36.3% of the respondents, followed by 26-35 years with 29.8%. The 36-45 age group accounts for 25.6%, while those aged 46 and above represent 8.4%. Regarding gender, the majority of respondents are male (49.3%), with a close second being female participants (46.5%). A smaller proportion, 4.2%, preferred not to disclose their gender.

For occupation, nearly half of the respondents (48.4%) are employed, followed by 21.4% who are students. When it comes to income, most respondents earn between 10,001 and 1,00,000, accounting for 46.5% of the sample, while 34.4% earn less than 10,000. The income range of 1,00,001-5,00,000 includes 13% of respondents, and only 6% have a income exceeding 5,00,000. This demographic breakdown provides insights into the profile of the survey respondents.

ONE WAY ANOVA

Null Hypothesis (H$_0$)

There is no significant difference in the mean income between the groups.

Alternative Hypothesis (H$_1$)

There is a significant difference in the mean income between the groups.

Table No. 4:9

ANOVA					
Income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.308	3	.436	.610	.609
Within Groups	150.831	211	.715		
Total	152.140	214			

Interpretation
- The F-statistic, which is calculated by dividing the mean square between groups by the mean square within groups:
- The F-statistic assesses the ratio of variability between groups to variability within groups.

Conclusion

Since the p-value is 0.609, which is greater than the significance level 0.05, we fail to reject the null hypothesis. Therefore, we conclude that there is no statistically significant difference in revenue among the groups.

CHI-SQUARE TESTS

Null Hypothesis (H0)

There is no significant association between the categorical variables being analysed. In other words, the distribution of one variable is independent of the other.

Alternative Hypothesis (H1)

There is a significant association between the categorical variables. This means that the distribution of one variable is related to the distribution of the other.

Table No. 4:13

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.565	12	.000
Likelihood Ratio	40.045	12	.000
Linear-by-Linear Association	.988	1	.320
N of Valid Cases	215		

Interpretation

The Chi-Square tests reveal a statistically significant association between the analysed categorical variables, as indicated by the Pearson Chi-Square value of 35.565 and a p-value of 0.000, allowing for the rejection of the null hypothesis. Similarly, the likelihood ratio confirms this significant relationship with a value of 40.045 and a p-value of 0.000. However, the linear-by-linear association test shows no significant linear trend, with a value of 0.988 and a p-value of 0.320, suggesting that while there is an association, it does not exhibit a clear linear relationship when considering the variables as ordinal. The analysis is based on 215 valid cases, indicating no missing data in the observations.

Conclusion

The value is 35.565 with 12 degrees of freedom and a p-value of .000. Since the p-value is less than 0.05, you reject the null hypothesis, suggesting a significant association between the variables.

FINDINGS :

The study on brand awareness of home appliances in Coimbatore district provides insightful findings. It examines factors such as packaging, social media marketing, product availability, features, and promotional activities in shaping consumer perception and recognition. Among respondents, 36.3% were aged 18-25, followed by 29.8% aged 26-35, 25.6% aged 36-45, and 8.4% aged 46 and above. Regarding gender, 49.3% were male, 46.5% female, and 4.2% preferred not to disclose their gender. Employment status showed 48.4% were employed, 21.4% students, 15.8% self-employed, and 13.5% categorized as others.

In terms of income, 46.5% earned between ₹10,001-₹1,00,000, 34.4% earned less than ₹10,000, 13% fell in the ₹1,00,001-₹5,00,000 range, and only 6% earned more than ₹5,00,000. The statistical analysis through ANOVA revealed no significant difference in income distribution across demographic groups, with a p-value of 0.609. However, the Chi-Square tests showed a significant association between categorical variables (p-value = 0.000). These findings underline the diverse demographic influences on brand awareness and the need for brands to adopt targeted strategies to effectively address market segments in Coimbatore.

CONCLUSION :

The study concludes that brand awareness of home appliances in Coimbatore is significantly influenced by packaging, social media marketing, product availability, features, and promotional activities. These factors collectively play a crucial role in enhancing brand recognition and consumer perception. While demographic variables such as age, gender, occupation, and income vary across respondents, there is no significant difference in income distribution among groups. However, a significant association was observed between categorical variables, highlighting interconnected consumer behaviours.

To improve brand visibility and loyalty, businesses must adopt a multi-faceted approach, leveraging effective packaging, robust social media campaigns, consistent product availability, and innovative promotional strategies. These efforts will help brands establish a stronger presence and foster consumer trust in competitive markets like Coimbatore.

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