



Influence Of Brand Awareness On Customers Buying Behaviour

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Abstract

Brand awareness and brand loyalty plays a vital role in customer satisfaction. Brand awareness is measured in many aspects such as brand equity and brand image. The brand image is measured through various attributes such as price of the product, level of awareness towards the product, quality, design, services and so on. In this regard, the research covers the level of awareness and opinion towards the various attributes of the KAG tiles. The research also identified the relationship between buyer behaviour and brand image. The research is carried out with the help of a research instrument which carries well structured closed ended questions. A sample of 520 respondents is surveyed and the data collected were analysed using the statistical and descriptive research.

Branding is the lifeblood of any business. The brand is a name, colour, symbol or something which is easily identified by the customers. In simple terms, we can say brand is something that reminded of a product in the minds of customer. [7] It is an identity to its maker or seller. It is not just the name, symbol, a tagline, colours, or symbol but it is more than that. It is a promise to the customer by the seller to deliver a specific feature, benefits to the promised customer. The brand reveals the personality of a product. [10] Building a powerful brand produces more advantages in marketing. Brand awareness stood as the step stone for creating brand loyalty. [5] Brand equity results in its preference when two products of the same kind are identical. [9] Brand equity is the value which a brand creates in its market or it is the extra amount the customers are ready to pay for it to own it. [15] Hence, in order to survive and grow in a competitive market place, it is necessary to have brand association. Customer satisfaction is

the measure of the performance of a product or service produced by the companies to meet the customer expectations. [1]

Ceramic tiles today have now occupies the vital part of home improvement. The Indian tile industry is growing at a rate of 15% per annum amidst the economic slowdown. Investments in the last 5 years have summed upto Rs.5000 Crore. The production of ceramic tiles during 2017-18 was at 600 million square meters approximately. Customer loyalty is an important aspect of branding which has both financial as well as marketing implications in brand building. [8] In order to develop a brand, it is necessary to study the customer perception towards such brands. [13]

KAG Tiles is found to be the market leader of ceramic tiles in South India and also forayed into International Market by exporting to around 10 countries. KAG tiles spread its laurels in countries like Middle East and South America.KAG. KAG tiles focus more on product innovation and they regularly manufacture new designs which are considered to be the essentials in beautifying the homes.

REVIEW OF LITERATURE

Steve Hoeffler and Kevin lane Keller (2003) emphasised on creating strong brands which is the priority of any marketing organisation. Strong brands yield numerous positive advantage. The results and findings of his paper advocated that the customers responses varies to different marketing activities. Hence, this research suggested the manufacturers to combine more benefits in a product to satisfy all customers when they serve for diverse customer segments.

Mulugeta Z Forsido (2012) studied the relationship between the factors leading to brand loyalty. They formulated a conceptual model for understanding the relationship between dependant and independent variable. The results identified that the brand loyalty is determined by brand image, product involvement and customer satisfaction. The theoretical review and critical analysis of academic journals related to dependant and independent variables and conceptual model is formulated.

Guo qi, LI Dandan (2013) examined the impact of brand position on consumer choices of posh brands. The study was basically a cross cultural study since it is attempted the identify brand positioning of posh brand among British and Chinese consumer. This research indicated that the luxury brand perception among the British customers is differ from Chinese customers.

Reham Ebrahim et.al (2016) found that consumer brand preference is important move for understanding consumer choice behaviour and hence it requires more attention among marketers. However, the previous research has been made in traditional marketing and it focused on functional attributes. The study also

analysed the technological advancements and its contribution in studying the similarities between brand attributes and product sales.

Wen Li, Tiane Fu and Ziyang Huang (2016) proposed that consumer behaviour is mostly acquired. He advocated that customer brand knowledge is built through educating the customers about the various aspects of the product. Hence, it is advocated that brand knowledge is built through various advertisement techniques. Since the learning quotient of consumer differs from person to person, the brand cognition of persons also differs. The research studied the brand cognition of mobile phone brands among customers and the null hypothesis is made disproved.

Yusuf Bilgin (2018) studied the impact of social media marketing on brand image, brand awareness and brand loyalty. The results of the studies revealed that social media factors are very effective in brand awareness. It is also noted that brand awareness and brand image have a significant effect on brand loyalty.

NEED FOR THE STUDY

Building brand loyal customers is the best way to expand market share of any company. [3] The survival of a company is decided on its computational activity in the market and loyal customer towards the brand. Brand equity becomes the pulse of all business. Brand image is built up on the foundations of strong awareness.[4] Strong brands not just increase the profit margin of the current brand but also pave way for constructing new brands. In order to increase the brand awareness for a product, it is necessary to identify the factors influencing the brand purchase and sources of brand awareness. [16] In this regard, this study is carried out to examine the factors influencing brand awareness and their relationship to brand equity

OBJECTIVES OF THE STUDY

- To analyse the level of brand awareness among customers.
- To examine the relationship between brand awareness and buying behavior.
- To identify the factors influencing a brand purchase.

RESEARCH METHODOLOGY

Research methodology provides the basis for understanding which method, techniques or best practices can be applied to research, for example, to calculate a specific result. This study is based on descriptive research design as it attempts to explain the relationship between customer satisfaction and brand image using the data collected from the respondents. The research is carried out using a well structured questionnaire. Since the population for this study is infinite in nature, the study uses convenience sampling method for collecting data. Data is collected from 520 respondents in and around Chennai.

The data collected were analysed in two stages. The descriptive research is made to explain the demographic profile of respondents, their awareness about the brands and their customer satisfaction level. The second part of the analysis attempts to find the relationship between customer satisfaction and brand awareness using Chi-Square analysis and correlation.

LIMITATIONS OF THE STUDY

- The study is restricted to the respondents in and around Chennai.
- The findings are substantially based on the information given by the respondents.
- There is no comparative analysis made with the competitors.

Table-1: Demographic profile of the respondents

S. No	Classification		Number of respondents	Percentage of respondents
1	Gender	Male	391	75.2
		Female	129	24.8
2	Age of the respondents	< 25	20	4
		25- 35	96	18.4
		36-40	112	21.6
		41-50	187	36
		> 50	104	20
3	Income of the respondents	< 15,000	20	4
		15,001-25,000	145	28
		25,001 - 35000	208	40
		35001-45,000	116	22.4
		Above 45,000	29	5.6

It is inferred from the above table that male respondents are 75.2% and female respondents are 24.8%. From the above table it is inferred that 36% of the customers have 31-40 years of age, 21.6% of the customers have 26-30 years of age, 20% of the customers have >41 years of age and 4% of the customers have < 20 years of age. From the above table it is inferred that 40% of the customers have 11000-15000 of income, 28% of the customers have 6000-10000 of income, 22 % of the customers have < 20000 of income , 6% of the customers have above of income and 4% of the customer have < 10000 of income.

Level of awareness about KAG Tiles

Table 2: Level of awareness towards various attributes of KAG Tiles

	Chi Square Value	Df	P value
Brand awareness	34.000	4	0.000
Price	58.320	4	0.000
Availability	25.280	4	0.000
Quality	68.000	4	0.000
Services	34.320	4	0.000
Designs	18.320	4	0.001

Level of brand awareness among customers

H0: There is no significant difference in brand awareness about various designs among respondents.

Since the p-value is 0.000, (<0.05) and the chi-square value is 34.00, it is inferred that there is statistically noteworthy difference exists in the level of awareness among customers.

Awareness towards Designs

H0: Preferences towards designs are same among customers.

From the chi-square table, the p-value of 0.001 (< 0.05) and the chi-square value is 18.320, indicates that the null hypothesis is rejected. This shows that the preferences towards designs differ from customer to customer.

Price of Available Designs

H0: There is no significant difference in brand awareness about price of available designs among respondents.

Since P Value is less than 0.05, it is understood that there exists a momentous difference in opinion towards price of KAG Tiles among customers.

Availability

H0: Opinion towards availability of products among respondents is not same.

Since P Value is 0.000 (<0.05), null Hypothesis is rejected. This indicates there is a difference in brand awareness about place of availability among respondents.

Quality of Tiles

H0: Customers opinion on quality of tiles remains the same.

Since P Value is less than 0.05 and the chi-square value is null Hypothesis that is rejected. This proves that there is a significant difference in opinion about quality of KAG among respondents.

Service Offered

H0: Customers have no difference of opinion about service offered.

Since P Value is less than 0.05, null hypothesis is rejected. This indicates there is a noteworthy difference in brand image about service offered among respondents.

Brand Awareness And Brand Image

H0: Brand awareness has no influence on brand image. .

Table No.3 - Brand awareness and brand image

		Correlations	
		Brand awareness	Brand image
Brand awareness	Pearson Correlation	1	.830*
	Sig. (2-tailed)		.041
	N	6	6
Brand image	Pearson Correlation	.830*	1
	Sig. (2-tailed)	.041	

N	6	6
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The p value of 0.04 which is less than 0.05 indicates a momentous relationship exists between brand awareness and brand image. The r value is 0.830 indicates that there exists a strong relationship between brand awareness and brand image, since the r value is greater than 0.6. Since it is the positive, it is understood the brand awareness and brand image are directly proportional to each other. This indicates that brand awareness is influencing the brand image more and the increase in brand awareness may increase the brand image.

Relationship between brand awareness and buyer behaviour

H0: Brand awareness and buyer behaviour has no relationship.

TABLE No.2.2.5 - Relationship between brand awareness and buyer behaviour

		Correlations	
		Brand awareness	Buyer behaviour
Brand awareness	Pearson Correlation	1	.669
	Sig. (2-tailed)		.032
	N	6	6
Brand behaviour	Pearson Correlation	.669	1
	Sig. (2-tailed)	.146	
	N	6	6

The p value of 0.03 which is less than 0.05 indicates that brand awareness

significantly affect buyer behaviour. The r value is 0.669 indicates that there exists a strong relationship between brand awareness and buyer behaviour, since the r value is greater than 0.6. Since it is the positive, it is understood the brand awareness and buyer behaviour are directly proportional to each other. The results are in consensus with results given by **Ossama Fazal and Sonia Kanwal (2017)**^[12] that customers are loyal to their brand attitudinally as well behaviourally.

Relationship between brand image and buyer behaviour

H0: Brand image has no influence on buyer behaviour.

TABLE No.2.2.6 - Relationship between brand image and buyer behaviour

Correlations

		Brand image	Buyer behaviour
Brand image	Pearson Correlation	1	.690
	Sig. (2-tailed)		.036
	N	5	5
Buyer behaviour	Pearson Correlation	.690	1
	Sig. (2-tailed)	.036	
	N	5	5

The p value of 0.36 which is less than 0.05 indicates that the brand image affects buyer behaviour positively. The r value of 0.690 indicates that brand image is strongly influencing the buyer behaviour. Since it is positive, it is understood the brand image and buyer behaviour are directly proportional to each other.

FINDINGS OF THE STUDY

- 72% of the customers surveyed are male and remaining 24.8% of the respondents are female.
- 36% of the customers belong to 41-50 years of age. 21.6% of the customers belong 36-40 years of age, 20% of the customers are above 50 and 4% of the customers are less than 25 years of age.
- 40% of the customer's monthly income is in the range of 25,000-35,000, 28% of the customers have a monthly income of 15,000-25,000, 22 % of the customers have a income in the range of 35,001 to 45,000, 5.6% of the customers gets an income of 45,000 and above and 4% of the customer have < 10000 of income.
- Level of brand awareness among customers differs from customer to customer.
- Customers have difference of opinion about price of KAG tiles among respondents.
- Customers have difference of opinion about the quality of KAG tiles among respondents.
- There is a significant difference in buyer behaviour about prefer KAG among respondents.
- Brand awareness is positively and strongly influencing the brand image.
- Buyer behaviour is also positively influenced by brand awareness.
- Brand image and buyer behaviour are positively and strongly correlated.

CONCLUSION

A study on Brand awareness was performed with KAG private Limited. It was found that most of the customers were satisfied with their business. Statistical tools such as percentage analysis, chi square and correlation were used for comparison. Sample size was taken as 125 out of the population size of 365. The company has a brand image as well as better production which are the greater advantage. With the aim of improving the brand image the company should improve policies and strategies based on the current as well as future market trend. The customer advantage and the satisfaction rate of customer may also be increased, if the cognitions and the infraction are well organized. Often the customer prefers the brand image of the mentioned company.

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