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# A Study On Brand Awareness About Hanon System Pvt Ltd

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## ABSTRACT

One of the prominent goals of any business should be to build brand image and awareness of its product, albeit in as cost – effective manner as possible. Consumer tends to make purchasing decision based on peer recommendation and direct experience, as well traditional advertising methods. The project aims towards increasing the brand awareness since its one of the effective tool to effect the final purchase decision and the volume of sales. I had used the topic to find out or measure the brand awareness level among the customers and the ways to increase its awareness.

**Keywords** :Brand awareness, marketing.

## INTRODUCTION

The project is undertaken to measuring the brand awareness level of a particular company's brand is of vital importance since it indicates the number of people who are aware of a particular brand in a given period of time and it also highlights the effectiveness of the different advertising or promotional tools used for the purpose. Brand awareness is the consumers' ability to recognize or recall (identify) the brand within a given product category in sufficient detail to make a purchase decision. This also means that the consumers can propose, recommend, choose, or use the brand. The objectives of most advertising campaign are to create and maintain brand preference. The first step is to make potential consumers aware of a brands' existence.

## REVIEW OF LITERATURE

**JenniRomaniuk, Byron Sharp (2004)** analyzed from over 39 categories Laurent, Kapferer and Roussel (1995) found that top of mind, spontaneous and aided brand awareness measures have the same underlying structure. The difference in scores appears due to the difficulty of the measure. We have successfully replicated this work and extended it to similarly structured advertising awareness measures. However,

additional analyses then revealed that while there is a good category level fit, modelling a single brand over time is less successful. Indeed, Laurent et al.'s excellent cross-sectional fit appears due to substantially different levels of salience between larger and smaller brands. This suggests that while the different types of awareness tend to vary with a brand's overall level of salience, this does not mean that the different measures simply reflect a single underlying construct.

**Moisescu (2009)** analyzed the brand awareness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' buying decision, as it represents the main factor for including a brand in the consideration set. Brand awareness can also influence consumers' perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics. On the other hand, brand awareness can be depicted into at least two facets – unaided (brand recall) and aided (brand recognition) – each of the two facets having its more or less effective influence on buying decision and perceived risk assessment. This paper tries to reveal, on one hand, the importance of unaided brand awareness when it comes to consumers' buying decision and, on the other hand, the importance of aided brand awareness when assessing the perceived risk associated with the purchase.

**Zhilin Yang (2010)** studied the investigates the impact of brand credibility, composed of trustworthiness, expertise, and attractiveness, on consumers' brand purchase intention in emerging economies, focusing specifically on China's automobile industry. We propose that brand awareness and brand image play a moderating role in this relationship. Results reveal that brand credibility exerts a positive influence on consumers' brand purchase intention. Brand image and brand awareness are found to positively moderate the relationship between brand credibility and consumers' brand purchase intention. Implications concerning both research and managerial practices are offered.

**Murugesan Punniyamoorthy (2011)** explored the commodity product marketers are increasingly resorting to branding in response to growing competition. Despite this commodity branding issues have not been adequately addressed. In this article we propose an Analytical Hierarchy Process (AHP) based model to assess customer loyalty scores for commodity brands. We also propose a methodology using Structural Equation Modeling to systematically collect data from customers and suitably incorporate it into AHP for computing the loyalty scores. The scores of the constructs in the model could be used by the commodity marketers to ascertain customers brand preference pattern and the relative importance of the factors in the purchase decision.

**Rong Huang (2012)** analyzed the combining survey data with real-market data, this research investigates brand awareness from three perspectives. This study examines the relation between brand awareness and market outcome and explores the relation

between brand awareness and brand equity. The study also investigates the effects of marketing mix elements on brand awareness. Results reveal consumers' brand usage experiences contribute to brand awareness, implying experience precedes awareness in some contexts. The results also confirm positive association between brand awareness and brand equity. Lastly, the current work demonstrates the importance of distribution and price promotion in building brand awareness in consumer-packaged goods category.

**Ssjrenuka(2013)** analyzed today the world economy has undergone a radical transformation in the last twodecades. The companies are emerging at the faster level. The technology and advances have permitted companies to widen substantially both the Markets and suppliers sources. Now ascompanies are emerging with their new products, marketing has become exuberant activity in expanding the market globally. Marketing starts with human need and wants. It is a human activity directed atsatisfying needs and wants through exchange process. Marketing management deals with identifying and meeting human and social needs. Itis basically a meeting needs profitability. In other words we can say that "It is the process of planning and executing conception, pricing, promotion and distribution of ideas, goods and services to create exchanges thatsatisfy individual and organizational goals".

**Emilio Rios Galvez(2014)** analysed the provides an analysis of how an online business can increase its brand awareness through internet marketing efforts. The analysis is focused on two main fields, brand awareness and digital world, and backed by an empirical analysis of an online webshopLinenMe. In the business society as it is today, Internet has become a necessary tool for companies doing business internationally. In order for a company to be profitable and achieve competitive advantage, it needs to be present in consumers' minds. This can be reached by increasing brand awareness of a certain product or a brand.

**PramodPatil(2017)** analyzed the today, world is flooded with brands in every product category and these brands are fighting for creating a niche place in consumer"s mind. Awareness of brand is a prerequisite for this. The brand with high awareness level has high probability of getting preferred over other competitive brands. Fmcg brands are commonly available in both rural and urban markets. Some fmcg brands were successful in building high brand awareness among both rural and urban consumers" where as others could not. This paper is an attempt to measure brand awareness of rural and urban consumers for selected fmcg brands. Keywords: brand awareness, rural, urban, fmcg.

**Soundarapandiyan K, Kumar TP (2018)** made an attempt to explore the effects of workplace fun on employee behaviors.

**Soundarapandiyan, K., & Ganesh, M. (2015)** carried out a study on Consumer Perception towards Online Shopping with Reference to Chennai.

### **NEED FOR RESEARCH**

Today costumers are facing different brands of products and services. They are making their choice on the basis of their perceptions of brand, quality service and value. Brand equity is related to the nature and features of product. It leads to brand strength . Brand awareness satisfies a need of the consumer. A consumer as aims, ambitions, motivation drives and desire. Consumer feels more powerful when he uses the brand.

### **OBJECTIVES**

#### **Primary objective:**

- To acquire larger market share or higher percentage of sales .

#### **Secondary objectives:**

- To survive in the competition and to create brand image among the industry
- Today markets are treated, as to create new brands and existing brands to be better even more .

### **METHODOLOGY**

This study is descriptive in nature. A research design is simply a plan for study in collecting and analyzing the data. It helps the researcher to conduct the study in an economical method and relevant to the problem. It is a systematic way to solve a research problem. The details about the four-wheeler market are collected from a few specialized magazines like AutoIndia etc. Simple random sampling method is used for research project. I have given equal weightages to my all respondent and choose them randomly without any biased like gender, age, income culture. The statistical techniques which are used in this project are Chi-square test and One way Anova test.

**Tools used for Analysis :**Bar graph, percentage analysis, spss.

### **ANALYSIS & INTREPRETATION**

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.183 <sup>a</sup>	3	.980

Likelihood Ratio	.183	3	.980
Linear-by-Linear Association	.073	1	.787
N of Valid Cases	120		

### Interpretation

From the above table it is inferred that table value is less than significant value. H0 is rejected and H1 is accepted. Therefore there is an significant between looking for gender and our product attained your needs.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.759 <sup>a</sup>	9	.098
Likelihood Ratio	15.144	9	.087
Linear-by-Linear Association	1.732	1	.188
N of Valid Cases	120		

### Interpretation

From the above table it is inferred that table value is less than significant value. H0 is accepted and H1 is rejected. Therefore there is an significant between looking for current status and our product attained your needs.

ANOVA					
product needs					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.302	2	.151	.254	.776
Within Groups	69.565	117	.595		
Total	69.867	119			

### Interpretation

**P value = 0.776 > 0.05**

From the above table it is inferred that table value is less than significant value. H0 is accepted and H1 is rejected. Therefore there is an significant between looking for educational qualification and our product attained your needs.

## **RESULTS AND DISCUSSION**

There is an significance difference between gender and our product attained your needs. There is an significance difference between educational qualification and our product attained your needs. Majority of the product known by newspaper other than ads. A large number of respondents stated that lack of awareness about their company manufactures products. A large number of them agreed the product attained their needs. Strongly agree the product quality makes the satisfaction reach the customer in Neutral. Service quality successfully reach the customer satisfaction in Neutral. The best performing ads are usually the ones that people find the most relevant. Improve sales cycles by organizing sales and marketing around the customer. Actively promote organizational effectiveness, reputation, values and ethics. Feedback is two way communication. It is the opportunity to share customers opinions and find solutions. Social media is an excellent low-cost and low-risk way to promote your business. Talented and motivated staff members can bring on big improvements in your business. By knowing your entrepreneurial personality type, you can manage your resources and can get help in areas of weakness.

## **CONCLUSION**

After taking a project for 90days at Hanon system pvt ltd and analysing survey or questionnaire depend on the investigation of brand awareness and perception, I reached to conclusion theHanon system pvt ltd having numerous extraordinary characteristics. The product scope of organisation is extremely great. In addition, profit ratio of organisation is expanding that demonstrates the splendid efficiency of showcasing division of the organisation. In short, general execution of the company is excellent. At last might want thank everyone of the who have been so co-operative through the survey.

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