
Brand Awareness and Selection Criteria

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ABSTRACT

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. The analysis is conducted in a comparative manner, considering the case of durable versus non-durable products, and with focus on urban Romanian consumers.

Keywords: *Brand equity, Consumer's buying decision, Brand aided and unaided awareness, Brand choice, Perceived risk*

INTRODUCTION TO THE STUDY

Employing brand awareness as a shopping guide is a strategy applied by consumers in order to save time and effort which, when dealing with an unknown brand, they would devote to comparing the products in relation to other attributes, such as quality, packaging and price.

Brand awareness may be therefore interpreted as cognitive simplification. Brand awareness has a stronger impact on the subsequent purchasing choices, if the product once tried out fulfilled the consumer's expectations. The attributes of the same product are more significant in the subsequent purchasing decisions, especially when the products from which the consumer can choose differ significantly from each other in relation to criteria to which the he/she attaches great importance. This is why it is vital to understand which product properties matter to the consumer.

With the changing consumer preferences, it has really become difficult for the customers to decide what to buy and what not to purchase. But with the increase in brand awareness now the consumer is very well knowledgeable about his buying decisions.

OBJECTIVES OF THE STUDY:

- To understand the opinion of consumer towards the different brands.
- To know the various factors that impact the selection of a brand
- To identify whether the consumers are aware about different brands in Nestle Confectionaries
- To study whether brand name have impact on sales

REVIEW OF LITERATURE

J. Douglas McConnell (1968)¹, has conducted a research study titled, "The Development of Brand Loyalty: An Experimental Study", A field experiment with a factorial design showed that consumers developed preferences for three brands of a physically homogeneous product (beer), identical except for brand name and

price. The significance of the experiment for marketing researchers lies mainly in the relative importance of perceived quality as a determinant of brand loyalty.

Kevin Lane Keller (1993)³, has contributed a paper in the topic, “Conceptualizing, Measuring, and Managing Customer-Based Brand Equity”. The author presents a conceptual model of brand equity from the perspective of the individual consumer. Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in memory.

Tülin Erdem, Joffre Swait, Susan Broniarczyk, Dipankar Chakravarti, Jean-Noël Kapferer, Michael O Keane, John Roberts, Jan-Benedict E. M. Steenkamp and Florian Zettelmeyer (1999), contributed a research study in the title, Brand awareness, Consumer Learning and Choice, The objective of this paper is to explore the links between brand awareness, consumer learning and consumer choice processes in general and considering two recent trends in the market place: Store brands and the Internet. Brand equity has generally been defined as the incremental utility with which a brand endows a product, compared to its non-branded counterpart. The study amplified this definition and proposed that brand equity be the incremental effect of the brand on all aspects of the consumer's evaluation and choice process.

Peter J. Danaher, Isaac W. Wilson and Robert A. Davis (2003) in their paper, A Comparison of Online and Offline Consumer Brand Loyalty, the authors' compared consumer brand loyalty in online and traditional shopping environments for over 100 brands in 19 grocery product categories. They compared the observed loyalty with a baseline model. The results show that observed brand loyalty for high market share brands bought online is significantly greater than expected, with the reverse result for small share brands. In contrast, in the traditional shopping environment, the difference between observed and predicted brand loyalty is not related to brand share.

Xiao Tong and Jana M. Hawley (2010) in their research work in the topic, Measuring Customer Based Brand Equity Empirical Evidence from the Sportswear Market in China, examine practicality and applications of a customer-based brand equity model in the Chinese sportswear market. Based on Aaker's conceptual framework of brand equity, this study employed structural equation modeling to investigate the causal relationships among the four dimensions of brand equity in the sportswear industry. The findings conclude that brand association and brand loyalty are influential dimensions of brand equity. Weak support was found for the perceived quality and brand awareness dimensions.

RESEARCH METHODOLOGY

NATURE OF DATA:

The Survey technique is intended to secure one or more items of information from a sample of respondents who are representatives of a larger group. The information is recorded on a form known as questionnaire. As data are gathered by asking questions from persons who are believed to have desired information, the method is also known as questionnaire technique.

Reasons for use of this method:

-) It can secure both quantitative and qualitative information directly from the respondents.
-) It is the only method of directly measuring attitudes and motivations.
-) It is quite flexible in term of the types of data to be assembled, the method of collection or the timing of research.

RESEARCH TOOLS:

The days completed questionnaires were tabulated with various tools such as, graphs, diagram, averages, percentages etc., have been drawn where ever necessary to illustrate facts and figures.

SOURCE OF DATA: In the study, systematic procedure of collecting the data in order to analyze and interpret it in a methodical way has been adopted. Data collection the collection of information is ascertained through two principals Sources.

- 1) Primary data
- 2) Secondary data

1) Primary data:

Meaning: primary sources of data are the data which needs the personal efforts of collect it and which are not readily available.

Primary source of data are the other type of sources through which the data was collected.

Following are few ways in which the data was collected:

- 1 Questionnaires: set of questions on a sheet of paper was being given to the responded to fill, bases on which the data was interpreted.
- 2 Direct interviewing: direct interviewing involved the process where I asked the questions directly to the customers and I got the feedback.

2). Secondary data:

Secondary sources are the other important sources through which the data were collected. These are the readily available sources of the data where one had need pot put mush effort to collect ed , because it is already been collected and part in an elderly manner by some researchers, experts and specialties .The secondary sources helpful for the study were

Sample size: By using judgment random sampling technique 100 respondents are selected for the purpose of the study. A direct questionnaire method for the customer’s who have Nestle chocolates

COMPANY PROFILE

Nestlé was founded in 1867 on the shores of Lake Geneva in Vevey, Switzerland and its first product was “Farine Lactée Nestlé”, an infant cereal specially formulated by Henri Nestlé to provide and improve infant nutrition. From its first historic merger with the Anglo-Swiss Condensed Milk Company in 1905, Nestlé has grown to become the world’s largest and most diversified food Company, and is about twice the size of its nearest competitor in the food and beverages sector.

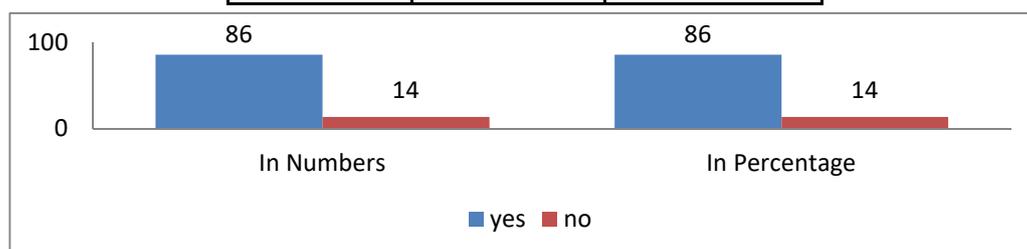
Nestlé’s trademark of birds in a nest and tag line is ‘Good Food, Good Life’ to people throughout their lives, throughout the world. Nestlé has been a partner in India’s growth for over nine decades now and has built a very special relationship of trust and commitment with the people of India. The Company continuously focuses its efforts to better understand the changing lifestyles of India and anticipate consumer needs in order to provide Taste, Nutrition, Health and Wellness through its product offerings. Nestlé India manufactures products of truly international quality under internationally famous brand names such as NESCAFÉ, MAGGI, MILKYBAR, MILO, KIT KAT, BAR-ONE.

ANALYSIS & INTERPRATATION

1. Do you purchase chocolates?

- (a)Yes (b) No

Purchase	In Numbers	In Percentage
Yes	86	86
No	14	14



Analysis: Out of the responses obtained from 100 customers, 86% said that they became purchase chocolates and 14% of the customers are do not purchase chocolates.

Interpretation: 86% of the customers are purchase chocolates because everyone likes to eat chocolates.

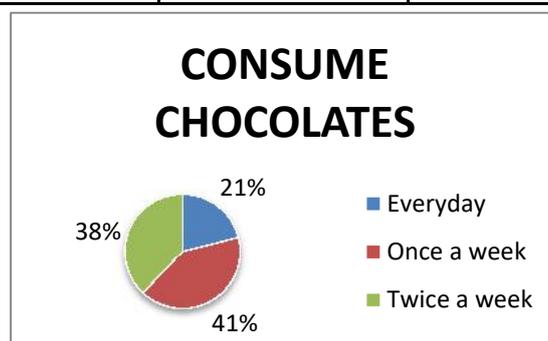
2. How often do you consume chocolates?

(a) Everyday

(b) Once a week

(c) Twice a week

Consume	In numbers	In percentage
Everyday	21	21
Once a week	41	41
Twice a week	38	38



Analysis: From the above graph out of the responses obtained from 100 customers, 21% said that they consume chocolates everyday and 41% said that they consume chocolates once a week and another 38% said that they consume chocolates twice a week.

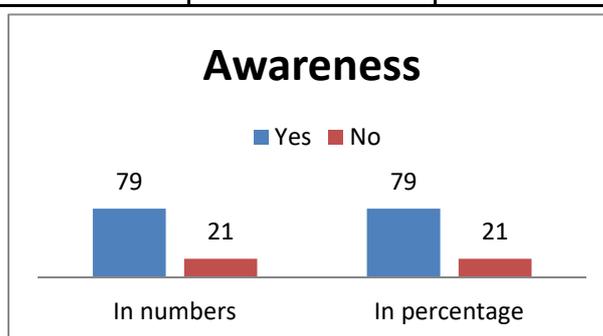
Interpretation: 41% of the customers are consuming chocolates once a week.

3. Are you aware of Nestle chocolates brand?

(a) Yes

(b) No

Aware	In numbers	In percentage
Yes	79	79
No	21	21



Analysis: Out of the responses obtained from 100 customers, 79% said that they became aware of the Nestle Chocolates and remaining 21% of the customers, they do not have aware of Nestle Chocolates.

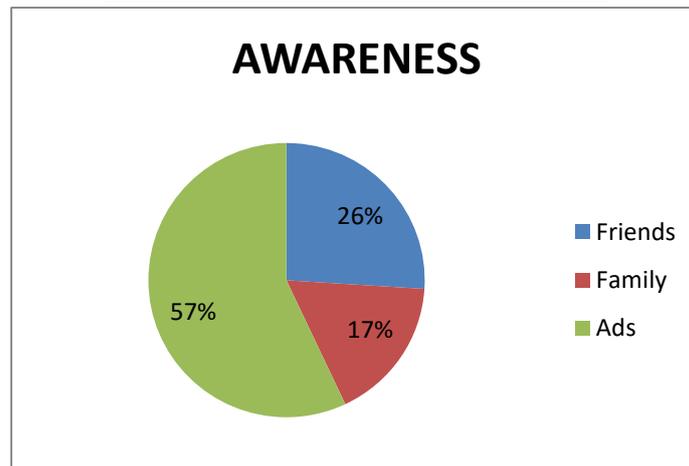
Interpretation: 79% of the customers are awareness of Nestle Chocolates. They are regularly seeing advertisement of Nestle brands.

4. How did you know about this Nestle Chocolates?

(a) Friends

(b) Family (c) Ads

Awareness	In numbers
Friends	26
Family	17
Ads	57

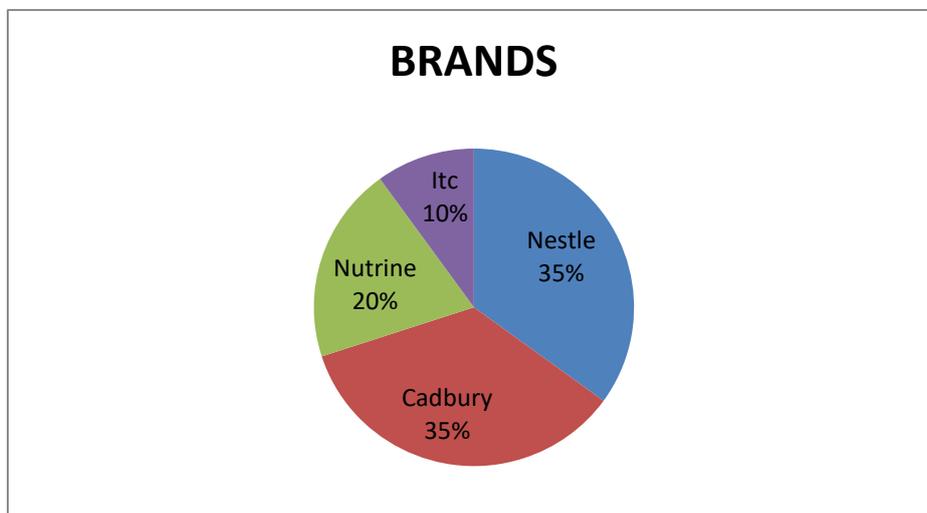


Analysis: Out of the responses obtained from 100 customers, 57% said that they became aware of the nestle chocolates through the Ads and 26% of the customers are aware from the Friends and another 17% are aware by the Family.

Interpretation: 57% of the customers are getting more awareness from Ads. The Nestle company use more promotional tools in chocolates.

5. what are the first four brands of Chocolates that come to your mind.

Brands	In numbers
Nestle	35
Cadbury	35
Nutrine	20
Itc	10
Total	100



Analysis:

From the above graph we can concede that 35% of customers prefer Nestle and 35% of the customers prefer Cadbury and 20% of the customers prefer Nutrine and remaining 10% of the customers prefer ITC.

Interpretation:

35% of the customers prefer Nestle and Cadbury because these companies are attracting the customers use more promotional activities.

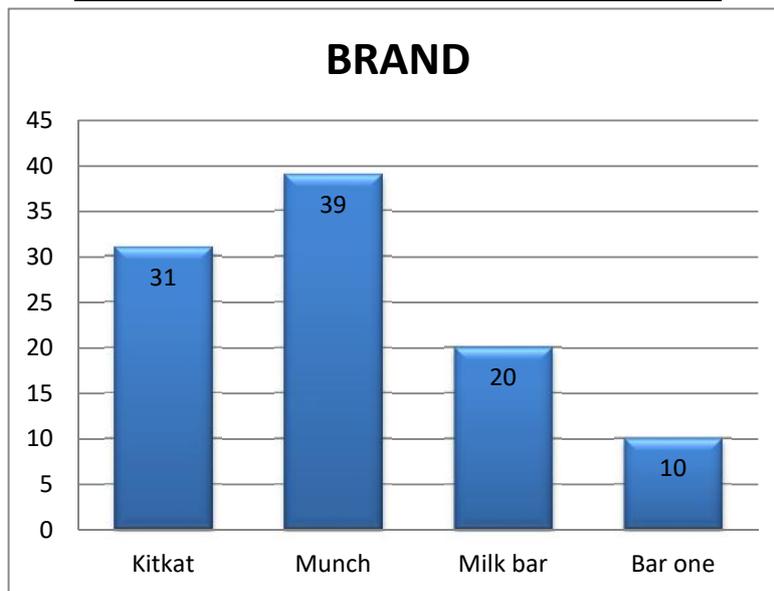
6. Which brands of nestle do you prefer more.

(a) Kitkat

(b) Munch (c) Milk bar

(d) Bar one

Brands	In numbers
Kitkat	31
Munch	39
Milk bar	20
Bar one	10



Analysis: From the above graph we can concede that 31% of customers prefer Kitkat and 39% of the customers prefer Munch and 20% of the customers prefer Milk bar and remaining 10% of the customers prefer Bar one.

Interpretation: 39% of the customers more prefer munch brand. The new munch campaign highlights the great crunchy taste that has made munch so popular.

7. On what parameters you considered when you purchase nestle brand. Please give the rank.

Attributes	Excellent	Very good	Good	Average	Poor	Total
Price	10	25	30	15	20	100
Quality	30	40	10	10	10	100
Package	20	43	20	15	2	100



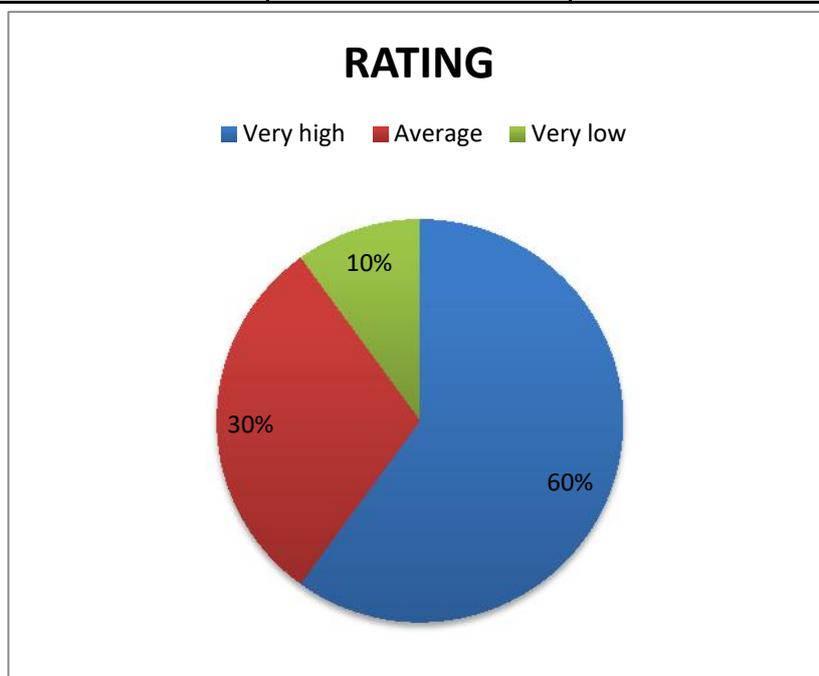
Analysis: From the above chart we came to know that out of 100 respondents in price base, 10 members feeling that excellent. 25 members said that very good. 30 members said that good. 15 members said that average and remaining 20 members said that it was poor. In quality base, 30 members said that it is excellent. 40 members said that it is very good. 10 members said that it is good and remaining 10 members said that it is average. In package, 20 members were feeling that is excellent. 43 members said that it is very good. 20 members said that it is good. 15 members said that it is average and remaining 2 members said that it is poor.

Interpretation: In price, 30 members said that it is good because safe food products at affordable prices. In quality, 40 members said that it is very good because company offering consumers a wide variety of high quality. In package, 43 members said that it is very good because of more attracting package.

8. How would you rate the Nestle Chocolates.

(a)Very high (b) Average (c) Very low

Rating	In numbers	In average
Very high	60	60
Average	30	30
Very low	10	10
Total	100	100



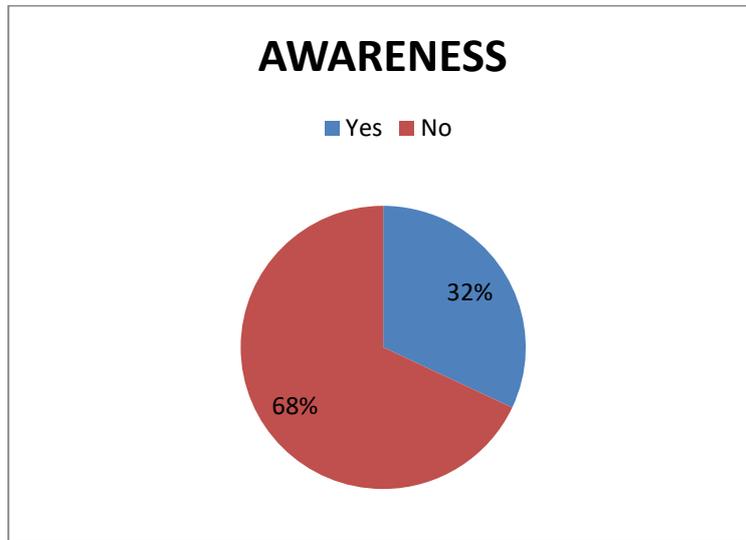
Analysis: From the above graph we can conclude that out of 100 customers interviewed 60% were telling that test of Nestle Chocolate is very high and 30% were telling as average and remaining 10% was telling as very low.

Interpretation: 60% of the customers are said that very high about the test of Nestle Chocolates.

9. Are you aware of all the variants of chocolates offered by Nestle.

(a)Yes (b) No

Awareness	In numbers	In average
Yes	32	32
No	68	68
Total	100	100

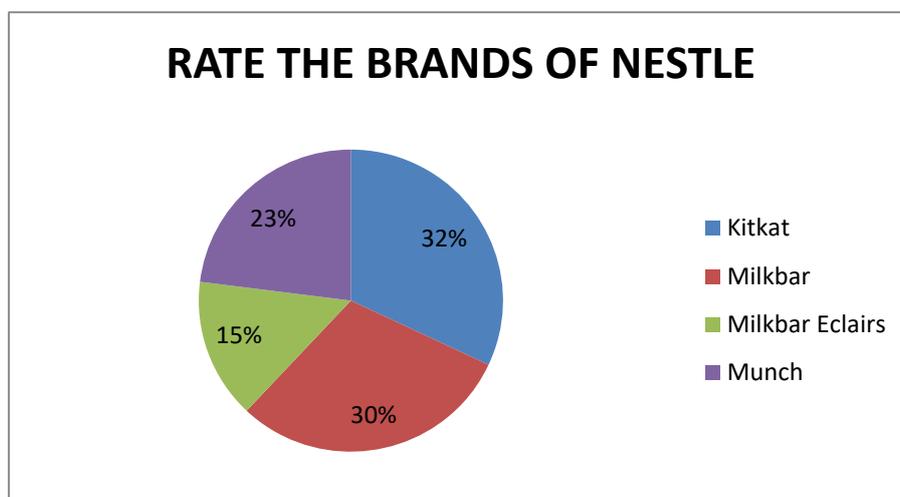


Analysis: A look at the chart shows that, 32% of the customers are aware of all the variants of chocolates offered by Nestle and remaining 68% of the customers are do not have aware of all the variants of chocolates offered by Nestle.

Interpretation: 68% of the customers are do not have aware of all the variants of chocolates because the company not use more promotional activities in all the variants of chocolates.

10. Rate the following brands of Nestle.

Brands	In numbers	In average
Kitkat	32	32
Milk bar	30	30
Milk bar Eclairs	15	15
Munch	23	23



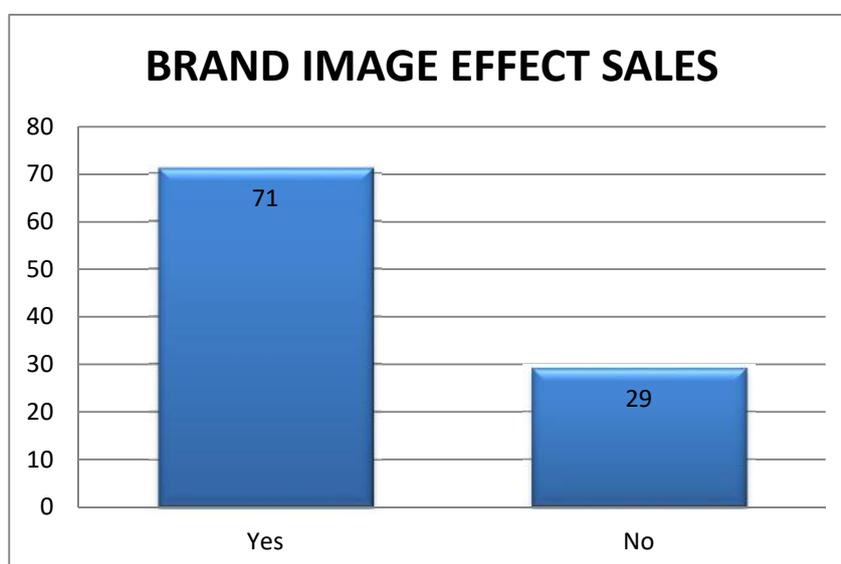
Analysis: From the above graph we can conclude that out of 100 customers interviewed 32% were rate the kitkat and 30% were rate the milk bar and 23% were rate the munch and remaining 15% were rate the milk bar éclairs.

Interpretation: 32% of the customers are rate the kitkat. sNestle kitkat is one of the most successful brands in the world

11. Do you think brand image effect sales of product.

(a)Yes (b) No

Brand image effect sales	In numbers	In percentage
Yes	71	71
No	29	29



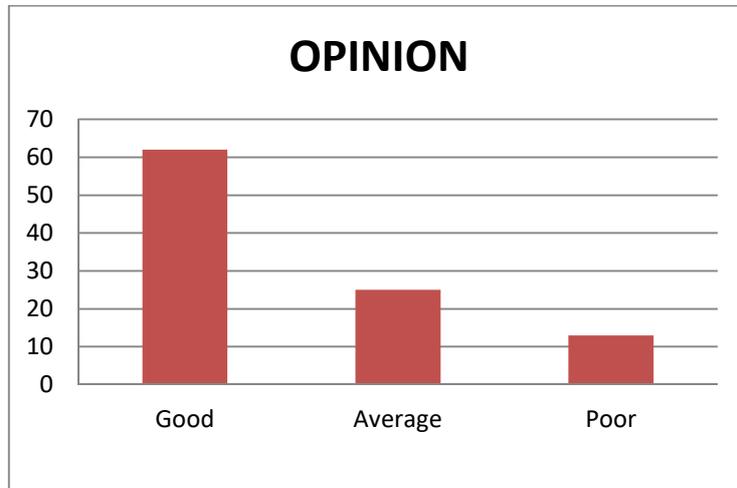
Analysis: A look at the chart shows that, 71% of the customers are said that brand image effect sales of product and 29% of the customers are said that brand image do not have effect sales of product

Interpretation: 71% of the customers are said that brand image effect sales of product. Now a day's people are aware of the specifications they require from a particular product and they are having so many brands to choose with respect to their specifications. That's why they prefer the brand items to general items.

12. What is your opinion about Nestle products of chocolates?

(a)Good (b) Average (c) Poor

Opinion	In numbers	In percentage
Good	62	62
Average	25	25
Poor	13	13



Analysis: Out of 100 respondents, 62 respondents have stated their opinion as good, 25 respondents have stated their opinion about Nestle products of chocolates is average and remaining 13 respondents have stated their opinion about nestle products of chocolates is poor.

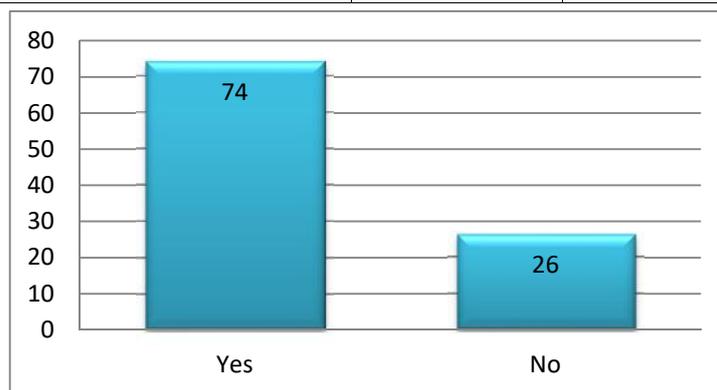
Interpretation: 62 respondents said that their opinion about Nestle products of chocolates is good because nestle products are qualitative and reasonable price to available.

13. Would you purchase other brand if the nestle brand is not available.

(a) Yes (b) No

If yes, specify the brand.

Purchase other brand	In numbers	In average
Yes	74	74
No	26	26



Analysis: A look at the chart shows that, 74% of the customers are said that if Nestle brand is not available we purchase other brand and remaining 26% of the customers are said that if nestle brand is not available we do not purchase other brand. If the Nestle brand is not available most of the customers purchase Cadbury.

Interpretation: 74% of the customers are purchase other brand if the nestle brand is not available. They prefer Cadbury because both are having similar qualities regarding taste.

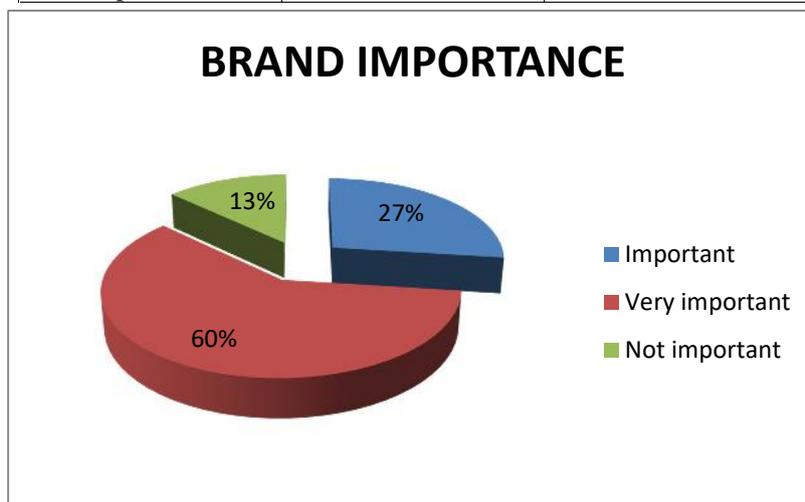
14. How important is the brand.

(a) Important

(b) Very important

(c) Not important

Brand	In numbers	In average
Important	27	27
Very important	60	60
Not important	13	13



Analysis: From the above chart we can conclude that 60% of the customers said that brand is very important, 27% of the customers said that brand is important and 13% of the customers said that brand is not important.

Interpretation: 60% of the customers are said that brand is very important. If some product of a particular brand reached to customers very well they will have high expectations on the other products released under that brand name.

FINDINGS:

- 86% of the customers are purchase chocolates because everyone likes to eat chocolates.
- 41% of the customers are consuming chocolates once a week. They are having free time once in a week.
- 79% of the customers are awareness of Nestle Chocolates. They are regularly seeing advertisement of Nestle brands.
- In price, 30 members said that it is good because safe food products at affordable prices. In quality, 40 members said that it is very good because company offering consumers a wide variety of high quality. In package, 43 members said that it is very good because of more attracting package.
- 71% of the customers are said that brand image effect sales of product. Now a day's people are aware of the specifications they require from a particular product and they are having so many brands to choose with respect to their specifications. That's why they prefer the brand items to general items.
- 74% of the customers are purchase other brand if the nestle brand is not available. They prefer Cadbury because both are having similar qualities regarding taste.

SUGGESTIONS

- Nuts to be added in bar one.
- More promotion of Nestle chocolates is needed.
- Sales can be increased by brand ambassador.
- Distribution must be improved to the further extent.
- Brand positioning in the market is to be increased.
- More attracting packaging.

CONCLUSION

After going through all the information given and gathered by the worthy articles and people's response it is here by concluded that consumers will prefer to buy the brand they know well. A consumer is always hesitant of buying new products. Before buying anything a wise consumer will always do the market research or ask someone he trusts and after being well aware of what, how and where to buy? He will buy the product. If a person comes to know any unfavorable information about a product he will not buy it. Therefore we can say that building a positive image of their brand companies have to try very hard. To keep the consumer aware of their brand and to sustain their customer a company will have to keep triggering its brand and advertise more and more to let the large number of people know about their brand.

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