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+91 99405 72462



+9163819 07438



ijmrsetm@gmail.com



www.ijmrsetm.com



An Empirical Study of Brand Awareness on the Consumer's Purchase Intention

Hitesh S. Manwadi, Vikas S. Hyalij, Prof Prithwiraj Das

AIMS IBS Business School, India

ABSTRACT: It is true that one of the key objectives of advertising in the current era of "me too Brands" is brand awareness. In this mad world of dream traders, the concept of "Jo dikhta hai wohi bikta hai" was established. Advertising serves as a means of communication between the seller and the buyer. Instead than just giving customers information about the products and services, it actively strives to influence them to take action by making an overt appeal to reason or emotion. In other words, advertising motivates and persuades people to perform specific actions or hold certain ideas in addition to just communicating information from a vendor to a client. Due to its importance to the promotion mix, advertising is an essential part of the marketing mix as a whole the other elements in play, it affects how well the things sell. It works with the product or brand, pricing, channel or distribution outlet, and personal selling in an effort to achieve the marketing objectives.

KEYWORDS: Brand awareness, Purchase intention, Brand performance, Brand loyalty.

I. INTRODUCTION

Today we all are living in the 21st century and the consumer of this time is well aware about;

1. What to purchase?
2. Where to purchase it from?
3. How to purchase it?
4. Why to purchase it?

The consumer is not only well aware but he is also aware about the products he is buying.

Because customers' perceptions and experiences shape brands, those who are aware of them are more likely to only purchase brands that he is familiar with and finds to be favourable. Even if customers wish to buy a particular product, brand awareness will still be the most crucial and determining element in their choice of goods. When a customer is purchasing a product and can immediately recall the brand name, it indicates that the customer is well-informed about that particular brand. If the product meets the needs of the customer, the customer not only stays loyal to the brand but also promotes it by word of mouth. A product with greater brand recognition will undoubtedly perform better on the market and aid the business in turning a profit. As a result, we can infer that as brand familiarity and awareness grow, so too will the number of customers, market share, and profitability. Therefore, the goal of the study is to determine how brand knowledge affects consumer purchase intentions.

How well clients can name a product is referred to as brand awareness in marketing terms. In a perfect environment, consumers' awareness of the brand may include positive assessments of the qualities that distinguish the product from its competitors and when a buyer buys the same brand of product they previously bought, it is referred to as a repeat purchase.

Brand Awareness

There are many different levels of brand awareness, including brand recognition, recall, top-of-mind awareness, brand dominance, brand knowledge, and brand opinion (according to Aaker). Perceptions and attitudes can be impacted by awareness. Yet, he thinks that from a research standpoint, brand awareness and brand recall are important since they have a significant impact on how consumers make decisions (they help the brand to be a part of consideration set and increases the probability of purchase).

Consumer Buying Behaviour:

Consumer decision-making is a phenomenon that has become an essential component of studies on consumer behaviour. According to Du Plessis et al. (1991:11), consumer decision-making is described as "the behaviour patterns of consumers, that precede, determine, and follow on the decision process for the acquisition of need-satisfying items,



ideas, or services" (Schiffman & Kanuk, 2000:5). Before beginning a series of behaviours to get at an end of happiness or discontent, consumers must first go through a multi-staged, complex process that is influenced by a number of elements (Harrel, 1990:740; Cox, Granbois, & Summers, 1983:394).

Consumer buying behaviour models:

The model of consumer purchasing behaviour can be divided into two main groups: the traditional model, which includes the economic, learning, psychological, and sociological models; and the contemporary model, which includes the Howard Sheth model of consumer purchasing behaviour, the Nicosia Model, the Engle-Kollat Blackwell Model, and Engle, Blackwell, and Miniard (EBM), to name a few. The development of these models is as follows:

1. **The Economic model:** This model emphasises the customer's purchasing power and presupposes that customers have a wide range of wants and very little purchasing power. As a result, people would spend their money on various goods that would be most useful to them. Price, substitution, and income effect served as the foundation for the economic model.
2. **Learning Model:** This model emphasises how customers responded to various marketing initiatives in the past in circumstances that were comparable. The model makes the assumption that such learning can assist marketers in understanding how customers learn to discriminate, and new marketing strategies can be developed based on such information.
3. **Psychological Model:** Sigmund Freud created this model, which held that a person's needs and motivations might affect their purchasing decisions. According to him, human behaviour is the result of the Id, Super Ego, and Ego. He held that a person's personality and internal motivations influence their intention to purchase a thing.
4. **The Sociological Model:** This model emphasises the important role society plays in influencing customers' purchasing decisions. Consumers are a part of society hence numerous societal components have an impact on the decisions they make. Consumers have a variety of opportunities to engage with people who have a tendency to leave an imprint in their minds about different product categories, consequently affecting their purchase intentions.

Objective of study:

- 1.To understand the relationship between brand awareness and Repeat purchases.
- 2.To understand the variation of brand awareness as per age and profession.

II. LITERATURE REVIEW

A corporation is said to have acquired brand awareness when its name starts to stick in consumers' minds (Kim, Kim, Kim, Kim & Kang, 2008; Teuminen, 2000). It implies that when buyers consider a particular product category, they think of a brand first. According to Aaker (1991), brand awareness is the consumer's capacity to remember a specific brand. According to Keller, brand equity increases when consumers fully understand the products and develop strong bonds with them (1993). Consumer brand behaviour is impacted (Aaker, 1996; Kapferer, 2008). Brand associations are the linkages consumers make between a brand and details like a product's characteristics, name, and price (Aaker, 1991). The customer has an association there (Keller, 2008). Consumers use it for when a person increases their brand awareness. Consumers use it to increase their brand awareness (Yoo & Donthu, 2001). Brand associations, according to Aaker (1991), are utilised to process, organise, and analyse information to assist consumers in making straightforward purchasing decisions.

The term "perceived quality" relates to how a brand is perceived by a consumer as a whole (Keller, Aperia & Georgson, 2008). Several variables, including the customer's past experiences, the cost, the brand's reputation, and advertising campaigns, affect how consumers perceive brands (Yoo & Donthu, 2001; Zeithaml, 1988). Consumers take perceived quality into consideration when comparing products (Keller, 1993). Consumers are said to have high brand loyalty when they continuously buy a certain product because they have a strong emotional connection to it (Oliver, 1997). Customers usually choose the same brand (Chaudhuri & Holbrook, 2001). The buyer starts prioritising brands when making purchases (Yoo & Donthu, 2001). According to Keller and Lehmann (2003), there is little possibility that a customer will switch brands if they have a high level of brand loyalty.

A consumer's intent to buy more products from a specific brand is referred to as having "buy intention" (Day, 1969). Intent to purchase is a method for analysing customer behaviour (Fishbein & Ajzen, 1975). The relationship between buying intention and subsequent behaviour is strong (Fishbein & Ajzen, 1975; Oliver & Bearden, 1985).

The decision to buy a product from a particular brand is similar to the desire to buy something. Buy intention was described as a customer's propensity for behaviour during a transaction by Dodds and Monroe (1985). Purchase intent



is a critical predictor of actual purchase behaviour, according to previous research. Perceived quality, in the opinion of the buyer, is crucial for creating a positive impression of a product or brand, according to Farquhar (1989).

Data And Interpretation

Inductive, deductive, or adductive research methodologies are all possible. Saunders, Lewis, and Thornhill, 2000. Deductive methods will compare the hypothesis to reality and determine whether it can be verified or rejected. These are qualitative techniques. Deductive methods will be used in this research to attest to the role culture plays in the M&A (Media Awareness) process and the advantages that accrue if a corporation engages in pre-merger sensitization. Inductive methods focus on empirical results and search for any laws, hypotheses, or generalisations that can be used to explain them. Based on case data gathered from interviews and surveys, the cultural element will be examined and assessed. These techniques use numbers. The inductive and deductive approaches are balanced by the adductive approach.

III. MATERIALS AND METHODS

The thesis's research strategy combines secondary data with primary data. Secondary data were gathered online and via books, articles, and journals using the school library. Surveys were used in conjunction with communication to get the main data. The distribution of the surveys was done individually. Since the study is focused on people's attitudes, intentions, and purchasing behaviours for a particular brand, it depends more on primary data. This study acknowledges that it will advance knowledge of the motivations driving consumer behaviour and managerial choices. Considering the purpose of the study, information was gathered through distributing questionnaires to individuals of various sexes, ages, educational levels, and occupations. For gathering data, a self-made questionnaire has been taken into consideration. The legitimacy of the survey and its results has been evaluated and guaranteed by academics and professionals. Each question required participants to respond using a five-point Likert scale, where 5 was the strongest agreement and 1 was the strongest disagreement. The study is deductive in nature and gathers and analyses the primary data to identify the variables that influence brand awareness and consumer behaviour by media, particularly for fast food restaurants, such as brand equity, brand image, and loyalty, accessibility in local stores, efficiency, to understand consumer concerns about online purchasing, and brand awareness such as recall of brand privacy, trust, after sales service, delivery, nature of merchandise services, and consumer c The study has calculated a factor to measure the underlying factors of ordering fast food products online or in a store. Analysis is a method of data reduction that combines factors and related variables. The average rating was also calculated in this study to identify the major difficulties in online buying. The study's questionnaire is divided into major categories, such as demographic information, typical consumer behaviour, and specific brand awareness. Locals in Girne, in Northern Cyprus, completed the questionnaire. In the researcher's round, specific populations were used to fulfil time and resource restrictions. 115 responders to the 150 questionnaires were taken into consideration for analysis and research.

Limitations:

One of the techniques used to gather market data was the use of a questionnaire. This was done prior to promoting the goods utilising the brand awareness method. Yet there were some restrictions in place when using questionnaires. As an illustration, the questionnaire was written in English, which the majority of the respondents did not speak. The target market consists of customers from a range of socioeconomic backgrounds. Given that the majority of respondents use English as a second language, it is possible that they did not fully comprehend the questions presented, and the information gathered as a result was insufficient. To grasp the market trends, it took a lot of time to distribute the questions and analyse the answers. In a similar vein, questionnaires did not accurately reflect the underlying changes in consumer traits such modifications in emotions, behaviours, or feelings This suggests that the responses don't accurately reflect respondents' valid reactions. It is difficult to determine how sincere clients are while offering their opinions (Saunders and Thornhill,2000). Also, it was observed that several survey respondents did not submit their forms after providing their responses. This is due to some individuals' unwillingness to express their ideas or complete the questionnaires. Occasionally they felt that the questions were too uniform and prevented them from making comments.

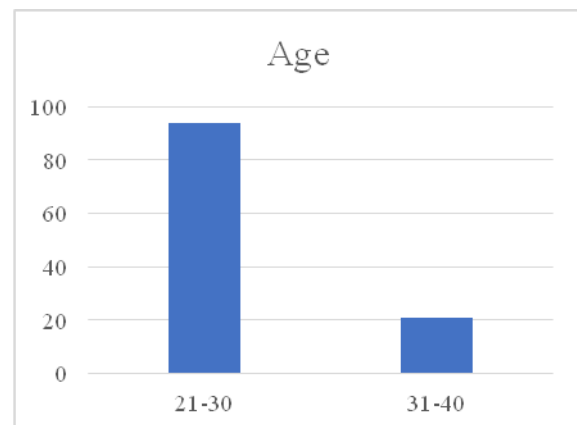
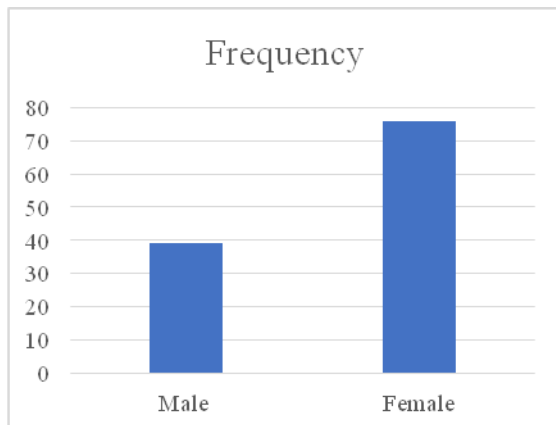


IV. RESULTS AND DISCUSSION

Based on the participant's demographic data, Table 1 displays the sample items. In terms of gender, there are 63.9% females and 32.8% males, respectively. According to the data, the age group with the biggest percentage of responders was between 21 and 30 years old (79%), followed by 31 to 40 years old (17.6%).

Table 1

Item	Frequency	Percentage
Gender		
Male	39	32.80%
Female	76	63.90%
Total	115	100
Age		
21-30	94	79%
31-40	21	17.60%
Total	115	100%



The link between the dependent variable and the independent variables was examined using linear regressions to analyse the study's goals. Brand Awareness (Y) is the dependent variable, and Customer Behavior (X1), Product Loyalty (X2), Image (X2), and Media (X3) are the three independent variables (X3). The linear regression models incorporate the following variables:

Table 2

Table 2				
Model	R	R Square	Adjusted R Square	Error Estimate
1	0.953	0.907	0.888	0.15943
Predictors	(Constant).Brand Loyalty, Brand Image, Customer Behaviour, Media			
Dependent Variable: Brand Awareness				

To show the strength of the relationship between the independent variables of linear regressions and the dependent variable, which is quantified by the relation R, Table 2 displays the output model summary. Considering the analysis's findings, R=0.953 demonstrates a respectable positive correlation. The independent factors account for 90.7% of the



variance in adoption, according to the R Square value (= 0.907). That suggests that variations in brand loyalty, brand image, consumer behaviour, and media can account for around 90.7% of variations in brand awareness.

V. CONCLUSION

The following are the study's findings regarding how brand recall affects consumers' purchase intentions. The most crucial aspect of marketing is brand recall. It facilitates interaction with the audience.

- Brand awareness can have an impact on consumers' purchasing decisions.
- To determine the impact of packaging and its components on the consumer's purchasing decision, it is necessary to examine the significance of each element for the consumer's choice. This study methodology, which has a significant impact on customer preference and choice, has been empirically tested.
- It is evident that brand recognition is one of the key elements influencing customer purchasing decisions.
- Consumer purchasing behaviour is positively correlated with brand awareness.
- Consumers desire novel creations that appeal to them and alter how they view a brand.
- Brand memory aids in product identification or differentiation for the consumer.

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