



6. Brand Lap- An Empirical Study On Loyalty, Awareness, Promotion

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ABSTRACT

Manufacturers, marketers and corporate think tanks have left no stone unturned in coming up with new and innovative brand strategies that have not only captivated customers but have led to paradigm shift in the whole process of branding. Gone are the days when a 'Brand' was meant to giving recognition to a product or at the most to the company. The 21st century has revolutionized the meaning of the brand, Retro branding, Employer branding, Brand gendering etc.

Though the whole world is now in the brand bubble wrap it is the Generation Y that has actually brought about the brand revolution. GEN Y is an important market segment and marketers were shrewd to realize this. The maxim "let the buyer beware" has been replaced by "the customer is king" to cater to the needs of the fastidious GEN Y. This paper attempts to analyze the level of brand awareness that exists among Generation Y and the role of advertisement in creating such awareness.

KEYWORDS

Promotion, Loyalty, Empirical Study, Awareness, Branding

Introduction:

Brand Equity:

Brand equity is the value premium that a company realizes from a product with a recognizable by creating brand awareness, loyalty and brand promotions.

Review of Literature: Phillips (2007) stated that consumers believe themselves to be reasonable, price- oriented consumers who are not influenced by an attraction to a certain group of brands. Millennial value price and features are the most important attributes of a product, instead of brand name. Joshy and Sivakumaran (2009) indicate that consumer promotion enhance brand equity, especially among market segment dominated by spuriously loyal consumer. Rong Hunang and Emine Sarigollu (2011) examine the relation between brand awareness and market outcome and explore the relation between brand awareness and brand equity.

Objectives of The Study:

- To examine if demographic variables have an influence in establishing brand loyalty.
- To quantify the levels of brand awareness that exists among Generation Y.
- To understand the role of advertisement in creating brand awareness.

Methodology: A combination of research methods was used in order to address the research objectives. Secondary research was collected from fairly recent publications such as journals and magazines. The primary data was collected from 500 respondents. A well-structured questionnaire was prepared and distributed to college students and general public among people aged 20 and 35 in Chennai district. The statistical techniques used for analyzing the data are percentage analysis, frequencies, cross tabulation, mean etc.

Data Collection and Analysis: Demographic profile of the respondents

Demographics (Age, Gender, Qualification)		Two Wheeler	Mobile	Cosmetics	Sport Shoes	Laptop	Total	(%)
Gender	Men	38	32	43	58	40	211	42
	Female	62	68	57	42	60	289	58
	Total	100	100	100	100	100	500	100
Age	Below 25yr	73	66	57	53	80	329	66
	25-35	27	34	43	47	20	171	34
	Total	100	100	100	100	100	500	100
Qualification	UG	38	76	43	59	24	240	48
	PG	62	24	45	33	76	240	48
	Professiona	0	0	12	8	0	20	4
	Total	100	100	100	100	100	500	100

Source: Primary Data

The above table shows the gender response rate of survey. Female respondents are 58% and male respondents are 42%. A scrutiny of the age group shows that majority of the respondents are young less than 25 years. The table illustrates that 66% of the respondents are less than 25 years of age, followed by age group of 25- 35 yrs. In terms of Educational qualifications about 48% of the respondents were under graduates, while 40% are post graduates and professional are 4%.

Two Wheeler:

The table below indicates the perception that consumers have with regard to popular Two Wheeler brands.

Brand Equity	Hero Honda	Yamaha	Bajaj	Suzuki	Tvs
Brand awareness	19	16	22	14	29
Brand promotion	51	2	10	22	15
Brand loyalty	26	16	13	15	30

Source: Primary Data

The above data reveals that TVS Company ranks the highest with a brand awareness of 29% and brand loyalty of 30% despite the promotion measures being 15%, followed by Hero Honda which has nearly 50% of the market as a result of its high brand awareness 19% and promotion measures. Suzuki has low brand awareness of 14% and Yamaha promotion is very low at 2%.

Mobile: The table below indicates the perception that consumers have with regard to popular mobile brands.

Brand Equity	Vivo	Nokia	Samsung	Oppo	Apple
Brand awareness	46	10	8	34	2
Brand promotion	28	3	5	51	13
Brand loyalty	39	14	15	22	10

Source: Primary Data

The above data reveals that Vivo is more popular than other brands and it has highest brand awareness and brand loyalty of 46% and 39% respectively.

Oppo is very competitive to Vivo has brand loyalty and brand awareness 22% and 34%, they also have highest brand promotion of 52%. Apple has low awareness of 2% and Samsung has low promotion of 5%.

Cosmetics:

The table below indicates the perception that consumers have with regard to popular cosmetics brands.

Brand Equity	lakme	oriflame	maybellin	L'oreal	Chamber
Brand awareness	74	12	3	6	5
Brand promotion	47	11	9	28	5
Brand loyalty	41	32	12	10	5

Source: Primary data

As seen from the above data it is clear that Lakme is the most popular amongst brands and Lakme has the highest brand awareness of 74%, brand loyalty of 41% and promotion of 47%.

The oriflame is the second highest in brand awareness and brand loyalty. The chamber has lowest brand awareness, brand loyalty and promotion.

Sports Shoes:

The table below indicates the perception that consumers have with regard to popular sports shoes.

Brand Equity	Puma	Adidas	Fillas	Reebok	Nike
Brand awareness	8	38	12	32	10
Brand promotion	20	40	10	15	15
Brand loyalty	22	32	14	5	27

Source: Primary data

As seen from the above data of sports shoes of leading brand. The data shows that Adidas is the most popular amongst all the brands with the highest brand awareness, loyalty and promotion. Fillas has a low brand promotion, awareness and loyalty.

Laptop:

The table below indicates the perception that consumers have with regard to popular Laptop brands.

Brand Equity	Dell	Sony	Samsung	Lenovo	HP	Acer
Brand awareness	42	12	10	16	10	10
Brand promotion	10	32	12	12	18	16
Brand loyalty	31	19	21	10	10	9

Source: Primary data

The above data for laptops of leading brands shows that Dell has highest brand awareness and brand loyalty. Sony leads in brand promotion. Dell has lowest brand promotion and Samsung and Lenovo have slightly higher brand promotion of 12% each. Brand awareness and brand loyalty is low in case of HP and Acer.

Findings: The main purpose of this study is to analyses the consumer perception and attitudes measured collectively and empirically studying the relationship of brand awareness, brand loyalty and brand promotion, which constitutes the success of a brand. In this study researcher taken five products which are used vastly by the Generation Y such as Two- wheeler, Mobile, Cosmetics, Sport shoes and Laptop. Researcher found that in the two- wheeler segment TVS was more popular and enjoyed a high brand loyalty. In the mobile segment it is clear that Vivo has high brand recognition and loyalty. In cosmetics LAKME is the best amongst all. In the shoes segment ADIDAS was found to be the most popular brand. Likewise, DELL was found to have high brand loyalty and awareness. The analysis showed the there is a significant and positive direct effect between brand awareness and brand loyalty and these both are further strengthened by active promotions.

Suggestions:

- Companies should consider the consumer perception when developing their products.
- Marketer should be innovation in advertising the products.
- Promoting cost should be less expensive and more reliable.
- Products must be USER and ECO friendly.

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