

# Brand Awareness

<sup>[1]</sup> Shalom Paul <sup>[2]</sup> Jeresh Joseph  
<sup>[1][2]</sup> Nehru School of Management, @ NCERC  
Pampadi, Thrissur, Kerala

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**Abstract:** Companies spend hundreds of millions of dollars annually on advertising to build and maintain awareness for their brands in competitive markets. However, awareness formation models in the marketing literature ignore the role of competition. Brand awareness is a much neglected construct and deserves considerably more attention due to its central importance in brand choice. From an empirical point of view, numerous researchers have shown that brand awareness measures are powerful predictors of consumer choice behaviour. This paper reports explores how brands come to mind in a variety of choice situations. A subsequent quantitative study shows that associates identified in the qualitative research act as cues, and that brand awareness varies significantly depending on the cues that are salient. The 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.

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## I. INTRODUCTION

Brand awareness is a marketing concept that enables marketers to quantify levels and trends in consumer knowledge and awareness of a brand's existence. At the aggregate level, it refers to the proportion of consumers who know of the brand. The major sources of awareness are television advertisements, friends and relatives and sign boards. Magazines are important information source for high income group people. Brand Awareness has depth and breath, its depth describe the likelihood that consumer can recognize or recall the brand whereas breath describe the variety of purchase and consumption situation in which brand comes to mind. With this background, this paper, we attempt to present a conceptual framework of brand awareness.

## II. HOW IT WORKS

Brand awareness is a huge goal when it comes to advertising. It can be the key to whether or not consumers purchase their product. There are different stages of brand marketing.

This includes; brand awareness, potential purchase and consumer loyalty. Brand marketers want to ensure that not only is their brand recognised and purchased, but that the consumer has a positive response to the brand and product and therefore would want to buy it again. Brand loyalty means more purchases, this can increase word of mouth and lead to more brand recognition and in turn more sales.

The four different levels of measuring brand awareness can be identified as:

- ❖ Brand Recognition
- ❖ Brand Recall
- ❖ Top-of-mind
- ❖ Brand name dominance

Brand recognition is when a consumer knows what the brand is and has seen it before. Brand recall is the ability of the consumer to remember, generate and retrieve the brand information. Top of mind is the next step whereby the consumer thinks of the particular brand first, over other brands. Brand name dominance is then when the consumer chooses that brand over other brands and makes their purchase decision. This is the main goal for most brands as this means that they can then make revenue.

## III. MEASURES OF BRAND AWARENESS

Brand awareness does not necessarily mean to know and identify the brand from past experiences, but to associate the logo and similar connotations with the name of the brand. By creating this brand awareness, it enables the consumer to recognize and separate a particular brand from other brands in the same market. There are four different levels in which brand awareness can be measured, and although some say that the different measures are all linked to the same concept or construct, it is also argued by some researchers that the different measures should be applied depending on the different situations.

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#### IV. CHANNELS OF BRAND AWARENESS

The idea of *advertising* is to call the public's attention to your business, usually for the purpose of selling products or services, through the various forms of media, such as print or broadcast notices. It brings to your attention where the product can be bought, how much it costs or who may use it, in terms of age and gender. For instance items like clothing are advertised differently as they market for numerous different people. By communicating and interacting with customers, advertising helps popularize a brand. Television, radio, social media and newspapers are a few of the variety of channels that advertisers use to communicate their messages.

**Magazines:** are the most specialized of all print advertising media and range from a wide variety of types to satisfy different target markets (Fill et al., 2013). Portraying an advertisement through a magazine will build brand awareness. Magazines offer a high selection of niche publications to distinguish the different segmented audiences

**Newspaper:** The world press trends 2010 report states that 1.7 billion people read the newspaper everyday, which represents over 25 percent of the world's adult population (Fill et al., 2013). Although, social media and Internet use has increased rapidly over recent years, newspaper companies have been able to survive due to having online websites and Smartphone applications.

**Radio:** Is a source of electronic media that can reach out to many people. Brand awareness will benefit from channels such as radio coverage as there are many different radio stations to cater to different demographics and markets such as age, music genre, talk news and region. Brand awareness can be generated through the use of radio as listeners can be offered a unique listening experience.

**Television:** Almost everyone has access to a television, whether it is at home, at a bar and even in cars. Having an advertisement on TV will allow your advertisement to be reached out to many with high frequency levels. The success of the reach also depends on whether which time your ad is shown and whether if noise interrupts

**Social Media:** A major touch point in advertising to create brand awareness would be social media platforms such as Instagram and Face book. In the development of creating a

strategy for social media marketing, the brand must focus on key factors to increase brand awareness in social media advertising such as who is the target market, where should they focus their efforts, and the internal and external factors that could potentially influence the media plan.

**Challenges maintaining brand awareness:** can be executed and accomplished through effective ways of communication. A good way in monitoring the maintenance of a brand can be through analyzing the model of the communication process. This model represents how effective a brands message has been translated and shows which processes are included. To maintain brand awareness, a business must implement each section of this process with high regards in order to achieve the maintenance of the brand.

The process starts of with source or sender who is the person or organization who sends and creates the message. For example, McDonalds is a source that communicates its products. Next step is encoding which means putting a message into a symbolic form whereby customers can understand the message. For instance the McDonald's logo is very recognizable and people understand the symbol.

The channel is the method of how the message travels from source to receiver. This process is probably the most important in regards to maintaining brand awareness. Once the message has been communicated to the receiver they must be able to decode the message. Decoding is where the receiver interprets the message and decides how they feel or think about it. After all this is done, the receiver responds through actions or keeps the message in mind. Feedback is another response that is sent to the sender such as curious questions or through final purchase.

#### REFERENCES

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