

Role of Advertisement in Creating Brand Awareness

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Abstract: *Advertising is the activity or profession of producing information for promoting the sale of commercial products or services. Advertising is used through various media to generate brand awareness within consumers. They can be aired as radio ads, television commercials, internet etc. In the present-day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business. This study, was conducted to know the effective role advertisement in their brand awareness. The advertisements given should reach the customer in the right sense and should be able to reach every customer. The study revealed that the advertisements of the organization were quite effective and this has helped the firm to create brand awareness as well as the overall sales of the firm.*

Keywords: Advertisement, Brand Awareness, Customers, Organisation, Brand Name

I. INTRODUCTION

One of the parameters used to determine the success of any organization is the growth in the sales figures. The right promotional strategy helps the company in achieving this objective. Advertisement forms an important part of the promotional activities. In a scenario where there is cut throat competition, the company that is able to influence more customers into buying their products can satisfactorily achieve their marketing objectives. The companies must therefore strive to get the right message at the right time to the right customers. If the target customers can perceive the right message which will influence them to buy or recommend the product or service, then the advertisement can be said to be effective. This is where the role of advertisements in brand building comes into focus. Service sectors are facing cutthroat competition. The levels of customer awareness about the brands, to which extend customers are influenced by the advertisement in purchase decision making. So this research is aimed to check the role of advertisement in brand awareness.

II. REVIEW OF LITERATURE

Brand awareness consists of brand recognition and brand recall performance. Brand recall relates to consumers ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue. In other words, brand recall requires that consumers correctly generate the brand from memory. Brand awareness plays an important role in consumer decision making for three major reasons. First, it is important that consumers think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set. Brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image. A necessary condition for the creation of a brand image is that a brand node has been established in memory, and the nature of that brand node should affect how easily different kinds of information can become attached to the brand in memory. According to MacDonald & Sharp, (2000), brand awareness is the key to a brand's success since given the choice of many brands, a consumer is more likely to choose the brand he/she has the most awareness of, often ignoring the price points and characteristics of other options available. However, it is worth noting that brand awareness has different definitions according to different authors. For this study, Percy & Rossister, (1987) definition would be used. According to them, brand awareness is not related only to whether or not the consumer can recognise the name of a brand, but also the strength of the details that a consumer remembers about a brand even after firstly becoming acquainted with it (Percy & Rossister, 1987). Much in

the same manner, Aaker, (1996), says “Awareness refers to the strength of a brand’s presence in the consumer’s mind” (Aaker, 1996, p. 10).

2.1 Objectives of the study:

- To study the effectiveness of the advertisement in creating Brand Awareness
- To analyses the factors influencing in creating the Brand identity.

III. RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information. There are several important aspects to research methodology. This is a summary of the key concepts in scientific research and an attempt to erase some common misconceptions in science. Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques. The Methodology is the general research strategy that outlines the way in which a research project is to be undertaken and, among other things, identifies the methods to be used in it.

3.1 Research Design

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. The function of a research design is to ensure that the evidence obtained enables you to effectively address the research problem logically and as unambiguously as possible. A research design is one that minimizes bias and maximizes the reliability of the data.

3.2 Sources of data collection

Data used for the research has been collected from primary and secondary sources.

Primary data

Primary data is collected by the researcher or through investigators or enumerators for the first time. It is original in character. Census survey of population, court records, personal diaries etc are coming under this category. Here, Primary data are considered as the questionnaire to which the statistical methods are applied for the purposes of analysis and interpretation.

Secondary Data

The secondary data are those data, which have already been collected, tabulated and presented in some form by someone else for some other purposes. It means data that are already available. It is in the form of finished products.

3.3 Sampling Method

A *sample* is the group of people who take part in the investigation. The people who take part are referred to as “participants”. *Sampling* is the process of selecting participants from the population. The purpose of sampling is to provide various types of statistical information of a qualitative or quantitative nature about the whole by examining a few selected units. The *sampling method* is the scientific procedure of selecting those sampling units which would provide the required estimates with associated margins of uncertainty, arising from examining only a part and not the whole.

3.4 Sampling Unit

A unit in a statistical analysis refers to one member of a set of entities being studied. It is the material source for the mathematical abstraction of a "random variable". A single section selected to research and gather statistics of the whole. For example, when studying a group of college students, a single student could be a sampling unit.

3.5 Sample size

"Sample size refers to the number of items to be selected from the universe to constitute a sample". Here, 50 customers are used as sample for this research.

Tools and techniques and interpretation for the data analysis

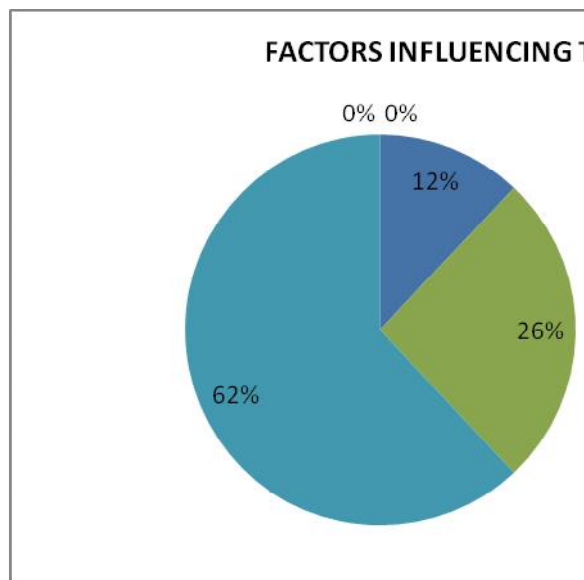
- Percentage analysis
- Graphical Representation
- Hypothetical test
- Scaling Techniques

IV. DATA ANALYSIS AND INTERPRETATION

Factors affect the most improvement of sales.

Table 1

Response	No. Of. response	Percentage
Advertisement	6	12%
Price discount	13	26%
Quality	31	62%
Complements	-	-
Other	-	-
Total	50	100%



INTERPERTATION

From the above chart it is analyzed that the 62% of the respondents have the opinion that the quality is the most important factor, which affects the improvement of sales. Among 26% of them opinion that the price discount affect the sales. Remaining, 12% have opinion that the advertisement affect the most improvement of sale.

Relationship between Advertisement and brand awareness

Hypothesis testing

We have the following hypotheses for testing:

H₀: There is a relation between advertisement and brand awareness

H₁: There is no relation between advertisement and brand awareness

Computation of correlation coefficient

(Advertisement and Brand awareness)

Table 2

No.	X ()	Y (working capital)	XY	X ²	Y ²
1	9	2	18	81	4
2	8	7	56	64	49
3	11	18	198	121	324
4	12	14	168	144	196
5	10	9	90	100	81
TOTAL	50	50	530	510	654

(SOURCE: SECONDARY DATA)

$$\begin{aligned}
 \text{coefficient of correlation (r)} &= \frac{n \cdot \sum XY - (\sum X \cdot \sum Y)}{\sqrt{n \cdot \sum X^2 - (\sum X)^2} \times \sqrt{n \cdot \sum Y^2 - (\sum Y)^2}} \\
 &= \frac{5 * (530) - (50 * 50)}{\sqrt{5 * (510) - (50)^2} \times \sqrt{5 * (654) - (50)^2}} \\
 &= \frac{(2650) - (2500)}{\sqrt{5 * (510) - (2500)} \times \sqrt{5 * (654) - (2500)}} \\
 &= \frac{150}{\sqrt{50} \times \sqrt{770}} \\
 &= \frac{150}{7.0710 \times 27.748} \\
 &= \frac{150}{196.206} \\
 &= +0.76
 \end{aligned}$$

Statistical Inference: There is positive correlation between advertisement and brand awareness as the computed value is only +0.76. The computed value is more than 0.5. So we can accept the **H₀**. Customers moderately accept the effectiveness of advertisement on brand awareness.

Advertisements influence you in repeating purchase behaviour

Table 3

PARTICULARS	NUMBER OF RESPONDENTS(A)	SCALE POINT(B)	SCORE(A* B)
Strongly agree	4	5	20
Agree	6	4	24
Moderately agree	18	3	54
Disagree	13	2	26
Strongly disagree	9	1	9
Total	50		133

Source: Primary source

INTERPRETATION

Score obtained is 133 it lays between 101 – 150 from this it is understood that most of the customers have moderately agreeing about the effectiveness of media selections for advertisements influencing the purchasing behaviour of customers

Satisfaction about the product information conveyed through advertisement

Table 4

PARTICULARS	NUMBER OF RESPONDENT(A)	SCALE POINT(B)	SCORE (A*B)
Strongly agree	11	5	55
Agree	12	4	48
Moderately agree	16	3	48
Disagree	6	2	24
Strongly disagree	5	1	5

Source: Primary source

INTERPRETATION

Score obtained is 180, which is in between the scaling point of 151 – 200. So the customer is agreeing to satisfy about the product information conveyed through advertisement.

Advertisement provide adequate information for making a purchase decision

Table 5

PARTICULARS	NUMBER OF RESPONDENTS(A)	SCALE POINT(B)	SCORE(A*B)
Strongly agree	12	5	60
Agree	12	4	48
Moderately Agree	16	3	48
Disagree	6	2	12
Strongly disagree	4	1	4
Total	50		172

Source: Primary source

INTERPRETATION

Score obtained is 172, which is in between the 151 – 200 scaling point. So that customer are agreeing to the advertisements of companies provides adequate information for making a purchase decision.

V. FINDINGS

62% of the respondents have the opinion that the quality is the most important factor, which affects the improvement of sales. Among 26% of them opinion that the price discount affect the sales. Remaining, 12% have opinion that the

advertisement affect the most improvement of sale. Advertisements of companies provides adequate information for making a purchase decision. Customers are satisfy about the product information conveyed through advertisement. Customers have moderately agreeing about the effectiveness of media selections for advertisements influencing the purchasing behaviour of customers. Customers moderately accept the effectiveness of advertisement on brand awareness.

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