

# Study of Brand Awareness of Tanishq Jewellers in Pune City

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**Abstract:** *This research paper delves into the concept of brand awareness, focusing specifically on Tanishq Jewellers, a prominent brand in the Indian jewelry market. The study aims to analyze the level of brand awareness among consumers, factors influencing brand perception, and strategies employed by Tanishq to enhance brand engagement*

**Keywords:** Tanishq

## I. INTRODUCTION

Brand awareness is the extent to which a brand is recognized by potential customers and correctly associated with its particular product or service. In the case of a small business, their level of brand awareness may not reach eponym status (e.g. asking for a Kleenex instead of a tissue), but simpler forms are counted as success. This could mean: Consumers having knowledge of what your business is known for

- A social media user knowing your ad is going to be funny when they come across you in their feed.
- Customers choosing your brand specifically over others, even if there are cheaper options.
- Search engine users typing your business name or other branded terms into search.
- Thrive Hive is now a part of the Word Stream family, but you can see in the example below that one of the top queries that led to their site traffic was their brand name. This is good brand awareness.

## OBJECTIVE OF THE STUDY

- To study and analyze various factors influence the consumers to purchase the jewelry products.
- To analyze the factors influencing perception and buying decision of consumers.

## SCOPE OF THE STUDY

For any study to be conducted, its scope should be predefined. The scope of any study identifies the area of its usage and the areas where it can be of helpful for generating results or for providing any feedback.

In the emerging knowledge based economy it has become necessary to know how much market power lies with the brand name. The study of brand awareness is essential in marketing planning Customer needs and preferences keep changing where brands ultimately command customer's loyalty.

## II. REVIEW OF LITERATURE

Research by Keller (1993) emphasizes the impact of brand awareness on consumer behavior. Tanishq Jewelers' consistent marketing efforts and strategic brand positioning have led to strong brand recall and recognition, influencing consumer purchase decisions and brand loyalty.

Aaker (1996) discusses the significance of advertising and promotional activities in building brand awareness. Tanishq's effective marketing campaigns, including television commercials, digital promotions, and celebrity endorsements, have contributed to its widespread brand visibility and positive consumer perception.

Keller and Lehmann (2006) explore the relationship between brand awareness, consumer perception, and trust. Tanishq's reputation for quality craftsmanship, ethical business practices, and customer-centric approach has fostered trust and loyalty among consumers, reinforcing its brand image and market position.

**III. RESEARCH METHODOLOGY**

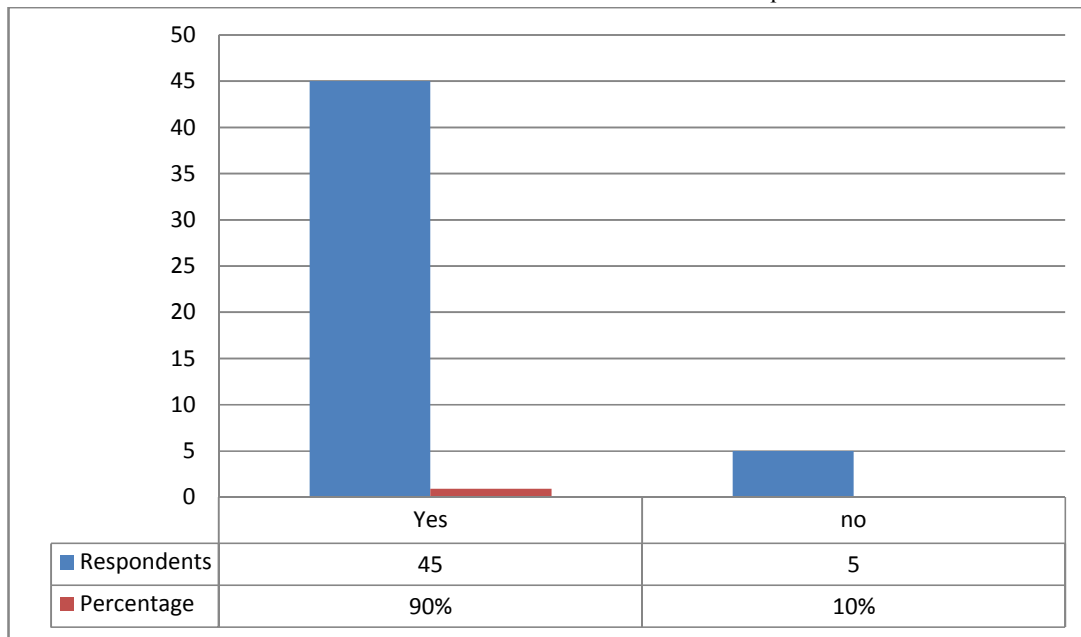
The study aims to explore Nike's brand positioning strategies in Pune city through a mix of quantitative and qualitative methods. With a sample size of 60 consumers, data will be collected via surveys and supplemented by existing literature. Analysis will employ graphical representations for quantitative data and thematic/content analysis for qualitative insights. Hypotheses will test the relationship between customer expectations and Nike's brand positioning. This research seeks to provide valuable insights into Tanishq Jewellers marketing strategies in Pune.

**IV. DATA ANALYSIS AND INTERPRETATION**

1. Do you Know About the Brand Tanishq Jewellers?

SR NO.	DATA	RESPONSES	PERCENTAGE
1	Yes	45	90%
2	No	5	10%
Total		50	100%

**Table No.1** Brand Awareness about Tanishq



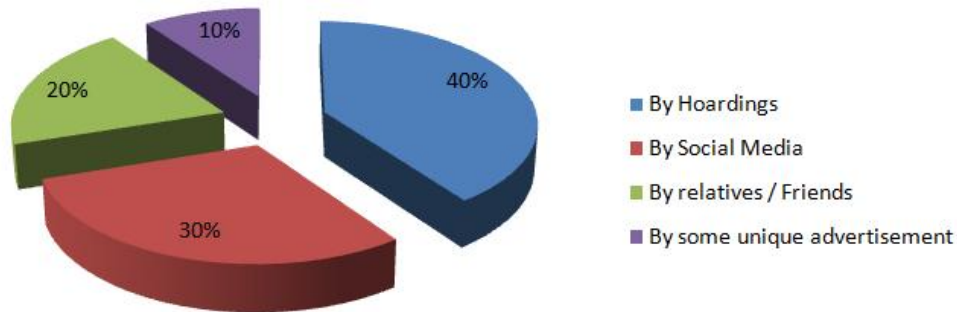
**Fig No.1** Brand Awareness about Tanishq

- 45 Respondents have responded yes that they are aware about Brand Tanishq Jewellers.
- 5 Respondents have responded no that they are not aware of Brand Tanishq Jewellers.
- Overall, the survey results shows that majority of people are aware of Brand Tanishq Jewellers.

2. How You came to know about Tanishq Jewelers ?

SR NO	DATA	RESPONSES	PERCENTAGE
1	By Hoardings	20	40%
2	By Social Media	15	30%
3	By Relatives / Friends	10	20%
4	By Some Unique Advertisement	5	10%
Total		50	100%

**Table No.2** How Respondents Came to know about Tanishq



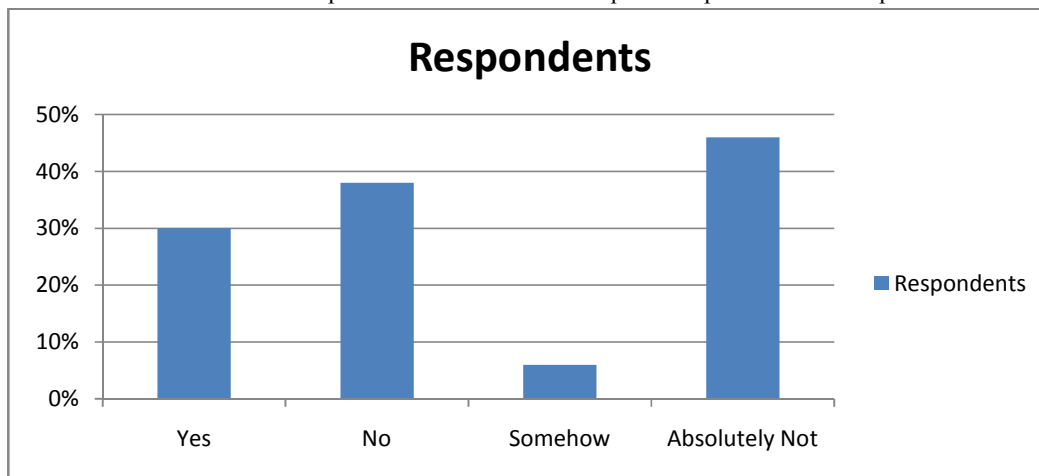
**Fig No.2** How Respondents Came to know about Tanishq

- 20 Respondents have responded by hoardings they came to know about Tanishq Jewelers.
- 15 have responded by social media they came to know about Tanishq Jewelers.
- 10 have responded by relatives and friends they came to know about Tanishq Jewelers.
- 5 have responded some unique advertisements they came to know about Tanishq Jewelers.
- Overall, the survey result shows that maximum percent of respondents aware from various hoardings of tanishq.

3. Are you aware that Tanishq Jewellers is a sub part of TATA group?

SR NO	DATA	RESPONSES	PERCENTAGE
1	Yes	15	30%
2	No	19	38%
3	Somehow	3	6%
4	Absolutely Not	23	46%
Total		50	100%

**Table No.3** Respondents aware that Tanishq is a sub part of Tata Group



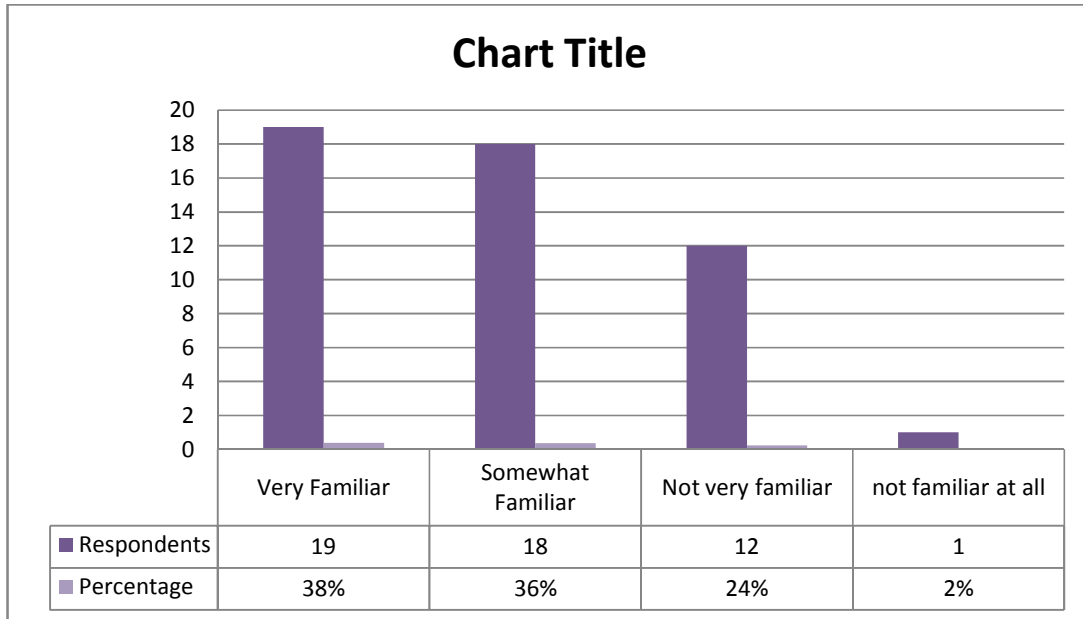
**Fig No.3** Respondents aware that Tanishq is a sub part of Tata Group

- 15 Respondents responded yes that they are aware that Tanishq is a sub part of Tata Group.
  - 19 Respondents responded no that they are not aware that Tanishq is a sub part of Tata Group.
  - 3 Respondents responded somehow that they are aware that Tanishq is a sub part of Tata Group.
  - 23 Respondents responded absolutely not that they are not aware that Tanishq is a sub part of Tata Group.
- Overall, the survey result shows that most of respondents are not aware that Tanishq is a sub part of Tata Group.

4. How familiar are you with the brand Tanishq Jewellers?

SR NO	DATA	RESPONSES	PERCENTAGE
1	Very familiar	19	38%
2	Somewhat familiar	18	36%
3	Not very familiar	12	24%
4	Not familiar at all	1	2%
Total		50	100%

**Table No.4** Respondents Familiar with Tanishq Jewellers



**Fig No.4** Respondents Familiar with Tanishq Jewellers

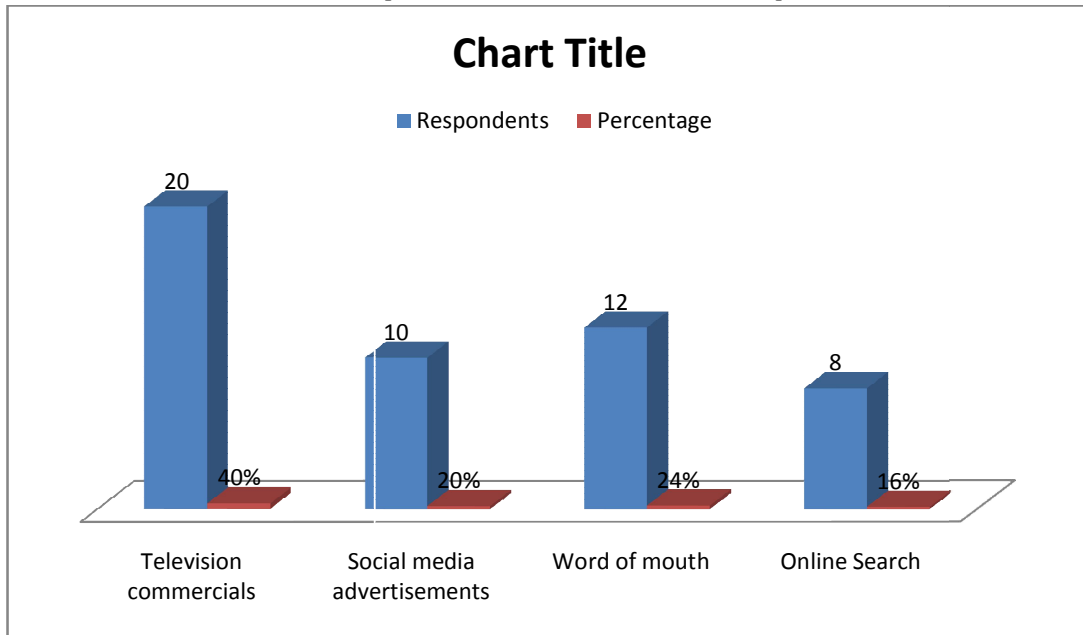
- 19 Respondents have responded that are familiar with Tanishq Jewellers.
- 18 Respondents have responded that are somewhat familiar with Tanishq Jewellers.
- 12 Respondents have responded that are not very familiar with Tanishq Jewellers.
- 1 Respondents have responded that are not familiar at all with Tanishq Jewellers.

Overall, the survey result shows us that many people are familiar with brand Tanishq Jewellers.

5. How did you first become aware of Tanishq Jewellers as a brand?

SR NO	DATA	RESPONSES	PERCENTAGE
1	Television Commercials	20	40%
2	Social media advertisements	10	20%
3	Word of mouth	12	24%
4	Online Search	8	16%
Total		50	100%

**Table No.5** Respondents First Interaction with Tanishq Jewelers



**Fig No.5** Respondents First Interaction with Tanishq Jewelers

- 20 respondents got firstly aware from television and commercials.
- 10 respondents got firstly aware from social media advertisements.
- 12 respondents got firstly aware from words of the mouth from people.
- 8 respondents got firstly aware from online search.

Overall, the survey result shows us that maximum people got aware about tanishq jewelers from television and commercials.

#### V. FINDINGS OF THE STUDY

- The awareness level of Tanishq Jewellers is High in Pune City.
- The promotional strategy of Tanishq Jewellers is effective in the form of electronic media and mass media
- Most of the customers are aware of advertising campaigns that are being conducted by Tanishq Jewellers
- Brand awareness has a real and visible impact in the buying behaviour of the people
- Though the customers are having good awareness levels regarding the product they are not in a frame of mind to purchase it because of various reasons.

#### VI. CONCLUSION

Accomplishing this project on brand awareness was an excellent and knowledge gaining experience for me. Despite small sample size for questionnaire this project helped me to know the view of customer and common people towards the brand awareness of Tanishq Jewellers.

Brands are now a central feature of consumer marketing, they are important in building long-term relationships with the consumer, irrespective of the type of market. Their importance is now also being recognized in other markets including service and industrial. Investing in a brand builds consumer confidence and loyalty and allows for brand stretching. It requires a consistent and long-term strategy. Only a few brands have emerged as truly global.

### **VII. SUGGESTIONS**

In order to promote sale in highly competitive auto market attractive schemes such as cash discount, complementary gift, lucky draws, etc. can be given to the customers.

Customers should be contacted at a regular interval through phone calls to ask them if they are facing any problems as because post sale with the customers may be very important to maintain customer satisfaction.

Advertising plays a very important role in increasing the awareness and in reminding the customer about the products and services offered by Tanishq Jewellers. Hence advertisement about the firm and its products and services must be aired on local T.V channels as well as in newspapers and magazines.

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