

A Study on Brand Awareness and Customer Engagement

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Abstract

People are choosing the brand based on the awareness and consciousness. Brand awareness created by the marketers through various factors. The main aim of this article to find the factors of brand awareness and the relationship with customer engagement. The researcher used linear regression analysis to find the result. Finally concludes that there is a positive relationship between brand awareness and customer engagement.

Keywords: Brand awareness, Customer engagement, Word of mouth.

Introduction

The brand awareness has turned into an important variable that impacts customer's perceptions of a brand. Achievement in brand management arises from understanding and overseeing brand image and loyalty correctly to create strong characteristics that will impact consumers when making on their decisions. This world is a technical world and in light of the prominence of intuitive media and most recent technologies, routine marketing has changed as organizations and clients have both changed; there is a revolution in marketing and trade through giving various service, for example, interchanges, data get to and promote brand awareness, saving money, protection, advertising, training, purchasing and offering, which additionally opens up potential outcomes in the zones of marketing, costumers behavior and criticism, lower exchanges and requesting expenses, and consumers maintenance.

As there is positive impact of brand loyalty on sustainability of brand, people who are loyal with the products they are ready to pay more for the products because they believe that these products are more useful for them. The Internet has created channels for both

business manager and consumers to attain their own particular objectives as it empowers organizations to achieve their clients worldwide, and consumers of all age gatherings utilize this channel to research, select, and purchase products and service from organizations as far and wide as possible. Business and consumers must exploit this data. Managing the brands in the fast growing consumer's products industry, the brand personality is a central variable and the company makes greater efforts to communicate them to their target consumers.

The wider range of the brands extended the higher the awareness the company needs regarding how their consumer perceives the extended brand. In order to make it possible for measure such a non figurative and intangible indicator such as "brand personality". A company can measure brand awareness by different ways including brand recall, brand recognition, top of the mind brand and dominant brand. Brand awareness is important in decision making because it can be depicted into brand recall when any cue is given. It also help to choose the brand even in case of little attachment and change decisions by associating brand image.

Brand commitment is a variation in customer behavior due to his personnel predilections or emotions. It is about choosing a single brand among many brands in same category again and again at any price. It can also be referred as brand slavery. When someone is buying a product and he has the name of the brand in his mind it means that, the consumer is highly aware about that particular brand. And if the products satisfy its consumers they not only remain loyal to their brand

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but they also help the brand to grow by advertising their brand through their word of mouth. The product that has higher brand awareness will definitely grow better in the market and help the company in earning profits.

Customer engagement is a business communication connection between an external stakeholder (consumer) and an organization (company or brand) through various channels of correspondence. This connection can be a reaction, interaction, effect or overall customer experience, which takes place online and offline. In this research the researcher finds the brand awareness and its influence on customer engagement.

Review of Literature: Muhammad Ehsan Malik et al (2013). Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer. International Journal of Business and Social Science Vol. 4 No. 5; May 2013. The aim of this endeavor is to identify the effect of brand awareness and brand loyalty on purchase intention. Questionnaires were distributed to collect the responses from the employees in services sectors and conveniently available general public while descriptive statistics and regression analysis were used to analyze the data and draw the conclusions. Brand Awareness and brand loyalty have strong positive association with purchase intention. Managers all over the world should strive to promote the brand awareness along with brand loyalty as both of them contribute towards positive purchase intentions⁶.

Aqeel Ahmad et al (2014) The Study Of Brand Credibility And Brand Awareness As Positive Predictors For Brand Loyalty. Arabian Journal of Business and Management Review (Nigerian Chapter) Vol. 2, No. 12, 2014. This research study investigates method of brand loyalty through brand credibility and brand awareness. Simple random sampling method and Structure questionnaire were used for data collection. Data was analyzed through SPSS. The findings of this research study showed that brand loyalty has been observed to have positive association with brand credibility and also with brand awareness³.

Muhammad Asif et al (2015) Impact of Brand Awareness and Loyalty on Brand Equity. Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.12, 2015. The objective of our research is to know the factors that impact on brand equity. The study considered the brand awareness and loyalty of brand,

to search out that how these influence the brand equity. The study was based on the primary which gathered from 200 respondents by means of a questionnaire. The application of random sampling technique are used and statistical tool like SPSS software was used for checking the reliability of questionnaire and for revealing the result of this research the correlation analysis are used. The research result indicates that the brand awareness and loyalty influence the brand equity. Main focus of every business is the customer attraction, the findings and recommendation of this research will help the managers to develop insight of research factors about the brand equity⁵.

Asaad Ali Karam (2015) An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast Food Restaurants) International Journal of Business and Social Science Vol. 6, No. 1; January 2015. This is focused around the assumption that all these dimensions of customer based-brand image and loyalty will have impact on consumer's perceptions of brand. Brand awareness was treated with independently from different dimensions because of the difference in scale, and moreover media and sorts of media affecting on consumer behavior. The research studied four dimensions of consumer's based-brand equity specifically brand awareness, brand image, perceived quality and brand loyalty. Among the three dimensions, brand loyalty seems to have the minimum brand equity rating by consumers than alternate dimensions. Although, the dimension seem to have impact on consumer perceptions of brand. This paper likewise provides a solution to brand awareness via media store sellers which may help the sellers to promote their products in light of consumer behavior¹.

Margarita Isoraita (2016) Raising Brand Awareness Through The Internet Marketing Tools. The opinions of different authors on raising brand awareness. The article are analyzes the opinions of different authors on raising brand awareness. The concept of internet marketing and its implementation it also describes and analyzes the concept of internet marketing and its implementation. The analysis investigation of the most urgent and the most effective online marketing tools in developing brand awareness are provided in the article. The article analyses website, internet advertising, social networks and the search engine optimization⁴.

Afaq Ahmed Khan (2016) Impact of Advertising

on Brand Awareness and Commitment in Female Apparel Industry. International Journal of Academic Research in Business and Social Sciences March 2016, Vol. 6, No. 3 ISSN: 2222-6990. The aim of this study is to explore the effectiveness of advertisement on brand commitment with the moderating role of quality between brand awareness and commitment. The empirical result indicates that how consumer’s present and future commitment is affected by brand awareness. The research is carried out with minimum resources and not many respondents which were not enough to observe the inclination of the whole population towards brands²

Zarlish Shahid, Tehmeena Hussain,Dr. Fareeh aZafar (2017) The Impact of Brand Awareness on The consumers’ Purchase Intention. Journal of Marketing and Consumer Research www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.33, 2017. This paper presents a review about the impact of brand equity and brand awareness on the purchasing intentions of the consumers. The purpose of the paper is to elaborate the relation between the awareness of a brand and the intention of consumer of buying that brand. This has been done by going through different literature and articles by different authors. It will help the readers to come across the work done by various well

known authors at one place and hence will help to know how knowing a brand well will affect the consumer in making decision about buying a product⁷.

Objectives of the Study:

1. To examine the factors influencing brand awareness
2. To examine the influence of brand awareness on customer engagement

Hypotheses of the Study:

1. There is no significant among factors influencing brand awareness.
2. There is no significant influence of brand awareness on customer engagement

Analysis and Discussion

Branding is the important criteria used by the marketer to get the customer engagement for their products. There are many factors used by the marketers to create customer awareness. The main factors are advertisement, target market, integrated market, positioning and social media marketing. The following tables show the influence of brand awareness factors to customer engagement.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.996 ^a	.993	.993	1.08005
a. Predictors: (Constant), AW1, AW2, AW3, AW4, AW5, AW6				

Source: Computed data

The above table shows that R = .996 R square = .993 and adjusted R square .993. This implies the brand awareness variable create 99% variance over the customer engagement. The cumulative influence of six

variables of brand awareness over customer engagement is ascertained through the following one way analysis of variance.

Table 2: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77894.243	6	12982.374	11129.302	.000 ^b
	Residual	566.921	486	1.167		
	Total	78461.164	492			
a. Dependent Variable: Customer engagement, b. Predictors: (Constant), AW1, AW2, AW3, AW4, AW5, AW6						

Source: Computed data

Table 2 presents that $f = 11129.302$ $p=.000$ are statistically significant at 5% level. This indicates all the six variables cumulatively responsible for customer

engagement. The individual influence of all this six variables is clearly presented in the following coefficient table.

Table 3: Coefficients^a

Model B		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Std. Error	Beta			
1	(Constant)	.789	.130		6.083	.000
	Integrated Marketing	.819	.173	.095	4.723	.000
	Word of Mouth	1.644	.182	.186	9.035	.000
	Positioning	1.001	.188	.112	5.327	.000
	Advertisements	1.928	.102	.218	18.939	.000
	Social media marketing	1.288	.158	.138	8.175	.000
	Target marketing	2.255	.163	.272	13.852	.000

a. Dependent Variable: Customer engagement

Source: Computed data

From the above table it shows that Integrated marketing (Beta=.095, $t=4.723$, $p=.000$), Word of mouth (Beta=.186, $t=9.035$, $p=.000$), Positioning (Beta=.112, $t=5.327$, $p=.000$), Advertisements (Beta=.218, $t=18.939$, $p=.000$), Social media marketing (Beta=.138, $t=8.175$, $p=.000$) and Target marketing (Beta=.272, $t=13.852$, $p=.000$) are statistically significant at 5% level. This indicates that the all the six variables of brand awareness influenced to customer engagement. Moreover, advertisement is the important factor to create brand awareness and get customer engagement to the branded products.

Findings and Conclusions

Brand is the one of the important tool that occupy the target market by the marketer. Branding influence and attracts many customers for various reasons. They feel branded products getting some features such as quality, long life and good service. There are positive relationship between brand awareness and customer engagement. The people are getting brand awareness they are automatically engaged with the same brand till they get bad experience.

Brand awareness are created by the following factors. There are Target marketing, Positioning, Integrated marketing, Advertisement, Word of mouth and social media marketing. Among the all factors advertisement create more brand awareness than other factors. People

are getting brand awareness and they are marketer gets customer engagement from the same. Finally it concludes that brand awareness creates customer engagement to the concern products and it develops good equity level to the marketer.

Conflict of Interest: Nil

Ethical Clearance: Taken from UGC Committee

Source of Funding: Self

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