

Brand Awareness

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Abstract- The current study attempted to address the role of Brand Awareness and importance of Brand awareness and brand loyalty and importance of branding of any product and advantages of brand awareness in the market and helps to know the importance brand awareness tools.

Keywords- Brand awareness, branding, brand loyalty.

I. INTRODUCTION

A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers

Awareness is the ability to directly know and perceive, to feel, or to be cognizant of events. More broadly, it is the state of being conscious of something

Brand awareness refers to the extent to which customers are able to recall or recognize a brand. Brand awareness is a key consideration in consumer behavior, advertising management, brand management and strategy development

A brand is an finally finished product or service from a well known recognized company. A brand name carries many associations in people's mind that make up the brand image. A brand will always in top of customer mind.

You are familiar with the some particular brands such as Apple, Samsung, LG, ITC etc Those companies invest very large amount for their company products for Brand Awareness. This is what a Brand Awareness can do for such brands Brand awareness is a tool which helps in reaching our product to customer and helps to recognize our product very easily and brand awareness also helps in to be a top in market.

Brand awareness may guide customers in saving their valuable time and efforts especially when customers dealing with a unknown brand and in a situation of a newly launched product or services in the market. Brand awareness helps in comparing the products in relation to the product attributes such as all the properties or characteristics quality, best packing and pricing. Brand awareness may be understood as cognitive simplification. When customers are highly satisfied

with the brand it automatically plays a role of reference to the next purchase decision by the customer.

II. IMPORTANCE OF BRAND AWARENESS

- Product or service gets huge recognition
- Brand awareness increases business value
- Brand awareness regularly generates new customers
- Brand awareness creates trust on the products services and on the company and organization

III. BENEFITS OF BRAND AWARENESS

- Brand awareness increases word of mouth marketing day by day rapidly.
- Brand awareness increases customer loyalty.
- Brand awareness keeps our product top of customer mind.
- Brand awareness increases product sales regularly.
- Brand awareness increases brand equity.

IV.

For every company brand awareness is incredibly important for their business development and business success and to reach their overall marketing goals and some of other reasons are:

4.1 Brand Awareness Foster Trust

Brand awareness creates a blind trust. It operations gives your brand a top position.

4.2 Brand Awareness creates association

Brand awareness associates actions and products with some other brands

4.3 Brand awareness creates brand equity:

Brand equity expresses a brand's market value which is in a view of consumer experience with app perception.

V. HOW WE CAN INCREASE BRAND AWARENESS

Here there are some of few best ideas to boost your brand Awareness

5.1 Offer fermium

Fermium is a important business model that offers a basic product or product line for no cost(free).

5.2 Create free content for company and products

Creating a content is very easy in present market trends.The content should be very fun and simple and should be very attractive.

5.3 Sponsoring the events

By sponsoring the events brand awareness made easy many too brands in the country regularly sponsor the events

5.4 Give your brand a personality

Your have to treat your brand as a person and you create your brand as a personality.

5.5 Produce a podcast

Podcast is a best tool for brand awareness.over 7 million people listening to podcasts.

There are some more tools to increase brand awareness they are

- Branded packing
- Use of social media
- By SEO research
- By hoardings
- By TV, radio and media advertisements
- Set up company game on twitter
- Take help of Google ads.

VI. METHODS FOR MEASURING BRAND AWARENESS

There are two methods for measuring brand awareness they are

6.1 Quantitative brand awareness measures

- 6.1.1 Direct traffic
- 6.1.2 Site traffic numbers
- 6.1.3 Social engagement

6.2 Qualitative brand awareness measures

- 6.2.1 Searching Google
- 6.2.2 By conducting Surveys
- 6.2.3 Listening to social and others

VII. CONCLUSION

Brand awareness is a powerful tool that have a maximum impact on product marketing efforts and consumer perception and helps in increasing customers and also generate new customers and another most important thing is it helps in generating huge revenue. Every new product and also existing product in market must create their own brand value to create the brand value for the product and service Brand awareness must be regularly done. Every company must use many multiple channels to create Brand awareness. Every retailer should have gone through knowledge about their brand and the products they deal in the market.A higher level of Brand awareness typically eqates to higher sales.Brand awarenessincrease the mouth marketing and helps in the rapid spread about the products to the customers. Their must be continuous process for every startup or already existing company for branding and Brand awareness.

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