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A COMPREHENSIVE STRATEGIES FOR BUILDING AND MEASURING BRAND AWARENESS IN COMPETITIVE MARKETS AT TATA MOTORS

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ABSTRACT

This research project deals measuring brand awareness of Heritage, the study is intended to access brand awareness lives of different car brands available in the market and also about Heritage, to identify the factors/source creating brand awareness and also to know importance of brand awareness role in the buying decision.

It is found that majority of respondent owns Heritage coming to brand awareness, almost all respondent are aware about most of the car brands available in the market advertising plays important role in the creating brand awareness among the respondents. Price, Quality, Durability factors are considered by majority of respondent before making purchasing decision.

Over all Heritage could able to create significant levels of brand awareness among the public.

It is suggested to focus more on television media for advertising apart from other traditional media.

I. INTRODUCTION

Brand awareness

Brand awareness is a marketing concept that measures consumers' knowledge of a brand's existence. At the aggregate (brand) level, it refers to the proportion of consumers who know of the brand.

Brand awareness means the extent to which a brand associated with a particular product is documented by potential and existing customers either positively or negatively. Creation of brand awareness is the primary goal of advertising at the beginning of any product's life cycle in target markets. In fact, brand awareness has influence on buying behaviour of a buyer. All of these calculations are, at best, approximations. A more complete understanding of the brand can occur if multiple measures are used.

A brand equity is the positive effect of the brand on the difference between the prices that the consumer accepts to pay when the brand known compared to the value of the benefit received.

There are two schools of thought regarding the existence of negative brand equity. One perspective states brand equity cannot be negative, hypothesizing only positive brand equity is created by marketing activities such as advertising, PR, and promotion. A second perspective is that negative equity can exist, due to catastrophic events to the brand, such as a wide product recall or continued negative press attention (Blackwater or Halliburton, for example).

Colloquially, the term "negative brand equity" may be used to describe a product or service where a brand has a negligible effect on a product level when compared to a no-name or private label product. The brand-related negative intangible assets are called “brand liability”, compared with “brand equity”

NEED OF THE PROJECT

The basic need of the project is to understand the service of Tata Motors Limited products and identify what are the gaps in service. The idea behind the projects is to identify what is the brand and service range of Tata Motors Limited products in Hyderabad market. Company wants to know whether service process working properly or not? And are retailers satisfied with the service practice? Company also wants to distinguish the availability of Tata Motors Limited products and visibility in market through promotional materials.

The need of project arises from company to improve its service practice in order to have better market placement in Hyderabad market. So, for that they needed in-depth analysis of the problems which would also generate some fresh ideas for the improvement.

SCOPE OF PROJECT

The study is conducted within Hyderabad town and its various parts. Hyderabad was divided in two regions which are one town and two Town. The survey is conducted in Automobile shops situated in all regions which are exclusive in sales of Tata Motors Limited.

OBJECTIVES

1. To measure the level of awareness of consumers regarding the brand.
2. To identify the factors influencing brand recognition and recall among customers.
3. To analyze the effectiveness of various marketing and promotional activities in creating brand awareness.
4. To evaluate consumer perceptions and attitudes toward the brand.
5. To determine the impact of brand awareness on customer purchasing decisions.
6. To assess the role of advertising, social media, and digital marketing in enhancing brand awareness.
7. To compare the brand's awareness level with that of competing brands.
8. To identify the most effective communication channels for reaching the target audience.
9. To examine the relationship between brand awareness and customer loyalty.
10. To provide suggestions and recommendations for improving brand visibility and market presence.

II. RESEARCH METHODOLOGY

Definition:

Research methodology is the specification of the method of acquiring the information needed to the structure or to solve the problem at hand.

It is the pattern of the framework of the project that stipulates what information is to be collected, from which source and by what method.

Primary Source Data:

A questionnaire was prepared helped in gaining an insight view of the factors effecting the customer needs and related issues. The addresses of various customers were given and with the help of the questionnaire prepared, I need to find out the first hand information regarding the share of the Tata Motors Limited in every segment in the market and the satisfaction level of each customer. Further I need to find out the future plans of the customer regarding the purchase of the Tata Motors Limited products.

Each day I met 5 customers for 4 weeks the sample size of 100 respondents was decided upon. Any problem and issues were noted and were informed to our guide later.

Secondary Data:

Secondary data is the annual report of the company and the official.

Research Objective:

- To study about the four wheelers.
- To study about the Tata Motors limited products.
- To know about the brand image of Tata Motors Limited.
- To know the performance level of Tata Motors Limited products.
- To know about why the customer like this Network.
- Are they happy with the service?
- To know about what customer needs and what the company is providing.

SAMPLING

Sampling Procedure:

The sampling technique use here was Quota Sampling, which is one of the most commonly used non-probability sample design.

Sampling Unit:

The target population from which the sample is chosen is owners of all brands of cars.

Sample Size:

The sample of 100 from the target population was chosen.

Analysis Used:

The data collected in form of questionnaires was tabulated and analyzed using basic statistical method percentages.

LIMITATIONS

- As the time given for the completion of the project was limited.
- The survey was restricted to Hyderabad and Secunderabad only.
- They may be few opinions which might have been missed out.
- The sample size taken is only 100 and as such is very small as compared to the universe, this is due to the constraints of time and effort, and as such may not be enough to generalize to the entire population, however it is presumed that the sample represents the universe.
- Respondents might have responded with the actual feelings of facts while giving responses to the questionnaire.
- Time being a limiting factor was not sufficient to gather opinions from majority of the respondents, who form part of the universal sample.
- While every care as been taken to eliminate perceptual bias from the side of the researcher and the respondents however certain element of bias might have set in to the research inadverantly.

III. REVIEW OF LITERATURE

Introduction

The word "brand", when used as a noun, can refer to a company name, a product name, or a unique identifier such as a logo or trademark.

In a time before fences were used in ranching to keep one's cattle separate from other people's cattle, ranch owners branded, or marked, their cattle so they could later identify their herd as their own.

The concept of branding also developed through the practices of craftsmen who wanted to place a mark or identifier on their work without detracting from the beauty of the piece. These craftsmen used their initials, a symbol, or another unique mark to identify their work and they usually put these marks in a low visibility place on the product.

Not too long afterwards, high quality cattle and art became identifiable in consumers' minds by particular symbols and marks. Consumers would actually seek out certain marks because they had associated those marks in their minds with tastier beef, higher quality pottery or furniture, sophisticated artwork, and overall better products. If the producer differentiated their product as superior in the mind of the consumer, then that producer's mark or brand came to represent superiority.

Today's modern concept of branding grew out of the consumer packaged goods industry and the process of branding has come to include much, much more than just creating a way to identify a product or company.

Branding today is used to create emotional attachment to products and companies. Branding efforts create a feeling of involvement, a sense of higher quality, and an aura of intangible qualities that surround the brand name, mark, or symbol.

So what exactly is the definition of "brand"? Let's cover some definitions first before we get too far into the branding process.

What is a brand?

If you ask ten marketing professionals or brand managers to define the word "brand", you very well may get ten different answers. Most of the answers you receive, hopefully, will at least have some commonalities.

In my own experience and in my extensive study of brands and branding, there is one definition of "brand" that seems to most succinctly define exactly what a brand is.

The definition of brand:

A brand is an identifiable entity that makes specific promises of value.

In its simplest form, a brand is nothing more and nothing less than the promises of value you or your product make. These promises can be implied or explicitly stated, but none-the-less, value of some type is promised.

Additional definitions

Brand image is defined as consumers' perceptions *as reflected by the associations they hold in their minds* when they think of your brand.

Brand awareness is when people recognize your brand as yours. This does **not** necessarily mean they prefer your brand (*brand preference*), attach a high value to, or associate any superior attributes to your brand, it just means they recognize your brand and can identify it under different conditions.

Brand awareness consists of both ***brand recognition***, which is the ability of consumers to confirm that they have previously been exposed to your brand, and ***brand recall***, which reflects the ability of consumers to name your brand when given the product category, category need, or some other similar cue.

Aided awareness occurs when you show or read a list of brands and the person expresses familiarity with your brand only after they hear or see it.

Top-of-mind awareness occurs when you ask a person to name brands within a product category and your brand pops up first on the list.

When you think about facial tissue, gelatin, and adhesive bandages, do the brands Kleenex®, Jello®, and Band-Aid® come to mind? These brands enjoy strong top-of-mind awareness in their respective categories.

Brand awareness is not everything

Brand awareness is vitally important for all brands but high brand awareness without an understanding of what sets you apart from the competition does you virtually no good. Many marketers experience confusion on this point.

Strategic awareness occurs when not only does the person recognize your brand, but they also understand the distinctive qualities that make it better than the competition. Strategic awareness occurs when you have differentiated your brand in the mind of your market. This distinction as to why your brand is unique in your category is also referred to as your Unique Selling Proposition or USP. Your USP tells your target market what you do and stand for that is different from all of your competitors.

Brand preference occurs when consumers prefer your brand over competing brands. Brand preference might be considered "the holy grail" of branding because it is the result of consumers knowing your brand, understanding what is unique about your brand, connecting emotionally with your brand, making a decision that your brand is superior to others for some reason or combination of reasons, and choosing it over competing brands.

Establishing a brand

I've heard very strong arguments that *public relations* is the way a strong brand is truly established and advertising is how the brand is maintained. In fact, recently, authors Al and Laura Ries devoted an entire book, *The Fall of Advertising & The Rise of PR*, to reinforce and illustrate this idea (Harper, 2002).

If you think about this theory for a moment, it makes a lot of sense.

If a brand is successful in making a connection with people and communicating its distinct advantage, people will want to tell others about it and word-of-mouth advertising will develop naturally—not to mention writers in the press will want to write about the brand. Once that type of differentiation is established in the market's mind, advertising can help maintain and shape the brand.

What you need to do in branding is to communicate what the brand distinctively stands for using as few words or images as possible.

So remember, branding is all about creating singular distinction, strategic awareness, and differentiation in the mind of the target market--not just awareness. When you have been successful, you will start building equity for your brand.

Brand Equity

Brand Equity is the sum total of all the different values people attach to the brand, or the holistic value of the brand to its owner as a corporate asset.

Brand equity can include: the monetary value or the amount of additional income expected from a branded product over and above what might be expected from an identical, but unbranded product; the intangible value associated with the product that

cannot be accounted for by price or features; and the perceived quality attributed to the product independent of its physical features.

A brand is nearly worthless unless it enjoys some equity in the marketplace. Without brand equity, you simply have a commodity product.

More things to know about brands

As I mentioned earlier, a brand is more than just a word or symbol used to identify products and companies.

A brand also stands for the immediate image, emotions, or perceptions people experience when they think of a company or product. A brand represents all the tangible and intangible qualities and aspects of a product or service. A brand represents a collection of feelings and perceptions about quality, image, lifestyle, and status. It is precisely because brands represent intangible qualities that the term is often hard to define. Intangible qualities, perceptions, and feelings are often hard to grasp and clearly describe.

Brands create a perception in the mind of the customer that there is no other product or service on the market that is quite like yours. A brand promises to deliver value upon which consumers and prospective purchasers can rely to be consistent over long periods of time.

IV. DATA ANALYSIS AND INTERPRETATION

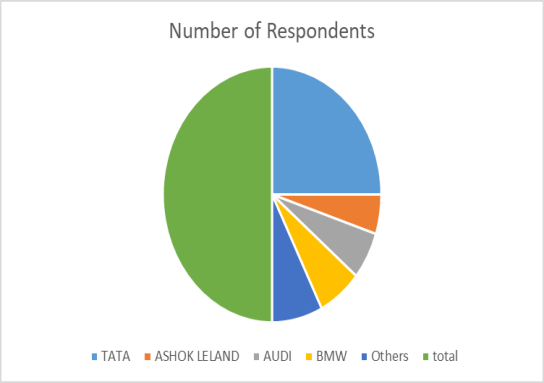
BRAND AWARENESS ANALYSIS

The 100 respondents were asked to scale the performance of various brands

You

1. Which Tata services do you use?

Type of system	Number of Respondents
TATA	50
ASHOK LELAND	10
AUDI	12
BMW	13
Others	15
total	100

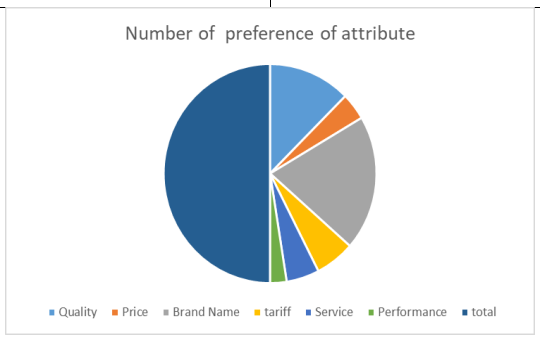


Interpretation:

- From above it can be stated that 50% of people using TATA
- 10% of people using ASHOK LELAND Motors ,
- 12% of people using AUDI Motors ,
- 13% of people using, BMW Motors
- 15% of people using other brands.

2. What are the valuable attributes you normally look while purchasing a Motors?

Attributes	Number of preference of attribute
Quality	25
Price	8
Brand Name	40
tariff	12
Service	10
Performance	5
total	100



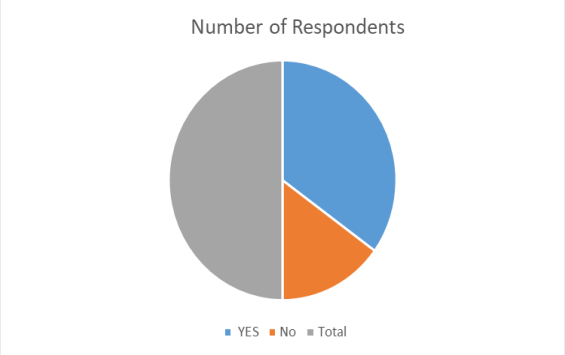
Interpretation:

- From above pie chart it can be stated that people give preference 40% to brand name,
- 25% to quality,

- 8% to price,
- 12% to comfort,
- 10% to service, and
- 5% to performance.

3. Are you aware of TATA Motor services?

Options	Number of Respondents
YES	70
No	30
Total	100



Interpretation:

- From above pie chart it can be stated that 70% people are aware of TATA Motor services,
- 30% are not aware system.

V. FINDINGS

1. It can be stated that 100% of people in survey using teleservices for their constructions
2. It can be stated that 50% of people using tata motor services,10% of people using ashok leiland services.
3. 12% of people using audi motor services, 13% of people bmw motor services, 15% of people having other brands.
4. It can be stated that people give preference 40% to brand name,25% to quality,8% to price, , 12% to comfort,10% to service,5% to performance.
5. It can be stated that 70% people are aware of tata motor services, 30% are not aware system.
6. We can state that 40% people heard about the tata motor services through friends, 24% through advertisements.
7. 6% through tele call, 20% through event and 10% through consultant it can be stated that people give preference 40% to brand name, 30% to features, 20% to better service, 10% to all the above attributes.
8. It can be stated that the service provided by TATA Motor services is 60% excellent, 20% very good, 10% good and 10% average.
9. It can be stated that the percentage of people who are getting their order with in a day is 80%, within a week is 20%, one week is 0%. And 0% of people getting with in 1-2 week.

VI. CONCLUSION

The analysis of the data obtained the market research has led to many inferences on the Motor services brands. In course of conducting marketing survey some value and useful information was given by respondent.

Advertising in papers, hoardings and enquire consider to be ineffective avenue for securing information about TATA Motor services.

Users find TATA Motor services as one which provides security for Users and reliable and feasible. The overall conclusion of the study is the TATA Motor services offering better services which make Users feel happy and comfortable.

VII. SUGGESTIONS

- The company should maintain their market position and try to increase their customers.
- Enough stock should keep in stockiest place& retailers place
- To enable the customers to get in touch with the service personal more easily, the number of direct phones should be increase or provide the toll free number to give solutions of constructions.
- Periodically, review meetings with the customers in different areas should be convinced, to have a general consensus

regarding problems being faced by them.

- To increase sales of the TATA Motor services, the company should concentrate on advertisements and try to provide special offers.
- If the company reduce the price of the TATA Motor services for who purchase huge quantities, then sales will be increased dramatically.

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