



**AWARENESS OF BRAND PERFORMANCE AMONG BRAND USERS- A STUDY
WITH REFERENCE TO BRANDED GOLD JEWELLERY USERS.**

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ABSTRACT:

Brand Performance, is the market value created and sustain by any brand. This concept is one of the intermediate stage to ensure brand equity for the brand. This concept is seen as a necessity for all brands especially in emerging nations as these markets have large captive customers that companies would want to engage with for long. Thereby every manager aims at building and maintain their brand's performance through the year. Brand building activity of brand is crucial to the brands growth. Due to the vagaries of managing intangible factors influence on the brand building process managers find that brand building process is a complex process. To aid such decision making research in the area of branding has constantly put out findings that help resolve the problem of measuring intangible factors.

In this context, this paper is a study that aims at finding customer perspective of brand performance, extent of awareness during brand choice. The paper brings into focus how it is important to understand the concept of brand performance to achieve brand equity of the brand. Further the results from the field survey on extent of awareness of brand performance are discussed which points at consumers of the brand are knowledgeable of the brand while its performance is not well known.

Key words: Brand performance, Intangibility, Awareness.

Introduction:

In today's era of communication and information surge achieving better awareness brand performance is found to be brand owners preoccupation. Consumers and companies are leveraging their consumer data accessibility to engage end user in a meaning-full relationship. Every company in the emerging markets finds itself building their brands to achieve an advantageous market position. Better or higher awareness of brand during consumer purchase process is seen as major influence in building brand activity as brand image, brand performance (Kotler, 2003). Awareness increases the brand loyalty, consumer's confidence as well as consumer's purchases intention (Aaker ., D., 1990). Considering such pointers from previous research this paper makes an attempt to establish this relation between extent of awareness of brand performance and users brand choice process.

Objective of the Paper:

To understand the importance of brand performance

To study the extent awareness of brand performance among branded gold jewellery users.

Review of literature on awareness of brand performance among branded gold jewellery users:

Brand performance is explained as an intermediate stage to brand equity building. It is understood as the value offered to various stakeholders such as the company, its customers and market (Brown and Carpenter 2000, Hoeffler and Keller 2003, Simon and Sullivan 1993).

Importance of assessing brand performance is found even more in competitive markets of today as it is proven now that consumers purchase decision are influenced by these performance factors, which consumers perceive to be important to the brand and they are found to be integral to the brands (Villas-Boas 2004).

Awareness of brand performance during purchase process is critical to ensure sale (Percy,1987) because increased awareness can ensure brand knowledge is communicated and builds brand image and dominates the mind space of the consumer(Aaker .D,1996).

Several researches has also shown that consumer response can vary from fairly low levels of brand awareness or familiarity to highly involved brand loyalty relationships based on affective, cognitive and behavioral considerations (Haugtvedt, Herr, and Kardes 2008).

Methodology:

This paper uses descriptive research. Survey method has been adopted to collect the primary data; convenient type of sampling was used to draw a sample size of 52 respondents. Data collected is analyzed and interpreted by using descriptive statistics and assessing the extent of awareness of consumers through cross tab and chi-square test.

Hypothesis:

There is no relationship between extent of awareness of brand performance and purchasing process of brand users.

Analysis and discussion of the findings:

The respondents profile analysis provides us the sample description as - the gender groups of female was 69% of the total respondents and male group was 31%.

Age group of the sample was between less than 18 to more than 40years. 50% of the respondents was of the age group of 31 to 40 years and the next 40% was in the age group of 21 to 30.

Every respondent has the purchase experience of having bought gold jewellery (as larger part of the respondents was of the age group of more than 20 years and of these all are employed individuals).

Results of the study:

The hypothesis is tested using Chi-square test. According to the results (chart01) firstly the expected frequencies is to be <5 , in all three cells the value is <5 and minimum .06, this basic match of data with the assumption is seen. Chi square value. .062, p value is < 1 so the null hypothesis is rejected. Inference the relation between awareness of brand performance and purchase behavior of brand user is independent of each other and it not the only or major factor to influence purchase decision of brand users.

Chart-01:- Showing Chi-Square Tests results

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.062 ^a	1	.803		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.120	1	.729		

Fisher's Exact Test				1.000	.942
Linear-by-Linear Association	.061	1	.805		
N of Valid Cases	52				

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is .06.

b. Computed only for a 2x2 table

Further it can be inferred that gold buying in India has a traditional history of being an emotional and religious symbol so this could also be the reason for having an independent relation between the variables of awareness of brand performance and its effect on the purchase behavior variable (though it cannot be confirmed under this study as it is beyond the study objective).

Conclusion:

At the outset the results of the study provides us inference to two objectives we set out to establish firstly, brand performance being the measure of value for a brand it is integral to the study of building brands and ensuring brand equity. Secondly, awareness of brand performance among brand users is crucial to the brand as it puts the brand image and brand knowledge in the consumers mind space. This establishes the brand among the brand users. In India gold jewellery buying behavior is exclusive and typical due to the auspicious and precious metal status it holds among its users so this study indicates that several factors beyond the ones considered here are to be probed.

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