

A Study on Brand Awareness of Net worth Capital Company Hyderabad

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Abstract: 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 thesis concentrates on the importance of these dimensions (brand awareness, brand loyalty, brand image and consumer behaviour) of customer built brand equity in light of consumer's perceptions of a brand.

1. Introduction:

The aim of the paper is to propose methods through which awareness can be created through media for brands in the market. The trend in the market that has been observed particularly for consumer products over last couple of decades is high level of brand consciousness amongst consumer's behaviour. Catering to this demand presented by the consumer's behaviour, the fast food in the market seek to introduce products into the market as brands. In such a market, the issue of creating awareness for brands is a difficult task. On the other hand, the advancement of the market in terms of their knowledge and maturity provides new opportunities and avenues for marketing as well. The proposed paper targets this issue by providing businesses with optimal methods for creating awareness for their brand using traditional as well as new media. Consumers' behaviour is distinctive in every consumer and is influenced by purchasing habits and decisions and tempered by psychological through media and traditional media. In this technical period, the three W's i.e. World Wide Web is structured around the people where social and professional circles are influential and leads to online buying and also online awareness. For most companies in Business-to-Consumer (B2C) environments, developing and maintaining strong brands is a key element of their

marketing strategy (Aaker, 2002; Keller & Lehmann, 2006). In comparison, companies targeting business customers often put less strategic emphasis on branding (Bendixen, Bukasa, & Abratt, 2004). Consequently, according to the most recent brand ranking conducted by Business Week and Interbrand, only 17 Business-to-Business (B2B) brands are listed among the 100 most valuable brands worldwide (Business Week, 2009). This low number is particularly surprising given the much larger economic importance of B2B relative to B2C transactions (Hutt & Speh, 2006). Marketing managers in B2B markets therefore face an important question: Have they unjustly neglected branding as a marketing instrument, or do B2B market characteristics prevent brands from being effective? These managers receive little guidance from marketing academia because previous research has mainly focused on B2C brands (e.g., Bendixen et al., 2004). However, considerable differences between organizational buyers and consumers prevent an easy application of findings from this research stream to a B2B context. In particular, compared to consumers, organizational buyers are characterized as being exposed to different risks with a personal and an organizational dimension.

Review of literature:

Branding is a popular subject having a significant amount of work done by academics as well as researchers on new product launch and brand awareness. Brands are also more powerful in terms of forging relationship with customer which is sustainable and profitable compared to regular unbranded products (De Chernatony, L., et al., 2010). Through the literature ascertained, it has been derived that brand awareness can be created through the presentation of brands to the customers which in turn develop a stimuli like response from them where they are able to relate, recognize, recall and be on the whole aware of brands. Existing brand tend to use

brand reinforcement techniques to build on their brand awareness programs. The new products on the other hand make use of advertising and promotion to increase the awareness of product amongst the existing and potential consumers of the Product. Strategies that can be employed by businesses to increase awareness of brands include making us of attitude advertising and management of the brand image.

Objectives of the study:

- To know the factors through which customers come to know about net worth brand.
- To know the awareness of net worth, Sub brands among the customers.
- To know the reasons for preferring net worth, brand.
- To know the rank or place of net worth among its competitors.

2. Research Methodology

Primary data:

The data collection was carried using Questionnaire. The data was collected through Personal interview method.

Secondary data:

For this research work the secondary data are collected from the previous information available with the company. Apart from that book, websites are referred. The research design adopted is "Descriptive research design" It is a type of conclusive research that has its major objective the description that has its major objective the description of something usually market characteristics or functions.

Sample size:

Limitations:

- As the sample size considered only 100, the characteristics of the whole population may not be reflected by the samples.
- The survey was conducted within the limits of the Tirupati Town and as such the findings cannot be generalized to other places.
- Some of the respondents were reluctant to cooperate and to provide necessary information.
- Time was a limiting factor.

Brand awareness

Brand

"A name sign or symbol used to identify items or services of the seller (s) and to differentiate them from

goods of competitors". "Simply put, a brand is a promise, by identifying and authenticating a product or service it delivers a pledge of satisfaction and quality". "A set of assets (or liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service". "A brand is the most valuable real-estate in the world, a corner of the consumer's mind". First state in the process of learning about a new product, service, or idea in which is consumer has received information about the existence of the innovation but has not yet formed an opinion. For example, in the early stages of a political campaign, we become aware of the candidates but do not immediately have an opinion or interest in each of them. Building awareness is extremely important in industrial marketing because a prospect may not agree readily to see a salesperson representing an unknown company or product. The likelihood that consumers recognize the existence and availability of a company's product or service. Creating brand awareness is one of the key steps in promoting a product.

Brand Awareness:

Brand awareness can be indicated to as the level of consumers' familiarity with a brand. (Aaker, 1991) & Keller, 1993) declared that brand awareness is a key component of brand value. As indicated by (Rossiter & Percy, 1987), brand awareness is the capacity of consumers to recognize a brand among other brand. (Keller, 1993) conceptualized brand awareness as involving brand review and brand acknowledgement. He went further to say that brand review is the capacity of consumers to recall a brand from their psyche when the product category is made know. (Keller, 1993, p.3) contended that "brand acknowledgement may be more important to the degree that product decisions are made in the market ". (Rossiter et al., 1991) remarkable that brand mentality and aim to purchase a product must be developed through brand awareness.

Brand Loyalty:

As indicated by (Aaker.1991, p.39), brand loyalty is "the connection that a client has to a brand". (Yoo & Donthun, 2001) additionally referred to brand loyalty as the propensity to be loyal to a brand and this can be shown by the intention of the consumer to purchase the brand as an issue decision.

Brand Image:

(Engel Blackwell & Miniard.1993) referred to brand image as the joined impact of brand affiliation or customer's perception of the "brands tangible and intangible affiliation". (Keller K.L,

1993) see brand image as an issue or affiliation consumers structure as a result of their memory concerning a product. As per (Low & Lamb, 2000 p.352), brand image can likewise be referred to as the emotional perception or reason that shoppers place to a specific brand. Subsequently, brand image does not exist in the features, innovation or the real product itself, it is in some cases brought out by advertisement, promotion or clients. Brand image empowers a consumer to perceive a product, lower purchase risks, assess the quality and get certain experience and fulfilment out of product separation.

Advantages:

1. It could be that traditional media is the only way one can reach his target market. For instance, if one wants to reach a retired CEO or manager; those are elderly people who do not utilize the internet, nor do they have social media accounts (Salcido, T., 2011).

2. As a marketer, there will definitely be a time and a place suitable for engaging in person to person or direct selling for a product or service, and marketing it effectively. Such places could include when at a party with friends or if one happens to be in a store and notices a customer looking to buy a product produced by one’s company as well as others. You can aid her in making the decision by talking to her about the product (Ries, Al., & Laura Ries, 2009).

3. In this type of media, tangible material is handed to customers and potential customers; for example, printed material like brochures. This way, the customer will have the time to go through the material at their own pace and leisure and get all the information needed. (Ries, Al., & Laura Ries, 2009).

Disadvantages:

1) Cost prohibitive and expensive: Most of the small and medium businesses find it too expensive to purchase advertising for radio, TV or print. The costs are quite high for hard copy prints of business cards, brochures and mailers. Difficulty in tracking results: It is hard to establish results of the advertising efforts

2) Quantitatively. For instance, once you serve a brochure to a customer and he/she goes away, you have no way of knowing the outcome of your efforts. As such, it is hard to know which strategies are most effective.

Hypothesis:

H0 There is NO relationship between advertisement AND brand images

H1 There is signification between in the customer opinion about net worth stock trading

3. Result and Dissections:

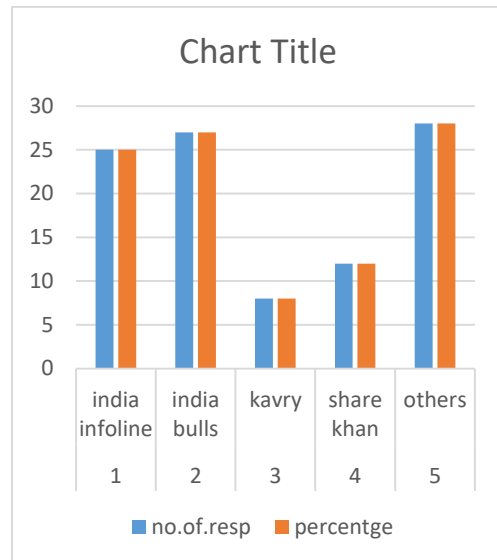
TABLE 1:

Q1.Which Stock Broking Company Is The

| sl.no | options | no.of.resp | Percentage |
|-------|----------------|------------|------------|
| 1 | india infoline | 25 | 25 |
| 2 | india bulls | 27 | 27 |
| 3 | kavry | 8 | 8 |
| 4 | share khan | 12 | 12 |
| 5 | others | 28 | 28 |
| | total | 100 | 100 |

MOST POPULAR?

GRAPH1

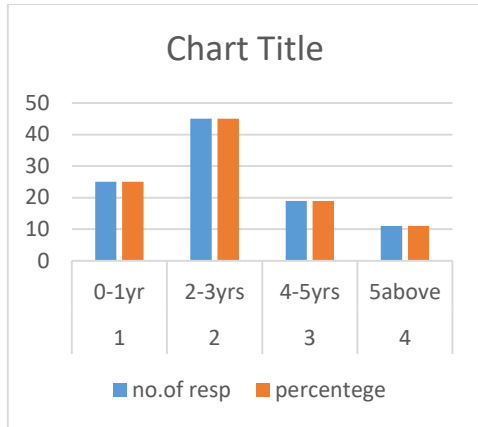


Interpretation: Majority of the respondents are the most popular among different stock broking company is others.

TABLE2

Q2.How Long You Are Using Demat Account In The Monarch Network?

| si.no | options | no.of resp | Percentage |
|-------|---------|------------|------------|
| 1 | 0-1yr | 25 | 25 |
| 2 | 2-3yrs | 45 | 45 |
| 3 | 4-5yrs | 19 | 19 |
| 4 | 5above | 11 | 11 |
| | Total | 100 | 100 |

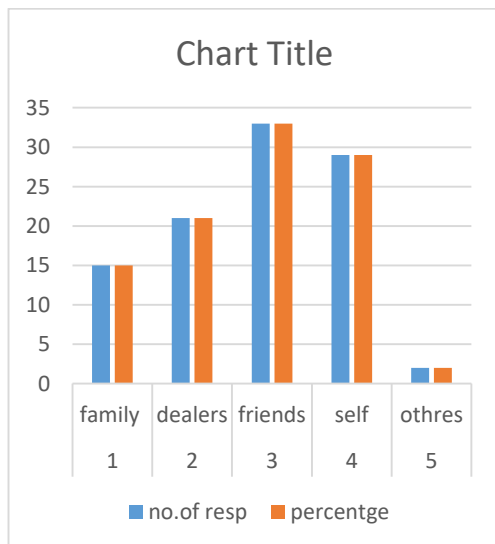


Interpretation: Majority of the respondents are the most popular among different stock broking company is others.

TABLE 3

Q3.Who Referred You to Open the Demat Account?

| sl.no | options | no.of resp | Percentage |
|-------|---------|------------|------------|
| 1 | family | 15 | 15 |
| 2 | dealers | 21 | 21 |
| 3 | friends | 33 | 33 |
| 4 | self | 29 | 29 |
| 5 | Others | 2 | 2 |
| | Total | 100 | 100 |

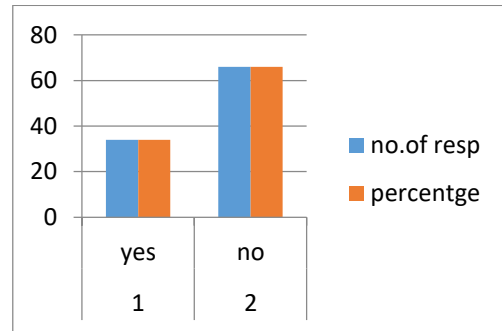


Interpretation: Majority of respondents has given their reference to open Demat account.

TABLE 4

Q4.Are You Getting Any Benefit From Others Company When Compared With The Monarch Network Demat Account?

| sl.no | options | no.of resp | Percentage |
|-------|---------|------------|------------|
| 1 | Yes | 34 | 34 |
| 2 | No | 66 | 66 |
| | Total | 100 | 100 |

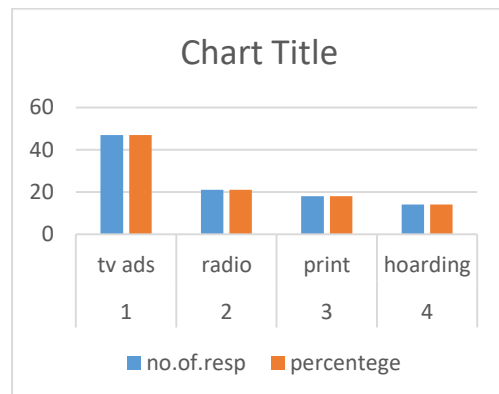


Interpretation: Majority of respondents have given their opinion as NOs benefits from other Demat account when compared with MONARACH NETWORK Stock Broking Ltd.

Table 5

Q5. What Is Your Opinion Towards Promoting A Brand Through Different Media?

| sl.no | options | no.of.resp | Percentage |
|-------|----------|------------|------------|
| 1 | tv ads | 47 | 47 |
| 2 | radio | 21 | 21 |
| 3 | print | 18 | 18 |
| 4 | hoarding | 14 | 14 |
| | total | 100 | 100 |



Interpretation: Majority of respondents has given their opinion towards promoting a brand by TV Media

TABLE 6

Q6.Are You Satisfied With The Present Service?

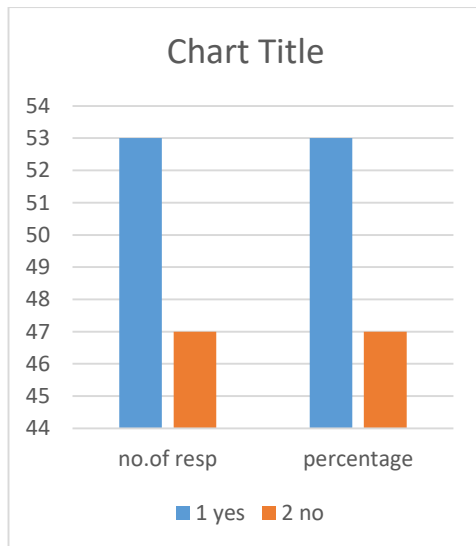
| sl.no | option | no.of resp | Percentage |
|-------|--------|------------|------------|
| 1 | yes | 74 | 74 |
| 2 | no | 26 | 26 |
| | total | 100 | 100 |

Interpretation: Majority of respondents have given their opinion as YES, it is satisfied with the present service.

TABLE 7

Q7. What Is Your Opinion Towrds Brand Is It Important To Make Trading?

| sl.no | option | no.of resp | percentage |
|-------|--------|------------|------------|
| 1 | Yes | 53 | 53 |
| 2 | No | 47 | 47 |
| | total | 100 | 100 |

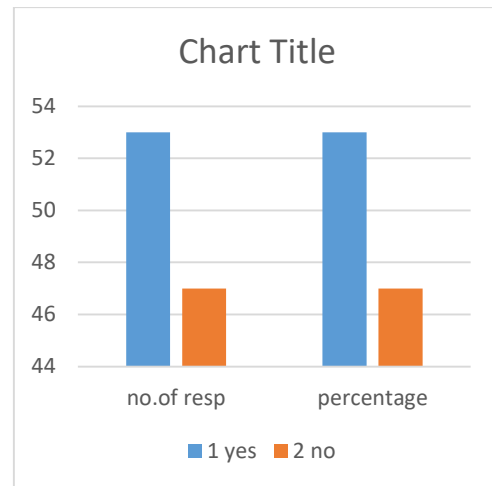


Interpretation: Majority of respondents have given their opinion as YES, it is important to make a Trading.

TABLE 8

Q8. What Is Your Opinion Towards Monarch Network Brand Is The Influence The Trading?

| sl.no | option | no.of resp | Percentage |
|-------|--------|------------|------------|
| 1 | yes | 53 | 53 |
| 2 | no | 47 | 47 |
| | total | 100 | 100 |

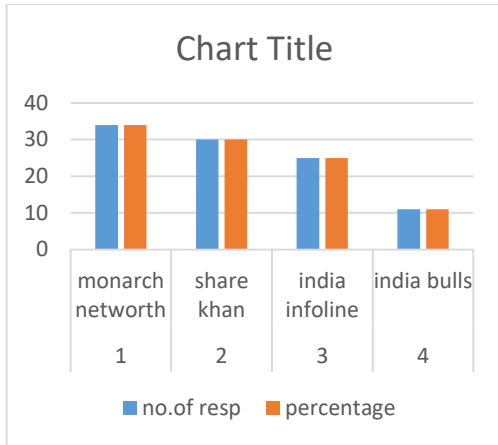


Interpretation: Majority of respondents has given their opinion towards Brand MONARACH NETWORK is influence their trading is YES.

TABLE 9

Q9. According To You Which Services Best When Compared?

| sl.no | option | no.of resp | Percentage |
|-------|-----------------|------------|------------|
| 1 | monarch network | 34 | 34 |
| 2 | share khan | 30 | 30 |
| 3 | india infoline | 25 | 25 |
| 4 | india bulls | 11 | 11 |
| | total | 100 | 100 |

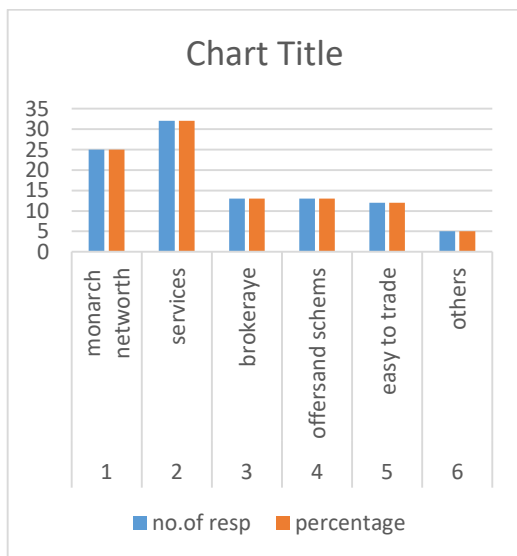


Interpretation: Majority of respondents has given their opinion towards Brand MONARACH NETWORK is satisfied there brokerage and sachems.

TABLE 10

Q10. Which Feature Influenced You To Prefer The Monarch Network?

| sl.no | reasons | no.of resp | Percentage |
|-------|-------------------|------------|------------|
| 1 | monarch network | 25 | 25 |
| 2 | services | 32 | 32 |
| 3 | brokerage | 13 | 13 |
| 4 | offersand schemes | 13 | 13 |
| 5 | easy to trade | 12 | 12 |
| 6 | others | 5 | 5 |
| | total | 100 | 100 |

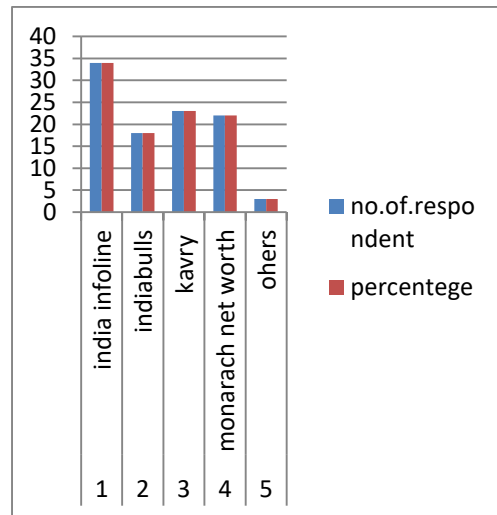


Interpretation: Majority of the people has given their opinion as the Braand.MONARACH NETWORKH is influence their SERVICE.

TABLE 11

Q11.Which Net Worth Company You Prefer Other than Monarch Network?

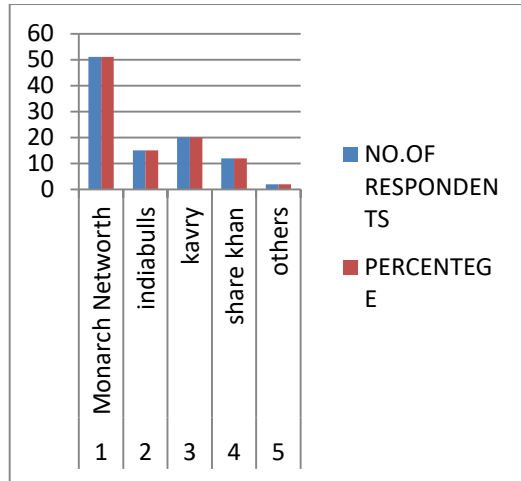
| si.no | options | no.of. responder | Percentage |
|-------|---------------|------------------|------------|
| 1 | Net worth | 34 | 34 |
| 2 | India bulls | 18 | 18 |
| 3 | kavry | 23 | 23 |
| 4 | monarch worth | 22 | 22 |
| 5 | Others | 3 | 3 |
| | Total | 100 | 100 |



Interpretation: Majority of the respondents are using Broking Company in India infoline.

12. Which stock Broking Company you aware the most?

| Si.No | Options | No. Of Respondents | Percentage |
|-------|-----------------|--------------------|------------|
| 1 | Monarch Network | 51 | 51 |
| 2 | Indiabulls | 15 | 15 |
| 3 | Kavry | 20 | 20 |
| 4 | Share Khan | 12 | 12 |
| 5 | Others | 2 | 2 |
| | Total | 100 | 100 |



Interpretation: Majority of the respondents is aware of broking company is India info line.

Hypothesis

H0=there is no relationship between advisement brand image

H1=There is relationship between advisement brand image

F-Test Two-Sample for Variances

| | | |
|---------------------|----------|----------|
| | 47 | 51 |
| Mean | 17.66667 | 12.25 |
| Variance | 12.33333 | 57.58333 |
| Observations | 3 | 4 |
| Df | 2 | 3 |
| F | 0.214182 | |
| P(F<=f) one-tail | 0.181438 | |
| F Critical one-tail | 0.05218 | |

4. Hypothesis Test for Advisement And Brand Image

For the above table calculations value is 0.21 the table value is degrees of freedom at

B1=2 B2=3 9.55 Hence calculated value is less the table value

Findings:

After general survey and introduction with the MONARACH NETWORKTH users it was found.

- That most of the respondents were from middle and upper middle class.

- That most of the respondents are from working class.
- That majority of the respondents are aware of MONARACH NETWORKTH.
- That the majority of the respondents are using MONARACH NETWORKTH Demat only.
- That the majority of the respondents give importance to brand for any purchase.
- That the majority of the respondents influenced their Trade by brand MONARACH NETWORKTH.
- That the majority of the respondents liked advertisement as they hear “Brand MONARACH NETWORKTH”.
- That the majority of the respondents bought MONARACH NETWORKTH because of popularity in brand and service.
- That the majority of the respondents express that MONARACH NETWORKTH brand is easy remember.
- That the majority of the respondents struck to MONARACH NETWORKTH as not a name but because of its brand image.
- That the majority of the respondents are expressed advertising is important for a brand.
- That the majority of the respondents are in the favour of brand with service given by MONARACH NETWORKTH is good.

Suggestions:

MONARACH NETWORKTH conduction survey, collection and always of gathers data and interaction with users, it is suggested.

That MONARACH NETWORKTH should make their plans more economical for all classes.

That MONARACH NETWORKTH should focus on the age group of 50 and above.

That MONARACH NETWORKTH should chalk out new plans to attract more female users.

That MONARACH NETWORKTH should make new and lucrative strategies and schemes separately for students and pensioners to make them brand loyal.

That MONARACH NETWORKTH should keep on bringing out new time attractive offers and schemes to increase brand value.

That MONARACH NETWORKTH should bring advertisement in print media and audio to attract more consumers towards brand.

That MONARACH NETWORKTH should focus more on music, theme of advertising than the brand ambassador.

That no doubt MONARACH NETWORKTH has more visual identity, but it should work to create strong brand identity.

5. Conclusions:

It is concluded that the overall field of MONARACH NETWORKTH is appreciable; in the prevailing cut throat competition among the powerful telecom industry it appeared that MONARACH NETWORKTH has not only entered play but to win and indeed it has one. If MONARACH NETWORKTH continues its brand identify, awareness, image and service as it is doing now it would not be exaggerating MONARACH NETWORKTH may force other brands vanish from the market. It appears that the brand MONARACH NETWORKTH has no doubt made these mobile handsets available in the hands of people of all walks, but with an eye on monetary gain.