
Measuring of Brand Awareness and Perception

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Introduction to the concept:

Measuring the brand awareness, perception & equity is an important aspect in marketing your business. It is very helpful to analyze the perceptions your target audience i.e. customer. Inviting consumers to provide feedback and maintaining a constant presence in your target markets is essential to the brand. Consider as a brand, Why is a brand strong or weak? How do brand strength levels change over time? Why? How do brand strengths vary by markets and why? Such questions are fascinating and also practical. Most businesses, if they measure brand equity at all, restrict their measures to brands in the immediate product class and market of interest. Expanding the perspective to include multiple product classes and markets can have significant practical value in that it can enhance a firm's capability to manage a portfolio of brands and markets, benchmark against the best, and develop a valid brand equity measurement system to identifying the potential customers.

Research Objectives

- To study and measure the brand Knowledge i.e. awareness, perception and equity.
- To understand the value of brand in consumer presence

Research Methodology

The objectives of the study the research design keeping in view of the set objectives, this research design was adopted to have accuracy and in depth analysis of the research study. Available secondary data was extensively used for the study. Research based on exploratory data. The investigator procures the required data through secondary method, different news articles, books which I were enumerated. The study is exploratory and qualitative in nature. Further the secondary data pertaining to the study is originated from various published sources, websites, reports and number of leading journals.

Literature Review:

The way consumers perceive brands is a key determinant of long-term business consumer relationships (Fournier, 1998). Despite the importance of brands and consumer perceptions of them, marketing researchers have not used a consistent definition or measurement technique to assess consumer perceptions of brands. Keller (1993; 1998) refers to consumer perceptions of brands as brand knowledge, consisting of brand awareness (recognition and recall) and brand image. Keller defines brand image as perceptions about a brand as reflected by the brand associations held in consumer memory. These associations include perceptions of brand quality and attitudes toward the brand. Similarly, Aaker (1991, 1996a) proposes that brand associations are anything linked in memory to a brand. Keller (1993) the consumer-based brand equity is an asset of four dimensions that are brand awareness, brand associations, perceived quality and brand loyalty.

Brand awareness : As “ the customers’ ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory” (Keller)

Brand awareness: When the Brand name of the company is automatically recollected because the consumer very promptly associates the brand with the product category, it is called a top of the mind awareness of the product. Brand awareness is the extent to which a brand is recognized by potential customers and is correctly associated with a particular product.(Keller)

Brand Equity

Brand equity is the differential effect that brand awareness and brand associations have on consumer response to the marketing of that brand. By marketing, we include advertising, distribution, pricing and promotion as well as new products and brand extensions (for a review of concepts and methods, see Keller 2003, Chapter 10, and Agarwal and Rao 1996).

Customer-Based Brand Equity:

Brand Salience, the right brand identity means creating brand salience with customers. Brand

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Performance, the brand product or service meets customers' more functional needs. Brand performance transcends the product's ingredients and features to include dimensions that differentiate brand. Brand Imagery, the other main type of brand meaning is brand imagery. It depends on the extrinsic properties of the product or service. Brand attempts to meet customers' psychological or social needs. Brand judgments, these are customer's personal opinions about and evaluations of the brand, which consumers form by putting together all the performance and imagery associations. Brand Feelings, feelings are customers' emotional responses and reactions to the brand. Feelings also relate to the social currency evoked by the brand. Brand Resonance, it describes the nature of this relationship and the extent to which customers feel that they are "in sync" with the brand.

Consideration for measuring the brand awareness & perception:

Blind Tests

Two groups of consumers rate the target brand and its key competitors. One group has only branded products. The other group sees only unbranded products. Alternatively, you may "brand" the target product with its actual brand or with a competitor's brand and compare the results

Dollarmetric

This method gives you an idea of the potential (not the actual) price premium for each consumer.

- Brand X is priced at _____. How much extra would you be willing to pay to obtain brand Y?

Conjoint Analysis

Conjoint analysis is a widely used technique that measures the value of each product attribute (e.g., technical attributes, warranty, price, the brand name itself, etc.) from people's overall choices or evaluations. The positive aspect of conjoint analysis (also called trade-off analysis) is that consumers are not asked to evaluate the importance of each attribute directly but rather to make choices between bundles of attributes (e.g., products), which is something that they are used to doing. Measuring brand equity is not the primary use of conjoint analysis, which is most often used to test and forecast the market share of new products. For a complete description, see Keller (2003), Chapter 9, and Dolan (1990).

Hedonic Regression

Hedonic regressions are an extension of the dollar metric approach. Their objective is to explain the price of a product on the basis of its attributes. To run a hedonic regression, you need to know the actual prices of all or most of the products in a given product category and to know their attributes (e.g., for bikes, the number of speeds, size, weight, material, etc.). Instead of using the attributes themselves, you can use measures of each attribute's "objective" quality from tests done by magazines such as What measures will be most effective in evaluating and tracking brand equity over products and markets?

Measuring of brand equity two techniques customer mind-set:

1) Qualitative research technique

Free association:

Marketers use free association tasks mainly to identify the range of possible brand associations in consumer's mind, but free association may also provide some rough indication of the relative strength, favorability, and uniqueness of the brand associations.

Projective techniques:

Are diagnostic tools to uncover the true options and feelings of consumer when they are unwilling or otherwise unable to express themselves on these matters of brand? Unstructured, indirect forms of questioning encourage respondents to project their underlying motivations, beliefs, attitudes or feelings regarding the issues of concern (for more details, see Malhotra 1996). Consumers usually see an incomplete stimulus (e.g., a sentence) and are asked to complete it. Alternatively, they see an ambiguous stimulus and are asked to make sense of it.

Associations/Differentiation Measures

The key associations/differentiation component of brand equity usually involves image dimensions that are unique to a product class or to a brand. The challenge, then, is to generate general measures that will work across product classes. Measurement of associations/differentiation can be structured around three perspectives on the brand: the brand-as-product (value), the brand-as person (brand personality) and the brand-as-organization (organizational associations). Consumers see a stimulus and

are asked to respond with the first thing that comes to mind. To elicit multiple attributes, you can use the methods at varying levels of abstraction, starting from the brand down to the attribute. Start with the brand:

- When you think of Nike, what comes to mind? What does Nike mean to you?

Continue with product attributes:

- What does the air pocket evoke for you?

User:

- Who is the typical user of Nike? (Ask for demographics and lifestyle)

Usage imagery:

- When would you use Nike? (ask for occasions and moods)

Brand personality:

- If Nike were a person, what would its personality be like?

Feelings and experiences:

- If I say Nike, what kind of feelings does it evoke?

Construction techniques: This requires the respondents to construct a response in the form of a story, dialogue, or description in a less structured form than completion techniques

Picture response techniques: Respondents are asked to tell stories of the pictures shown.

The picture might represent a typical interaction between consumers and the brand.

Cartoon tests (or bubble drawings): Respondents are asked to indicate what one cartoon character might say in response to the comments of another character.

Expressive techniques: Respondents see a verbal or visual situation and are asked to relate the feelings and attitudes of other people to the situation.

Role-playing: Respondents are asked to play the role or to assume the behavior of someone else.

Third-person techniques: Respondents are presented with a verbal or visual situation and are asked to relate the beliefs and attitudes of a third person rather than directly expressing personal beliefs and attitudes.

Laddering Method: Laddering methods are a useful way to elicit the higher-order benefits and values offered by the brand beyond immediate product-, user- or usage-related attributes (for more, see Reynolds and Gutman 1988). It works by asking consumers to explain why the first elicited associations (e.g., a product attribute) are important for them (thus eliciting the benefits) and then why these benefits are important (thus eliciting terminal values).

Zaltman metaphor elicitation techniques:

ZMET is based on a belief that consumers often have subconscious motives for their purchasing behavior and it applied on brand to measuring brand equity.

2) Quantitative research techniques:

Brand awareness:

Brand awareness measures the accessibility of the brand in memory. Brand awareness can be measured through brand recall or brand recognition. Brand recall reflects the ability of consumers to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or some other type of probe as a cue.

Brand Image: To measure brand image, you can either use or adapt an existing list of brand associations we do not know exactly how each dimension is measured, but I mention it here to provide an illustration of a commercial measure of brand image. The four dimensions are (1) the brand's perceived differentiation (i.e., an evaluation of how different the brand's attributes are from those of its competition), (2) its relevance (an evaluation of the brand's utilitarian benefits), (3) its knowledge (an evaluation of the brand's emotional and symbolic benefits) and (4) its esteem (an overall evaluation of the brand).

Conclusion:

I found that brand is vital factor for customer and brand is well known in the mind of customer. Brands are made, not born. A strong brand is invaluable as the battle for customers intensifies day by day. Brand awareness, perception & equity in the intellect of customer through the value products. Customers feel that eminence is the most vital bound for the measuring brand edifice and maintain

trademark. Customer based brand equity it is the tool for victory of brand and allied products and invention of embryonic market. Measuring the awareness and perception, is how we create the image of the brand depends. It's both tangible and intangible. A basic premise of measuring the brand equity is that the power of a brand lies in the minds of consumers and what they have experienced and learned about the brand over time.

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