

## Internet marketing to improve brand awareness

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### Abstract

Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of the target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction. Brand awareness is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions. 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 behavior) of customer built brand equity in light of consumer's perceptions of a brand. This is focused around the assumption that all these dimensions of customer based-brand image and loyalty will have impact on consumer's perceptions of brand.

**Keywords:** brand awareness, customers behavior, brand image and loyalty, customers purchasing behavior

### Introduction

The Internet is transforming the business environment, creating new challenges and opportunities. The Internet provides the opportunity for companies to reach a wider audience and create compelling value propositions never before possible. Data from 2014 indicates that there are 3.03 billion Internet users, and Asia got the first place in the internet users in the world's distribution by world regions by 45.7 %. Over the last decade, social networks have changed communications, shifting the way we consume, produce and interact with information, based on explosive migration to the web. Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. Social media websites like Facebook, Twitter and Youtube, etc. have created huge impetus on the communication platform with the end customers of different products and services that was lacking in the traditional medium. The social Web is changing traditional marketing communications. Traditional brand communications that were previously controlled and administered by brand and marketing managers are gradually being shaped by consumers. In comparison between social media, and traditional media, the former provides an interactive communication among customers and brands by allowing them to talk and share information via the web. World Wide Web is structured around the people where social and professional circles are influential and leads to online buying and also online awareness.

Internet is organized around the individuals where social and expert rings are persuasive and prompts online purchasing furthermore online awareness. This world is a technical world and in light of the prominence of intuitive media and most recent technologies, routine marketing has changed as organizations and clients have both changed; there is a revolution in marketing and trade through giving various service, for example, interchanges, data get to and promote

brand awareness, saving money, protection, advertising, training, purchasing and offering, which additionally opens up potential outcomes in the zones of marketing, costumers behavior and criticism, lower exchanges and requesting expenses, and consumers maintenance. The Internet has created channels for both business manager and consumers to attain their own particular objectives as it empowers organizations to achieve their clients worldwide, and consumers of all age gatherings utilize this channel to research, select, and purchase products and service from organizations as far and wide as possible.

### Literature Review

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) <sup>[5]</sup>. 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, (Percy *et al.*, 2006) <sup>[6]</sup>. The behavior of customers associate with their purchase of products in the market is largely based on elements of their value framework (Oh, Haemoon, 2000) <sup>[7]</sup>. For consumers in the market place value framework is made up of items like the

brand image, the class association, of the brand, its price and its overall awareness in the market relative to others. Work conducted by (Farris *et al.*, 2010) <sup>[8]</sup>. Depicts that the purchase decisions made by consumers on a cognitive level are influenced significantly by the brand image and its awareness amongst the target market.

Research also provides that brands that have a higher level of associated brand image and awareness amongst the consumer are likely to be purchased again and again by consumers. (Hoyer, Wayne, D., & Steven P. Brown, 1990) <sup>[9]</sup>. Therefore specifically for inducing repeat purchase behavior in the consumers, brand awareness can be considered as a significant contributor (Macdonald, Emma, K., & Byron M. Sharp, 2000) <sup>[10]</sup>. New products can increase their awareness in the marketplace amongst consumers through a number of different strategies employing new as well as traditional media. Traditional media based advertising and promotions using ATL techniques have the widest reach in the market but can be expensive to manage for new products. As a result new BTL launch techniques, (Salcido T., 2011) <sup>[11]</sup>, are innovatively employed by businesses to introduce new brands into the marketplace in a more personal way in which consumers in the market can relate to the new brands more effectively while reducing the overall costs incurred. Popular new media strategies that are being employed by businesses include using internet and mobile based network marketing strategies. (Jenkins H., 2006) <sup>[12]</sup>. (Ou, Shih, Chen & Wang, 2011) <sup>[13]</sup> explain brand loyalty as inferred promise to repurchase the solicitous goods. It expands the motivation of purchasers towards buying behavior. They said that brand loyalty can be expanded by building strong customer relationship and consumer loyalty programs. (Moraga, Parraga & Gonzalez 2008) <sup>[14]</sup> Clarify brand loyalty as continual purchasing ethics. Brand loyalty is not a onetime stroke however a continual process. It helps the organization to get customer preference, buy intention and secured profitability. Brand loyalty is the interpreter of organization's financial performance.

### Brand Awareness

Brand awareness can be indicated to as the level of consumers' familiarity with a brand. (Aaker, 1991 & Keller, 1993) <sup>[15, 4]</sup> declared that brand awareness is a key component of brand value. As indicated by (Rossiter & Percy, 1987) <sup>[3]</sup>, brand awareness is the capacity of consumers to recognize a brand among other brand. (Keller, 1993) <sup>[4]</sup> 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) <sup>[4]</sup> Contended that "brand acknowledgement may be more important to the degree that product decisions are made in the market". (Rossiter *et al.*, 2006) <sup>[6]</sup> Remarkable that brand mentality and aim to purchase a product must be developed through brand awareness. As indicated by (Aaker, 1991 p.62) <sup>[15]</sup>, the levels of brand awareness:

- **Brand acknowledgement:** It is the capacity of shoppers to recognize a certain brand among other i.e. "supported review". Supported review is a circumstance whereby an individual is asked to recognize a perceived brand name from a rundown of brands from the same item class.
- **Brand review:** This is a circumstance whereby a buyer is

relied upon to name a brand in an item class. It is additionally alluded to as "unaided review" as they are not given any piece of information from the item class.

- **Top of psyche:** This is alluded to as the first brand that a customer can review among a given category of product. Many analysts have seen brand awareness as a component that assumes a basic part in consumer's decision of brand. In (Lin and Chang, 2003) <sup>[17]</sup>, the consequence of their study secured that brand awareness had the most effective impact on purchasers buy decision. (Hoye & brown, 1990) <sup>[9]</sup> As referred to by (Lin and Chang, 2003) <sup>[17]</sup> their study analyzed the significance of brand awareness in consumer's decision making process and they figured out that brand awareness was an essential element. Additionally (Jiang, P. 2004) <sup>[18]</sup> figured out in his study that brand acknowledgement impacts purchaser's decision.

### Building success full brand on the Internet

Internet is changing the brand environment or "brandscape". This chapter explores new strategies and tools for building brands on the Internet, including the interactive approach to attracting customers and building loyalty.

Building a strong brand is a complex task. The brand building process starts with the development of a strong value proposition. Once this has been established, the next step is to get customers to try the brand. If the offering is developed properly, it should provide a satisfactory experience and lead to a willingness to buy again. To entice trial and repeat purchase requires trigge-ring mechanisms, which are created through advertising, promotion, selling, public relations, and direct marketing. The company needs to communicate the values of the brand and then reinforce brand associations to start the wheel of usage and experience, and keep it turning. Through the combination of the stimulus of consistent communications and satisfactory usage and experience, brand awareness, confidence and brand equity are built.

The Internet gives companies control over all their interactions with customers and therefore, brand-building must focus on the end-to-end customer experience - from the promises made in the value proposition, to its delivery to the customer. In maximizing the customers' experience, companies have to find innovative ways of leveraging the information and relationship building characteristics of the Internet.

### The social media

Over the last decade, social networks have changed communications, shifting the way we consume, produce and interact with information, based on explosive migra-tion to the web. Social media websites like Facebook (FB), Twitter etc. have created huge impetus on the communication platform with the end customers of different products and services that was lacking in the traditional medium. Social networking sites are used as marketing tool by marketers in creating brand relation-ship. Huge growth of customer base enables marketers to explore social media networking sites as new medium of promoting products and services and resulting in reduction in clutter of traditional medium advertising of reaching the mass customers and not realizing the actual ROI. Social networking sites are more collaborative and interactive compared to traditional media followed by marketers.

Social media advertising is a paid form of brand, service or business promotion and requires a proper and planned

communicative message and budget. Advertising is customer centric in nature. Customers play an important role in any major or minor communication because they are the ones who are going to decide the fate of the advertising communication. Advertising on internet provides a major contribution to brand competition in the market. Advertising here not only provides information about a product or service but also promotes innovation. Besides, it also facilitates customers' satisfaction. Big and small companies, individuals of all walks of life, major and minor events, concepts, etc., nowadays lay their base on social network advertising to get recognized in the market.

### Emerging trends in social media

Today Internet is widely spreading as a communication media. Emergence of the information super highway has revolutionized the way media is created and consumed. Previously, media used to be created by media firms who are the content generators as well as the content owners. And the content used to broadcast to the consumers by the media. This concept has under-gone an elementary change; now anyone can create content best known as User Generated content and share it with others using platforms like Blogging, Social Networks, YouTube etc. Now the consumers of the media have converted into media creators and the content also distributed on the internet through social networking and people connect with this content through comments. Social networking has become more popular among everyone. Consumers are getting more connected and communication with their networks and technology allows them to voice their opinions rapidly.

### Conclusion

Building brand awareness is critical to a business' lifetime success. If you want to increase conversions and sales you need to first increase brand awareness — nobody is going to buy from you unless they first know you exist.

One of the best ways to improve online brand awareness and exposure is through a highly visible marketing channel like search. To improve your search visibility, you can:

- Utilize paid search strategies and best practices
- Build relevant and useful links to improve search rankings
- Gain exposure through qualified referral traffic from links on relevant and authoritative websites

You want people to have positive associations when they think of your company and brand. At the very least, you need people know your brand exists. As the digital world continues to become more ingrained in our everyday lives, online marketing has an ever-increasing role in building a brand and company that people respect and are familiar with.

Social networking sites users of Facebook and Twitter have become a personal product and corporate branding hub nowadays in digital era. Every brand that exists on social networking sites has the same core features and benefits, such as the ability to create a page, share resources, add multimedia and much more. Social networking sites are filled with potential users who are mainly young adults. They spend more time in these networking sites due to heavy commercial contents, entertainment and social gathering. So, product or service communicators are needed through their ads in these areas with more and more interactive and fascinating factors so that their brand identity is developed among the right choice of focused audience. Advertisers and brands use social networking sites as the major resource for their promotion and

developing brand identity among the focused market.

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