

A study on the role of brand awareness in building the brand image

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Abstract

Every firm strives for a unique identity in the market. It will take years of mastery to gain mass acceptance in the market. Once people are aware of a brand, they consume it and develop trust after satisfying with its performance. This in turn helps to build a positive perception for a brand or business. Brand awareness is related to the degree to which consumers are familiar with the brand's product whereas brand image is an association that arise in the minds of consumers when considering a particular brand. The current conceptual study tries to illustrate the role of brand awareness in building a positive brand image which cuts across the line of customer Loyalty and customer retention.

Keywords: Brand awareness, brand image, perception, customer

Introduction

Nowadays, customers are highly informed and prefer known products. Hence to survive in the market, an organization must have a definite set of loyal customers under its belt. However, brand awareness is an immovable fundamental aspect in influencing client purchasing decisions. Brand awareness is important in consumer decision making because the higher the brand awareness, the more likely a given product/brand will be included in the collection of brands under evaluation by the consumer (Moisescu, 2009) [16]. Brand image involves the information and opinion about other products belonging to a brand and the characteristics of the brand apart from the product (Lee *et al.*, 2011). Keller (2009) [11] defined brand image as “consumer perceptions of and preferences for a brand, as reflected by the various types of brand associations held in consumers’ memory”.

Objectives of the study

- To understand the factors influencing Brand awareness and Brand image.
- To study previous studies pertaining to brand awareness & brand image.

Research Methodology

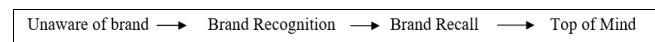
As the current study is conceptual in nature, data has been collected through secondary sources. Data that has been previously published is referred to as secondary data. The gathering of secondary data comes from a variety of sources. The secondary data for this study was gathered through websites, manual records, and textbooks. journals, magazines, articles and media reports.

Theoretical Framework

Brand Awareness

Brand awareness is the ability of a company to be recalled when consumers approach a specific product category (Shimp 2007) [21]. A consumer's capacity to recall and recognise product brands in their memory is defined as brand awareness (Keller 1993) [10]. Consumers do not need to think too deeply or for too long to find information about a product's quality / features if they are already familiar with the brand. Brand awareness influences customer decision-

making by providing three benefits: learning advantages, consideration advantages, and choice advantages. Brand awareness is the strength of a brand's presence in the mind of the consumer (Ross, 2006) [18]. One of the oldest definitions of Brand awareness is the ability to identify the brand under different conditions (Rossiter and Percy, 1987) [19]. Brand awareness as being essential for the communications process to occur as it precedes all other steps in the process. Without brand awareness, no other communication effects can occur. For a consumer to buy a brand they must first be made aware of it. Brand awareness is created and enhanced by increasing brand familiarity through repeated exposure. Consumers do not have to think much about the brands they are familiar with, so they make quicker selections and make impulse purchases. According to Yadin (2002), The capacity of a brand to achieve a predetermined degree of recognition is really brand awareness; consumers may recognise the brand name to purchasing behaviour. Brand awareness influences consumer brand choice, consumer purchase intentions towards brands they are familiar with, and it also influences brand quality consideration, since when consumers are familiar with a brand, they perceive it to be excellent (Macdonald& sharp, 2000) [15]. Brand awareness is dependent upon both situation and the levels of achieved awareness.



Source: Aaker, 1991 [1], p 62.

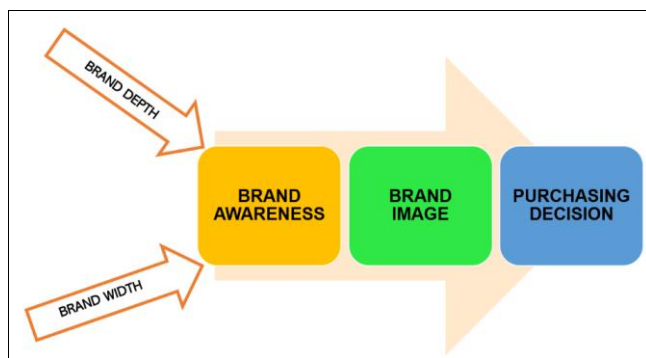
Fig 1: Levels of brand awareness

Brand image

Brand Image is the consumer's subconscious impression or perception of a certain brand. Brand Image can also be defined as a component of a brand that is recognised but not spoken, such as symbols, letter design, or colour, or the consumer's impression of a product or service that it symbolises (Surachman, 2008). (Ferrinadewi, 2008) [6] Brand image is a subjective idea formed by the consumer and their personal feelings. The success of brand

management is dependent on properly understanding and testing brand image and loyalty to generate significant characteristics that can influence customer decisions (Karam & Saydam, 2015) [8]. Apart from the product, brand image includes information and opinions about other items belonging to a brand as well as the brand's qualities (Lee *et al.*, 2011) [13]. Keller (2009) [11] brand image is defined as "consumers' perceptions of and preferences for a brand, as reflected by the various types of brand associations held in consumers' memory." The two explanations of brand image are functional and symbolic (Simms & Trott, 2006). According to Gökerik *et al.* (2018), functional brand image describes how customers feel about goods and services, whereas symbolic brand image refers to how consumers use a brand to express themselves and in symbolic ways to represent their self-identity (Lau & Phau, 2007). While brand awareness reflects a brand's physical cues, such as its name, sign, symbol, and slogan, brand image refers to the brand's status in the minds of consumers (Bilgin, 2018) [3].

Model Framework



Source: Self developed Model

Fig 2

Brand awareness has a high influence on consumer purchase intention through brand association as well as positive brand image; through marketing activities, consumers become aware of the brand and a positive image is created, which influences purchasing intention (Keller, 1993) [10]. Brand awareness has a direct impact on affection, conation, and cognitive thinking, as well as an indirect impact on purchase intent (Sharifi, 2014) [20]. Brand image aids in the establishment of retail image, as well as the creation and modification of consumer impression of fashion. The brand image of those brands is high which score high brand awareness, it is draw conclusion that brand awareness helps in recognizing of brand in customer mind (Porter & Claycomb, 1997) [17]. The process used to familiarise the customer with the brand also develops brand knowledge and brand awareness, allowing customers to make quick purchasing decisions (Bloch *et al.*, 1986) [4]. Because brand awareness aids in the establishment and reinforcement of brand associations, as well as the creation of a strong brand image (Keller, 2008) [12], it has the potential to influence customer purchasing decisions.

Understanding the brand depth and width concepts can help you better comprehend the brand awareness notion. According to Hoeffler and Keller (2002), depth measures how easily a brand is remembered and recognised by customers, whereas width measures how quickly a brand name enters a customer's consciousness during a

transaction. Brand name is the fundamental component of brand awareness (Davis, Golicic, & Marquardt, 2008) [5]. When a buyer recalls a brand after a transaction, the brand name that immediately comes to mind is the brand image (Aaker, 1997) [2]. The brand must be present in the consumer's consciousness in order to establish brand connection in their eyes. How frequently these nodes occur with various types of information that aid in creating associations and attachments with brands depends on the strength and potency of the mental information processing nodes (Keller, 2008). Through continuous and recurrent exposure in the memory node, brand awareness positively increases brand image (Lowry, Vance, Moody, Beckman & Read, 2008) [14].

Conclusion

Consumer familiarity is a crucial component of brand awareness that can be boosted by a variety of corporate communication strategies. The more consumers hear, see, and think about a brand, the easier it will be for them to form associations in their memories, which will increase their perception of the brand. Consequently, it may be said that brand awareness has an impact on brand image, which ultimately lead to purchase intention. The more the brand awareness the firm has, the high the brand image it carries in the minds of the customers which in turn leads to purchase intention i.e., sales generation for the firm because

"Products are made in factory; brands are created in mind".

Walter Landor.

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