

MEASURING CONSUMER AWARENESS AND MARKETING'S IMPACT ON BRAND SELECTION

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ABSTRACT

Today Brands have become a vital part of every human's life. They have integrated themselves into the working and non-working segments of our routine. Due to this values as well as society has changed in totality. In this dissertation it was aimed to investigate whether awareness effects a selection of a brand or marketing/advertising efforts are responsible for customer's buying a certain brand. Also it was aimed how brand managers or marketers can benefit from the results of this research. Adopting a quantitative approach whereas qualitative variables will be derived to numbers as in the shift from qualitative to quantitative, data was gathered from student population of Greenwich University and linear regression was applied to test the causal hypotheses. It was observed that awareness was not a significant predictor on brand selection whereas marketing/advertising was seen as a significant predictor on brand selection. This research can be followed up by brand teams and can work around the findings of this research in order to develop campaigns that will help in pointing or targeting key areas in this research aswell.

Keywords: Awareness, Marketing, Multiple linear Regressions

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Chapter 1

Introduction

1.1 Background of the study

The brand has become every aspect of our lives is an integral part of it. Life and values are changed; the work is not only the basic questions of life. Today, consumers have begun to pay more attention to the products that will improve their family life, leisure and health. I noticed this growing trend , enterprises engaged in business strategy changes , more and more businesses realize the financial growth can only see the brand offers what people expect from them and how they are designed for the end user (advertising method used) . Now, people are concerned about the quality of life, leisure and personal interests. In addition, the interests of the brand and satisfy consumer organizations have resorted to their own brands and their advertising in the opinion of the public to understand how consumer psychology research and investigation.

The purpose of this research is to identify the things that marketers need to do in order to successfully manage and implement the concept of an ideal brand advertising , their best performances . This research is necessary to improve and to help manage the brand vision, using the correct form of advertising for the brand and establish a good image.

1.2 Aim of the Research

In this dissertation it is my aim to conclude that whether awareness effects a selection of a brand or marketing/advertising efforts are responsible for customer's buying a certain brand. In this research the aim to deduce in this research is to find the overall HR practices that need to be addressed and help HR managers understand as well as reciprocate the dynamics of development and training in the educational sector.

1.3 Research Question

Does the customer's awareness of a brand and marketing efforts really impact brand selection?

1.4 Research Objective

The objective of this dissertation is to examine and conclude the effect of awareness that hampers or effects the selection of a brand or whether marketing is an influencer when the customer is selecting a brand. Other sub objectives in this research are to highlight how brand managers or marketers can benefit from the results of this research.

1.5 Hypotheses

H₀: Awareness does not have an impact on brand selection

Since brand loyalty is also considered an integral part of selecting a brand, it is assumed that both awareness will not affect brand selection.

H_{0a} : Marketing does not have an impact on brand selection

Since brand loyalty is also considered an integral part of selecting a brand, it is assumed that marketing will not affect brand selection.

H₁: Awareness has an impact on Brand Selection

In our Pakistani environment many products are bought on the base of referrals and reviews hence it is assumed that awareness will lead to the selection of the brand.

H₂: Marketing has an impact on Brand Selection

Since the key purpose of marketing a brand is to incite purchase or brand registration it is assumed once again that marketing will impact the selection of a brand.

1.6 Research Problems

Problems in research will be associated with the sampling technique and time management while also the possibility that it is being assumed that every person filling the questionnaire has the understanding of the topic and the questions in it.

1.7 Rationale of the study

The rationale behind this research is that many marketers and advertisers as well both need to realize as well as understand the consumer decision making process, so that they can gain competitive advantage and mold their efforts accordingly. This research will be beneficial in this aspect.

Chapter 2

Literature review

While reviewing pedrick's research based on the impact of advertising plans and media plans on the point of purchase marketing it is seen that variables such a choice or choosing a brand, marketing and brand image were affecting the model and the dependant variable that being purchase. In our country it is seen that mostly marketing efforts are intense and give way to people selecting new brands and impulse buying in bigger shopping settings. The effect was seen on the performance of the brand as well the brand in totality. While the investigation went deeper it was seen that advertising and media plans were effecting the purchase or selection of the brand the most. Brand loyalty, rates of purchasing and customer exposure was also tested in this research which led to the fact that some variables of the latter were also affecting the selection of the brand. This research was conducted via the use of partial correlation techniques to measure the relationship between these variables under a control variable so that the researchers could address the performance of the brand as well as its share of the market and its reach. Penetration of the brand into its target market was also gauged via qualitative methods. Advertising campaigns were studied over a period of time and compared to the sales statistics of the brand to show whether there was a certain effect on it or not.

Another (Aaker, 1991) investigated and discussed the impact of marketing and advertising on the purchase or selection of brands. This research used a different aspect. It was done on rather psychological aspects of the behavior exhibitions of the target customer. It was noted that in this day and century many purchases of brands were influenced from perceptions created by awareness or advertising via certain media.

.Another prominent psychologist (Young A. , 1999) claimed that there were different and many ways to advertising brand as well as promoting them. Subliminal advertising was considered to be a key breakthrough of the 21st century where the customers subconscious was targeted in order to incite a sale or purchase.

One of the most known and popular responses from people is when they are asked about a brand's perception they would rather go for reviews and ask their peers on their credibility. This school of thought is existent in many cultures where conservative societies usually value the word of their fellow friends rather than advertising or marketing gimmicks. Hence it was suggested in many researches that awareness as a concept can be used to incite sales in the target market populace.

Measures of traditional effectiveness when related to marketing communication usually focus on achieving the marketer's goals or objectives. This also follows a certain process which usually takes into action the marketer's efforts and how the customers respond to them. A rich literature is existent in the research tradition related to advertising, persuasive communication and marketing replicating this paradigm. (Sheth, 1991) A plethora of certain techniques and measures related to various marketing strategies and how consumers respond to them has been created by this paradigm. Although this paradigm has created practical and relative insights it is usually and largely related to a one-way stream of communication and how the customer responds to that accordingly. However, since the introduction of interactive media, as commonly known as the internet, it defies the traditional techniques and approaches of marketing by increasing the level of effectiveness or some may debate on it (Park & Lawson, 1991) Interactive media has changed the paradigm and platform of marketing as well as communication in this day and age today. Since now this has become a two-directional process where the marketer gets to interact with the customer at core or first hand. (Duncan & Moriarty, 1998) had an argument in their research that communication rather than persuasion was to be considered as the foundation or key base of the relationships between marketer and consumer on a rather high interactive context. This change was rather considered a character in the communications or marketing model and few areas for improvement were also suggested.

This research offered a rather philosophical angle or perspective to gauge the effectiveness and

effects of marketing and advertising communications in the interactive context. The objective of this research was to create and identify new methods which led to interactive media and how the communication changes in this context. Hence the meaning and nature of these effects/changes was also defined in a clearer aspect. This research was not offering well-defined or sought out techniques of effective yet interactive marketing and advertising rather this research was conducted in the tradition of (Campbell, 1928) which sought to identify and detail the bases of philosophical measurement that lead or added to the interactive media concept. In doing so it provided a foundation based on clear concepts and guidelines of a rather broad manner. This was also done to develop and evaluate new techniques for interactive communication.

Much discussion has been there regarding changes in the structure of the internet. A lot of this discussion has centered around the elimination and disintermediation of entities and actors within the given value chain (Chaudhry, 2001) Although it is evident that this disintermediation is forecasted earlier usually (Lodish, Magid, Stuart, & Jeanne, 1995) while it may also be accurate to examine this re-intermediation and figure their roles and applications in the value chain. The economic and social structure is being affected by the internet and how the value chains are changing in various ways while many marketers as well as researchers have tried to identify and conjure ways to gauge the impact of the internet. In usual cases the value of a certain product or service is increased when being given to the customer or consumer due to the internet. This increment in price or value is done through the primary level enhancing and reducing many costs that are associated with the product such as searching cost, acquisition cost or even support costs that are associated with certain products or services are reduced thanks to the internet. The test of the most ultimate stature is now that the price which the customer is willing to pay for the end product should be equal to or less than the price of the alternative product since the customer is using the internet and most of the hassles faced during shopping are now reduced so at his or her ease the customer should now look for a cheaper alternative. It is still in quite the contradiction that whether the internet has actually added value to services or products or have just become a cheaper solution to avail them, services such as amazon.com for example giving recommendations and other services for free, has put many marketers in doubt over the facilitation that the internet provides.

An alternative route to which the economic and social structures are influenced by the internet is the overall price to which the customer is buying the product at also known as the cost of

servicing to the consumer. It was studied and noted that online selling models were creating more and enhanced value for the firms who were applying it but usually were not creating that much of a value for the end user or consumer who was buying them. Although this practice is not unique to the internet but organizations that are subject to lower overheads or any other related costs usually offer lower and subsidized prices to their target audience. Customers usually benefit from this but since this is such a common practice on the internet usually customers have alternatives even online. To gauge this effect marketers usually calculate the end cost that the customer is bearing to see the facilitation brought by the internet as the reason for this cost. Also considered as an additional options is that the internet causes many brands to redistribute their costs and revenues inside this value chain. Usually in such cases the economic equation in totality is the same but costs and revenues are evenly distributed amongst all the participants in the value chain. This sometimes also includes the customer or the end user. This effect is known as the re-intermediation effect which had been referred earlier in this report which is the proper allocation of revenues and costs amongst the members of the whole structure. This effect of latter re-intermediation is not that unique when it comes to the internet and how it is observed in a rather wide array of corporations.

So when situated within an accurate and proper context structure, the internet is not that different that the market itself. This is due to the fact that basic concepts of economics do apply in this value chain and they are quite relevant. Therefore this new technology known as the World Wide Web offers holistic approaches as well as new dimensions for business and caters to many new and emerging opportunities. It has now become pretty certain that except general markets the internet has also become a valid and necessary means for corporate presence and reach so that these brands can distribute services and products to the end user. It started off with just being an advertising medium, now it has converted to a new channel for interactive communication between brands and their customers, this includes all the P's of the marketing mix and how to a one-way stream of communication and how the customer responds to that accordingly. However, since the introduction of interactive media, as commonly known as the internet, it defies the traditional techniques and approaches of marketing by increasing the level of effectiveness. So now the value of the internet has superseded just the promotional value but is now considered as an interaction tool and since that interaction is helpful for the customer they now include that value in the product itself making it a little expensive hence the concept of

value addition is fulfilled this way. Brand loyalty, rates of purchasing and customer exposure was also tested in this research which led to the fact that some variables of the latter were also affecting the selection of the brand. This research was conducted via the use of partial correlation techniques to measure the relationship between these variables under a control variable so that the researchers could address the performance of the brand as well as its share of the market and its reach.

Chapter 3

Methodology

3.1 Research Method

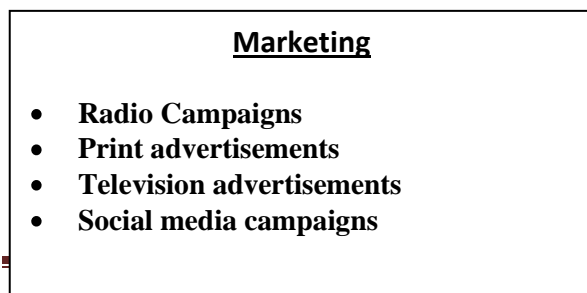
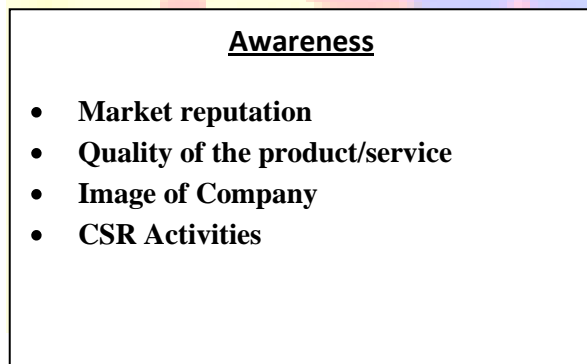
This is a quantitative research whereas qualitative variables will be derived to numbers as in the shift from qualitative to quantitative and then the data will be analyzed in this research.

3.2 Sources of Information

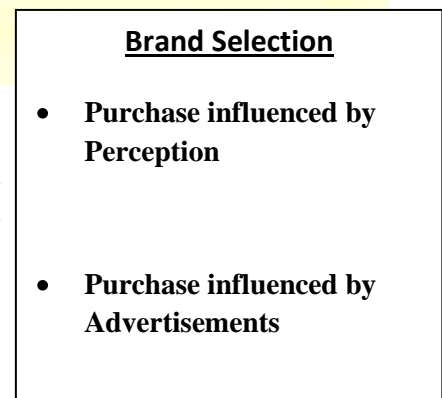
Data will be gathered from the student population of Greenwich University to measure whether their selection of brands is due to awareness or marketing efforts made by companies.

3.3 Conceptual Framework

INDEPENDENT VARIABLES



DEPENDENT VARIABLES



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3.4 Size of Sample/Time Orientation

This research will utilize a sample size of 100 students from the population of Greenwich University. Questionnaires developed will be floated in this sample size. Questionnaires will only be floated once in this sample size

3.5 Technique for Sampling and procedure used

For this research convenience sampling technique has been applied. This has been done to maintain the quality level of this research and that only a certain target audience will be filling this questionnaire.

3.6 Data collection methods

Primary Data:

Data will be collected at source through this Questionnaire survey which has been finalized so that data can be used to carry out this research

3.7 Data Collection tool

To get the desired results and necessary data for this research questionnaires based on a likert scale from 1 to 5 will be used in this dissertation. This questionnaire will signify "1" as the lowest level of agreement while "5" will be seen as the highest level of agreement. Latent variables will be developed so that an average can be attained for one variable via the sub variables.

3.8 Reliability Analysis

. Reliability of the data gathered will be calculated via the reliability test option in this software which will produce a coefficient known as cronbach's alpha which represents validity of the gathered data.

3.9 Data Analysis

MLR (multiple linear regressions) will be the statistical technique or model that is to be applied in this dissertation to test the hypotheses and their validity. This statistical model will be applied via computer aided software known as SPSS.

Chapter 4

Results and Discussion

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .825 | 3 |

The table above shows the reliability analysis of the data retrieved from the circulation of questionnaire. The value underneath the heading Cronbach's alpha shows the reliability of the data gathered. For a reliable research the cutoff value is 60-70% or 0.6 to 0.7. In this reliability analysis the value is well above the cutoff at 0.825 or 82.5% indicating a high level of reliability and now we can proceed with the research and Regression analysis.

Correlations

| | | Awareness | Marketing | Brand_Selection |
|-----------------|---------------------|-----------|-----------|-----------------|
| Awareness | Pearson Correlation | 1 | .789** | .482** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 103 | 103 | 103 |
| Marketing | Pearson Correlation | .789** | 1 | .584** |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 103 | 103 | 103 |
| Brand_Selection | Pearson Correlation | .482** | .584** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 103 | 103 | 103 |

** . Correlation is significant at the 0.01 level (2-tailed).

Before we proceed with the linear regression we should find out whether our variables have any correlation in between them so then only we can conduct multiple linear regressions. The table above is the result of the karl-pearson's coefficient test . In this test we look at 2 values Pearson's correlation and the sig/2 tailed value. The pearson's correlation value denotes the strength of the relationship between the two variables. It is seen that Awareness and marketing have a strong relationship amongst each other at 0.789 while awareness has a weak relationship

with brand selection. Similarly marketing has more than mediocre relationship with brand selection at 0.584 indicating the effect being present. Now we can move on towards applying multiple linear regressions.

Model Summary

| Model | R | R Square | Adjusted Square | R | Std. Error of the Estimate |
|-------|-------------------|----------|-----------------|---|----------------------------|
| 1 | .585 ^a | .342 | .329 | | .71983 |
| 2 | .584 ^b | .341 | .335 | | .71689 |

a. Predictors: (Constant), Marketing, Awareness

b. Predictors: (Constant), Marketing

The above table is known as the model summary which gives us a preview of the multiple linear regressions before we can start with the interpretation. Since the method use in this research was backward, it is seen that SPSS has removed the insignificant value of awareness and has run the model twice. We will notice in model no 2 that R value in this model is 0.584. The R value shows the level of interdependence of the IV on the DV. This means that a change in the independent variable will cause a 58.4% change in the dependent variable. independent variable on the dependent variable is 43.4% which means that a change in the independent variables will bring a change of 43.4% in the dependent variable. Furthermore the sections of R square and adjusted R square show the existence of a sample error. The subtraction of both values should be less than 5% so that there is no sample error and we can continue with the research and multiple linear regressions. The value in model 2 is equal to 0.6% which means that there is no sample error.

ANOVA^c

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|----------------|----|-------------|---|------|
|-------|----------------|----|-------------|---|------|

| | | | | | | |
|---|------------|--------|-----|--------|--------|-------------------|
| 1 | Regression | 26.985 | 2 | 13.492 | 26.039 | .000 ^a |
| | Residual | 51.816 | 100 | .518 | | |
| | Total | 78.801 | 102 | | | |
| 2 | Regression | 26.894 | 1 | 26.894 | 52.331 | .000 ^p |
| | Residual | 51.907 | 101 | .514 | | |
| | Total | 78.801 | 102 | | | |

- a. Predictors: (Constant), Marketing, Awareness
- b. Predictors: (Constant), Marketing
- c. Dependent Variable: Brand_Selection

The table above shows analysis of variance in the model. In this research since the method used is backward, we see that there are two models one with the presence of awareness and since awareness was an insignificant variable, SPSS removed it and ran the model again giving us model 2. The F statistic shows that the model is fit for use as the value is well above the cutoff value of 4.0 at 52.331. While the sig value shows the significant impact of marketing in the model. The value here is at 0.000.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part |
| 1 | (Constant) | 1.095 | .245 | | 4.471 | .000 | | | |
| | Awareness | .047 | .112 | .055 | .418 | .677 | .482 | .042 | .034 |
| | Marketing | .558 | .136 | .541 | 4.096 | .000 | .584 | .379 | .332 |
| 2 | (Constant) | 1.102 | .243 | | 4.528 | .000 | | | |
| | Marketing | .602 | .083 | .584 | 7.234 | .000 | .584 | .584 | .584 |

- a. Dependent Variable: Brand_Selection

The table above shows the coefficients in the Multiple linear regressions which were run in SPSS. Since the method was backward it is seen that awareness was an insignificant variable as the t value was less than 2.0 at 0.418 while the sig value was at 0.677. After removing the insignificant variable the model was run again and it was seen that marketing is a significant

variable at 7.234 t value which is above the 2.0 benchmark. While the sig. value is at 0.00 indicating a significant impact of marketing on brand selection.

Chapter 5

Conclusion Recommendation, Limitation, and Future Scope

This research utilized the backward method for multiple linear regressions and brought to the platform that awareness was considered insignificant while marketing was considered to be the key variable effecting brand selection. This in theory or discussion ins possibly due to the fact that many customers in Pakistan or Karachi buy products with price incentives or promotional offers which are usually the strategies used by advertisers and marketers in the corporate arena. Since our market is a more price sensitive market we view this as the best strategy to push a product. This is probably the reason why this is also backed by the outcomes of this research. Statistically backed by the fact that the sig value of marketing is below the cutoff value of 0.05 hence also giving base to the argument or discussion above that marketing is a significant player or variable when it comes to the customer choosing a brand. Awareness also is seen to be significant correlation with the selection of the brand and seems to have a relation with the selection of the brand so it can be assumed that selection of a brand may not be affected by awareness but awareness can be considered as an inhibitor through different setting. This could have been seen more clearly if other variables were also tested in this research. Thus we now can conclude the fact that the marketing industry is doing a good job in influencing the purchase of the brands and hence this is proved in this research without any bias and through statistical means as well. This research can be followed up by brand teams and can work around the findings of this research in order to develop campaigns that will help in pointing or targeting key areas in this research as well.

5.1 Recommendation

As per the results and conclusive arguments in this research it is recommended that marketers and advertisers need to work on campaigns and commercials as well as strategies that entice the end user into purchasing the brand. There should be more variation in the marketing efforts in order to ensure genuinely and so the customer can be engaged with the marketing efforts and the level of belief should not decrease overtime. As this research has proven that the variable that is effecting the selection of the brand is marketing hence brand teams should focus on more new and coherent ways to impact brand selection through their advertising efforts.

5.2 Limitation

A limitation faced in this research would be size of the sample that was taken into accord for this research. Furthermore inclusion of more variables could also have been a limitation for this research. As if both were increased it would have provided a broader yet vast scope for marketers and students alike to benefit from this research and also give an accurate and in-depth analysis of the whole aspect and concepts behind selection criteria of a brand.

5.3 Future Scope of study

There is a lot that can be done in this research that can be further extended or worked upon. More data sets and populations can be worked upon. Since more populations can be catered different responses may occur to either the same variables taken in this research or different variables that may be introduced by other researchers. Although this contrast is more clear and practical there is always a different in the brand's performance and advertising efforts that can be evaluated which will be given more base if other factors impacting the selection of a brand are gauged in future researches.

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