Subject- Brand Management
Class- M.Com IV Semester
Topic- Brand Awareness

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Meaning of Brand Management

- Brand management begins with the analysis of how our brand is currently perceived by the people in market and it will proceed to planning of how it should be perceived by the people. Brand management helps brand manager to buildbuild loyal customer through positive brand association.

Meaning of Brand Awareness

- Brand awareness means the extent to which consumers are familier with the qualities or image of a particular brand of goods or services.

- Awareness don't only mean that a consumer recall a brand but he should be able to recall it's distinguished features for purchasing the particular brand

- Brand awareness is a key indicator of a brands competitive market performance.

Characteristics of Brand Awareness

- Make consumer familier with the product
- Effect decision for purchasing the product
- Creates association
- It is a foundation of brand equity
- Brand recognition
- Brand recall
- Creates position in the minds of consumers

Types of brand awareness

Brand awareness

Brand recall

Brand recognition

Top of mind awareness
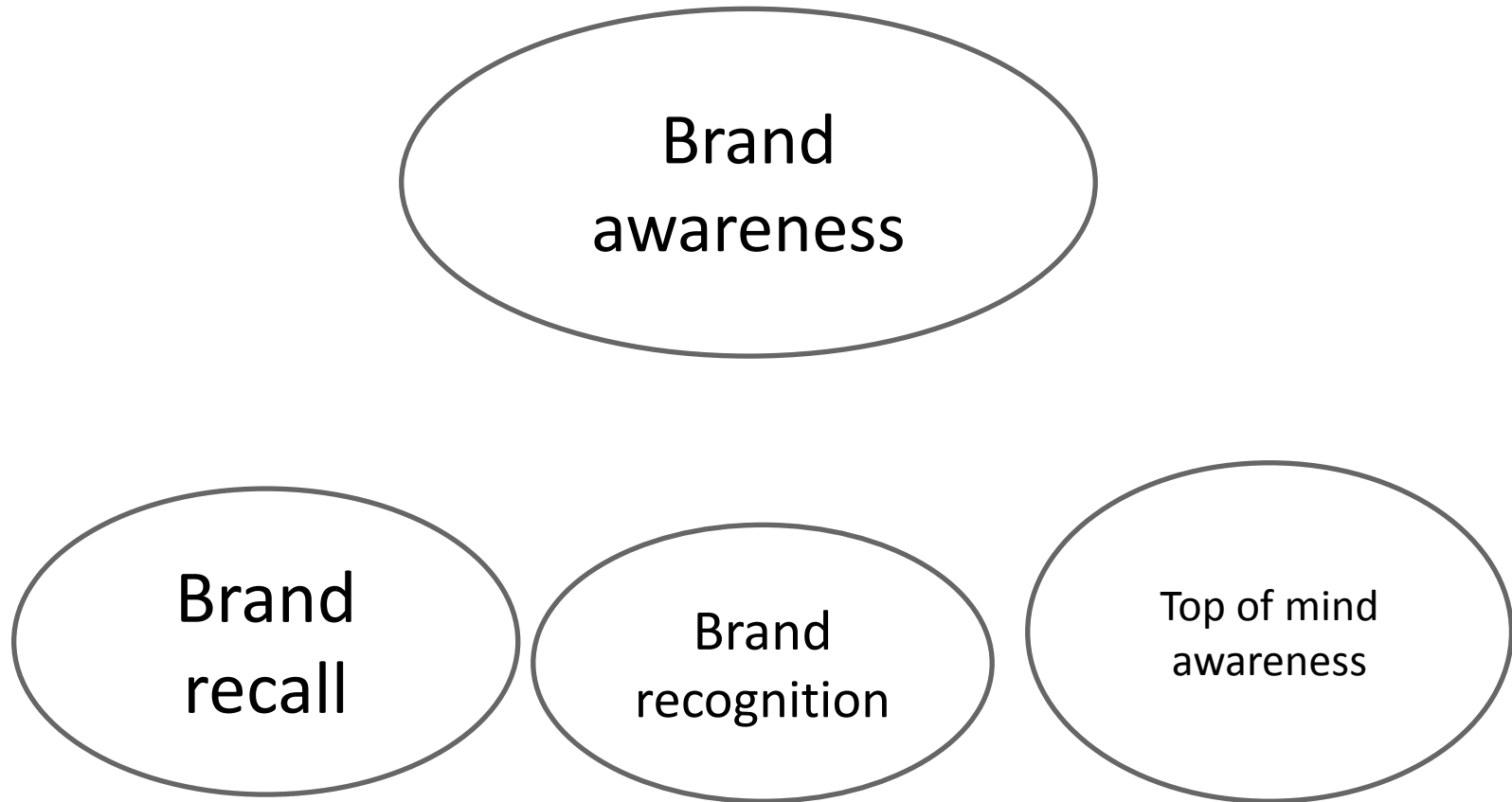
- Aided recall   unaided recall

A. Brand recall

- Brand recall is a qualitative measure of how well a brand name is connected with a product type or class of product by all the consumers.Example
- Technology----- samsung, Xiaomi, apple
- Sports cars ----- Lamborghini, Ferrari

Types of brand recall

- **Aided** **recall**

- Means when someone remember your brand or say your company just by giving them a clue

- Example

- Do you remember BMW

Unaided recall

Is where a person recall your brand or say your company name without giving them any clue.

B. Brand recognition

It is the abilityof consumers to identify your product by its attributes and the different types of design elements. ItIt influence decisioon process of customer and the factor that helps in brand recognition includes identity, packaging and the advertising.

Without the brand recognition there is no brand recall

C. Top of mind awareness

- It is generally measured by asking consumers open-ended questions about the brand that first comes to mind in a particular category. Example

- A question is asked from consumer about "Automobile manufacturer "----- Hyundai(he reply)

Importance of Brand Awareness

A. Importance of brand awareness to the company

Brand awareness is helpful for successful completion of brand target in the following ways:

- It is central to understand the purchaser decision process
- Indicate the brand market performance
- Increase word of mouth marketing
- Increase sale of the product
- Aids in introduction of new products
- Keep your brand at top -in mind of the people

B. Importance of brand awareness to the customers

- It helps customer to differentiate between products.

- It helps in case of hurry.

- It helps customer to take decision which one brand to purchase as he is aware of brand features.

- Helps them to recognize between original and duplicate brand

B. Importance of brand awareness to the sellers

- Helps in fast selling with less efforts
- Get benefit of discount froom the company as more aware people are --more sales-- company happy--- mire discount
- Wide scope of selling
- Easy for the seller to enter in the international market

B. Importance of brand awareness to the society

- New brand awareness act as a substitute for their loyal brand
- It adds to the knowledge of the latest features
- Helps them to guide others asas their suggestion
- Helps for taking effective decision for purchasepurchase
- Easy for then to accept to accept new products of that brand

Conclusion

- Hence we can conclude that brand awareness means the extent to which customers are familiar with the qualities of particular goods or services of that brand (company). There are three type of brand awareness which company uses for making people aware about their brand so that it will be beneficial for company , society as well as the sellers also.

Thank you