



BRAND AWARENESS AND BRAND PREFERENCE IN RURAL AND URBAN AREA MARKETS: A STUDY

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Abstract

Consumers may utilize brand awareness as a buy choice heuristic. Consequently, brand awareness expands brand market performance. Shockingly, inquire about brand awareness is rare. For example, earlier research investigates brand awareness' impact on basic leadership just through lab experiments at the individual consumer level in Haryana. Research connecting brand awareness to real market result shows up in service industry inquire about except for one examination in consumer-bundled goods. Moreover, causality's direction between brand awareness and the brand market result stays unexplored. Consumer's preferences are defined at the subjective (Individual) tastes as measured by utility of various bundles of goods. They permit the consumers to rank these bundles of goods according to the levels of utility they give to the consumers. Hence, we can also say that Brand preference occurs on the basis of Company's market value and quality preference, whereas in Consumer Preference the Impact of brand is not having much Importance.

1. OVERVIEW

The Indian rural market with its immense size and request base offers incredible chances to marketing firms. Rural India speaks to 50 percent of India's GDP. India perhaps has the biggest potential rural market on the planet. It has upwards of 47,000 Haats, contrasted with 35,000 supermarkets in the US. In India out of total FMCG market, 53% interest originates from rural market, out of 53% FMCG request 59% of interest desires consumer durables As per the report "2007 Revision of World Urbanization Prospects" discharged on 27th February 2008 by the United Nations, India would keep on having the biggest rural population on the planet until 2050.

We have picked this point since brand awareness has an incredible effect on the brand decision. Because of the expansion in globalization and homogenization of consumers' inclinations on the planet worldwide branding has turned out to be increasingly far-reaching. That is the reason it is critical to know about the way of life deterrents in marketing. When of globalization more people



investigate the world through going to particular and undeveloped to created places. Even though the consumer becomes increasingly homogeneous it might be hard to discover the brand that they use in their nation of origin. While concentrating the writing, it was discovered that there isn't much research about the impact of brand awareness on the decision. Most research is centered on progressively confounded learning structure, for example, the frame of mind and brand picture.

Along these lines, we needed to do examine on brand awareness and how it influences consumers. Branding is a standout amongst the most significant strategies in the marketing task. At the point when an organization dispatches its new product that it is fundamental that they promote it properly or as such made the awareness of the product in the psyche of the customers. The awareness was begun when the manufacturers hungered for their name on the structures they construct, and this thing demonstrates the work done by that developer. This investigation is likewise significant because the nation like India where people have no much information about the product this examination is exceptionally vital. These days, people have a requesting way of life. They don't have sufficient energy to stop for a minute and feel their very own will. They need to be as productive as could be expected under the circumstances; need to spare; however, much time as could reasonably be expected. They feel that time isn't sufficient and that they don't have the required vitality. All the various decisions purchasers make when obtaining can be upsetting, and the likelihood and request on the proper behavior and what to state can be additional weight.

At times, consumers need somebody to give them a proposition of a product, or simply take a product among many, without carrying the product into line with their requirements. Because of the expanding globalization and homogenization of consumers' Preferences on the planet, worldwide branding has turned out to be progressively broad. That is the reason it is imperative to know about social snags in marketing. When of globalization more people investigate the world through making a trip to far off and undeveloped spots. Although the Consumers become increasingly homogenous it might be hard to discover the brands that they use in their nation of origin. At that point, the consumers are set in a position when a problem shows up, and they need to pick between new brands and brands they perceive.

While concentrating the writing, it was discovered that there isn't much research about the impact of brand awareness on the decision. Most research is centered around progressively entangled learning structures, for example, demeanor and brand picture. Consequently, we needed to do look into brand awareness and how it influences consumers' decision. The reason for this thesis was to complete an examination about brand awareness; to see to what degree brand awareness matters when obtaining without precedent for a new culture. According to the



speculations, consumers pick a brand they perceive, before a new brand. On the off chance that consumers don't pick as per hypotheses, what are the variables that greatly affect the purchasing conduct? Awareness has been observed to be a fundamental condition for publicizing adequacy. For instance, when consumers who are new to a product classification need to pick between a notable brand and an obscure brand, they are bound to pick the outstanding brand. Regardless of whether conduct, for example, brand decision and acquiring is gone before by brand situating and brand thought relies upon the unique circumstance. For instance, in a low-association generally safe class it isn't exceptional for sales to go before any full of feeling the reaction.

The customer value concept holds that customers purchase what makes the most value for them. It has likewise been characterized as a passionate bond made between a customer and a provider. A precondition for this attach to be set up is that the product has the option to meet or surpass customer's desires. Customers can be enchanted if the provider can improve its performance ceaselessly. Performance alludes to how well the product does what it should do. For instance, for microwaves, the good performance includes how well the product prepares and defrosts food. Though for cameras, the good performance includes how well the product takes pictures [1].

Marketing channels

Marketing channels have also greater impact on brand choice. If there will be some proper market channels than the consumer will get a lot of benefits from the product in a short time. He or she does not need to consume a lot of energy in reaching the product. Strong marketing channels mean a strong connection with the customers. There should be no complex channel for marketing a product the product should be easily available to the consumer in the most proper way. If consumer needs any product than it's a company responsibility to launch such a proper channel that consumer can get benefits easily. Before going into the market the company or organization should do proper research about the market that means they should properly know the needs of people that what people want in different situation and at different locations. Then there should be marketing intelligence.

Quality of product

Quality of a product is additionally another purpose behind a customer to pick a brand. Quality has a place with the product perspective of a brand personality. There is likewise a concept of perceived quality that how consumer sees a product and what sort of perception they have in their psyche about the product. Perceived quality makes the consumers fulfilled which lead them to buy a product which drives them towards the devotion. Characteristics of a product additionally lessen the hazard which is in the psyches of customers. People now days perceive



quality through various methodologies; one of the methodologies is the price approach which is one of the significant factors in this day and age [2].

Brand awareness and Brand choice

The stronger the brand awareness in the mind of a consumer the stronger will be the brand choice. As we have described earlier that there are different variables like marketing channel should be proper there should be proper advertisement and the quality of the product should be good now these are the factors that can build a strong image of a brand in the mind of consumers now we can say that if there will be a proper marketing channels which mean the product is easily available to the consumer than they will easily choose that product and similarly if there will be proper advertising and the quality of the product will be good than the choice of that product will be easy for the customer and he will purchase that product. In general, awareness describes peoples' perception and cognitive reaction to a condition or event. Awareness does not necessarily imply understanding as it is an abstract concept. Awareness may be focused on an internal state, such as an instinctive feeling, or on external events such as sensory perception. People have earlier experience of a certain situation and are aware of that. They are also aware of who they are, the background to the circumstances, where being located as well as the emotions to the place, what time of year it is and what day it is, and also what to do the rest of the day. Even though, there is awareness of everything at the same time, the intensity varies. Peoples' awareness is reshaping its structure constantly, and what we call awareness is the sum of the individual's experience. So, it is possible to do one thing while still be aware of many other things.

Purchase decision

Purchase decision can be defined through a different perspective it depends upon those variables that have described above if we see that a quality of a product is good and it fulfill all the requirements than we will select and purchase that product similarly the best quality attracts a lot of customer towards the product and he can easily make his decision to buy that product. Advertisement is also one of the important factors because it creates a strong image in the mind of the customers. if there will be proper advertisement than there will be a strong image in the mind of a customer about the product.

2. CONSUMER BRAND PREFERENCE FOR CONSUMER DURABLE GOODS

The demography has seen a quiet transformation amid the twentieth century, the growth of medicinal science talented more noteworthy life span to humankind in the previous century that will result in a maturing population universally. The maturing is an unquestionably increasingly



genuine subject then seniority; in opposition to the well-known misconception that both maturing, and seniority are equivalent words. Were seniority simply identifying with the people who have outperformed the normal age of the country and now are into the last phase of the human life cycle, maturing is a prolonged procedure [3].

Population maturing is characterized as a procedure of move in the country's population towards more established ages. In any case, India for the present is making the most of its statistic profit and will keep on doing as such for a couple of more decades. With fruitfulness rate tumbling to 2.6 and the working-age bunch population expanding to over 65%, India will have fewer wards both in the age gathering of underneath 15 or more 60 years. This will give India a special window of chances for business, investment, human advancement and faster rate of financial growth amid the following couple of decades. To procure the products of statistic transition India needs to up its investment in health, instruction and physical foundation this won't just raise the productivity levels; however will likewise make them progressively focused in global markets [4].

Consumer durables include any kind of product bought by consumers that are fabricated for long haul use. Durable goods are those who don't destroy rapidly, yielding utility after some time instead of without a moment's delay. Instances of consumer durable goods incorporate electronic hardware, home decorations and installations, photographic gear, relaxation gear, and kitchen appliances. They can be additionally delegated either white goods, for example, iceboxes, clothes washers, and air conditioners or brown goods, for example, blenders, cooking ranges and microwaves or consumer electronics, for example, televisions and DVD players.

Such expensive things regularly keep on being serviceable for a long time at any rate and are described by long between buy times. The Indian consumer durables industry has seen a significant change in the course of the most recent couple of years. Changing the way of life and higher discretionary cash flow combined with a blast in the land and lodging industry and a flood in publicizing have been instrumental in achieving an ocean change in the consumer standard of conduct. Consumer durables have risen as one of the fastest developing industries in India [5].

The durable consumer market is relied upon to end up fifth biggest consumer durable market on the planet; the present consumer market measure in India is US\$ 7.3 billion in FY 12 and is required to twofold at 14.8 percent CAGR to reach US\$ 12.5 in FY 15. The Indian consumer durables can be segmented into three gatherings. India positions first with 131 record focuses on the worldwide consumer certainty study. Around two-thirds of the Indian population is underneath the age of 35, and about half are beneath 25. There are 56 million people in the working class who are procuring \$4,400-\$21,800 per year. Other than the enduring growth,



changing ways of life and discretionary cash flow bringing about more prominent reasonableness have been causing a central change in the Indian consumer conduct. An investigation by PricewaterhouseCoopers (PwC) and Federation of Indian Chambers of Commerce and Industry (FICCI), for the National Manufacturing Competitiveness Council (NMCC), calls attention to that its positive socioeconomics and undiscovered market potential, India is rising as an appealing market for consumer durables.

3. CONCLUSION

Worldwide business houses are looking at India as an assembling and sales center point. To provide food the need, the present government has likewise begun plans like 'make in India' and 'start up India, stand up India.' A standout amongst the most conspicuous and fast developing industry in India is the electronic goods industry. Consumer durables represent over 40% of the end consumer spending. The consumer electronic itself produces 28% of income. There are immense open doors for level TV, fridges, clothes washers, and air conditioners, and so forth. It is consequently imperative to work for the still non-penetrated area of the market.

This is how the organizations will probably set up the strong ground for growth. Presently as opposed to picking 'push strategy,' organizations are enthusiastically taking a shot at 'Draw strategy' to pull in customers, and this can happen when they can recognize what customer needs and what they like. For consumer inclination all things considered there is no precise definition accessible yet can be endeavored to characterize by the element's consumer inclination shifts with age, sexual orientation, income, and different qualities. As the demonstrations wherein consumers directly engaged with securing, utilizing and discarding goods and services, just as the choice procedures that lead and decide these demonstrations. Consumer inclination is driven by the fervor of viewing the substitution of customary products by electronic goods in their ordinary life. The entire business substance is moving its concentration from toughness to utility, from utility to appealing shapes, color, size and weight of products.

Marketing and promoting have focused on the center to upper-income bunches that have the discretionary cash flow to buy durable goods and extravagance things. An expanding number of market planners locate the developing unpredictability and vulnerability of the earth hard to adapt to. Associations are constantly confronting new conditions in their operating condition in each direction. Complex focused status admired interest estimate, shifting frames of mind towards branded products, presence of such a large number of brands, changing mentality of channel mediators and shortening of the product lifecycle, are settling on marketing choice very troublesome and unsafe. To pick up a superior understanding of the structure and drivers of



consumer request in India, marketers need to moreover build up a perspective on the market by taking a gander at it through the consumer.

The concept of consumer fulfillment involves a central position in marketing thought and practice. Fulfillment is a noteworthy result of marketing movement and serves to interface forms coming full circle in buy and utilization with post buy marvels, for example, the frame of mind change, rehash buy and brand reliability. The centrality of the concept is reflected by its incorporation in the marketing concept that benefits are generated through the fulfillment of consumer needs and needs. The need to decipher the philosophical articulation of the marketing concept into sober-minded operational rules has directed consideration regarding the advancement and estimation of consumer fulfillment

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