

## **A Study of Impact of Brand Awareness and Brand Identity with change in Brand Name from Zee24 GhanteCHHATTISGARH to IBC 24: Chhattisgarh Region**

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### **Abstract**

Media technology has made communication increasingly easier as time has passed throughout history. It can be termed as “Media Explosion”. News Channels are continuously engage in entertaining as well as updating their viewers. The competition in news channel industry hinges on this very factor. The brand awareness is primary goal of advertising which helps in the understanding of present position of the product. Brand Identity is how that business wants to be perceived by consumers. The components of the brand (name, logo, tone, tagline, and typeface) are created by the business to reflect the value the company is trying to bring to the market and to appeal to its customers. This paper is study regarding the impact Change in brand name do really bring change in its Awareness and identity i.e. Zee24 Ghante Chhattisgarh to IBC24. IBC24 is a major Hindi language current affair channel of Central India, providing news and happenings from across the states of MADHYA PRADESH & CHHATTISGARH. IBC24 is from Goel Group of Industries, headquarter at Raipur, Chhattisgarh. The survey has been in done in various areas of Chhattisgarh. The study has been done in various region Chhattisgarh through Questionnaire and checklist. Through this it was analysed that it maintain the potential viewers but simultaneously attracted new viewers as well as got popularity in region. The findings show that both viewers’ satisfaction and brand attitudes were not affected by brand renaming, whereas the brand personality perception was to some extent modified.

**Keywords: Brand Identity, Brand Awareness, Renaming, Viewers Satisfaction**

### **Introduction**

News is everywhere. One can access news through newspaper, radio, television or the internet. Media technology has made communication increasingly easier as time has passed throughout history. Today, children are encouraged to use media tools in school and are expected to have a general understanding of the various technologies available. The internet is arguably one of the most effective tools in media for communication. Tools such as e-mail, Skype, Facebook etc., have brought people closer together and created new online communities. News Channel Industries are continuously engage in providing latest updates to the viewers about the happening in our surroundings. Various channels like to put their news to be served to viewers with all the possible garnishing and topping. The competition in the news channel industry in the current scenario hinges on this very factor.

Brand name, as a symbolic component, is important since it serves as a communication tool for customers’ awareness. Therefore, it was suggested that changing the corporate brandname may lead to a modification of customers’ perception. Strong brand name is considered as a pillar of both the brand equity formation (Keller, 1993) and the branding process (Davis, 2007; Muzellec and Lambkin, 2006). The name is a main brand identity element that has an influence

on both the brand image and the customer's perceptions the term rebranding is a "neologism" composed by the prefix "re" (anew, again) and the word "brand", (Merrilees and Miller (2007)) describe it as a brand renewal, refreshment, makeover, reinvention, renaming and reposition. This practice, commonly associated with changes in the organization visual identity

**Channel Introduction - Zee24Ghante Chhattisgarh now known IBC24** is a major Hindi language current affair channel of Central India, providing news and happenings from across the states of MADHYA PRADESH & CHHATTISGARH. IBC24 is from Goel Group of Industries, headquarter at Raipur, Chhattisgarh. Today, IBC24 is considered to be the most credible, trustworthy, unbiased & reliable news channel. IBC24 has always emphasized on Unique & Topical Programming Content with rolling news bulletin throughout the day with important happenings in both Madhya Pradesh & Chhattisgarh.

It is an exploratory research; given the weakness of the empirical studies regarding the corporate services and brand renaming. This will give some understanding about the effective weight of the symbolic brand assets on Viewers attitude and satisfaction. Findings will help managers to anticipate consumer's behavior toward a name change and to adjust the intended Channelpersonality.

### Objectives Of the study

1. To Analyse the Viewers Statisfaction After Renaming of channel to IBC24'Sawaal Apka hai'
- 2.To analyse the Brand Awareness among the viewers based on Age Group and Gender of IBC24 'SawaalApkaHai'

### Hypothesis of the Study

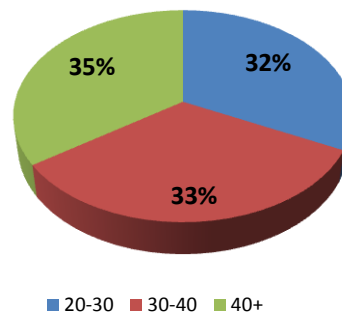
1. There was no Significant Difference of brand renaming on viewers' satisfaction.
2. There was Significant Difference of brand renaming on viewers' satisfaction.

### Research Methodology

This study is about after Rebranding the reach and brand awareness of IBC24 in the minds of the people in the state. This study not only helps us in understanding the awareness level of IBC24 but also the position of its competition. Formative research process was applied in the study keeping both qualitative and quantitative methodology in mind

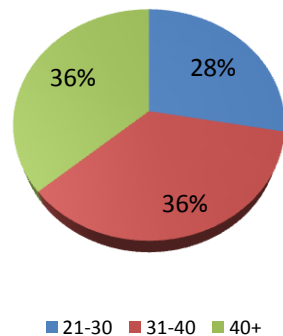
The total sample collected at the end of the study was 1000. This sample was collected from nine different cities of Chhattisgarh namely Raipur, Bhilai, Durg, Bilaspur, Rajnandgaon, Korba, Raigarh, Jagdalpur and Ambikapur. The data collected was further divided into different Age Group i.e. 20-30years, 30-40years, 40 and above belonging to various gender group.

## Data analysis & Observation



### Age group

#### For Zee24 ghanteChhatisgarh



After change in Brand name to IBC24

Research was carried out with target sample of 1000. Three age categories of the viewer were defined under our literature, so as to understand the taste of each generation. The sample collected is fairly distributed amongst all predefined categories to meet our objectives

### Gender

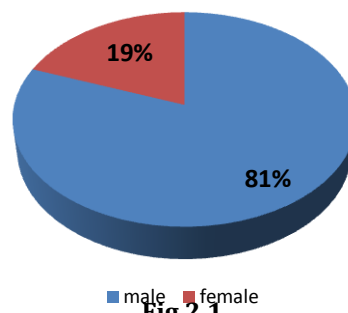
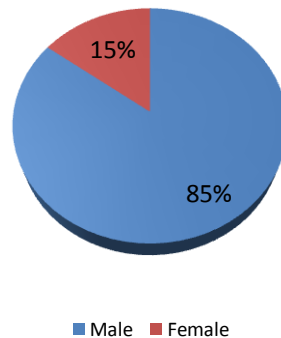


Fig 2.1

After completion of data collection we found that the female percentage in sample is 19% which is lower than the expected ratio of 70:30.

However, this low female count was expected, as most of the data collected is from busy markets, offices and shops. This low gender composition would not affect our study much.

There is fair distribution of the sample of male-female composition under various age categories.



**Fig 2.2 After changing Brand Name To IBC24**

During data compilation we found that female percentage in our sample is 15% which is lower than our expectation of 70:30. The similar composition can be observed under defined age groups.

For IBC24

Out of 1000 samples 740 prefers watching IBC24. 60%-62% of them have marked news quality and current updates as the reason for watching IBC24, followed by news presentation and popularity as the reason for watching IBC24.

The only worrying aspect is News projection and presentation aspect which has always been the strength of the channel stands no.3. There were certain comments made by the respondents on this regard:

- IBC24 is a good channel but some how it doesn't interest me much now there are several reasons like availability of other channels and average news presentation of IBC24
- IBC24 should focus more on news projection and presentation, they should groom their anchors and reporters, they seems immature at times
- Today every channel has more or less same content its just a matter of its presentation and the way anchor deals with it
- I am watching this channel since past 5-6 years but as IBC24 it's news quality & presentation performance has gone down. Channel need to work on its content
- IBC24 is regional news channel of Chhattisgarh and shows us whatever happening in our state however i feel they should also focus on discussing the matter and not just stop by showing it

## Conclusion

The brand name is a crucial element of company's identity; it plays an important role for the awareness toward the brand, and also, it is a good source of information about a service company in consumers' pre-purchase evaluation. A brand is what a brand does. Every brand carries a persona and identity in the mind of its customer..

In this study there was no such change in viewers count after rebranding the new channel

Because there was only change in channel name and no change was there in programmes, news and viewers were satisfied with it. Viewers do appreciate for the change in name, Brand Logo and representation. As we have collected the data of various Age group and on the Basis of Gender there was no such change in it. As we calculated in Fig 2.1- 2.2 Male- Female Ratio was as far as same of 70:30. Same we can say in Fig 1.1-1.2 also Age group ratio is near about similar only. So it was analysed that viewers liked the News Quality and its presentation of IBC24

So in order to understand the brand personality of respondent's favourite regional news channel we asked them to tell us from a set of human characteristics that can be attributed to the channel. The respondents who prefer watching IBC24 consider it as sincere and effective news channel. Factors like reliability and competency are in bottom two of the choice made. The top six human characteristics identified are: Sincere, Effective, Youth, Reliable and Competent

### Observation

- IBC24 is the most preferred news channel in the region however ZMPCG and ETV MPCG are also gaining momentum in terms of brand preference
- Channel enjoys the reputation of being regional news channel of Chhattisgarh
- It is observed that channel has lost its perception as exclusive news channel of Chhattisgarh
- During the course of study few critical remarks were made on the content of the news such as earlier content was created and presented today just news is served
- Critical remarks were made on the body posture and news reading skills of the anchors and reporters. It is been said that lack of preparation on topic can be seen in the anchors
- Confusion persists with respect to the name of the channel, many respondents found to be confused between IBC24 and Z24

It has also been observed that lack of synchronised marketing effort has led to lower brand recognition. Today's era is of integrated marketing approach, nothing works in isolation, therefore marketing should be treated as a central point for sales and editorial event. Sales and editorial team should leverage the strength of marketing efforts. At the end of each marketing activity an audit process should be carried for accessing the outcome.

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