

**A STUDY ON BRAND AWARENESS OF ASHOK LEYLAND BOSS AMONG  
THE CUSTOMERS OF TVS**

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**ABSTRACT**

This study was conducted among the customer of “Ashok Leyland commercial vehicle - (BOSS) at TV Sundram Iyengar & Sons Ltd, Madurai”. The objectives of the study were to identify the factors influencing the brand awareness level of Ashok Leyland (Boss) among the customer of TVS in Madurai city. The primary data was collected by means of questionnaire which was distributed to the customers of Ashok Leyland at Madurai. The data collected were analyzed using SPSS software. It was found out from the study that the customer choice was influenced by fuel efficiency, features of the commercial vehicle (BOSS), availability of spare parts, performance of vehicle.

**KEY WORDS:** Brand Awareness, Customers Choice, Performance, Features

**INTRODUCTION**

The increasing competition in the global markets will blade the existence of the troupe difficult as the vendee enjoy being the big wig. Merchandising is all around us. It is one contour or another. It is close to every individual. Moving from the historical perspective, modern selling has taken on new attribute through various direction approaches. Marketing was defined as a commutation mechanics, in its early 24-hour interval and had been conceptualized as a function of selling. The efficacy of marketing was largely related with the personal salesmanship through advertising strategies for the consumer and industrial merchandise. However, with the realization of the difference between marketing and selling, concepts turned more scientific and analytical. Marketing is now defined as a blend of behavioural and direction science powered by creativity, suspicion, innovation, and breathing in top side them all. Perhaps the most distinctive skill of professional marketer is their ability to create, maintain, protect, and enhance make Branding is the art and base of marketing. The American English Marketing Association defines a brand as: a name, term, sign, symbolic representation, or an intention, or a combination of them, intended to

identify the goods or services of one seller or group of Sellers and to differentiate them from those of rival.

## **REVIEW OF LITERATURE**

Brand Recognition is the extent to which a brand is recognized for stated brand attributes or communications (Kevin Lane Keller. 2004). In some cases, brand recognition is defined as aided recall - and as a subset of brand recall. In the case, brand recognition is the extent to which a brand name is recognized when prompted with the actual name.

branding came about after the industrial revolution when railroads began transporting goods to other destinations. With the rise in trade and production, consumers were given various choices of products, and therefore manufacturers were forced to distinguish themselves from each other. However, it was not until the twentieth century that branding became a necessity to companies and manufacturers.

This study is significant to the field of public communication because as corporations pursue to manufacture products in a more complex global marketplace, communication professionals must learn how to think and implement global communication campaigns in a strategic way.

Future research should be done to determine the ultimate success and effectiveness of this campaign once it draws to a close.

Understanding this point is very important. When consumers enter shops, the process of building relations of brands and products, will include a series of complex psychological activities such as attention, identifying, understanding and thinking. Products' objective characteristics may be important, but for consumers, they just recognize and accept the characteristics which they perceive. These are subjective cognitive and non-fact awareness.

The research constitutes to increasing number of the writings on brand awareness through analyzing how brand applications, brand knowledge, brand perceptions. During the fierce competition, it is extremely important for the company to solidly assess determinants that are not only significant in building powerful brand awareness but also support them for reaching consumer awareness and satisfaction

## **IMPORTANCE OF THE STUDY**

Today costumers are facing a growing range of choice in the different brands of products and services. They are making their choice on the basis of their perceptions of brand, quality service and value.

The company has to adopt strategies to keep brand in consumer's memory. A strong brand awareness means easy acceptance of new products. An organization has to measure the level of awareness of the potential customers and has to adopt different strategies to enhance the awareness level and to identify the appropriate promotional tool. Brand awareness is asset which brand managers create and enhance to build brand equity. It is related to the nature and features of product.

## **NEED FOR THE STUDY**

Today customer is veneer a growing range of pick in the different stigma s of merchandises and services they are qualification their choice on the basis of their perception of make quality service and quality The fellowship has to adopt the strategies to keep steel in consumer's judgement a strong brand awareness mean value easy toleration of new product an organization has to measurement the awareness of the potential customer and has to adopt different strategy to enhance the awareness

## **STATEMENT OF THE PROBLEM**

Since Ashok Leyland is one of the most popular brands in India, there is a high need to understand whether the customers are loyal to the brand and they have any kind of influence from its awareness. Retaining customers is the main objective of any company. So a study to understand the influence of brand awareness seems to be not go vain. The main objective of the study is to find out, whether there any influence of brand awareness in buying behaviour.

## **OBJECTIVES**

The study has been conducted with the following objectives:

- To understand the awareness BOSS among the prospective customers.
- To know the ability to identify the logo of Ashok Leyland by the customers.

- To study the ability of the customers to recollect the brand ambassador of Ashok Leyland

### **SCOPE OF THE STUDY**

The overall scope of the present cogitation considers all the variables and factors that have major impact over the client s in considering particular stigma s. This especially included how a customer regally evaluate recognizes the stigma and what placement particular mark occupies in the customer brain This includes how a customer gets attracted towards the steel and what shuffle a fire steel highly significant over their competitive brand. The study includes how brand sentience among potential client can be maintained and improves. The projection has been done in Madurai. The survey was especially focused on existing and new Party of boss owner for finding how they are influenced by the brand and what make them aware of the brand. After the survey was done the information was analyzed and also relevant suggestion were made in order to improve its brand awareness towards Boss as well as Ashok Leyland

### **LIMITATION OF THE STUDY**

- Only 150 samples were collected because of limited sources and time.
- This research only focused on the customers of TVS, Madurai

### **RESEARCH METHODOLOGY**

Research methodology is the verbal description, explanation and justification of various methods of conducting enquiry. This area deals with the research pattern, sources of data ingathering, sampling design, hypothesis, and statistical tools used for the data analysis and interpretation

### **DATA ANALYSIS AND INTERPRETATION**

**TABLE :1 THE LOGO OF ASHOK LEYLAND**

Logo	No. of respondent	Percent
Unaware	73	49.0
Aware	77	51.0
Total	150	100.0

Source: Primary data

From the above table it is evident that 51% of respondent are aware of the logo of Ashok Leyland and 49% of respondent are not aware of the logo of Ashok Leyland Hence it is interpreted that majority of the respondents Aware of the logo of Ashok Leyland

**TABLE: 2 IDENTIFY THE BOSS**

Identify	No. of respondent	Percent
OTHER	49	14.6
BOSS	101	85.4
Total	150	100.0

Source: Primary data

From the above table it is evident that 85% of respondent are identify the BOSS other 14% of respondent are not identify the BOSS vehicle.

**TABLE: 3 WHICH MEDIUM YOU AWARE OF BOSS**

Medium	No. of respondent	Percent
Television	34	22.5
Hoardings	23	15.2
Newspaper magazines	35	23.2
Friends	53	35.1
Relatives	6	4.0
Total	150	100.0

Source: Primary data

From the above table it is evident that 22% of respondent are Aware through television, 15% of respondent are Aware through hoardings 23% of respondent are Aware through Newspaper and magazines 35% of respondent Aware through Relatives Hence it is interpreted that majority of the respondents are Aware through Friends

**TABLE: 4 APPEARS IN ASHOK LEYLAND ADVERTISEMENT**

Appears	No. of respondent	Percent
Sachin	61	41.1
Dhoni	35	23.2
Virat Kohli	25	16.6
Lionel Messi	29	19.2
Total	150	100.0

Source: Primary data

From the above table evident that 41.1% of respondent are select the Sachin, 23.2% of respondent are select the Dhoni, 16.6% of respondent are select the virat kohli, 19.2% of respondent are select the Lionel messi, most of the respondent are not aware about the brand ambassador of the Ashok Leyland boss.

## **FINDINGS**

- The following details can be inferred after analysis with a simple size of 150 which included customers, by questionnaire method to find out the brand awareness towards Ashok Leyland BOSS.
- The awareness level of Ashok Leyland BOSS an around Madurai is quite high.
- The promotional strategy of Ashok Leyland BOSS is effective in the form of to demo the product and issuing the Pamphlets and done a Trade shows and advertising campaign.
- Most of the customers are aware of advertising campaigns that are being conducted by TVS.
- Brand awareness has a real and visible impact in the buying behaviour of the people. Though the customers are having good awareness levels regarding the product they are not in a frame of mind to purchase it because of various reasons.

## **SUGGESTIONS**

Suggestions are done on the basis of finding and analysis of data collected through questionnaire:

The customers are not getting much information about the BOSS from outside. Majority of them are getting information from the company salesman and Friends. So the advertisement should provide more details about the BOSS. So the company must increase the advertisement. In order

to promote sale in highly competitive auto market attractive schemes such as cash discount, complementary gift, lucky draws, etc. can be given to the customer. Advertising plays a very important role in increasing the awareness and in reminding the customer about the products and services. Since the people tends to forget the advertising of a particular product a reminder message has to be enforced in a regular interval and in a proper media which would reach a large number of potential customers.

## **CONCLUSION**

Since the brand awareness of consumers is the purpose of this study. Survey is conducted in Madurai district through questionnaire taking 150 samples. From this survey I got valuable suggestions, opinion and views of the customers. The customers have strong suggestion for improvement mainly in the cabin comfort. From this study it is clear that BOSS have a good brand image among the public and the customers had been satisfied with the product performance. The customers are well aware about the performance and features of BOSS. Accomplishing this project on brand awareness was an excellent and knowledge gaining experience for me. Despite small sample size for questionnaire this project helped me to know the view of customer and common people towards the brand awareness of Ashok Leyland BOSS.

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