

The role of brand consciousness



The brand consciousness is mainly refers to the aware of the product names. That's play an important role nowadays. Generally People who can easily understand the product by the brand name. The importance of brand in Singapore is well set up .

Brands are everyplace. Every companies are to prove their brand important more for reaching their products to the people. Brands loyalty and resources to invest billions of dollar to impress the consumer.

In Singaporean, brands are more important factor attraction consumer purchase decision. Well known brands, such as I-Phone, Samsung, etc being popular choice. Every companies target to younger age people for purchasing power.

They would not lend second thought of buying another product. Nowadays teenage females and males are fixed to buying their brand. In most of the markets resources have led to belief that young adults are more conscious consumer.

Generally companies understood the role of brand name analysis of consumer relation decision making by culture under age. Singapore participations will be more conscious than other countries because Singapore are more economly implement. In Singapore females are more conscious than male. And they search for more time about that products when they make purchase decision. Females will pay more value on brand names. Parents claim that high school students are most brand conscious.

Particular brands (e. g., Coca-cola, McDonald's) are considered to possess 'high brand equity,' resulting in higher market shares and prices than competing products. The things that have high consumer image, brand name consciousness, strong brand organization, etc.

Crucial reason of the brand image strength is favorable and unique identity and strong. These all the things are mainly showing into the consumer. The brand beliefs include all the associations that consumers bring with brand, including but going beyond personality association.

Brand association creates brand image to strong by going beyond the perceived quality on functional products and services criteria. The processes by which create advertisement of the brand image. The moderators control the creation and the strength of the brand preferences.

the brand experiences that will operate future successes. They believe that brands will go beyond corporate-designed experiences to emphasize individual control and the fulfillment of personal values and aspirations.

Brand design involved by a group of thirty scholars based on the selection process by the member of subject scholar pool. The basic requirements for selecting scholar were carefully balanced and to consider several factors. A simple random selection for the subject scholar were made by the marketing discipline. It is recognized by basic concerns and small variance within direct distinction.

The top fifteen marketing scholars were used to identify the 'lead scholar' within scholar pairs. The high level of general population of marketing

academicians were intended to identify the scholar. After selecting 15 lead scholars from a group of 30 scholars, a 'peer scholar' was identified to pair with each others. These pairing was done on the following basis,

- a) The selected peer scholars must be from the same department
- b) Both of the scholars from the same level of ranking.
- c) They should not present in the top 15 journal ranking study.

These are the multiple scholars who can have the ability to pair with lead scholar in such cases a random number used to select the scholar to be peer for study. The lead design and peer scholar have several pairs from thirty scholars were provided with control for the level of scholar institutions for primary data collection case study.

The number of brand design can also be increased to collect primary data and it done line by line process. The expansion of the scholars have not only expanded labor factor but also the number of raters to evaluate these scholars. These is also a limitation to both the factor are coding resources and the number of raters 30 scholars from 15 pairs cannot give the expected results that's why 15 subject scholar pairs from 30 scholars were used to generate the primary datas for phase study collection. This are the main thing to implement the designing a brand.

In this world most of the brands use great stories. Few examples for brand stories. Steve jobs , CEO of Apple says stories of vision and his ability things doing in different manner. And the another example, Nike showcase is the event of creativity who have the great victory to achieve their game.

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The crucial planning for brand building is to make the brand stories that permit the organization, target the people and also create the conscious awareness. The major purpose of the brand story is to ping with the employee to consumers. Basically brand stories are lend some ideas to the organization, and its value. Brands are meant to cut down the quality of life decisions into consumer choice.

Brands are commonly used by individuals. Because of the development in technology people needs to recent information themselves. For updating brands are widely used. By brand awareness an individual can have in touch with their friends and family members. For socializing brands are necessary and for creating a awareness of the product. Most of the people want to buy new product daily and they mainly looking for the brand name first. Brand name plays an important role for implement any kind of product nowadays.

Few years back all the peoples are predicted their brand via in the hands of the internet, people are buying their product but their not showing the importance to brands.

After this, web 2. 0 came and replaces the brand reputation with the user services and to overtake big brands. By allowing buyer to express their true preferences -buying their products by really wanted. Every brands are developed step by step survive by the pressure. And the advertising companies got lot to reinvent and making a product fulfill the need among all age groups.

Most of the marketers have not enough money to access, brands became establish to the people by marketing and advertising into the media, etc. by

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this way many of the brands are useful, and consumers are easily understand the .

For advertisers who can't afford a spot on television, Show media gets them some rolling real estate.

In Singapore more than 1000 cabs has ad displays on the taxi-top. We can see 25% of all those on the streets of Singapore . Some of the popular ads are HP, Tiger beer and jobstreet. com. Long ago taxi-top ads were most popular among city news programs and clubs. Compared with the \$15, 000 a month for billboard on the city's main road, taxi-top advertising is cheaper.

There are creative ways to advertise in taxi-tops they are eye-catching three-dimensional displays and scrolling signs with an LED displays. It's not like advertising is going to end. Smart people get stiff done in times like this.

The brand power is the major issue in these days, by applying these concepts to our organization is really challenging but these process takes some time and energy for building our training brand, but it is very manageable and in the end it has well worth and the effort involved to appear greater or better. To get successful and effective branding we have to create and maintain a strong training brand. Every people have different answers about branding and most of them would be correct.

In those days the brand product create trust and potential among people but today it has been changed they are creating brand much more than creating trust. While we talk about a brand its not just their symbol or logo it's about the entire look and feel of a company. A strong brand should show its

uniqueness to their customers and it's uncommon for a brand to create an emotional or sociological connection between company and consumers. A potency brand directly affects a company's bottom line.

If the brand is weak the company has to exercise and it would not take much time. By conducting the exercise with a group of current customers who have experiences with training functions, the brand which have a specific desired outcome in mind. They design their class materials, websites and customer interaction with those specific descriptors in mind .

Brand consciousness plays an important method to reach the advertising and other sponsorship effects. This brand functions are well established and related to consciousness of brand and advertising. In this researcher have control investigate among the various numerous media. The capacity of virtual advertising has gone relatively unidentified the marketing and advertising literature.

Brand is the leader for youth , that appear marketing have been underestimating young age people. When it comes to state revealing the large number of products and services.

Mostly increasing on saturated market place. One of the famous journal to survey this, which was slightly 2025 young people between the age of 15 to 27 revealed amazingly that, nearly 53. 4 % of the youth agreed, brand is most important when purchase any product or purchase decision.

Although slightly 75. 6% of youth go along with latest and high tech, near 85. 9% are looking quality conscious and 86. 2% having option for before

purchasing, the product. In mobile phone marketing environment in Singapore is highly fighting differentiate their products.

Generally youth minds are highly informed group, they will balance their feeling with logically and more involvement purchasing such as mobile phone.

Most of the children facilitate to brand quality started significantly before than their ability to past occurrence the same brand, children who have viewing those program on television related to n and they significantly makes positive brand state but not their brand recall.

Parental awareness was extremely related to brand recall, consciousness is kind active and passive knowledge of a particular brand. Children's has focused their brand on two way Brand recognition and Brand recall. Both brands have been operationalized by displaying the kind of brand logo's .

Brand recall is refer to the children's were inquire the name of particular brand when imperfectly learned brand events. Brand recognition i. e the number of option available and how children's invited to choose the brand.

Although boys and girls do not differ in the number of brands and they are able to recognize or recall.

In Singapore slightly 80 % of youth having own mobile phones, which is 20 % greater than the other region, around 50 % of teenagers in Singapore have internet access. It is also highest rate of the region. Teenager want to implement the brands, but they are open to change and new ideas and creation.

Teenagers are mostly looking for style, traditional, prestige, design, performance and easy to use . according to the global survey Singapore teenager are more lonely to their brand selection and very less by the friends choice of brands.

In 2009 one of the global habbs brand survey conducted the poll between 12 to 18 ages and 112, 000 respondent polled, more than 30 countries teenager polled this survey .

One the favourite well known brand in Singapore is Coca-Cola, Nike , Mc Donald, Sony etc.

Singaporean government launched nearly 20 million Singapore dollars for brand pact program recently, the domestic companies would like to brand their products with the support of Singapore government. This initiative refer to the brand pact

Brand pact is the short form of brand impact that will aim to develop brand among the various local enterprises and they try to implement within Singapore through the global m markets.

It aims to increase the consumer understanding of branding and consciousness and most of the competitiveness looking for the adoption brands and also planning to develop that with the help of International Enterprises(IE) Singapore and the standard. Productivity and creation these two major bodies are started behind their brand pact program. The brand journey and build up their own brand capability

It contains both the firm level branding and implement similar to the companies who have branding effect across the world.

Expector will arrange the brand training workshop to perceive mentally, what branding and how can create a powerful brand.

Companies who have easily achieving indicative brand also with branding experts.