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Brand Image and Advertising Effect of Product Performance: A Case Study

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ABSTRACT

Brand image and advertising constitute a significant part of the sales of products in any industry. Generally, the role of brand image and advertisement should increase the sales of the product. The product used in this paper is Bajaj pulsar from the Bajaj group. Bajaj group is one of the most excellent organizations in the automobile industry. Bajaj group focuses on two wheelers only. In this paper, a case study has been made on how the brand image and advertisement affect product performance. The data is collected from 100 respondents in different parts of the twin cities of Hyderabad. It was found out that the study got mixed responses about the Bajaj pulsar based on factors like colour, performance and style. The suggestion from this research paper is that even though the product might be from a branded organization and a lot of cost might be spent on advertising but at the end of the day it is the people's acceptance that is even crucial for product performance in the market.

KEYWORDS: significant, advertisement, acceptance, performance, brand image

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1.INTRODUCTION

The automobile industry accounts for a large proportion of the world provide¹ (Shimokawa 2002). Automobile technology developed is a vital force for the overall development of a country² (Rosenfeld, 1997). Among automobiles, two-wheelers are the very common aid for transportation which enables us to move correctly on time. Now two-wheelers have become an essential mode of transport for the middle-class person who shares the major part of the population in the country. The doors of Indian market are now open to all, domestic (or) multinational companies whomever it may be prove their technology, durability, quality of the product to capture the hearts of the Indian customer market. Hence many multinational companies like Suzuki, Hero Honda, Kawasaki and Yamaha in collaboration with domestic companies like Bajaj, LML kinetic is operation in the Indian Market. The rising income of the people of a country can be taken as the yardstick of the overall economic progress^{3,4} (Hicks et al., 1979 and Chen and Ravillion, 2007). Moreover, this in turn makes people go after the comfort and luxuries for the better living. This change in the attitude of the people creates high demand for the products, especially in customer durability. When people say or think 'this is my kind of product' or 'this is my brand' they are indicating that the image they have of the brand matches up with the image they would like to portray of themselves⁵ (Graeff, 1997). This is because people tend to define themselves in terms of the symbolic value of their possessions. The nominal value associated with a brand is referred to as the brand image⁶ (Martenson, 2007).

Perception and brand image marketing product distinction often exist in the minds of consumers and not in the products themselves a brand image is a complex symbol and the meaning associated with a brand⁷ (Decheratony et al., 1998). The image may vary from customer to customer, and it may be more important than the tangible product. People buy products not only for their functional aspects

but also for their symbolic meaning. The perception of reality is critical in brand image marketing is demonstrated in the various taste as we see on television⁸ (Keller, 2010). The topic of brand image is highly interrelated with the topic promotional strategy⁹ (Ataman, and Olengin, 2003). The generation of ideas and the development of the advertising message or concept make-up the creative process. In the context of advertising, the generation of ideas and the development of the advertising message of concept for advertising strategy. What to say is the central idea of an advertising message is referred to like the advertising appeal the purpose of the appeal is tell a potential buyer what the product offers and why the product is or should be appealing to them. The critical aspect in advertising is: What to say- the appeal; How to say – execution appeal final media. A strategy involving the determination which media are most appropriate for an advertising campaign. The time is also a significant constraint for advertisement¹⁰ (Lee et al., 2013). The time at which most viewers are watching (prime time) shall be selected¹¹ (Yuan et al., 2014).

Engineering superiority has ceased to be a unique selling proposition for any brand particularly in the durable goods industry. This is because the pace of modern life brings about engineering to obsolesce over. What might have captured the consumer's imagination yesterday would become technology? Can be easily copied and competitors can come out with a more advanced and sophisticated feature in their products. All other parameters like pricing promotion and distribution have been exploited, and product differentiation thus has become more complicated that can be perceived. In light of this, the most critical and unique differentiating aspect can be the image created by effective advertising. The way the company built and sustains the image must be unique in approach and style of itself. The study is an attempt to obtain an insight into the brand image and advertising effectiveness by studying preference and perception of consumers individually and concerning each other, To bring the Bajaj Closer to consumers and consumers closer to Bajaj has been the guiding principle of this project.

2. CASE STUDY DESIGN

2.1 Company Profile

The Bajaj group came into existence during the turmoil and the heady euphoria of India's freedom struggle. As dynamic and ambitious, the firm has been recognized for this achievement at various national and international forums. Bajaj is currently India's largest two and three wheeler manufacturer and one of the largest in the world. Bajaj Auto is a market leader, continually involving, responding, defining new boundaries and creating new horizons. The award won by Bajaj is given in Appendix A.

2.1 OBJECTIVES OF STUDY

The prime objective was to assess the brand image and advertising effectiveness of the automobile in the twin cities of Hyderabad and Secunderabad. Further, the study finds a response on the following research questions: (i) how did respondents come to know about Bajaj Pulsar and the media they are familiar with? (ii) To find out what the attributes that people know about Bajaj Pulsar are? (iii) To know, what, do people think about the execution and the appeal of the advertisements? (iii) To find out the image of Bajaj Pulsar by the given ratings on its attributes. (iv) To know, what people think of Bajaj Pulsar is, when compared to its competitors. (v) To find out the recommendations of the respondents regarding the institutional image building of Bajaj. (vi) To find out the customer colour preferences. (vii) To know the reaction of the people to the advertisement of Bajaj Pulsar. (viii) To know whether the people want the Bajaj Pulsar to be upgraded.

3. METHODOLOGY

Methodology means the way the sample and sample sizes selected; methods are of data collection, various tools used for studying the problem with specific object or objects in view, it is the backbone of the project. Data are information collected to verify the objectives of the study, which are raw materials for the research process. The data collected for this study was mainly primary, they are the first-hand information which is views, perception and opinion of the customers regarding the brand image and advertising effectiveness of Bajaj Pulsar. These secondary data was collected to know the industry-profile company's. Profile and product profile which was collected from the company.

3.1 RESEARCH APPROACH

The method used to collect primary data which consists of the structured and close-ended questionnaire from respondents. A wide range of valuable information on the honest behaviour of respondents is attitudes experience, and the facts of the company are collected. The questionnaire is the most common instrument in collecting primary data. For the study structured, the close-ended questionnaire is used. This questionnaire contains questions which will elicit qualitative and quantitative information from the customers. The questionnaire is prepared to keep in view the objectives of the study and for the respondent's convenience interest and stability. The primary objective of designing the questionnaire is to find not the brand image and advertising effectiveness concerning Bajaj Pulsar. It is not possible to meet the population to collect the information for research due to lack of time and cost factor. Hence a portion on the part of customers had been selected for collection of information which is known as the sample unit. The respondents in the research are those who use the motorcycle of some segment in which Bajaj pulsar is there in other

words the respondents are the customers of competitors. The total number of respondents for this research was 100. The survey was conducted in different areas in twin cities of Hyderabad and Secunderabad. The study followed by probability sampling under area simple random technique used to collect data from customers. The research is qualitative in nature, which is particular to expert opinions of customers to analyze them through percentage analysis is used and a square test is used. Random satisfied sample method was applied.

4. DATA ANALYSIS AND INTERPRETATION:

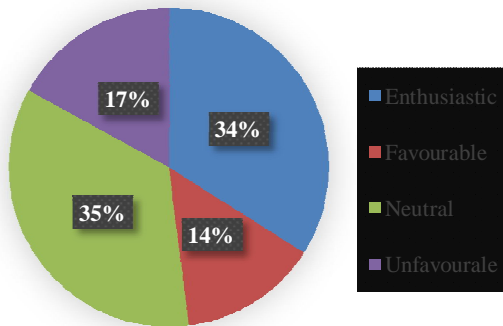


Figure 1. Changes suggested in bajaj pulsar

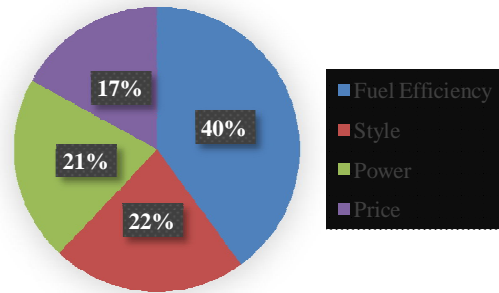


Figure 2. Attributes that respondents liked in pulsar

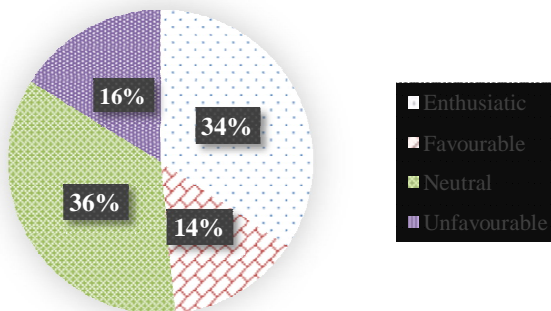


Figure 3. Reaction to Bajaj Pulsar advertisement

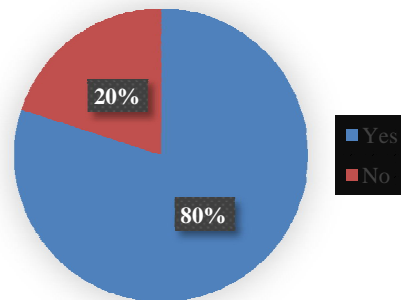


Figure 4. Right execution of advertisement

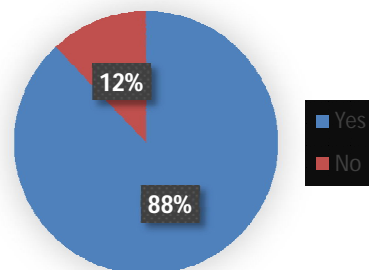
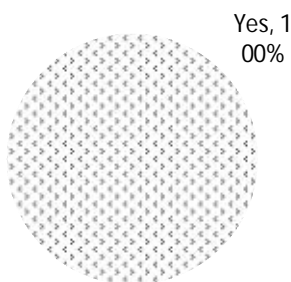


Figure 5. Awareness of pulsar**Figure 6. View on creating institutional image**

4.2 Findings

From the analysis, it is found that respondents who are possessing motorcycle are occupied in different jobs, and business and also students share a major part. Hence two wheeler market share is a market of potential customers. It is observed that all respondents are aware of Bajaj Pulsar. From the study, it is found that most of the respondents like the fuel efficiency of Bajaj Pulsar and its style and looks too... they are also too happy with its price. The analysis shows that most of the respondents believe that an advertisement if Bajaj Pulsar is attractive and nicely executed in different media. It is found that 71% of respondent believe that Bajaj Pulsar is good/perfect motorcycle based on the parameters of style power and performance whereas remaining respondents think it is a brand motorcycle. From the study, it is found that most of the respondents suggest the company to create an institutional image through advertisement to pull more customers. It is found that 48% of respondents think that colours of Bajaj Pulsar are very good, whereas 28% think that colours are neither good or bad and remaining respondent think that colours are very bad, hence mixed response is found. From the analysis, it is found that almost equal percentage of respondents.

4.3. Limitations

The study has been restricted to the twin cities of Hyderabad and Secunderabad and as such the results cannot be generalized. The research was conducted by a random stratified sampling method. The sample size chosen for the purpose is only indicative and not exclusive. Some respondents gave a response when approached. Lack of time and cost was a major constraint. The sample size for the study is 100, which can be further increased in order to generalize the results.

5. CONCLUSION:

The brand image plays a major role in the sales of Bajaj Pulsar and advertising is very effective in the brand image of Bajaj Pulsar. In the twin cities hundred percent people are aware of Bajaj Pulsar. The respondents come to know about Pulsar on television media to a maximum effect and also through outdoor media. People think about the advertisement on different media are effectively executed. By analyzing the rating of Bajaj Pulsar it came to know that majority of the respondents believe that product is very good. When compared to competitive people think Bajaj Pulsar is better and preferable. Regarding the color how of the customers believe that it is the color is very good and they are impressed with color and therefore it might be a reason for preference.

Finally, it is concluded that apart from valid image majority of the people want to agree the product by way of changing the desire, more efforts for power is says and presentation of the bike.

6. REFERENCES

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Appendix A.

Sr. No.	Year	Award
1	2009	Bike maker of the year
2	2009	ICICI bank overdrive awards
3	2010	DTS-I technology. Auto tech of the year
4	2008	Bajaj Pulsar DTS-I bike of the year
5	2004. 2007	Wind 125 Bike of the year
6	2007	CNBC Auto-car award
7	2004	Business standard motoring Bajaj pulsar 180 DTS-I
8	2007	BBC world wheelers the viewer's choice two-wheelers of the year
9	2006	Bajaj Pulsar 180 DTS-I BBC world wheelers award for best two-wheelers
10	2006	Best two-wheelers award between Rs 55, 000 to 70,000, Bajaj Pulsar
11	2003	Best two-wheelers award between Rs 45, 000 to 55,000 Bajaj Boxer
12	2003	Bajaj Pulsar total customer satisfaction study
13	2003	Bajaj Pulsar bike of the year ICICI bank overdrive