



Role of Media in Developing Brand Consciousness among Youth

(A study to understand and analyse the role of media in developing brand consciousness among youth)

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ABSTRACT : *The word ‘Brand’, believed to be derived from Old Norse word ‘Brandr, denotes several aspects of a product or a company. David Ogilvy, in his book Ogilvy on Advertising, defined brand as tangible sum of product’s attributes such as name, packaging, price, history, reputation and the way it’s advertised.*

Post 1990s, as an effect of globalization of Indian economy, the standard of living of the people of the country changed remarkably. The rise in growth of income, availability of quality products at competitive price, widespread growth of media, changing perception of the citizens, rise in the level of education and sources of information among other factors brought some sea changes in lifestyle of the people of the country. Although, the changes were observed mainly in metros and cities, but the effect of changing marketing and social scenario swept across the country.

Media, after the invasion of satellite TV, private participation of FM radio, introduction Foreign Direct Investment (FDI), multidimensional growth of web, easy and affordability media of technology, etc. made epoch-making changes across all sections of the society.

Looking at the growth of media, it became necessary for the Indian and multinational companies to tie up with different vehicles of media to develop brand image, brand value and brand equity with customers. The tie-up of brands with media made a lot of changes in the brand consciousness among the existing and potential customers. This paper attempts to study the role of media in developing brand consciousness among the young college going students of Delhi and National Capital region.

Keywords: *Brand, brand loyalty, brand value, media.*

I. Introduction:

Brand: An introduction

The word ‘Brand’, supposed to be derived from Old Norse word ‘Brandr’, means “to burn”. It was a popular practice used as an identifying mark burned on livestock with a heated iron. In modern marketing, a brand is considered an intangible asset. It can be a name or a symbol or both associated with tangible and emotional attributes of a product or company. A brand intends to identify and differentiate the goods or services of a seller from those of competitors. The intangible sum of a product’s attributes: its name, packaging, and price, its history, its reputation, and the way it’s advertised [1].



A brand can have many forms, including a name, sign, symbol, color combination or slogan. According to American Marketing Association (AMA), a renowned professional association of marketing with wide network, a brand is “a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.”

Brands are omnipresent. In our lives, whether in economic, social, cultural, even in religion, the brands of innumerable products and services pervade in almost every walk of our daily lives. The value or reputation of a brand is highly dependent on the promises that it offers. A brand not only sells a product or service, rather it tends to develop a relationship based on trust and familiarity. For an instance, TATA, Reliance and Airtel have been regarded as some of the most valuable Indian brands.

According to Kapferer “the brand's name is often revealing of the brand's intentions. It is a powerful source of identity and helps to project the intended image of the product against the competition and in the process of positioning a brand in the minds of the target audience”[2]. Kotler and Armstrong stated that “brands represent consumers’ perceptions and feelings about a product and its performance – everything that the product or service means to consumers.” [3]. Two or more companies may offer same product at the same price and quality, yet the sales of one can be lot better than the others. The reason may be the intangible value inherent in the brand image or value. Nearly 150 years old, the brand TATA is the top of the mind brand of India. The logo of international fast food chain Mc Donalds with yellow and red combination easily separates among others. Similarly, the soft drink giant Coco Cola bottle is easily identified by its red color sticker among other brands.

Brand: A brief history

It is the large scale industrialization that moved the production of many household items from local communities to centralized factories. While shipping the large scale manufactured products, the factories put their logos or insignia on the products, extending the meaning of “brand” to that of trademark. Likewise, the signatures on paintings of famous painters like Leonardo Da Vinci and Pablo Picasso can be viewed as an early attempt of branding.



As early as 1200s, the bread makers, goldsmith, silversmith, etc. used to put their name or mark in England on their products, primarily to insure honesty in measurement. In the medieval times, the printers used identifying marks as did paper makers and various other craft guilds. However, the history suggests existence of brand or concept branding even before the birth of the Christ.

Though the concept of brand and branding has been debated recently as a major topic of study in marketing discipline but they are almost as old as civilization[4].The evidences of using potter's marks on pottery and porcelain products in China, Greece, Rome and India found in 1300 BC. The branding of cattle and livestock go back as far as 2000 BC. The archeological evidences suggest the branding of product among the Babylonians dating back to 3000 BC. The concept of branding had the same reason as in modern marketing. It was introduced to insure honesty, provide quality assurance, identify source or ownership, hold producers responsible, differentiate, as a form of identification and to create emotional bonding in the ancient times. Old civilization of Mesopotamia and Greek used marks and names to identify or indicate their offerings - predominantly of wines, ointments, pots or metals [5].

Brand experience and awareness

Brand is broadly divided into experiential and psychological. The experiential aspect of brand consists of the sum of all points of contact with the brand and psychological referred to the brand image. The brand image is the symbolic construct created within the minds of people, containing of all the information and expectations associated with a product. The psychological aspects include factors like thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, etc. that associated to a brand. For an instance, Nestlé's Maggi 2 Minutes Noodle is a top of the mind brand when it comes to quick food.

The awareness of brand can be referred to customers' ability to recall and recognize the brand. It is the consciousness of a consumer to link to the brand name, logo, jingles, etc. with certain associations. The brand awareness especially helps a customer to understand to category to which the product or service belongs. It also gives fairly ideas about the qualities of the products and services sold. For an example, when someone talks about the soft drink, Pepsi or Coke flashes instantly in the mind.



The process of brand building or brand awareness is the valuable outcomes of continuous cycle of research, planning and control. The branding building, if meticulously and ceaselessly applied, should result into the recognition by the consumer. The exercises of brand awareness should consist of functional attributes and symbolic values of the brand communicated by the various elements of the marketing mix.

Brand Value

A brand value, develop by brand name, is the net value of a brand in the eyes of the consumers, whether to specify, reject or recommend brands. Not necessarily, each brand name conveys objective or association. For an instance, the brand names like Shell, Kodak, and Sony don't actually suggest any feature or benefit, whereas the names like Pampers, Visa and Comfort do suggest the associations.

Depending on the extent of market and size of the target customers, branding requires a lot of money. In order to decide on how much to spend on branding, companies spent money according to their meticulously defined strategy and plans.

Media plays a pivotal role in Branding. In print, electronic, web, outdoor and among all possible and suitable mediums, branding is done to develop brand visibility, brand positing, brand value and brand equity. The different tools of each medium can be exploited to maximize the benefits. For an instance, in the web tools like social media, blogging, Google ads, banner ads on popular websites, keyword optimization, etc. can be effectively used to reach out the target audiences for positive responses.

Considering the fact that each media has ranges of both advantages and disadvantages, the multimedia campaign and marketing tools like brand endorsement by celebrity, sponsorship, events, tie ups, advergaming, etc. can help a lot in brand building.

In this paper mainly concentrate on the role of media in developing brand awareness, brand consciousness, brand value and brand equity among the young educated and media savvy audiences of a metro city.



II.Objectives: In competitive world of business, brand name, brand value and brand equity play important roles in developing building consciousness among existing and potential customers. Gone are those days, when companies were not highly concerned about developing relationship with customers. For developing and sustaining long term relationship, almost all companies formulate plans and strategies to persuade customers and develop favourable brand image.

In modern business, the brand image matters so much that companies have been spending a sizeable amount of the advertising and publicity budget on brand consciousness. As a tried and tested tool, media has been playing a crucial role in developing brand consciousness in the cutthroat competitions of luring customers by number of visible brands in each product segment. The young educated college going students, who are highly media savvy, are a prime target group for almost all companies to focus on to draw attention towards their products. The companies know and realize very well that media can play pivotal role in building brand consciousness, brand image and brand value. The current paper focuses to achieve the following objectives in connection with brand consciousness, media and young college going target group. The objectives of current study are as follows: To

- understand what do brand mean and deliver to the target group.
- evaluate the role and impact of media in developing brand consciousness, brand image and brand value among the target group.
- comprehend the effectiveness of different media vehicles in developing brand consciousness among the target group.
- assess the changes that brand consciousness bring in purchasing behaviour and lifestyle of the target group.

III. Hypotheses :

On the basis of the review of literature, interactions with the target group, personal observations and secondary information, the following assumptions have been made for the current study.

- There is a considerable degree of changes in the lifestyles of urban dwellers with the rise in the disposable amount of money. The reflections of such changes are more visible among the young educated college going



students in terms of their brand awareness, brand consciousness and brand loyalty.

- Among the target group of the current study, *i.e.* the young educated college going urban dwellers, brand image has a significant role in development of perception and personality.
- The media in its various forms, *i.e.* print, electronic, web, outdoor among others, have considerable impact in developing brand consciousness, brand image and brand value among the target audience.
- Each media vehicle plays a definite role in the process of developing brand consciousness among the target groups. The collective efforts of different media vehicles contribute in the brand consciousness, bringing changes in the purchasing behaviour and lifestyle of the target group.

IV.Methodology:

The national capital, Delhi and National Capital Region (NCR) have been chosen for the study. Along with being the national and political capital, Delhi is known as education hub for quality and variety of education for students of all sections.

From the universe of students in the age group between 18-25 years, comprising of college going students from different stream of education, social sections and classes, a total of sample size of 200 respondents were surveyed with systematically prepared questionnaire. The questionnaire, consisting of relevant questions to meet the objectives and test the hypotheses, was prepared after necessary deliberations. Each individual, including both male and female, picked up through simple random sampling to fill the questionnaire.

Statistical Analysis

The collected primary data was coded, tabulated and analyzed statistically to analyse and draw interpretations for the study. The standardized statistical tests that include percentage analysis, graphical representation, cross tabulation, etc. were carried out to analyse and draw interpretation in the current study.

V.Result and Discussion:

Some interesting findings were noticed from the survey conducted among the college going students of different social strata of national capital Delhi and



Nation Capital Region (NCR). These findings were found to be quite useful to test the hypotheses. The findings of the study have been discussed hereunder.

1. Understanding of brand

On first the question, what does brand mean to the young educated urban dwellers?, the majority of them (36%) understand brand as assurance of quality, for 26% of the respondents replied brand as an identity. Brand means status symbol for 24% of them, whereas for 14% brand implies necessity for recognition.

2. Buying behaviour for brand

The interpretation of the data suggests that majority of the respondents (145) prefer to buy branded products, whereas 75 respondents out of 250, *i.e.* 30%, were not found concerned on buying branded products and 12% , *i.e.* 30 respondents only buy branded products sometimes.

3. Frequency of buying

When the frequency of buying branded product among the respondents was asked, it was found that majority (48%) go for branded product every time they buy something, 36% of them said that they sometimes purchase branded product, whereas 16% of people rarely buy brands.

4. Extent of brand loyalty

The responses of the data on the extent of brand loyalty suggest that 42% of them (105 respondents) were brand loyal, whereas 58% , *i.e.* 145 respondents, were found to be not loyal to any brand.

5. Sources of brand knowledge

The analysis of the data clearly reflects that media (38%) plays a major role in developing brand knowledge among young college going students. The studies and observation (32%) around on brands by the target group play a considerable role in acquiring brand knowledge. The peer group discussion (26%) and other factors (4%) also contribute in the development of brand knowledge.



6. More for Brand

More than one third of the total respondents (68%) were found to be ready for spending more for brands, whereas 32% did not show such desire for branded products.

7. Justification for spending more

There were several reasons cited by the respondents for spending extra buck for buying branded product. These reasons include:

- More durability
- Brand image
- Fashion statement
- Serve quality product
- Value for money
- Good Service
- More satisfactory
- Reliable

There were also some interesting reasons for not spending more on branded products. These reasons mainly include the followings.

- Availability of similar duplicates available at lower price.
- Overvalued price of branded product
- Quality of branded products not always satisfactory

8. Brand obsession

The data of the survey suggests that more than 62% of the total respondents have obsession for brands, whereas 38% of them don't behave in obsessive manner for brands of their choices.

9. Charging extra for brand

When asked whether the brands charge extra for the brand value / brand image, majority of the respondents (68%) believe that brands charge extra for brand value/ brand image, whereas 32% of them don't think so.



10. Reason of inclination towards brand

When enquired the growing inclination of the target group towards brand, a number of reasons came into light. The following were the some of the reasons:

- Peer group pressure
- Influence of brand ambassador
- Status consciousness
- Quality consciousness
- Durability of the product
- Brand name
- Look and style
- Brand visibility
- High lifestyle
- Comfort

It was the opinion of the majority of the respondents that media have been playing a key role in developing most of the reasons of the target group to get inclined towards brands.

11. Fulfilling brand promise

More than two third of the respondents, *i.e.* 66%, firmly believe that brands fulfill the promises, whereas the rest of them *i.e.* 34%, have opposite responses to this question.

12. Media and brand visibility

The responses of the target audience suggest that media play a pivotal in developing brand visibility among the target audience. The data suggests that 82% of the respondents responded 'yes' to it, whereas 18% said 'no'.

13. Dependency on Media for brand information

The interpretation of data on the dependency of the target audience to get information related to brands, it has been found that majority of the respondents (42%) acquire information on brands from television, 26% and 24% from print and web respectively. 6% of the respondents get information from other sources,



whereas with 2%, radio is the least important source of information for the respondents.

14. Influence of brand ambassador

The influence of brand ambassador on buying behaviour or brand perception of the target audience is not same. According to 44% of the respondents, the brand ambassador influences every time he or she endorses a branded product. For 24% it influences only sometimes, whereas there is no influence of brand ambassador on 32% of the respondents.

V. Conclusion:

The factors-rise in the disposable amount of money, modern life style, growth of innovative tools of publicity among others have undoubtedly brought significant changes in the market and people. Although, the extent of changes may vary depending upon social class, status, place, financial conditions and several other factors, but the changes have far reaching effects among all sections of our society.

The current study reveals that young educated college going students have fairly good information on different brands. It is part of the usual practice of young generation to look for information on different brands from different vehicles of media. More than expected, the study reveals that they are brand loyal, brand obsessed and image conscious. In fact, the factors like desire of youngsters to pay more for their choices of brand and high degree of influence of brand ambassador on them are significant reasons for the growth of brand consciousness among youth, especially in metros and cities.

As an important agent of such changes, the role of media is paramount. The analysis and interpretation of the data collected from Delhi and NCR on brand awareness reveal that media plays a significant role in developing perception and personality among urban youth.

The study establishes the fact that Media in its various forms, *i.e.* print, electronic, web, outdoor among others, have pivotal role in dispense updated information on brands. The contents of media in the form of advertisement, news, feature, advertorial, contest, etc. of the different vehicles of media act as essential



source to develop brand consciousness and brand loyal among the target audience.

The study also ascertains the fact that every media vehicle plays different role in the process of developing brand consciousness among different target groups. The collective efforts of different media vehicles contribute in developing brand value, brand equity and brand publicity.

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