Asia Pacific Journal of Research
Vol: I. Issue XXXVIII, April 2016

ISSN (Print) : 2320-5504
ISSN (Online) : 2347-4793

A Study on Customer Brand Awareness on Duroflex Mattress in Hosur City

Dr. L. Leo Franklin[1] and A. Rajakumari[2]

[1]*Research Adviser, Department of Commerce, JJ College of Arts and Science (Autonomous), Pudukkotai*
[2]*Research Scholar, Department of Commerce, JJ College of Arts and Science (Autonomous), Pudukkottai*

INTRODUCTION

The word 'brand' when used as a noun, can refer to a company name, or a unique identifier such as a logo or trade mark.

In a time before fences were used in ranching to keep ones cattle separate from other people's cattle, ranch owners branded, or marked, their cattle so they could later identify their herd as their own. The concept of branding also developed through the practices of craftsmen who wanted to place a mark or identifier on their work without detracting from the beauty of the piece. These craftsmen used their initials, a symbol, or another unique mark to identify their work and they usually put these marks in a low visibility place on the product.

Not too long afterwards, high quality cattle and art became identifiable in consumers' minds by particular symbols and marks. Consumers would actually seek out certain marks because they had associated those marks in their minds with tastier beef, higher quality pottery or furniture, sophisticated artwork, and the overall better products .If the producer differentiated their product as superior in the mind of the consumer, then that producers mark or brand came to represent superiority.

Today's modern concept of branding grew out of the consumer packaged goods industry and the process of branding has come to include much, much more than just creating a way to identify a product or company.

Branding today is used to create emotional attachment to products and companies. Branding efforts to create a feeling of involvement, a sense of higher quality, and an aura of intangible qualities that surround the brand name, mark, or symbol.

Brand awareness is vitally important for all brands but high brand awareness without an understanding of what sets you apart from the competition does you virtually no good. Many marketers experience confusion on this point. Brand awareness is consists of both recognition, which is the ability of consumers to confirm that they have previously been exposed the brand, and brand recall, which reflects the ability of consumers to name your brand when given the product category, category need, or some other similar cue.A strong brand influences the buying decision and shapes the ownership experience and it creates trust and emotional attachment to the product or company.

OPERATIONAL DEFENITIONS

Brand awareness is an important way of promoting commodity-related products. This is because for these products, there are very few factors that differentiate one product from its competitors. Therefore, the product that maintains the highest brand awareness compared to its competitors will usually get the most sales.

The likelihood that consumers recognize the existence and availability of a company's product or service Creating brand awareness is one of the key steps in promoting a product.

Brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

Brand awareness is the first critical condition for achieving brand success. In the absence of awareness, the brand runs the risk of not getting an opportunity to take part in the consumer decision process.

The proportion of target customers that recall a brand. Realization by a consumer of the existence and availability of a particular product. Brand awareness is a common measure of marketing communications effectiveness. Unaided awareness is spontaneous; aided or prompted awareness is when the name is recognized among others that are listed or identified.

To some branding might not feel like tangible aspect of running a business. It cannot be seen like a product on the shelf, or counted like a cash drawer at the end of the night. But, braining is the reason people pay three times more for a product at one store over another.

Brand awareness studies help the boost and sales and sponsorship by illustrating the relationship between the aggressive marketing campaigns and high brand awareness. Using third party to collect this information adds credibility to the data.

Each brand awareness study is designed with the individual client's specific needs in mind.

Whether you need to survey readers, visitors, attendees, or all three, reader can put together a research plan that meets your objectives and helps you succeed. Our custom research solutions are designed to meet the specialized research requirements of every client; however, most of our customized studies include similar consideration.

STATEMENT OF THE PROBLEM

Mattress industry is a very volatile one. In India it is at the growth stage, where new outlets emerge very often. There is a high degree of competition among the companies within the industry to stand out from the rest and to be the best of the country. People within Hosur city limits lead busy lifestyles and often seek for convenience. Therefore, the frequency of visiting supermarkets would be high.

Brand awareness is one of the major tactics used by retailers to attract customers to the stores. It will stimulate them to choose the most liked store, spend more time in it, and examine the products and eventually resulting in a purchase. This study is focused on identifying the impact of brand awareness on customer intentions would therefore be carried out with the research problems of "Whether brand awareness play an vital role to the sales of the particular brand".

OBJECTIVES OF THE STUDY

The objectives of the research are as follows

1. To study the brand awareness of Duroflex mattress.
2. To analyse the major attribute of Duroflex mattress to attract customers.
3. To study the association between demographic factors of the respondents and level of awareness in advertisement of Duroflex mattress.
4. To estimate the popularity of duroflex mattress among the different mattresses.
5. To ascertain the buying behaviour of customers.

HYPOTHESES OF THE STUDY

The following are hypotheses are set for the study:

a. H_0 = There is no significant relationship between familiarity of the brand Duroflex and currently using brand.
b. H_0 = There is no significant relationship between satisfaction of the brand and idea about purchasing mattress
c. H_0 = There is no significant relationship between gender and familiarity of the brand Duroflex.
d. H_0 = There is no significant relationship between educational qualification and source of information about Duroflex
e. H_0 = There is no significant relationship between age and selection of media for advertisements.

SCOPE OF THE STUDY

6. This study is conducted to find the brand awareness of the product.
7. The brand awareness study will help the company in taking decisions regarding the promotional campaigns, advertisement, strategies and positioning strategies to build more brand awareness among the consumers to compete with big giants in mattress industry.
8. The task of this study is to deliver a central idea about the company and the offering to the target market. The company discovers different needs and groups in the market place and introduces the product which satisfies these needs.
9. This study helps to find the targets and their needs that it can satisfy in a superior way.
10. It is also helpful to find the position of offering, whether the target recognizes the distinctive offering and image.

RESEARCHMETHODOLOGY

Research Design

The study is a descriptive one, descriptive research studies are those studies, which are concerned with describing the characteristics of a particular individual, or a group. The main aim behind the study was to identify the brand awareness of Duroflex mattress. Through the study collect the opinion about the customers of general public. The respondent is personally contacted and the data are collected through schedules.

Data source

Primary data

The primary data are those data which are being collected by the researcher for the first time. They are the information received directly from the respondents. In this study primary data was collected among the customers of general public with help of Questionnaire and interview schedule.

Secondary data

Secondary data are those data which have been already collected by someone else. They include published, unpublished document .They are internet, magazines etc.

Sampling Design.

A. Sampling Technique

Non- probability sampling technique has been used for this study. Under Non-probability sampling technique **Convenience Sampling** is adopted where the samples are selected based on their convenient accessibility and proximity.

B. Sample Size

Sample size denotes the number of sample selected for the study. Since covering the entire population for the study was not feasible, this study was carried out among a sample of 150 customers in the Hosur city.

Statistical Analysis.

The data drawn from the various sources were subjected to statistical treatment using the appropriate tables.

- Simple Percentage Method
- Weighted Average Method
- Ranking by weighted average method
- Chi-square method

LIMITATIONS OF THE STUDY

1. The study was based on the assumptions that the respondents will always be truthful and correct.
2. Some of the respondents were less co-operative.
3. The study was confined to city of Hosur, so the results may not be applicable for other area.
4. Due to the time constraint the sample size is restricted to 150.

REVIEW OF LITERATURE

GeoffreyJallehss, Robert J Donovan, Billie Giles- corti (2003) and C.D Arcy J Holman, Australian health promotion foundation, has done a research titled "Sponsorship impact on brand awareness and brand attitudes". The aim of the study is to this article presents the results of a study designed to evaluate sponsorship effectiveness in terms of its two main communication objectives: brand awareness and brand attitude. Two health and four commercial sponsorships were evaluated at two major sporting events. Overall, the data suggest that sponsorship can influence both brand awareness and brand attitude, and that the health sponsorships had more impact than the commercial sponsors studied. These and other data confirm the potential usefulness for greater use of sponsorship in social marketing campaigns. Sponsorship is a rapidly growing tool in both commercial and social marketing areas, in Australia and overseas. Australian health promotion foundations distribute substantial funds to arts, sports, and racing organizations for the opportunity to have these organizations' events sponsored by health promoting organizations. However, in spite of substantial commercial and health expenditures, there has been little published systematic evaluation of sponsorship. Recent years have seen far more attention to this area.

Haemoon ,Iowa state university (2002) conducted a research title on Brand awareness and price on customer value and behavioral intentions. The author introduces a comprehensive customer value framework and tests an extended value model with lodging products. The extended value model in this study newly incorporates the concepts of brand awareness, as compared to brand or product class, and price fairness. Based on Baron and Kenny's guideline for mediation analysis, this study found the traditional customer value process to be useful for lodging research and marketing. In addition, brand awareness and price fairness concepts were found to play significant roles in the customer value process. The article includes discussions on both managerial and research implications.

Subhani, Dr.MuhammadImtiaz and Osman, Ms.AmberIqra University Research Centre (IURC), Iqra university (2009) conducted a research titled on a study on the association between brand awareness of consumer on the packaged milk industry in Pakistan. Brand awareness remains fundamental to consumer life as the interaction initiation point to the brands. This paper put forwards the relationship of brand awareness on consumer/brand loyalty in the packaged milk brands in the urban Pakistan. There is evidence of brand awareness and consumer/brand loyalty on brand equity. The approach takes into account sources of brand equity—brand awareness, consumer/brand loyalty, and image (perceptions / associations) on the sample of consumer households. This paper suggests that in Pakistan among the packaged milk brands there is no relationship between brand awareness and consumer/brand loyalty. In addition, testing relationship by setting perceptions as the mediating variable between brand awareness and consumer/brand loyalty results the same. For practicing managers and marketers it is important to note that there is a need to update their understanding of the nature and role of brand awareness on convenience products which has random switch purchase behaviour and low-involvement. In the current era, marketers must develop branding strategies for commodity-products such as milk packaged brands by investing and strengthening its supply chain system, to create and increase brand awareness for the milk brands in-turn to build consumer/brand loyalty than trying to directly build consumer/brand loyalty by heavy spending on promotional tools.

Amaranth and vijayudu, Research scholar(2007), Department of management studies tirupati, Sri venkedeswara university, has done a research title "Brand awareness in rural area-a case study of east moving consumer goods in chittoor District of Andhra Pradesh".The purpose of this study is to examine the brand awareness

in rural area and to study the interest of consumers in branded products of east moving consumer goods (FMCG).The brand awareness is showing increasing tendency everywhere and chitoor district is not an exception to it. To examine the validity of this general statement that is being discussed day in and day out by the researcher, market manager, producers, consumers, advertisers. A case study of brand awareness in rural area of fast moving consumer goods in chittoor district of Andhra Pradesh is taken up.

Beth cianfrone, Gregg Bennet, Ron Siderss, Yosuke Tsuji (2011), University of Florida, USA, conducted the research title on "Virtual advertising and Brand awareness". The purpose of this study was to analyse the effectiveness of virtual advertising on consumer memory of brand sponsorship. More specifically, we sought to compare the capacity of consumers to identify brand sponsors virtually inserted within a televised sporting event to their ability to remember conventional television commercial sponsors. A 40-minute segment of a televised broadcast of a South Eastern Conference (SEC) football game, complete with television commercials and virtual advertisements, was the means of study used to assess the effectiveness of the different forms of advertising in terms of brand sponsorship identification. The findings suggest differences between spectator identification of virtual ads and television commercials on consumer memory.

RESULTS AND DISCUSSION

Most of the customers recommended that Television are the effective media for communicating message to the potential customers.

Majority of the respondents are familiar with the brand name Duroflex

Many respondents are using Duroflex mattress from 1-3 year

Majority of them using the Duoflex mattress

Most of the customers get the information about the brand from the advertisements

Most of them recommended Duroflex is the first company that comes thinks of mattress.

33% of the customers are satisfied the features of the brand.

Most of the respondents are aware of trade show.

Most of the customers always seen the advertisement in the News paper

Majority of the customers are visited exhibitions of the Duroflex mattress.

Most of the customers suggested to improve the advertisements in the proper way.

44% of the respondents are buy the mattress by having the awareness about particular brand.

81.3% of the respondents have the idea of purchasing a new mattress.

Majority of the customers are by having awareness about a particular brand.

Educational qualification and source of information play an important role to sales of the Duroflex.

There is a significant relationship between familiarity of the brand Duroflex and currently using brand.

RECOMMENDATIONS

Company can increase the advertisements in various media.

Company can conduct to more trade shows and exhibitions.

To provide more offerings to the customers will help to increase the sale of the product.

Providing Boards and Flex to the retailers, there in front of the shop will help the customers to know about the product.

The company needs to concentrate on maintaining the cordial relationship between dealers and suppliers.

Company can be given much care in order to offer regular replacement so that dealers with the ready to more shelves space to Duroflex.

Company may introduce new catching slogans and taglines to the advertisement.

Company sales persons should monitor the merchandising work creativity and display level of Duroflex product in the outlet.

Company may reduce the price of the mattress; it helps to increase the sales of the brand.

Company can provide more offers to customers.

Company may improve the supply and distribution.

CONCLUSION

Indian mattress industry is a potentially growing segment with a constant and regular increase in number of players and turn over. Duroflex is a renowned company with a strong goodwill, high reputation and a large number of satisfied and loyal consumers. It is a well established company and has already made its mark in the consumer durable industry.

The study helped to determine the brand awareness, market presents and market leadership of different mattresses brands including playing in the market. Also the study tried to find out the factors affecting consumers buying behavior in Hosur city.

The position of Duroflex with respect to market presence and sales where ascertained from the collected data. The study also helps to determine the consumer's preference for various brands. The research yielded many findings which will be auxiliary in research structuring marketing activities for Duroflex in Hosur city. The inferences and interpretations drawn from the analysis of data where used to arrive the recommendations which were

the ultimate objective of the project. Finally these recommendations were put forward to the company as a means enhance the sales of the Duroflex.

BIBLIOGRAPHY

1. Derry Law, Christina Wong, Joanne Yip, (2012) "*How does visual merchandisingaffect consumer affective response?: An intimate apparel experience*", EuropeanJournal of Marketing, Emerald Group Publishing Limited, Vol. 46 Iss: 1/2, pp.112 - 133
2. Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of Consumer Marketing*, 17, 403-019.
3. Helena M. De Klerk, Stephan Lubbe, (2008) "*Female consumers' evaluation ofapparel quality: exploring the importance of aesthetics*", Journal of FashionMarketing and Management, Emerald Group Publishing Limited, Vol. 12 Iss: 1, pp.36 – 50
4. Kenhove, P., V., Wulf, K. D., and Walter, V. (1999). The impact of task definition on store- attributes saliencies and store choice. *Journal of Retailing*, Vol. 75 No. 1, 125-37.
5. Kotler, P. (1974). Atmospherics as a marketing tool. *Journal of Retailing*, Vol.49, 48-64.
6. Mattson, B.E. (1982). Situational influences on store choice. *Journal of Retailing*, Vol.58, No. 3, 46-58.
7. Schiffmen, L.G., Kanuk, L.K. (2000). *Consumer Behaviour*. India: Pearson Education Inc.
8. Shona Kerfoot, Barry Davies, Philippa Ward, (2003) "*Visual merchandising andthe creation of discernible retail brands*", International Journal of Retail &Distribution Management, MCB UP Ltd., Vol. 31 Iss: 3, pp.143 – 152
9. SwapnaPradhan (2009). *Retail Management Text and Cases,* 3rd Edition, Tata McGraw-Hill, New Delhi.
10. Wanninayake, W. M. C. B. &Randiwela, P. 2007, 'The Impact of Visual
11. Merchandising on Consumer Store Choice Decisions in Sri Lankan Supermarkets', *In: 7th Global Conference on Business & Economics*, Rome 13-14 October 2007.

WEBLIOGRAPHY

1. www.duroflexindia.com
2. www.indiamarkets.com
3. www.gseek.com
4. www.brandawareness.com

Age of respondents.

S. No.	Age	Number of Respondents	Percentage of respondents
1.	Below 20	29	19.4
2.	21 – 30	35	23.4
3.	31 – 40	39	26
4.	41 – 50	25	16.6
5.	Above 50	22	14.6
	Total	150	100

Source: Survey Data

Gender of the Respondents

S. No.	Gender	Number of Respondents	Percentage of respondents
1.	Male	95	63.3
2.	Female	55	36.7
	Total	150	100

Source: Survey Data

Marital status

S. No.	Marital Status	Number of Respondents	Percentage of respondents
1.	Single	40	26.6
2.	Married	110	73.4
	Total	150	100

Source: Survey Data

Educational Qualification of the Respondents

S. No.	Educational Qualification	Number of Respondents	Percentage of respondents
1.	Illiterate	8	5.3
2.	Up to HSE	70	46.6
3.	U.G.	42	28
4.	P.G	17	11.5
5.	Others	13	8.6
	Total	150	100

Source: Survey Data

Occupation of the Respondents

S.No	Occupation	Numbers	Percentage
1	Business	66	22
2	Students	102	34
3	Govt.Employees	92	30.67
4	Private Employees	40	13.33
	Total	150	100

Source: Survey Data

Brand recall

S. No.	Opinion	Number of Respondents	Percentage of Respondents
1.	Duroflex	72	48
2.	Coir on	17	11.4
3.	Sleep well	18	12

4.	Sunidra	16	10.6
5.	Rubco	12	8
6.	Other	15	10
	Total	150	100

Source: Survey Data

Familiarity of the brand name Duroflex

S.No	Opinion	Number of Respondents	Percentage
1	Never heard of it	42	28
2	Cant able to recall	37	24.6
3	Heard but- not bought	29	19.4
4	Heard and bought	42	28
	Total	150	100

Source: Survey Data

Brand that the respondents own at present

S. No.	Opinion	Frequency of Responses	Percentage of Respondents (%)
1.	Duroflex	75	50
2.	Coir on	17	11.4
3.	Sleep well	19	12.6
4.	Sunidra	18	12
5.	Rubco	12	8
6.	Other	9	6
	Total	**150**	**100**

Source: Survey Data

Length of using the present brand of mattress.

S. No.	Opinion (Years)	Frequency of Responses	Percentage of Respondents (%)
1.	< 1	35	23.4
2.	1-3	36	24
3.	3-5	24	16
4.	5-7	30	20
5	>7	25	16.6
	Total	150	100

Source: Survey Data

Source of information about the currently using brand

S. No.	Occupation	Frequency of Responses	Percentage of Respondents (%)
1.	Advertisement	37	24.6
2.	Friends	36	24.5
3.	Self decision	29	16.9
4.	Shops	29	20
5.	Relatives	19	14
	Total	150	100

Source: Survey Data

Satisfaction of the current brand

S.No	Opinion	Frequency	Percentage
1.	Highly satisfied	32	21.3
2.	Satisfied	33	22
3.	Neutral	28	18.6
4.	Dissatisfied	34	22.6
5.	Highly dissatisfied	23	15.5
	Total	**150**	**100**

Source: Survey Data

Effectiveness of various media

S.No	Opinion	Frequency	Percentage
1.	T.V	48	32
2.	Internet	40	26.6
3.	Pamphlets	28	18.6
4.	Newspaper	20	13.4
5.	Other	14	9.4
	Total	150	100

Source: Survey Data

Respondents awareness of promotional activities of Duroflex

S.No	Opinion	Number of Respondents	Percentage
1	Trade show	86	58
2	Rebate	44	29.4
3	Exhibition	82	54.6
4	Coupons	77	51.4
5	Gifts	91	60.6

Respondents visit to the exhibitions

S. No.	Opinion	Frequency of Responses	Percentage of Respondents (%)
1.	Yes	82	54.6
2.	No	68	45.4
	Total	150	100

Source: Survey Data

Essential for brand awareness.

S.No	Creators of the brand Awareness	Yes	No
	Good message in the	84	66
1	Advertisement	(56%)	(44%)
	Creative images to	44	106
2	Recognize	(29.4%)	(70.6%)
	Catching slogans and	90	60
3	Taglines	(60%)	(40%)
4	Direct marketing	74	76
		(49.4%)	(50.6%)
5	Tele marketing	66	84
		(44%)	(56%)

Respondents opinion on buying mattress.

S. No.	OPINION	Frequency of Respondents	Percentage of Respondents (%)
1.	By having awareness about a particular brand	66	44
2.	By the pressure of salesman	20	13.4
3.	By the ideas of my family members	22	14.6
4.	By the attractive appearance of the brand	34	22.6
5.	By random manner	8	5.4
	Total	150	100

Source: Survey Data

Respondent's idea of purchasing new mattress.

S.No	Opinion	Frequency	Percentage
1	Yes	122	81.3
2	No	28	18.7
	Total	150	100

Respondents brand preference.

S. No.	Opinion	Frequency of Responses	Percentage of Respondents (%)
1.	Duroflex	81	54
2.	Coir on	25	16.66
3.	Sleep well	25	16.66
4.	Rixo	14	9.33
5.	Sunidra	5	3.35
	Total	150	100

Source: Survey Data

Weighted Average Showing how often heard about brand through advertisements

Factors	Weighted score	Weighted Average
Rubco	384	25.6
Sleep well	375	25
Duroflex	612	40.8
Rixo	388.5	25.9
Coir on	366	24.4
Sunidras	385.5	25.7

Weighted Average showing advertisements of Duroflex

Media	Weighted score	Average
T.V	504	33.6
News paper	495.9	33.06
Magazine	498	33.2
Hoardings	453	30.2

Ranking of the Attributes that Influence the purchase decision

S. No.	Factors	Weighted Score	Rank
1.	Advertisement	24.2	3
2.	Quality	23.4	4
3.	Store personnel	27	2
4.	Affordable price	23.2	5
5.	Durability	27.4	1

chi-square test of independence between familiarity of the brand Duroflex and currently using brand

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61.325a	15	.000
Likelihood Ratio	62.656	15	.000
Linear-by-Linear Association	28.164	1	.000
N of Valid Cases	150		

§ *Calculated Chi-Square value = 61.325*

§ *Degrees of freedom = 15*

§ *Table Value = 25*

chi-square test of independence between satisfaction of the brand and idea about purchasing mattress

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	24.664a	16	.076
Likelihood Ratio	26.371	16	.049
Linear-by-Linear Association	6.300	1	.012
N of Valid Cases	150		

Calculated Chi-Square value = 24.664

§ *Degrees of freedom = 20*

Table Value = 31.4

chi-square test of independence between Gender and familiarity of the brand Duroflex

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	4.956a	3	.175
Likelihood Ratio	4.912	3	.178
Linear-by-Linear Association	1.699	1	.192
N of Valid Cases	150		

§ *Calculated Chi-Square value = 4.956*

§ *Degrees of freedom = 3*

Table Value = 7.81

chi-square test of independence between educational qualification and source of information about Duroflex

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.637a	20	.848
Likelihood Ratio	15.489	20	.748
Linear-by-Linear	1.616	1	.204
Association			
N of Valid Cases	150		

§ Calculated Chi-Square value = 13.637
§ Degrees of freedom = 20
Table Value = 31.4

chi-square test of independence between age and selection of media for advertisements

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.925a	20	.204
Likelihood Ratio	24.452	20	.223
Linear-by-Linear	1.392	1	.238
Association			
N of Valid Cases	150		

§ Calculated Chi-Square value = 24.925
§ Degrees of freedom = 20
Table Value = 31.4