

A study about the role of advertisement in creating brand awareness of herbal products

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Abstract

Advertising is the art and science of building brands through persuasive communication and positioning them in consumers awareness with a constant vigil on the market situation and consumer potential. This gives advertising a kind of flexibility of adapting to the changing paradigms, viz, social, economic and political. Advertising is multidimensional. It is a form of mass communication, a influential marketing tool, a component of the economic system, a means of financing the mass media, a social institution and an art form, an instrument of business management, a field of employment and a profession. The research "A study about the role of advertisement in creating brand awareness of herbal products" was conducted to know the effective role advertisement in their brand awareness. The study revealed that the advertisements of the herbal products were quite effective and this has helped the firm to create brand awareness as well as the overall sales of the firm.

Keywords: Brand awareness, Advertisement, Herbal products, Ayurvedic product

1. Introduction

The advertisements given should reach the customer in the right sense and should be able to reach an every customer. Advertising can be used to tap a new segment of the market, hitherto left unexplored. Advertisement of this type is "informative" rather than "persuasive". This technique can be used to show new users for a well-established product. It can also be used to educate the people about an improved product. Advertisement is one of the key areas of marketing. Visibility of the product or service to the customer is the most important aim of any advertisement. Advertisement helps the customers to know more about any product or service and helps to differentiate the product from those of the competitors. Advertisements help the customers to make a decision whether to buy the product or service. From a company's point of view, the better a customer is influenced and is able to remember the advertisements, the more the chances of the customer buying the product. Realising the importance of advertisements, even small companies are allocating funds for this purpose. Due to increasing competition, every inch of visible space available in every media, is used for advertisement. Brand awareness is the extent to which a brand is familiar by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of the target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction. A buyer is aware of the reality of the brand but the knowledge about it is limited and obviously has no particular emotional attachment to it as a result he may or may not think of purchasing the brand. The present study is to evaluate the effectiveness of the company's advertisements. Advertising can be used to create brand awareness in general public and to make business more popular within the circle of prospective buyers. Attractive advertisements increase the demand for the

products among public thus directly boost sales of the product. Features of Ayurveda is a science that considers the patient as a whole and provides the unique methods of making him/ her perfectly healthy. Apart from nature, endurance of humans will become impossible within a few decades from now. Here we have listed out the common features of Ayurveda.

- It is an herbal and natural health care system
- Ayurvedic products are completely safe
- Mind, body and spirit health care system for long creative life
- Treats the whole person and subtly eliminates the cause of the disease
- It gives emphasis in preventive medicine
- It is the most effective natural treatment to detoxify the body
- Highly perfected rejuvenation treatments
- Herbal cure for the diseases
- Preventive as well as curative treatments
- According to Ayurveda, person is a microcosm (small universe) that is part of macrocosm and rhythm or life is closely connected with the rhythms of the universe
- Diseases are caused due to improper eating and life style ignoring one's especial body type, age, and environment
- By establishing a perfect balance between inner and outer world mind, body, and spirit will be in perfect health
- Human body has the vast power to heal itself Ayurveda is a 5,000-year-old system of natural healing that's truly stood the test of time.

First originating in the Vedic culture of India, it's actually considered by many to be the oldest healing science there is which is amazing considering the fact that Ayurveda is still practiced effectively today. Although people living in India have relied on traditional Ayurveda practices to heal

everything from infertility to digestive issues for centuries, luckily in recent years as complementary and substitute health practices have become more and more popular across the world Ayurveda has been enjoying a major worldwide resurgence. The primary goal of Ayurvedic medicine is to help people live long, healthy and balanced lives without the need for prescription drugs, complicated surgeries or suffering through painful conditions. In fact, the very word Ayurveda itself means something in Sanskrit similar to “lifespan build on knowledge” or “science of life.” According to a 2015 report published by University of Maryland Medical Center, Ayurvedic medicine can help treat inflammatory, hormonal, and digestive and auto immune conditions, including: Alzheimer’s disease, Anxiety or depression, Asthma, Cancer, Dementia, Dysmenorrhea (painful menstruation), Herpes, High blood pressure or cholesterol, Parkinson’s disease Premenopausal problems Premenstrual syndrome (PMS) and cramps Ayurvedic herbs, practices and recommendations, including yoga and/or meditation, have also been shown to be helpful as a home remedy for acne, relieving chronic constipation or IBS, fighting chronic fatigue syndrome, reducing pain and lowering obesity risk.

1.1 Significance of the Study

One of the parameters used to determine the success of any organization is the growth in the sales figures. The right promotional strategy helps the company in achieving this objective. Advertisement forms a vital part of the promotional activities. It can be shown that the reason for why In-store advertising is becoming more efficient should attribute to the feedback from the consumers who consider it a new trend in recent years due to its ‘touch and feel’ characteristics, namely, the stimulus attached on in-store promotions, for another example accounts for the growth of in-store promotions by the increase of self-service retailing and the proliferation of brands which have themselves caused a number of changes in the market place environment. In a scenario where there is cut throat competition, the company that is able to influence more customers into buying their products can satisfactorily achieve their marketing objectives. The companies must therefore strive to get the right message at the right time to the right customers. If the target customers can perceive the right message which will influence them to buy or recommend the product or service, then the advertisement can be said to be effective. Brand awareness is measured according to the different ways in which consumers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand (Aaker, 1996) ^[13]. Brand recognition: It related to consumers’ ability to confirm prior exposure to that brand when given the brand a cue. It requires that consumers can correctly discriminate the brand as having been previously seen or heard. Brand recall: Brand recall relates to consumers’ aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. It requires consumers to correctly generate the brand from memory when given a relevant cue. Top-of-mind brand: This is the brand name that first comes to mind when a consumer is presented with the name of a product classification.

Dominant Brand: The ultimate awareness level is brand name dominance, where in a recall task; most consumers can only provide the name of a single brand. Therefore the challenge facing the marketers is to build awareness and presence both economically and efficiently (Aaker, 1996) ^[13]. These can be achieved through the effective advertisement.

1.2 Scope of the Study

This is where the role of advertisements in brand building comes into focus. Service sectors are facing cutthroat competition. There are a lot of media for advertisement. This study is helps to know how the advertisement influences the brand awareness of the herbal products. The levels of customer awareness about the brands, to which extend customers are influenced by the advertisement in purchase decision making. So this research is aimed to check the role of advertisement in brand awareness.

The study helps the firms to know the brand awareness was affects by the advertisement. With this study the best advertisement can identify. Find out the impact was made by advertisement on people behaviour.

1.3 Objective of the Study

- To study the effectiveness of the advertisement in creating Brand Awareness of herbal products.
- To find out the role of advertisements in creating brand familiarity.
- To analyses the factors influencing in creating the Brand identity.

1.4 Review of Literature

Brand awareness consists of brand recognition and brand recall performance. Brand recall relates to consumers ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue. In other words, brand recall requires that consumers correctly generate the brand from memory. Brand awareness plays an important role in consumer decision making for three major reasons. First, it is important that consumers think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set. Brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image. A necessary condition for the creation of a brand image is that a brand node has been established in memory, and the nature of that brand node should affect how easily different kinds of information can become attached to the brand in memory. According to MacDonald & Sharp, (2000), brand awareness is the key to a brand’s success since given the choice of many brands, a consumer is more likely to choose the brand he/she has the most awareness of, often ignoring the price points and characteristics of other options available. However, it is worth noting that brand awareness has different definitions according to different authors. For this study, Percy & Rossister, (1987) ^[17] definition would be used. According to them, brand awareness is not related only to whether or not the consumer can recognise the name of a brand, but also the strength of the details that a consumer remembers about a brand even after firstly becoming acquainted with it (Percy & Rossister, 1987) ^[17]. Much in the

same manner, Aaker, (1996) [13], says “Awareness refers to the strength of a brand’s presence in the consumer’s mind” (Aaker, 1996, p. 10) [13].

1.5 Research Methodology

A methodology means all those methods and techniques that are adopted for collecting information and data. These steps include the selection of a research problem, the presentation of the problem, the formulation of hypothesis, making conceptual clarity and methodology, survey of literature and documentation, bibliography, data collection, testing of hypothesis, interpretation, presentation and report writing. The data can be collected from primary and secondary sources. Structured questionnaire is the main tool to collect the primary data. Journals, articles, websites etc are the main sources of secondary data. This study is descriptive in nature. Convenience sampling method is used for data collection.

1.6 Limitations of the Study

- Since it was time bound study, the sample size was limited to 50 only
- The study was limited in Kerala only

2. Data Analysis and Interpretation

A five point scale is followed to measure the customer perceptions like strongly agree, agree, moderately agree, disagree, strongly disagree etc. For each scale a value is assigned to that such as 5 for strongly agree, 4 for agree, 3 for moderately agree, 2 for disagree, 1 for strongly disagree. The score range falls between 0 - 250 as the sum of the product of score assigned and number of respondent falls within this range. So, if calculated value falls between 0 – 50, it means that customers are strongly disagreeing or strongly dissatisfied with company’s advertisement /product. If calculated value within 51 – 100 scores ranges, it means customers are dissatisfied/ company’s strategy is poor. If calculated value falls between 101 – 150 score ranges, it means customers are moderately satisfied/ company’s strategy is moderately effective. If calculated value fall

between 151 – 200 it means customers are satisfied/ company’s strategy is effective. If the calculated value is in between 201 – 250 score ranges, it means customers are extremely satisfied / company’s strategy is highly effective.

Table 1: Sources of information about herbal product’s brands

Particulars	Number of Respondents	Percentage
Friends	10	20%
Retailers	8	16%
Advertisement	13	26%
Doctor prescription	12	24%
Others	7	14%
Total	50	100%

Source: Primary source

2.1 Interpretation

The above table reveals that 20% of the respondents came to know about herbal product brand name from their friends, 16% got information from retailers, 26% from Company’s advertisement, 24% are directed by doctor prescription and 14% got the information from others. From this most of the customers came to know about herbal product brand from advertisements.

Table 2: Source from buying herbal products

Particulars	Number of respondents	Percentage
Retailers	22	44%
Medical shop	18	36%
Direct selling	2	4%
Online	8	16%
Total	50	100%

Source: Primary source

2.2 Interpretation

From this above table we can understand that 44% people buy this from retailers, 36% of people buy from brand other medical shops, 4% of people buy from direct selling, and 16% respondents use online shopping mode for purchasing the herbal products.

Table 3: Satisfaction about the product information conveyed through advertisement

Particulars	Number of Respondent(A)	Scale Point(B)	Score (A*B)
Strongly agree	11	5	55
Agree	12	4	48
Moderately agree	16	3	48
Disagree	6	2	12
Strongly disagree	5	1	5
Total	50		168

Source: Primary source

2.3 Interpretation

Score obtained is 168, which is in between the scaling point

of 151 – 200. So the customer is agreeing to satisfy about the product information conveyed through advertisement.

Table 4: Advertisements influence in repeating purchase behaviour

Particulars	Number of respondents(A)	Scale point (B)	Score (A*B)
Strongly agree	14	5	70
Agree	15	4	60
Neutral	10	3	30
Disagree	6	2	12
Strongly disagree	5	1	5
Total	50		177

Source: Primary source

2.4 Interpretation

Score obtained is 177 it lays between 151 – 200 from this it is understood that most of the customers have agreeing that Advertisements influence you in repeating purchase behaviour

2.5 Findings

1. 26% of respondents comes to know about the brand name of the herbal products through advertisement
2. 44% of respondents buying the herbal products from the retailers.
3. Most of the people strongly agree with that the Satisfaction about the product information conveyed through advertisement
4. Most of the customers have agreeing that Advertisements influence you in repeating purchase behavior

3. Conclusion

In a successful business, advertising play an essential and important role. Though advertising does not mean selling of products and services but it helps in increasing your sells. Advertising create awareness in people. When general public be conscious to the products, services and goods under the brands and pursuit people towards brands and make them buying better brands. The present study has been done to find out how the customers perceive the advertisements of the company. Responds main opinion is that advertisement with the required information is essential for the brand awareness. The customers usually see the advertisements on hoardings by the roadside. Considering that the product is not one that is used daily, the frequency of the customer viewing the advertisement is good. The ultimate aim of any advertisement is to make the customer awareness about brand and buying the product. Majority of the customers expressed interest in buying the product after viewing the advertisements of the company. This means that the advertisements are effective to a great extent.

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