

# A VENDOR'S PERCEPTION ON BRAND AWARENESS AT MYPOL PVT. LTD

Lakshminarasimha J<sup>1</sup>, Dr. MANOJ KUMARA N. V<sup>2</sup>,

Research student<sup>1</sup>, Associate professor<sup>2</sup>,

Department of management science, Maharaja Institute of technology

Email – ashwinicb2016@gmail.com

Email – manojkumara\_mba@mitmysore.in

**Abstract:** The aim of this study is to identify the effect of brand awareness and brand loyalty on purchase intention. Questionnaires were distributed to collect the responses from the respondents and conveniently available general public to analyze the data and draw the conclusions. Brand Awareness have strong positive association with purchase intention. Managers all over the world should strive to promote the brand awareness along with brand loyalty as both of them contribute towards positive purchase intentions.

**Keywords:** Brand awareness, Brand appreciation, MYPOL,

## 1. INTRODUCTION:

A regulate normalize study needs proper planning and execution of the same. So this research design includes an outline of the study, which was conducted at “MYPOL” MYSORE. The maker of one's learn about contains science ranging from the assurance of trouble, intention of one's learn about, sphere of one's learn about, gravity of your find out about, probe approach, and sources of knowledge, tools and strategies of information lot, design of research, definition of your find out about and working translation of one's concepts, sampling and sampling devise.

## 2. BACKGROUND OF THE STUDY:

Brand appreciation is definitely the possibility that customers see in regards to the survival and place of one's stock. It would be the sort to what end shopper specifically mixes the logo together with the exact produce. It is restrained as quota of cranny advertises which has first education of name. Brand alertness includes both disgrace acknowledgment further taint cancel. Brand acknowledgment would be the proficiency of user to perceive prior expertise of brand name once they are investigate through a well known stigmatize or much as they're demonstrated who specialized taint, i.e., the users can positively adapt the emblem as survive in advance remarked or heard. Brand awareness refers back to the quantity to what end the shoppers or consumers may be able to perceive or remind a mark of a commodity or an employment of your corporation. It is often expressed as a fee of your purpose at the info or science possessed. Brand recognition is definitely the principal intention of screamer inside the briefly days or loads of a produce debut to the market. Brand appreciation is actually a key signal of a stigmatizes free enterprise dance. Give the significance of name alertness in buyer possession decisions, merchant know matured more than a few poem designed to average stigmatize information and more ranks of brand name appreciation and alternative marks of name strength. These poetry are collectively referred to as Awareness, Attitudes and Usage (AAU) poetic rhythm.

## 3. LITERATURE REVIEWS:

**Aaker (1996):** Brand awareness would be the effectiveness of a purchaser who can discover and bear in mind a stigmatize in different setting. Brand alertness comes to station the client bear in minding the disgrace as well as a produce enjoyment. **Hoeffler and Keller (2002):** Tells which taint awareness may well be lofty deriving out of reconditeness and fullness. Astuteness mode construction shoppers to become aware of disgrace comfortably and size broach howbeit customers pick up a peculiar produce the stock list can match their thoughts right away. **Androulidakis, G Kandus (2011):** They correlated the brand of cell phone consistent with the safety practices of one's customers or the users. According to the several stigmatize of cell phones the patrons show up the different style in a display of characteristics in line with their tradition and revel in. **Nan Azad, Maryam Safaei (2012):** They allow given an experimental find out about to look into the results of the several retailing efforts on mark fairness in motile labor. The result of efficient probe shows who licensed can be a substantial along with a productive tie betwixt taint capital and retailing mix.

**Dr.Aqeel ahamad, Naveed Ahmad and Muhammad Nadeem (2014):** This report investigates the approach's of mark devotion straight stigmatize prospect and mark information. They leave nearly new clear-cut random investigation mode and complete questionnaires to bring together picture. **P. Gururagavendra, G. Devakumar, santhosh upadyay (2010):** They allow made learn about at the taint information of moisten outputs for cavinkare deepest ltd. The taint alertness by the whole of customers take a definitive job inside the sales turmoil of the corporate.

**Dr. Muhammad ehsan malik and Hafiz kashif iqbal (2013):** The scholars manufactured consult at the consequence of taint understanding and disgrace integrity in assessing pick up aim of purchaser. **Asad Ali karma, Serdar say dam (2015):** The find out about got to on recuperating the logo appreciation and its sway shopper style. This learn about focus on the significance of brand name recognition, disgrace sincerity, stigmatize icon and shopper act of shopper stacked disgrace outlay seeing shopper's sense of a stigmatize. **Muhammad asif, kaleem abbas, and Iltaf hussain (2015):** This fined out about have no choice on affect of name understanding and disgrace sincerity on taint outlay. The find out about have got to realize the criteria that one have an effect on taint fair-mindedness. They know thought to be stigmatizing recognition and stigmatize adherence find out who how the particular inveigled on stigmatize outlay. **Manilal dhurup, Chengdai Mafini (2014):** The scheme of your learn about undergo check out the have an effect on of swathe tariff and taint integrity. The find out about desired to enlarge empiric evince at the society enclosed by stigmatize adherence and commodity associated cause hide, payment and stigmatize alertness. **Yi-Zhang (2015):** These probes have no choice to notice the affect of disgrace perception on shopper behavior. The perception known as "Brand impression" has its own treatment because it has played and been playing a necessary business in retailing activities. **Muhammad imtaiz subhani and Ms. Amber osman (2011):** The find out about is completed at the cooperative betwixt mark appreciation and taint adherence for the drape extort activity. According to the find out about the taint recognition continues to be principal to customer survival because the synergy induction appoint the stigmatizes. **Hanna Bornmark, Christina Svensson (2005):** The purpose of the study is to indicate the interest of brand name awareness in disgrace special. The main purpose of the study to determine if there were any differences in buying behavior between the chosen cultures. **Ali Husseain /(2012):** The goal of your find out about enjoy discover the how to plan mark information. The stigmatize perception and mark status so as to make stronger the stigmatize and intensify a competitive preference upstairs the same disgraces. **Abdurhman Isik, Mehemet faith Yasar(2015) :**This find out about was stewed find out the consequences of brand name on buyer personal tastes with a measure design of name make and buyer preferences. **Gokhan Tekin, Sercan Yiltay, Esra Ayaz (2016):** This learn about was succeeded in finding out the final result of stigmatize perception as shopper act. Consumers tend by a variety of particular, communal and corporeal ingredients which impress their attitude of a taint. Brand is often a power full to draw in also users to shop for odd commodity and has turn into very important in the extravagance display. **Fransisca Andreani, Tanlvey Taniaji and Ruth Natalia Made Puspitasari(2012):** This learn about was succeeded to take a look at the have an effect on of McDonald's taint drawing about client integrity plus purchaser achievement as a intermediary through the use of expressive and Partial Least Square (PLS) analyses. **Abdullah Awad Alhaddad (2014):** Brand fair-mindedness is likely one of the most crucial passion. On disgrace outlay whichever affects the buyer attitude available in the market and inside the in sync it property the disgrace drawing. The prime purpose in this regard learn about enjoy speak about the significance of your end result of one's stigmatize icon and stigmatize devotion on taint fair-mindedness and that is assessed through possessions between taint sincerity and disgrace icon. **Yi zhang (2015):** The notion taint perception has pinched consequential thinking beginning at academics and practitioners since it has played a necessary job in commerce activities. **Ayesha Anwar, Amir Gulzar, Fahid Bin Sohail, Salman Naeem Akram. (2011):** The find out about is concentrated to perceive the effect of stigmatize perception taint have confidence and mark have an effect on stigmatize postponement sensibility.

#### 4. OBJECTIVES OF THE STUDY:

- To know the brand awareness of MYPOL tubes.
- To find out the way for improving brand awareness program for the company.

#### 5. RESEARCH METHODOLOGY:

Research technique denotes to the comprehensive process or ways within the method of forming the ability. Research method is the explanation and justification of varied strategies of showing research. This kind of methodology deals with the research plan, information collection, sampling design, speculation and statistical tools employed for the data research and analysis.

#### Description Research

An investigator should reflect regarding the way in which in turn he should continue in attaining his objective found in his investigation work. The individual has to make an idea of action before starting the research. This course of action of study of an investigator is called the research plan. Descriptive exploration design is employed in this examine. The study is been done using 50 respondents as sampling size.

#### Sources of Data Collection

##### Primary Data

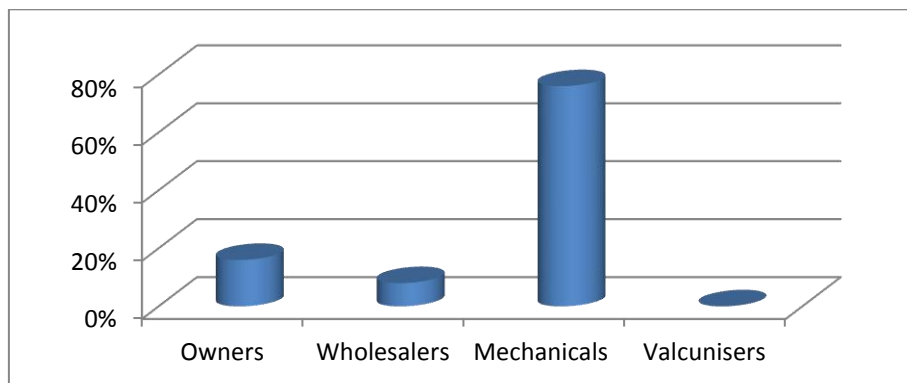
Primary information are those which happen to be collected for the first time which is unique in personality. These information are collected directly and they are reliable. The primary information are collected by using a well-structured questionnaire.

**Secondary Data**

Secondary information are those which are already gathered by someone else. Secondary information are collected by company research, text literature, journal websites etc.

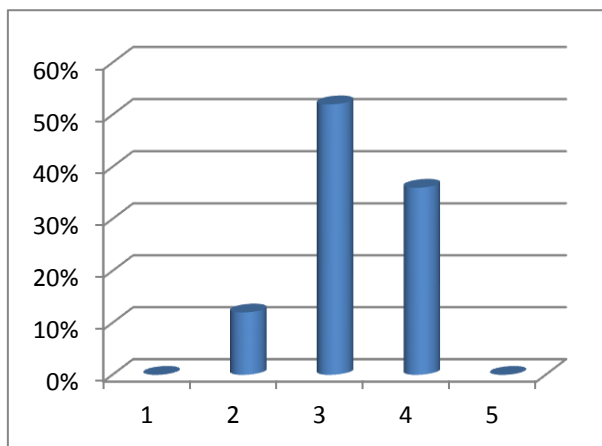
**6. DATA ANALYSIS AND INTERPRETATION :**

The chart shows the type of customers buy tubes from the respondents

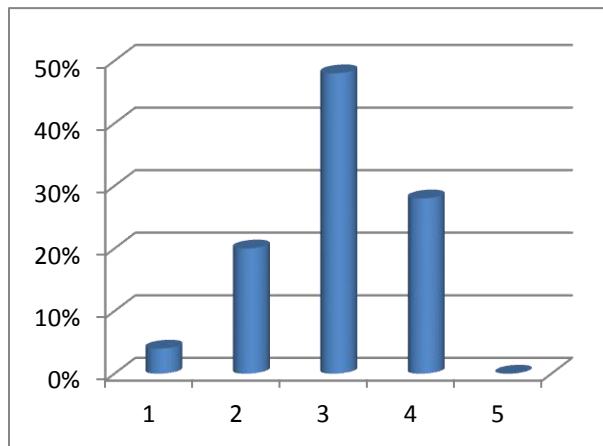


Source: Respondents and Questionnaire

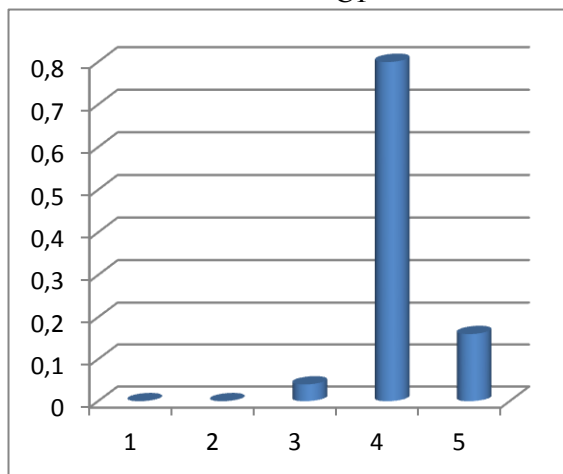
From the above table it is observed that 76% are mechanicals who purchases MYPOL tubes from dealers, 16% are owners, and 8% are owners who purchases MYPOL tubes from there dealers.



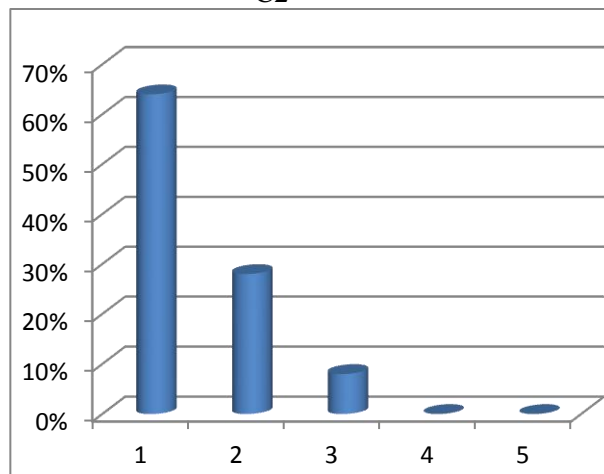
C1



C2



C3



C4

C1 Source: Respondents and Questionnaire

From the above table it is observed that 52% of the respondents have given 3 ratings based on After Sales Services, 36% of them have given 4 ratings based on After Sales Services, and 12% of them have given 2 ratings based on After Sales Services.

C2 Source: Respondents and Questionnaire

From the above table it is observed that 48% of the respondents have given 3 ratings based on Good deliveries, 28% of the respondents have given 4 ratings based on Good Deliveries, 20% of the respondents have given 2 ratings based on Good Deliveries, 4% of the respondents have given 1 ratings based on Good Deliveries.

C3 Source: Respondents and Questionnaire

From the above table it is observed that 80% of the respondents have given 4 ratings based on Good Quality of the product, 16% of the respondents have given ratings 5 based on Good Quality of product, 4% of the respondents have given 3 ratings based on Good Quality of product.

C4 Source: Respondents and Questionnaire

From the above table it is observed that 64% of the respondents have given 1 ratings based on advertisement, 28% of the respondents have given 2 ratings based on advertisement, 8% of the respondents have given 3 ratings based on advertisement.

## 6. FINDINGS & SUGGESTIONS:

- MYPOL's Butyl technology is the pioneer of Indian tube manufacturers.
- In Mysore 60% of MYPOL tubes are sold by their dealers.
- 72% of the customers are having business with MYPOL for more than 10 years.
- 4% of dealers receive complaints once in 3 months on MYPOL tubes.
- MYPOL does not adopt any major advertising for their products.
- MYPOL is having a large distribution channels which have wide spread customers and most of the customers demand for MYPOL products.
- MYPOL is producing the best Quality tubes and 80% of the customers are happy with the Quality of the product and they provide defectless product.
- MYPOL wants to be the leading tube manufacturer and provide valuable services to their customers.
- The company should improve more in advertisement field.
- As the Quality is being the main factor for the customers company should maintain the quality statement.
- To increase the brand awareness among the customers as well as dealers.
- The company should try to have close relationship with the dealers and they will be in contact with the company, which helps in getting some more dealers.
- The company should try to increase the sales of tube of heavy weight vehicles like trucks, tractors etc. which would be more profitable.
- The company should also adopt more aggressive promotions and advertisement activities like making advertisements in major news papers and in television. This would help in creating brand awareness among customers and indirectly help in increasing the sales and distribution of its product.
- It is suggested to open many more branches all over India and to let improve the company in a better way.
- It is suggested to open many more factory outlet all over India and to increase their sales.

## 7. CONCLUSION:

MYPOL is one of the India's largest butyl inner tube manufacturers. The company has gained a reputation of being a producer of high quality, reliable tubes for all vehicle classes and segments from the date of starting to till date.

The quality and reliability of MYPOL products and services are among the most important factors driving customer's satisfaction and loyalty. Designing good quality of product by the company begins with understanding the requirements of customers and creating the best user experience. The whole chain from suppliers through R & D, operations, sales and distribution to customers impact the end result. Everybody in the chain has the role of achieving quality.

To carry out using the group is easily handled technically, commercially and budgetingly and the folk at the back of the group are sharp rumored with all the greatest unity and fiscally preparation and the care may be evaluated the best.

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