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## THE BRAND AWARENESS AMONG CUSTOMERS ON AUTOMOBILE INDUSTRY IN CHENNAI, TAMIL NADU

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### **Abstract**

Means of transport decides the sophistication of life in the modern world. Transport through road, especially through car is increasing trend in recent years. Car is preferred by economically upper middle- and high-class people. Awareness about the Brand name and its unique nature of the model decides the customer's preference. The user prefers the brand based on availability of showroom, adaptability to their needs and their road condition, services offered by the company and its consistency. The current research on "The Brand Awareness among Customers on Automobile Industry in Chennai, Tamil Nadu" has been studied about the influence of brand name in purchase, effective mode of awareness creation, and brand awareness vs. buying behaviour. Primary and secondary data used to assess the above said parameters. Socio-economic indicators of the respondents were collected through questionnaire method as primary data.

*Key words:* Brand awareness, automobile industry, customer satisfaction

### **I. INTRODUCTION**

Maintaining brand awareness among customers is most important for the success of brand. Attention to how customers are responding to products packing displays and messages. Ways and means to advance the image you are demanding to catch across. Ask your customers for suggestion to sustain a consistent presence in the marketplace

### **II. LITERATURE REVIEW**

**Delgado-Ball ester, Elena Navarro, Angeles Sicilia (2012):** From an integrated marketing communications perspective, this study aims to analyze what level of consistency among brand messages is more effective in terms of customer-based brand equity. In particular it aims to evaluate its impact on brand knowledge structure, and how brand familiarity moderates this influence. Results show that the effectiveness of consistency among messages depends on brand familiarity. For familiar brands moderately consistent messages improve their awareness (recall), enrich their network of associations, and generate more favorable responses and brand attitudes. However, for unfamiliar brands, no significant differences are found between high and moderate levels of consistency, except for brand recall, being higher when highly consistent messages are used.

**Dong-Jenn Yang, Jyue-Yu Lo Sheng Wang (2012):** Celebrity endorsement is one of the most popular promotions of marketing communication. The purpose of this study is to understand the transfer effectiveness between celebrity and brand. Experiment 1 indicates that audiences perceive both images of a Celebrity and a brand as being consistent/ inconsistent, and the positive/negative transfer effect did not occur. Experiment 2 shows a positive endorser image can benefit a negative brand image and a positive brand image can weaken a negative endorser image. Experiment 3 shows that when the same celebrity endorsement changed from high to low, brand awareness has a positive transfer effect; conversely, when the same celebrity endorsement changed from low to high, brand awareness has a negative transfer. The results show interesting transfer effects between celebrity and brand, and support most of the hypothesized relationships. These findings advance our understanding of the pervasive