



“A Study On Brand Awareness Of Apple Industries (Pvt) Ltd”

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ABSTRACT

A brand is a combination of objective, seductive, and heartfelt awards to the buyer. A profitable brand is a recognizable item, administration, individual, or location that has been expanded so that the purchaser or client perceives substantial, outstanding additional features that most closely match their demands. Furthermore, its success stems from the ability to maintain these extra attributes in the face of competition. A brand has no monetary value unless it can transmit advantages. To say that a lack of benefit is a business issue rather than a brand issue is to separate the brand from the business, an academic enticement. Unquestionably, brands may be deconstructed from the perspectives of human science, brain research, semiotics, humanities, theory, and so on, yet they were clearly created for business goals and are still in use today.

KEYWORDS

Brand Identity, Consumer Behaviour, Competitor analysis, Market research and Consumer behavior.

INTRODUCTION

The country's steel sector has seen some advancements since its foundation. In Kultin, West Bengal, in the year 1870, the modest beginnings of India's largest steel exchange were established. However, the establishment of the steel industry at Jamshedpur, Bihar, in 1907 signalled the clear beginning of a more significant invention. Its creation started in 1912. The new neighbourhood was given the name J.R.D. Tata.

In any event, the steel industry was only able to find true equality in the country after obtaining self-administration. All save the Tata complex in Jamshedpur are open and run by the Steel Authority of India Limited (SAIL).

With Soviet aid, the Bhili and Booker Steel Plants were constructed. At Durgapur and Rourkela, respectively, West German and British particular abilities were taken into consideration. India is now the fifth-largest producer of steel in the world, and by 2022–2023, it is expected to overtake the United States as the leading producer.

Apple industries pvt ltd is an organization which includes in producing sponge iron as a crude material for the steel fabricating ventures. This item was used initially in acceptance heater as a diminishing specialist for lessening operator for decreasing carbon in the piece. Later on, wipe iron is utilized as a crude material alongside scrap. It has been built up on 2008 and it has begun business creation in 2009. Beginning with starting speculation 50cr, the steel plant was delivering 500 tons of wipe iron every day, which will be expanding to 1000 tone in what's to come. The yearly turnover of apple enterprises pvt ltd is more than 300cr. Wipe iron plants could work just were modest flammable gas made accessible.

STATEMENT OF THE PROBLEM

In today's competitive technology market, establishing a strong brand identity is crucial for businesses to differentiate themselves and gain customer loyalty. Consumers are unclear about Sponge Company's products, services, and unique value proposition. Customers are switching to competitors due to lack of awareness about Sponge Company's offerings. Current marketing efforts are not yielding desired results, leading to wasted resources.

NEED OF THE STUDY:

Brand awareness surveys are often a quick approach to monitor how your company is perceived by customers in comparison to your rivals. These crucial questions, when properly posed, enable you to rapidly and precisely adapt your marketing plan to changing economic situations.

Make sure to generate precise estimates, conduct the investigations in the most economical way feasible, and make improvements to your investigations over time if you want to successfully carry out a brand awareness research.

OBJECTIVES OF THE STUDY

- To Identify brand awareness made customer to purchase Apple Industries product.
- To Identify how they became aware of the brand
- To Understand level of satisfactions about the brand awareness
- To evaluate celebrity endorsement impact on brand preference among the customers.

REVIEW OF LITERATURE

1. Krugman (2018) as the workouts, viewpoint, and saw consequence, all by deciding on a conclusion, which might realise a buy. External conditions, look new things, and individual qualities are some of the main components in buyer lead, which are impacted by the buyer concept sound is wonderful items, characteristics, and perspectives.
2. Assael (2017) clarified that customer lead is the path of observing and assessing several components of a purchase. besides. He explains that there are two broad influences that influence customer decision. First and foremost, unique client demands, brand awareness, and decision-making acumen are critical in the realm of fundamental administration. Customers' finances, lifestyle, and personality qualities are all factors that influence their brand choice. Furthermore, the earth is important in consumer contact, which encompasses culture, social class, and reference gathering.
3. Leah Dew (2009) Students from a Southeastern institution were used in four study phases to investigate the brand knowledge of female college customers. First, survey findings showed a connection between memory and recognition rates for clothes brands (Phase 1). Four significant clothing brand categories that female college customers frequently perceive were discovered using a brand-sorting assignment
4. Saneela Jadoon (2016) The purpose of this study is to investigate the impact of advertising on brand loyalty, with quality serving as a moderator between brand awareness and loyalty. While the female clothing business in Abbottabad will be examined in relation to the role of brand awareness as a mediator. 150 girls from the upper middle and high class were given questionnaires as part of this quantitative study.
5. Ebrahimi (2021) By focusing on the functions of (individual/social) brand identification and brand awareness, this study examined the link between clothing brand distinctiveness and brand purchase intention. In order to achieve this, the study examined the information acquired from patrons of an Iranian Benetton Group branch. Customers who have purchased apparel from the business were chosen using the non-probability sample technique.
6. Deepika Mittal (2019) This essay's goal is to examine the patterns of luxury spending in developing nations like India. It looks at the luxury brand consciousness in relation to international and Indian brands, particularly in the luxury fashion market. Further investigation is needed on the variables that influence Indian customers' intents to buy luxury goods from foreign or domestic sources, particularly men and women of all ages.
7. Sana Abbas (2019) Less thorough study has been done recently on female social media users' brand awareness and understanding of Pakistani fashion labels. The study sought to understand how advertising on social media sites like Facebook, Twitter, Instagram, and other online brand communities affects the knowledge and awareness of Pakistani female consumers.
8. Yiling Zhang (2018) Enhancing client value has emerged as a crucial strategy for garment businesses to succeed in the face of intense competition in the clothing sector. Regarding the trend of diversifying the demand for garments, this essay analyses brand value from the standpoint of customers and looks into the mindset of the educated women of the 1980s in Hangzhou. The findings then demonstrate the sensible brand consumption of the educated 80's women.
9. Dr. Kumar V Hemanth (2016) Marketers have begun to recognise the potential of footwear as the key item in men's clothing. Understanding the connection between brand preference and brand selection, which influences purchasing decisions, is essential. Understanding consumer preferences across demographic groups is a crucial component of creative marketing techniques.

10. Jin Zhao (2022) Every marketing plan must include consumer purchasing patterns in order to get the most out of the market. By taking into account a mediator between brand awareness and the moderating effect of perceived quality, this study seeks to understand how advertisements impact consumer buying behaviour and brand loyalty. This study specifically focuses on the expanding cosmetics sector for this goal. This study employed a Google doc-based online survey to gather information from 300 respondents using the purposive sampling approach.

RESEARCH METHODOLOGY

Descriptive research:

Descriptive research embraces description and certainty findings enquiry of all kinds. The main objective of descriptive research is description of the state of affairs at a particular period of time in the present time. All kinds of descriptive research contain the overview procedures being correlation and comparison procedures.

DATA SOURCE

PRIMARY DATA:

Polls collect primary data. The survey mostly focused on Apple Industries' brand recognition, including its model, value, and suitability.

SECONDARY DATA:

Secondary data is taken from below cited sources:

- a. Books
- b. Internet
- c. Advertisements
- d. Newspapers

Hypothesis

H_0 : Here high satisfaction level among customer towards brand awareness of Apple Industries.

H_1 : There is no low satisfaction

DATA COLLECTION METHOD

Following methods are used to collect data:

- Primary data: Primary data is gathered by polls. poll was for most part identified with the brand awareness towards Apple Industries on various elements, for example, the model, value, adequacy of the brand and so on.
- Secondary data: In addition, data from books, news papers, advertisements and internet.

SAMPLING PROCEDURE

- Sampling size: 100 customers of Apple Industries limited.

DATA ANALYSIS AND INTERPRETATION

- Apple Industries' advertising is remembered by many respondents, 16% are unaware, and 12% are not.
- Among those who took the survey, 49% found them to be accurate and fair, 31% to be prejudiced and influenced, and 11% to be untrustworthy.
- In terms of overall satisfaction with Apple industry products, 51% of respondents are overjoyed, 30% are very content, 14% are ambivalent, and 5% are not happy at all.
- A majority of respondents ,54% of the respondent's are Male Candidates, remaining 46% of the respondent's are Female Candidates.
- The Interpretation says that 43% of the respondent's Income is Less than 25000 who are Visited to Apple Industries, 30% of the respondent's income is 16000 – 40000, 27% of the respondent's income is 8000 - 30000
- From the respondents ,37% of the Respondent's come to know about apple industries through Newspaper & magazines, 25% of the respondent's are from television, 19% of the respondent's through boarding's.
- As per the respondents ,85% of the respondent's are purchase products in Apple Industries Limited and 15% respondent's are not purchase products in Apple Industries Limited.
- A majority ,31% of respondents say they would suggest these items, 40% are indifferent, and 12% disagree.

FINDINGS

- Brand Awareness: Apple Inc. has significantly higher brand recognition globally.
- Industry: Apple Inc. operates in the technology sector, while Apple Industries Limited is in the household and cleaning products sector.
- Target Audience: Apple Inc. targets a broader audience, including tech enthusiasts and businesses, whereas Apple Industries Limited focuses on household consumers and cleaning services.
- Marketing Strategies: Apple Inc. invests heavily in innovative marketing, while Apple Industries Limited likely relies on more traditional methods.
- Industry size and scope: Technology is a larger, more visible industry than household cleaning products.
- Marketing budget: Apple Inc. has a significantly larger marketing budget.
- Global presence: Apple Inc. has a stronger global presence, with products available in over 175 countries.
- Branding consistency: Apple Inc. maintains a consistent brand image across products and marketing channels.

SUGGESTIONS

- Suggestions are done based on discoveries and examination of information gathered through survey
- The organization will pursue new plans in organization.
- The organization should create more to increase monetary of scale.
- Analyze their brand awareness strategies, including marketing campaigns, corporate social responsibility initiatives, and customer engagement tactics.
- Compare the effectiveness of these strategies in enhancing brand awareness within the industry.
- Design surveys and conduct interviews with key stakeholders within steel manufacturing companies, including executives, marketing managers, and customers. Explore their perceptions of brand awareness, factors influencing brand loyalty, and preferences regarding branding strategies.
- This qualitative data can provide valuable insights into the nuances of brand awareness in the steel industry.
- Utilize market research data to assess the current landscape of brand awareness in the steel industry
- Identify market trends, consumer preferences, and competitor strategies related to branding and brand recognition.
- This analysis can help contextualize your research findings and identify areas for further investigation.

CONCLUSION

Customers should be contacted on a regular basis by phone calls and complimentary maintenance of the machines to find out if they are experiencing any problems. This is because following up with customers may be essential to the machines' ability to satisfy their needs.

Completing this project on brand mindfulness was a fantastic learning experience for me. Notwithstanding the small sample size, this project helped me comprehend how customers and common people see Apple Industries' brand consciousness.

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