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Research Paper

**THE RELATIONSHIP BETWEEN BRAND AWARENESS, BRAND ASSOCIATION AND BRAND AFFECT WITH SPECIAL REFERENCE TO HONDA ACTIVA MOTOR CYCLE OWNERS IN PUDUCHERRY, INDIA**

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**ABSTRACT**

**K**eller (2003) described that, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a “brand”. The main purpose of this study is to examine the relations between brand awareness, brand association, brand affect and also to find out demographic influence on brand awareness in Honda Activa motorcycle owners in Puducherry city. In this regard, a survey was conducted on Honda Activa motorcycle bike owners in Puducherry city. The primary data was collected from 100 Honda Activa bike owners through an interview schedule.. Contrary to expectation, brand awareness and brand association has a relatively higher influence on the brand affect. This study establishes possible ways for a company to concentrate its developmental efforts in order to make it profitable.

**KEYWORDS:** brand, advertising, growth, brand awareness, brand association

**INTRODUCTION**

According to Aakar (1992), “More and more consumers choose products according to brand. Brand is a vital concept or subject which makes positive image in eyes of clients to make itself different from competitors (Kotler,2004). Today in the period of globalization web is presently spreading in the world rapidly when compared to the past and with this the competition among the items are more serious to survive. This makes brand more important and inspire at high level state. In the world of advertising of different organizations brand is growing up as an issue and turn out to be more vital at worldwide level. In the corporate business environment to make the clients faithful to a brand, promoting techniques help to make positive image on brand. A company can decide its prosperity by the level

of their brand image as opposed to manufacture by setting up another plant or concentrate on technical innovation.

In 2016, more than one crore two wheelers were sold in India. Sales figures are continued to expand and grow for another 10 years. As a result of this India is most attractive market for two wheeler bike giants. Passion among youth and rising trends in new model bikes attained the growth of two wheeler segment.

But most of the experts believe that main cause for this growth in two wheeler segments is the easy availability of bike finance on easy installments and low interest rates by most of the corporate and government banks.



**OBJECTIVES**

- To find out the demographic influence on brand awareness.
- To find out the relationship between brand awareness, brand association and brand affect.

**HYPOTHESIS**

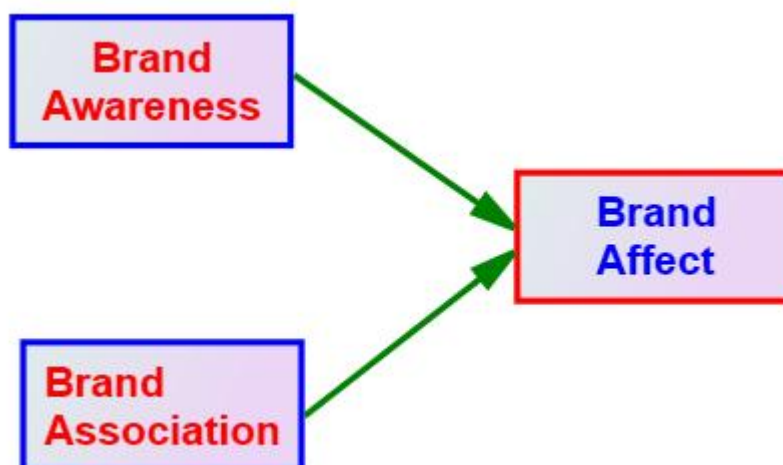
**H1:** Brand awareness is positively related to brand affect.

**H2:** Brand association is positively related to brand affect.

**THEORETICAL FRAMEWORK**

The schematic diagram below shows that there are two independent variables for the study i.e. brand awareness and brand association. The dependent variable is brand affect

**Figure 1: The schematic diagram showing the factor affecting customer loyalty.**

**Two wheeler segment industries after liberalization**

The Indian automobile industry has achieved a tremendous growth and invaded a vast market potential after economic liberalization in 1990s like never seen before. The tax relaxation by the Government of India has created remarkable impacts on the two wheeler industry. The two wheeler industry achieved this state because of country's large middle class people, growing earning power, strong technology up dation and availability of well experienced manpower supply at attractive prices are also the reasons that attracted a large number of multinational auto companies, especially from Japan, the U.S.A., and Europe, coming into the Indian market

The Indian two wheeler automobile industry is one of the most populated one in the world. This two wheeler industry accounts for 7.1 per cent of the country's Gross Domestic Product (GDP).

The current two wheeler segment with 81 per cent market share is the main reason for Indian automobile market to be on top and attracting middle class and young generation. Also the reduction in the rate of interest of the finance companies in exploring the rural markets results in expansion of the two wheeler

industry. The overall two wheeler passenger vehicle (PV) segment has 13 per cent market share.

India is an efficient leader in auto exporter and has vast export growth expectations for upcoming future generations. In April-March 2016 fiscal year, export of commercial vehicle attained a growth of 1.91 per cent. In addition, several plans and initiatives by the Government of India and the major automobile competitors in the Indian market are expected to make India a leader in the Two Wheeler (2W) and Four Wheeler (4W) market in the world by 2020.

**Market Size**

The two-wheeler market industry also performed well and attained growth. While sales of two-wheeler scooters increased by 35.86 per cent to 468,368 units, the demand for two-wheeler motorcycles shot up by a strong 16.24 per cent to 1,024,926 units during the period April-January 2017.

**Honda Company's profile**

Honda is the world's largest maker of two wheeler motor cycle recognized by the world and the loyalty of Honda bikes is inspiring among the users and also younger generations. Honda arrived in India as Honda Motorcycle and Scooter Pvt. Ltd. Honda is 100% subsidiary of Honda Motor Company Ltd which has

mother plant at Japan .After its expansion of its manufacturing units in 1999 at Manesar, district Gurgaon, Haryana, Honda has the distinct brand image of offering highest quality of motor cycle at very reasonable price.

The Honda in India as youngest player in two wheeler market, has become the largest two wheeler manufacturing company and also second largest two-wheeler company in India.

Today, Honda is one of the rapid growing companies in India with unique facilities in their plant. The first manufacturing plant spreads over nearly 52 acres covered about 100,000 sq metres in Manesar ,District Gurgaon ,Haryana with an yearly production capacity of 1.65 million units. To satisfy the ever increasing demands of the product, Honda has started operations of its second plant in Tapukara, District Alwar, Rajasthan. Increasing to full operations, Honda manufacturing capacity had increased 30% year on year to 2.8 million per year in fiscal year 2012-2013.

Honda's third plant was established at Narsapura Industrial area near Bengaluru, to manufacture 1.2 million units. Utilizing production technologies refined at Manesar & Tapukara plants as place to begin, the third plant is used with progressive manufacturing, automation and setting environmental friendly technologies to deliver quality products.

In October 16, 2014, Honda declared open the "World's largest solely scooter plant" at Vithalapur, Gujarat. Fourth plant became operational by the end of 2015 with annual capability of 1.2 million units. The new plant employed 3000 individuals within first two years of economic production with 1,100 crore investment.

### **Honda Activa makes a record in two wheeler industry:**

Honda Activa creates history by making India's No 1 selling two wheeler motor cycle of 2016!

- Honda Activa for the first time in 17 years became number one selling brand of two wheeler motor cycle for six consecutive months compared with other brand!

- It made a record of selling 1,338,015 units and cleared 1.04 lakh units lead over the nearest competition of motorcycle.

In the past fifteen years, Honda Activa has become India's most wanted and trusted motor cycle and created a brand history.

Ending the seventeen year long monopoly of motorcycles, Honda's Activa (an automatic scooter) is currently ruling 2 wheeler sales as India's highest commercialism in 2016 with a lead of over one lakh product units over its nearest competitor.

Gaining lead as India's most popular 2 wheeler for commutation, Activa's domestic sales stood at 338,015 units in 2016 (Jan'16 to June, 2016) compared to 1,233,725 units within the same period in 2015. What is most outstanding is Activa's sharp rise to Numero Uno position with 197,295 units over last year in barely six months (Jan to June, 2016) to get on the top!

### **Honda Activa –Creating the nation!**

Since the first launch in 2001 as the first two wheeler motor cycle by Honda two wheeler India, Honda Activa reactivated the failing scooter market into successful one. Sale of Honda Activa rose hugely from 55,000 units in its debut year (February-2001-02) to over 2.46 million units in the last of fiscal year 2015-2016.

As a result, today Honda Activa bike is trusted and loved by over 12 million Indian families; every family second preference for automatic scooter purchased nowadays will be Honda Activa bike.

Indeed Honda Activa bike sales alone offering 15% to the domestic two wheeler market which is larger than entire 125 cc two wheeler motorcycle market sales combined together.

#### **Month-wise domestic sale trend**

2016		Jan	Feb	Mar	Apr	May	June	Total
	Activa	210,123	210,028	219,926	233,935	237,317	226,686	1,338,015
	Competition Motorcycle	199,345	189,314	209,209	224,238	207,010	204,609	1,233,725
2015		Jan	Feb	Mar	Apr	May	June	Total
	Activa	198,148	177,475	207,270	173,087	187,827	196,913	1,140,720
	Competition Motorcycle	223,420	182,286	195,433	197,063	241,249	195,108	1,234,559

Courtesy: [www.honda2wheelersindia.com](http://www.honda2wheelersindia.com)

**REVIEW OF LITERATURE****Brand**

Aaker (1991) reported that the brand is defined as a distinguishing name and or symbol (such as logo, trademark, or package design) able to distinguish the goods or services of either one seller or more than one of sellers, and to differentiate those goods or services from those other competing brands.

Kapferer (1997) has stated that the brand is a sign and hence external- whose function is to expose the hidden qualities of the product which are inaccessible to contact. The brand is to identify a product and to distinguish it from the other competing brands. "The challenge today is to create a strong and unique image.

Mooij (1998) reported that brand is a name in every consumer's mind and it is identified by a noticeable name or symbol which can differentiate the goods and services from the competitors

Keller (2003) documented that, whenever a marketer creates a new name, logo, or symbol for a new product, the marketer created a brand. However, those brands today are having much more dimensions than that.

**Brand Awareness**

Brand awareness is defined as the consumer's capability of thinking to recognize and recall a brand in various situations (Aaker, 1996). Brand awareness is broadly classified into two components. They are brand recall and brand recognition. Brand recall means how a consumer see a product or things category, and how quickly can recall a brand name exactly, Brand recognition means how a consumer identify a brand when there is a brand cue. It means how a consumers can identify the brand exactly when ever they heard and saw it.

Hoeffler & Keller (2002) states that that the brand awareness can be distinguished from depth and width. Depth means how to make consumers to recall or identify brand easily, and width expresses inferences when consumers purchase a product, a brand name will come to their minds at once.

According to Keller, 1993; Macdonald & Sharp, 2000, brand awareness is very important on re purchase intention to the customer because consumers directly attracted to buy a familiar product .

Brand awareness can help consumers to identify a brand from a product category or things and make purchase decision correctly (Percy & Rossiter, 1992).

Brand awareness has a higher utmost influence on selection of a unique product and can be an important consideration base in a selected product category (Hoyer & Brown, 1990).

A product with a huge level of brand awareness will receive higher consumer preferences because it has huge market share and quality evaluation (Dodds et al., 1991; Grewal et al., 1998).

**Brand Association**

According to Aaker (1991), brand association is anything in the consumers' mind that linked to a particular brand. It means which ever favourite brand name is arising in the consumers mind denotes brand association.

Keller(1998) states that brand association is classified into three types. They are attributes, benefits and attitudes. Attributes are those a consumer imagines about a particular brand or what is attracted to make him purchase a particular brand. Benefits are those personal intentions that are what the brand can do for them. Brand attitudes are customers' overall evaluation of a specific brand.

More Interestingly Biel (1992) reported that brand association can be divided into commercial image and goods image and user image. In another case Krishnan (1996) states that brand association can be denoted as a general term as a link between two nodes ,which tells brand association in customers mind.

**Brand Affect**

Chaudhuri and Holbrook (2001) reported that brand affect can be as brand potential to elevate a positive emotional response in the average consumer as a result of use of the product or experience of the product in which the customer use.

Dick and Basu (2004) reported that brand affect is greater to customer when the brand loyalty is greater to enhance a positive attitude towards a brand. Many studies are empirically and evidently reported for brand affect has a very important role to create brand resonance.

Matzler et al (2006) stated that brand affect describes the relation between end users and brand under certain category and it can be viewed as general evolution of the consumers for a brand.

**Purpose of the study**

The purpose of this study is to explain the relations between Brand awareness, Brand association, Brand affect .This study also explains whether there is any demographic influence on Brand awareness. The main objective of this study is to explain the role of

brand affect and to analyze the relation between these variables.

### Honda activa Bike selection

Honda Activa bike has been used in this research as product. The main reason for selecting the product is because of the active movement of Honda activa bikes in Puducherry city. A pilot study was conducted in Puducherry city about the highest sale of two wheelers in the year 2016. As per the details provided by the Honda Activa dealers, the highest sale record for the last two years is Honda activa bikes. And also various factors like design and performance also attracts the consumers to buy this bike. The main factors are Brand loyalty and brand awareness about activa bike is relatively high among the Activa bike owners.

### Sample and data collection

The total population of this study includes the Honda Activa motor cycle users in Puducherry, India. This research is based on both primary and secondary data which are examined using appropriate statistical tools to analyse the results. This study is characterized as descriptive type of study. Since most of the information required to fulfill the objectives were not acquired by secondary sources of data, all relevant information required by conducting field survey from the selected sample units in Puducherry. The secondary

## RESULTS

### Validity and Reliability Analysis

All the variables are in accepted range values. Accepted range is above 0.7.

SL.NO.	Variable	Item	Reliability
1	Brand Awareness	4	0.78
2	Brand Association	4	0.82
3	Brand Affect	3	0.84

### Demographic Influence on Brand Awareness Factor

Table (1) - Influence of Education on Brand Awareness

Dimension	Education	N	Mean	SD	F	p
Brand recall	Graduate Level	39	3.4846	.86700		
	School Level	38	3.8754	.67333		
	Post graduate Level	12	3.4222	.61682	10.423	0.001
	Doctorate	11	4.6364	.69048		
	<b>Total</b>	<b>100</b>	<b>3.85465</b>	<b>.75463</b>		
Brand recognition	School Level	39	4.0598	.61593		
	Graduate Level	38	3.9035	.51353		
	Post graduate Level	12	4.3333	.51247	2.866	0.048
	Doctorate	11	4.3333	.66667		
	<b>Total</b>	<b>100</b>	<b>4.0633</b>	<b>.58736</b>		

Source: primary data

Table (1) shows that most of the respondents are of Graduate level which is observed from the total population of 39%. Minimum respondents are of

Mr. A. Praveen Kumar, Dr. J. Tamil Selvi & Dr. R. Arulmoli data required for the study were collected from published and unpublished sources. The survey was conducted from February 2017 to April 2017. This study was adopted by stratified random sampling technique for choosing respondents. The sample population of 100 Honda Activa motor cycle owners were surveyed for the study. The Honda Activa motor cycle dealers were also surveyed for obtaining the facts of customers.

The primary data was extracted from 100 Honda Activa motor cycle owners through an interview schedule. The interview schedule had 33 questions divided into two broad sections viz. Brand equity drivers and personal information of the motor cycle owners. This research work has several dimensions like Brand awareness, Brand association and Brand affect

### Scales

The questionnaire used for this research is divided into two sections. In the first section there is demographic information related with the sample. In the second section, five point Linkert scale (1=strongly disagree ...5=strongly disagree) has been used.

In this study only two factors have been tested against influence on brand awareness factor. i.e., education and occupation of the owners were considered for demographic influence on brand awareness.

Doctorate level in education which is incurred from total population of 11%. It is also observed that there is significance influence of education on Brand awareness



factor .For brand recall there is significance difference is 1% and for Brand recognition significance difference is 5%.

**Table (2) - Influence of Occupation on Brand Awareness**

Dimension	Occupation	N	Mean	SD	F	p
Brand recall	Salaried	40	3.9000	.80878		
	Self Employed	16	4.5208	.75000		
	Student	24	3.4861	.84544	12.564	0.001
	Professional	7	4.3810	.52453		
	Housewife	13	3.4359	.49786		
	<b>Total</b>	<b>100</b>	<b>3.94476</b>	<b>.75463</b>		
Brand recognition	Salaried	40	3.9750	.72161		
	Self Employed	16	4.0833	.39441		
	Student	24	3.0972	.52456		
	Professional	7	4.3333	.54433	8.465	0.001
	Housewife	13	3.1026	.45916		
	<b>Total</b>	<b>100</b>	<b>3.71828</b>	<b>.58736</b>		

Source: primary data

Table (2) shows that most of the respondents occupation are salaried level which is observed from the total population of 40% .Minimum respondents occupation are professional level which is incurred from

total population of 7%It is also observed that there is significance influence of occupation on Brand awareness factor .For both the variables on brand awareness there is a significance difference at 1% level.

**Table 3: Result of Correlation Analysis shows Relationship between Brand Awareness and Brand Affect**

Variable		Brand Affect
Brand Awareness	Pearson Correlation	0.342
	Sig. (2-tailed)	0.000
	N	100

Source: Primary Data

The correlation analysis found that p value is 0.000. The p value is lesser than 0.010. Hence, it is concluded that there is significant positive relationship

between brand awareness and brand affect. The r value is 0.342 which indicates that 34.2% of relationship between brand awareness and brand affect.

**Table 4: Result of Correlation Analysis shows Relationship between Brand Association and Brand Affect**

Variable		Brand Affect
Brand Association	Pearson Correlation	0.430
	Sig. (2-tailed)	0.000
	N	100

Source: Primary Data

The correlation analysis found that p value is 0.000. The p value is lesser than 0.010. Hence, it is concluded that there is significant positive relationship between brand association and brand affect. The r value is 0.430 which indicates that 43% of relationship between brand association and brand affect.

**FINDINGS**

- Majority of the Bike owners education level is graduate level

- Minimum of Bike owners education level is doctorate level
- Majority of the respondent’s occupation is salaried employees.
- Minimum of respondent’s occupation is professional level(self employed).
- Among the demographic factors occupation and education of the Bike owners strongly influence brand awareness factor.



- Out of the three factors namely Brand awareness, Brand association and brand affect the brand awareness and brand association factors are rated as the most important factors in the Honda activa Bike owners in Puducherry.

## CONCLUSION AND DISCUSSION

In this study, the relations between Brand awareness, Brand association Brand affect have been analyzed. First of all, the validity and reliability analysis of the measurement model has been applied in the study.

Once the validity and reliability of the measurement model has been confirmed, it is observed that all the variables are in accepted range.

After analyzing the independent variables Brand awareness and brand association have statistically positive and significant relationship with the dependent variable Brand affect that leads to acceptance of both the hypothesis.

Another important finding in the present study is that brand awareness has a relatively higher influence on the Brand affect which leads to the analysis that Brand awareness is the key driver of Brand affect among Honda active bike owners.

Brand association factor also played an equal role which lead to accept the hypothesis. So Brand association influence the Bike owners to attain brand affect. So the bike companies should concentrate on brand association measures which are deeply cited in the minds of Activa bike owners.

Present study has a great importance for the marketers, academicians and for the Two wheeler Industry for framing their marketing strategy. The research study has lead to the conclusion that Brand awareness is generated through Brand affect. Improving Brand awareness level of customers will eventually lead to long term customer loyalty and profitability.

The results indicate that Brand awareness positively influence Brand affect; suggest that customers who perceive high level of brand awareness will be more attracted towards the product or a particular brand.. This would suggest positive consequences for both consumers s and organizations as well.

Two wheeler Industry should realize the importance of Brand awareness and brand association. There is a strong need to construct new strategies that will help to elevate the motivation of consumers to remain with the industry aligned with industrial vision and to remain in the competitive environment.

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