

## **An Analysis Of Brand Awareness Levels And Its Impact On Brand Salience Of Pepsico**

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### **Abstract:**

Historically, Brand Salience Has Been Taken Into Consideration Synonymous With The Brand Being ‘Pinnacle Of Thoughts’ (Referred To First) When The Product Class Is Used To Cue Retrieval From The Nervous System. In This Newsletter, We Can Speak Approximately The Brand Salience And Elements That Have An Impact On Brand Recognition. Also, A Deep Study Is Being Performed In Knowing, How A Correlation Among Every Component That Hyperlinks A Brand Salience Out Of Which Brand Recognition Being The Most Prominent. This Investigation Examines A Few Insightful Thoughts On What Are The Modern-Day Tendencies In The Marketplace So That You Can Allure A Purchaser And What Are The Clients To Be Had Withinside The Marketplace Who're Preferring Our Merchandise And What Are Their Expectancies From Any Brand. This Will Assist In Making Suitable Methods In Reaching Customers And Similarly A Purchaser To Attain Out To Us All Through Their Buy.

**Keywords:** Brand Awareness, Brand Salience, Brand Recall, Pepsico, Brand Recognition

### **Introduction:**

“The Most Effective Thoughts Are Simple”, And Brands Comply With The Identical Rules. Creating Simple, However Effective Differentiation Withinside The Minds Of Customers Will Preserve A Brand Alive. It Isn't Any Surprise That As Competitiveness Increases, Manufacturers Are Gambling An Ever-Growing Function In Business Strategy.

According To Aakir (1991), “More And Greater Buyers Pick Out Merchandise In Step With Brands. A Brand Call Consists Of Many Institutions In People's Thoughts That Make Up The Brand Image. All Organizations Try To Construct A Sturdy, Favorable, And Specific Brand Image. Today, Warfare Confronted With The Aid Of Using Entrepreneurs Is Warfare Of The Brands. Companies Like Pepsico And Coca-Cola Are Competing For Brand Dominance, Figuring Out That Manufacturers Are The Company's Maximum Treasured Assets. The Consciousness Has Modified From Proudly Owning Factories To Owning Markets, And The Simplest Manner To Own A Market Is To Own Marketplace-Ruled Brands.

If Brainpower Isn't Aware Of A Brand, Then It's Far Tough To Expand Favored Brand Institutions In Customer's Thoughts. Awareness Of The Brand Name Act As An Anchor To Which The Entirety Of The Brand Is Linked. As An Account Of Which Brand Salience Is Gaining Prominence As Each A Legitimate And

Powerful Shape Of Difference Among Competing Brands Throughout Several Categories. Keller (2003), Suggests That Brand Recall In Mind Pertains To The Buyer's Potential To Retrieve The Brand In Their Mind Given The Product Catalyst, The Wishes Fulfilled With The Aid Of Using The Product, Or A Buy Or Utilization Scenario As A Cue.

Therefore, It Appears Well-Timed To Re-Take A Look At What The Idea Of Brand Salience Ought To Suggest In An Advertising And Marketing Context And The Results For Measurement. In This Study, We Discover The Effect Of Brand Awareness On Brand Salience And The Way Long Way That Is Powerful In Constructing The Brand Value Of Pepsico As A Brand In Customers' Thoughts. The Intention Is To Attract From An Extensive Discipline Of Research, In Particular Consumer Memory And Behavior, To Enhance Our Knowledge Of This Concept And Specify The Necessities For A Legitimate (And Useful) Measure. This Will Permit Researchers To Take A Look At Empirically The Contribution Of Brand Salience In The Comprehension And Prediction Of Consumer Behavior Closer To Pepsico Merchandise.

### **Literature Review:**

Ngo Et Al. (2021) In Their Study Explains The Influence Of Brand Salience Intention Of A New Customer. It Also Explains The Components Of Brand Salience. The Study Offers A Holistic View For Understanding Brand Salience And The Level Of Brand Association In Customer's Minds.

In Their Study, Karam And Saydam (2015) Discussed The Concept Of Brand Awareness And Its Impact On Consumers' Perception Of A Brand. The Study Evaluates The Customer-Based Brand Equity Dimensions, Assuming That These Dimensions Will Have A Significant Impact On The Consumers' Perception Of A Brand. The Study Found That Among All The Dimensions Of Customer-Based Brand Equity, Brand Loyalty Has The Minimum Rating Of Building Brand Equity Than Others.

Ovais And Nouman (2013) In Their Study Attempted To Understand And Assess The Impact Of Brand Placement On Consumer Recall Value. They Found That There Is A Significant Influence Of Brand Placement On Consumer Recall And This Can Be Carefully Implemented In The Placement Strategies By The Brands.

Ullah Et Al. (2011) In Their Study Tried To Investigate The Role Of Single Eye Fixation In Creating Brand Recall By The Customers And Found That The Single Eye Fixation Can Help In Creating Indirect Effects Of Information Delivery To The Customers. This Will Enhance The Brand Recall By The Customers.

Vieceli And Shaw (2010) In Their Study Discussed Brand Salience For Fmc Goods And The Study Conducted Through This Research Using Quasi-Experimental Method Gives The Knowledge, Brand Image, And Brand Recognition Levels Of Each Customer On Each Good. Also, The Relationship Between Brand Salience And Purchase Likelihood Can Be Drawn.

Moiescu (2009) Discussed In Their Study That Brand Awareness Being One Of The Important Dimensions Of Brand Equity, Influences The Consumers' Decision To Buy A Certain Product Or Service. It Also Influences The Perceived Risk Assessment And Purchases Decision Assurance Of The Consumers. Brand Awareness Can Be Through Brand Recall Or Brand Recognition, Both Influencing The Perceived Risk Assessment And Purchase Decision Significantly. This Study Investigated The Nature Of These Relationships Comparatively In Durable And Non-Durable Products Among Romanian Customers.

Hong Et Al. (2008) Studied The Product Placement In The Movies As An Effective Marketing Strategy By The Marketers. Enquiring About How The Product Placement Will Impact The Brand Salience Measurement, The Study Concluded That The Product Placement Should Be In A Negative Context Or Demonstrative To Get A Brand Salience.

Romaniuk And Sharp (2004) Gave A Detailed Theoretical Approach Of Brand Salience And How Historically It Is Termed As Brand "Top Of Mind" When A Product Is Categorized Based On Its Retrieval In Memory. This Paper Gives A Clear Concept Of How To Distinguish Brand Salience And Brand Awareness As A Tool That Impacts The Buying Behavior Of A Customer.

Chandon (2003) Discusses The Choices Of The Cues That Are Required To Recall A Brand, The Realistic Nature To Be Involved In Making A Brand Recognizable. It Also States The Importance And Usefulness Of The Ability To Value And Put A Price Tag On A Brand's Value. This Paper Also Intricates The Brand Knowledge Pyramid Which Is Essential For Structuring Brand Awareness For A Customer.

**Problem Statement:**

The Brand Is One Of The Determiners And Promising Phrases On The Subject Of Figuring Out The Organization/ Company's Value For A Consumer/Purchaser. And This Brand Value Is Diagnosed With The Aid Of Using Calculating The Brand Recognition For A Client/Purchaser At The Same Time As Buying A Product Or Service. Here Comes The Idea Referred To As Brand Salience. But We Frequently Try And Forget About It And A Few Organizations Don't Even Recollect It As A Component In Constructing The Brand Pyramid. Brand Recognition Has A Near Courting In Constructing Brand Salience And This Facilitates In Constructing The Brand Value From A Purchaser's Point. Hence, It's Far Similarly Crucial To Construct A Sturdy Brand Salience In Purchasers So One Can Construct An Awesome Unswerving Purchaser Chain That May Assist A Brand To Grow.

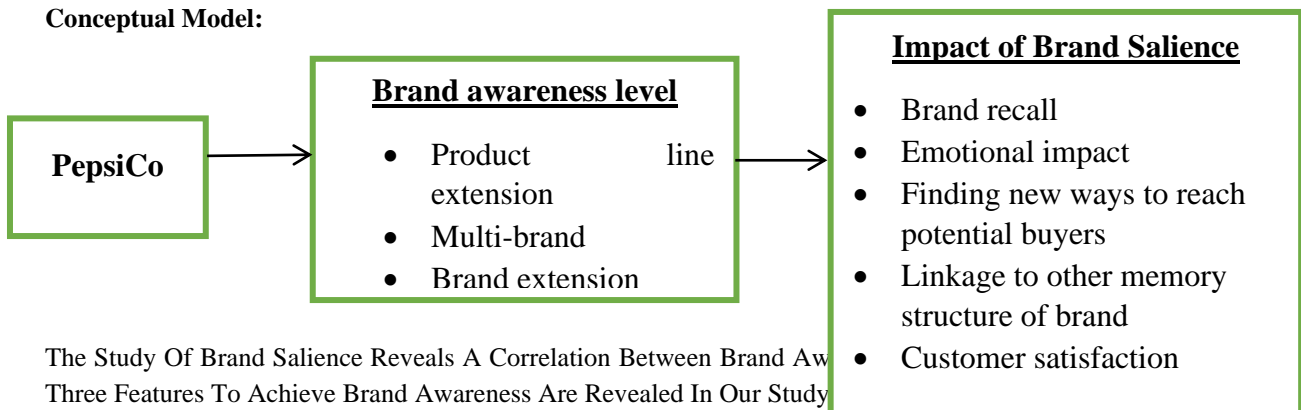
**Research Methodology:**

The Present Study Applies Both The Qualitative As Well As Quantitative Methods Using Primary And Secondary Data Sources. The Empirical Results Of The Quantitative Are Supported By The Qualitative Data For Better Insights By Triangulation Of The Results. The Following Section Discusses The Study Domain, Sources Of Data, And Sampling Used.

**Objectives:**

1. To Understand The Various Dimension Of Brand Salience And Specifically To Brand Categories Of Pepsico.
2. To Analyze The Impact Of Brand Awareness On The Buying Behavior Of The Consumer.
3. To Know The Association Of Brand Awareness And Demographic Elements Of Consumers Of Soft Drinks And Snacks.

**Conceptual Model:**



The Study Of Brand Salience Reveals A Correlation Between Brand Aw Three Features To Achieve Brand Awareness Are Revealed In Our Study

- **Product Line Extension:** Extending The Product Line So That It Will Give More Choice To A Consumer While Making A Purchase.
- **Multi-Brand Model:** This Approach Is Used To Create Multiple Brands Under A Similar Category Of A Company.
- **Brand Extension:** This Approach Is Used While Launching A New Product Under An Already Established Brand. This Will Create An Impact On The Brand Recognition And New Product As Well In The Market.

We Were Able To Identify How Impactful Brand Salience Can Have On The Brand And Thus What Are The Outcomes Of It. They Are Listed Below:

- Brand Salience Will Create A Perception In A Buyer’s Mind And Thus Whenever A Product Is Seen In A Market A Certain Brand Will Appear In His/Her Mind Which We Call “Brand Recall”.
- Brand Salience Will Create An Emotional Impact On The Brand And Thus Turning A Customer Into A Loyal Buyer.
- This Is A New Way To Reach Potential Buyers As Once A Brand Can Get Registered In A Buyer’s Mind Next Time Whenever They Make A Purchase The Particular Brand Comes In Their Mind.
- Customer Satisfaction Level Increases With A Brand Usage As When A Customer Thinks Of Purchasing A Product From A Brand That Comes In His/Her Mind It Is An Impact Of Customer Satisfaction And Vice Versa For A Product.

**The Study Area:**

The Study Used Random Sampling To Collect The Sample Of The Population Under Study. The Data Were Collected From 8<sup>th</sup> April – 20<sup>th</sup> April 2021, Using A Structured Questionnaire That Was Distributed To The Respondents.

**Data Sources:** Primary Data Is The Data That Is Collected Directly From The Respondents And Is Called First-Hand Data. The Study Collected Such Data For A Better Insight Into The Results. The Data Was Collected Through Questionnaires By Circulating It Through Different Social Media Channels By Using Google Form Through Which The Responses Were Collected.

**Sample Size:**

The Sample Size Of The Present Study Is 103 Respondents Of The Following Age Groups.

**Age Groups**

- 20 – 30 Years
- 30 + Years.

**Sampling Data:**

There Are A Lot Of Techniques Which Help Us To Gather Sample Depending Upon The Need And Situation And We Have Used The Stratified Sampling Under The Probability Sampling Technique.

The Data Was Collected Based On Different Age Groups As Mentioned Earlier. The Questionnaire Was Sent To People In Different Age Groups To Get Responses Based On Their Preferences.

**Analysis & Interpretation:**

**Demographic Analysis:**

	Female	Male	Prefer Not To Say	Grand Total
20-30	35	56	2	93
30-40	1			1
40-50	1	2		3
Below 20	3	3		6
<b>Grand Total</b>	<b>40</b>	<b>61</b>	<b>2</b>	<b>103</b>

The Above Table Helps Recognize The Demographic Elements That Affect Impulsive Consumer Behavior Concerning Brand Salience. It Is Evident That 58.8% Of The Respondents Are Male And 39.2% Are Female Out Of The Entire Pattern Length That Was Collected. Maximum Respondents Being From The Age Group Of 20-30, Though We Couldn’t Draw The Perfect Interpretation However One Assumption That May Be Very

Well Made Is That Most Divisions Of The Populace Who Devour Those Branded Products Are Male From Our Analysis.

**Descriptive Analysis:**

Analysis Was Accompanied With The Aid Of Using Differentiating The Surveys Primarily Based Totally On Certain Variables Which Are Dependent Variables And Independent Variables.

**Dependent Variables:** Brand Awareness, Brand Recall, Brand Salience, And Brand Image.

Here Those Variables Are Inter-Associated Because The Change In A Single Variable Will Have An Effect On The Other Variable And In Period Brings A Change In Brand Outlook In The Marketplace. For Example, Brand Consideration, Brand Photograph, And Brand Consciousness Are The Phrases That Revolve Around Brand Salience.

To Take This Into Root Degree, We Centered On Every Term And What Elements Do Impact those Variables. And The Effects Are Interpreted.

**Brand Awareness:**

The Probability Of Familiarity Of A Brand By The Consumer Is Termed Brand Awareness And Is The Degree To Which The Consumer Associates The Brand With A Particular Product. Brand Awareness Has Two Components, One Is Brand Recall And Another Is Brand Recognition. Brand Recall Is The Immediate Remembrance Of The Name Of A Brand By The Consumer When Exposed Or Incited With The Product. Brand Recognition Is The Degree To Which A Consumer Can Rightly Identify A Product Or Service Just By Viewing The Logo Or Listening To A Jingle Of The Brand. The Various Elements That Affect Brand Awareness Are Brand Name, Advertising, And Celebrity. The Name Of The Brand Is A Crucial Element Influencing Brand Awareness As It Holds A Name That Can Easily Be Talked About Among The Consumer And The Name Also Gives A Distinctive Characteristic To The Brand. Advertising Is The Activity Done To Create Brand Awareness As The Advertising Activities Influence The Consumer With Their Emotions, Personality, And So On. A Celebrity Endorsing The Brand Becomes Another Important Component Affecting Brand Awareness As The Consumer Tends To Have Some Liking And Following Of Their Favorite Celebrities. They Tend To Follow Them In This Way Or Another.

Based On Our Studies We Observed That Most Of The Consumers Have Been Aware Of The Celebrity Who Endorses Our Brand And Considering The Indian Population In Which Film Industry Is Taken Into Consideration To Be One Of The Religions In Which People Comply With Their Favorite Celebs And Their Followings, This Creates An Aggressive Gain For The Brand In Growing Brand Awareness In Terms Of Consumers.

In The Same Manner, As A More Variety Of Indian Customers Are Highly Affected With The Aid Of Using Visual Advertisements And Posters Which Catches Their Eyes Enables In Growing A Brand Recall Each Time Someone Thinks Of Having A Drink Or Snack. But We Witnessed A Few Surprising Facts From Our Respondents From The Age Group Of 20-30 Who Aren't Displaying Hobbies In Advertisements, And Subsequently, Organizations Must Think About Revamping Their Method With Refashioning Dynamics. Also, Another Component Might Be The Innovation Method That The Brand Focuses On, Which Is One Of The Key Elements Which Grabs Consumers' Attention. It Is Identified That Key Asset That Affects The Consumer Experience Which May Be:

- Innovation
- Product Outlook Or Design
- More Alternatives From The Brand's Product Line
- Social Media Campaign

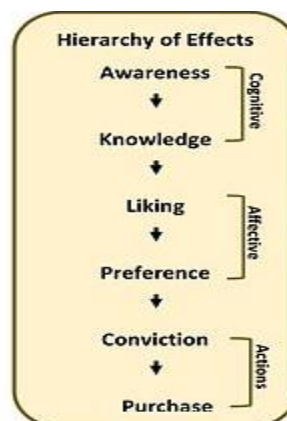
Another Component To Boom Brand Awareness Is The Extent Of Purchaser Experience, Which Is Found Out From Our Studies As A Maximum Of The Respondents Are Displaying Hobby In Brands Which Has Top

Customer Experience Rating. It Was Proven That 64.2% Of Population Sampling Are Pointing Out Customer Experience Is The Component That Influences Brand Recall Rate.

With Changing Technology And Mindset Of A Customer Towards A Specific Brand And The Competitiveness Amongst Identical And Contrary Brands, It Has Equally Important For Every Brand To Expose A Few Innovations In Their Product Mix On The Way To Create Interest And Attention Of A Customer. For Example, The Development Of 250ml Packs Has Been A Massive Buzz Amongst Young People Which Occupies The Foremost Share Of The Marketplace And Each Company Focuses On This Target Group To Attain A Major Stake In The Marketplace. And Subsequently, Product Layout Performs A Main Position In Brand Salience.

Based On The Set Objectives And Understanding The Brand Awareness Level Of Pepsico Our Studies Provided A Few Insights And Based On Which Further Research May Be Carried Out And More Iterations Can Be Obtained. By Extrapolating The Survey Report It Is Identified That The Brand Awareness Level Of This Brand (Pepsico) Is 3.8 Out Of 5 Which Is Acceptable However That Is Only A Drop In The Ocean And To Get Precise Value Research Must Be Carried Out For A Large Population Sampling.

Based On These Assumptions We Will Try To Understand How A Brand Salience Or Brand Awareness Is Built. The Below Chart Suggests The Elements That Affect Brand Awareness And The Way The Flow Of Events Takes Place Earlier Than Purchasing A Product. Here We Want To Discuss The Knowledge For A Specific Brand And How Far The Customer Is Aware Of It. If We Take The Example Of A Cell Phone, When A Customer Thinks Of Buying A Smart Phone First Factor That Comes Into His Thoughts Is About The Brand For Which He Has The Most Knowledge As This Is What We Call Brand Salience. Hence Knowledge About A Brand Is A Component That Influences Brand Salience. Hence The More A Consumer Purchases A Product Or The More A Consumer Visualizes A Brand Will Create A Recall In His/Her Thoughts Each Time They Think Of Shopping For A Product.



Another Reason Is It Was Mentioned Earlier Is The Level Of Reach Through Online Media Which Is The Main Promotion Tool For Most Of The Brands Which Are Catching The Eyes Of A Major Share Of The Population Which Is The Youth Who Often Engages Themselves With Smart Phones And Other Devices.

A Major Portion Of Our Consumer Research Cast Their Vote For Customer Experience And Level Of Usage Of The Brand Which Will Create A Brand Salience For Any Brand. Here The Above Two Factors Are Interlinked, The Better Customer Experience We Provide The More Brand Usage We Achieve. Thereby Increasing Our Brand Recall Or Brand Salience.

#### Statistical Analysis:

**H10:** There Is No Significant Difference Between The Brand Awareness Expected Value And Actual Value Among The Product Categories From Pepsico.

**H20:** There Is No Association Between The Age Group Consumers And Brand Awareness Towards Pepsico.

Var00002

	Observed N	Expected N	Residual
1.00	80	20.6	59.4
2.00	7	20.6	-13.6
3.00	9	20.6	-11.6
4.00	6	20.6	-14.6
5.00	1	20.6	-19.6
Total	103		

Test Statistics

	Var00002
Chi-Square	215.786a
Df	4
Asymptotic Significance	.000

H10: There Is No Significant Difference Between The Brand Awareness Expected Value And Actual Value Among The Product Categories From Pepsico

A. 0 Cells (0.0%) Have Expected Frequencies Less Than 5. The Minimum Expected Cell Frequency Is 20.6.

Since The Chi-Square Goodness Of Fit Result Exhibited For Accepting Alternative Hypothesis (P Value Is < 0.05), Thereby Rejecting The Null Hypothesis. From This, It Can Be Inferred That There Is Exist A Significant Difference Among The Various Product Categories Of Pepsico.

H20: There Is No Association Between The Age Group Consumers And Brand Awareness Towards Pepsico.

A. 16 Cells (80.0%) Have Expected Count Less Than 5. The Minimum Expected Count Is 0.01.

As The Above Test Result, We Can Accept The Alternative Hypothesis And Reject The Null Hypothesis. And Infer That There Is A Significant Association Between The Age Group And Brand Awareness Of Pepsico Products.

**Findings And Recommendations:**

This Study Helped Us To Make A Deep Understanding Of The Different Factors That Influence Brand Salience And Thereby The Relationship Between Brand Salience And Brand Awareness. We Could Relate Different Factors That Influence Brand Salience And Dependent Variables. Based On This Research It Is Identified That

Findings From The Research:

- The Present Position Of Pepsico In The Market And How Far This Brand Can Instill In A Customer’s Mind Will Impact On Buying Behavior Of These Products From This Brand.

- This Study Also Revealed Different Demographic Conditions That Are The Driving Forces For A Successful Brand In The Beverages Industry And What Are The Demands They Are Expecting From A Brand To Look Into Them.
- Variables Connecting Brand Salience With Brand Awareness.
- The Generation Of Internet Which Is Widely Accessible Is Finding Everything At Their Fingertips And Hence Brand Should Use This Channel To Increase Their Reach.

Few Recommendations That Can Be Drawn Are:

- Increase In Engaging Customers Through Different Campaigns Which Will Make An Image For The Brand.
- Changing Promotion Methodology And Focus On Online Marketing.
- Visualizing Brand By Creating Visual Stories.
- Innovations In Product Design As Per Indian Mindset, Taste, And Preferences

### **Conclusion:**

The Present Study Concentrated On The Soft Drink Industry Because Such Market Studies On This Type Of Industry Help To Understand The Opinion Of The Consumers And The Problems And Opportunities Of The Industry As Well. The Beverages Industry Has Transformed Itself During The Last Decade In Making Carbonated And Non-Carbonated Drinks For Consumers.

The Latest Transformations In The Marketing Sector Include Many Determinants Like Consumer, Price, Brand Any Many More But Out Of All These Brand & Consumer Plays A Crucial Role In Building An Organization And Has A Direct Relationship. This Relationship Has Been Discussed In This Case And All Independent Variables Affect These Factors. Now Or Sooner Different Brands Will Consider The Importance Of Building Brand Salience Which Is The Key Factor To Retain A Customer And Loyalty.

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