

# A Study Onbrand Awareness of Sap Product Among Retailers in Chennai



## Management

**KEYWORDS :** Brand awareness, Customer buying decisions

**G.Madhumita**

Asst.Prof , Department of Management Studies , Vels University, Chennai.

### ABSTRACT

*The most fundamental term for any customer is brand awareness . Brand awareness does have a great impact on customer buying decision process.This study depictsabout the brand awareness of SAP software among the retailers Usage importance. A sample of 100 was collected from the retailers by using convenience sampling technique. The study helps to understand whether the SAP product is user friendly and to analyze its performance . The researcher used statistical tools like chi- square, Anova , Correlationfor better understanding among the retailers usage . Thus this study shows the importance of brand awareness among the retailers and many found the SAP package is a costly product.*

### INTRODUCTION TO BRAND AWARENESS ACCORDING TO AMERICAN MARKETING ASSOCIATION (AMA)

“A Brand is defined as a name, item, sign, symbol or special design or some combination of these elements that is intended to identify the goods or services of one seller or a group of sellers. A brand differentiates these products from those of competitors”.

#### In the word of Philip Kotler

“A brand is a name, term, sign, symbol or design or combination of them. Intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”.

A brand is a promise of the seller to deliver a specific set of benefits or attributes or services to the buyer. Brand represents a level of quality.

#### OBJECTIVES :

- ❖ To study about Brand awareness of SAP product among retailers in Chennai.
- ❖ To understand the brand perception of SAP product and its gender wise usage of the SAP product.
- ❖ To analyze the performance of SAP and whether its user friendly.

### LITERATURE REVIEW

The two significance measure of brand awareness is brand recognition & recall (Hoyer and Brown, in 1990,) Kapferer, in 1988 feels that mind awareness is more crucial as it discuss about the consideration set in a given purchase situation .

Aaker (2000) feels brand awareness as a durable and sustainable asset. Chen (2001) he has a various thinking about brand awareness and the brand awareness has the necessary asset but not sufficient for building strong brand equity.

According to Stephen S.Holden , he says that there were significance importance of brand awareness to brand choice , consumer researchers were given more importance to build the awareness among the consumers so that they can bring in their minds to choose the brands were it is significantly depends on the cues

Marton and Booth (1997) he put froths a point about the experience of customer constantly restructures the awareness of the brand . In brand awareness, the customers looks into certain situations like their background , which time is the best , which day is best, things that change throughout the day , thus the awareness is everything only the intensity differs. He calls this awareness as ‘individual experience ’

(McMahon 1980) says that , major aim of any advertising is to generate and maintain brand awareness .(Peter & Olson 2001) , talks about the mental process and its identity of brands. (Logo Design works, 2007) customers know about the brand awareness

and they can access the details about the product and also the brands .

#### RESEARCH METHODOLOGY :

It is a descriptive research & sample size of 100 was collected by using convenience

sampling . The tools used were Chi- square , ANOVA & correlations .

#### DATA ANALYSIS & INTERPRETATIONS :

##### CHI-SQUARE ANALYSIS:

Relationship between gender and SAP software advertisement seen in the last year

##### HYPOTHESIS:

Null Hypothesis ( $H_0$ ) :There is no significant association between the gender and SAP software advertisement seen in last year.

Alternative Hypothesis( $H_1$ ) :There is significant association between the gender and SAP software advertisement seen in last year

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.153 <sup>a</sup>	6	.002
Likelihood Ratio	24.157	6	.000
Linear-by-Linear Association	17.361	1	.000
N of Valid Cases	50		

a. 10 cells (71.4%) have expected count less than 5. The minimum expected count is .68.

#### Inference

Since P values .002 which is less than 0.05,the null hypothesis is rejected. Hence there is significant association between the gender and SAP software advertisement seen in last year .

#### ANOVA :

Relationship between the age and the self esteem provided by the SAP Software usage.

#### Hypothesis

Null Hypothesis ( $H_0$ ) There is no significant difference between the age and the self esteem provided by the SAP Software usage.

Alternative Hypothesis( $H_1$ ) There is significant difference between the gender and self esteem provided by the SAP Software usage.

ANOVA					
Age					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.500	3	.833	1.127	.348
Within Groups	34.000	46	.739		
Total	36.500	49			

**Inference**

since P values .0348 which is greater than 0.05, the null hypothesis is accepted. Hence there is no significant difference between the age and the self esteem provided by the SAP Software usage.

**CORRELATION :**

Relationship between the age and the awareness of the brands known by the respondents.

**Hypothesis**

Null Hypothesis (H<sub>0</sub>) There is no significant relationship between the age and the awareness of the brands known by the respondents.

Alternative Hypothesis(H<sub>1</sub>) There is significant relationship between the awareness of the brands known by the respondents

Correlations			
		Age	q4
Age	Pearson Correlation	1	.181
	Sig. (2-tailed)		.209
	N	50	50
q4	Pearson Correlation	.181	1
	Sig. (2-tailed)	.209	
	N	50	50

**Inference**

The correlation value is positive .Hence P values .209 Which is less than 0.05, the null hypothesis is accepted Hence there is no significant relationship between the age and the awareness of the brands known by the respondents

**FINDINGS**

- According chi – square null hypothesis is rejected , therefore is significant association between the gender and SAP software advertisement seen in last year.
- According to ANOVA null hypothesis is accepted , therefore there is no significant difference between the age and the self esteem provided by the SAP Software usage.
- According to correlation value is positive .Hence P values .209 Which is less than 0.05, the null hypothesis is accepted Hence there is no significant relationship between the age and the awareness of the brands known by the respondents.

**RECOMMENDATIONS :**

- The SAP has its own brand value by their user friendly approach. Companies can take initiative steps to strengthen the advertisement .
- As the usage of SAP is being trusted and retailers should also be encouraged to create

their brand awareness.

- The SAP should conduct more training sessions for all the school and college students in and around the locality for effective knowledge transfer.
- SAP should decrease the price of its software for all the income-group people to have an access to it.

**CONCLUSION:**

The purpose of the study was to investigate the awareness level of the SAP product among the retailers in chennai

The researchers feels that the SAP companies can create more awareness among the retailers and establish its importance . They can give free camp on SAP program and try to educate the retailers & this method can increase the level of awareness.

Overall the study was satisfactory and showed little positive results about the usage & awareness of the product . The researcher conclude that they have to focus and establish their consulting services with all the sectors and departments.

**REFERENCE**

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