



A Study on Impact of Brand Promotion on Market Performance of Bindhu Engineering Industries With Reference To Coimbatore

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ABSTRACT

This research is motivated by the rapid development of technology at this time in all aspects including information. In addition, according to that brand image is an interesting topic to be a variable that influences a consumer's purchasing decision on a cosmetic product. This is more interesting because currently Indonesian consumers like to consume cosmetics made from the plants. So the marketing strategy which consists of promotion, price and consumer factors, namely brand image influences purchasing decisions. This study aims to collect and analyse published articles about the effect of promotion, price and brand image on purchasing decisions. Research design is a literature review. Based on the results of the literature review that promotion, price and brand image is expected to increase purchasing decisions. Purchasing decisions can be measured by increasing sales data. So promotion, price and brand image have a significant influence on purchase satisfaction.

Keywords: promotion, price, brand image, and purchase decision.

I. INTRODUCTION OF THE STUDY

Brand promotion is a crucial marketing term. Brand promotion may be defined as a crucial and effective business strategy for a corporation. Brand promotion is determined by the company's favorable image and reputation in a competitive market area.

Brand promotion involves informing, reminding, persuading convincingly, and influencing the buyers to drive their purchasing decision in favor of a brand. It also focuses on building a loyal and long-term customer base.

The process involves:

Marketing the brand name and logo rather than individual products. Popularizing the mission

statement and focusing on building brand equity. Gaining publicity through mass marketing strategies and enhancing brand perception. Sometimes, making use of the existing customer base to promote the brand. Establishing a strong brand requires maintaining consistency in the products or services that are provided, in interaction with customers as well as in the message that is shared. The basic aim is to make the customers feel that the brand can provide exactly what they need.

Methods of Brand Promotion

The following are the four popular methods used by marketers to promote their brands.

Advertising: Advertising is the method of spreading awareness about the brand through various traditional media (newspapers, television, etc.) or new media (social media, blogs, etc.). Although it is a convenient and economical process, it lacks a personal touch.

Publicity: It refers to the method of promoting the brand by publishing commercially significant headlines about it or its owner in a medium or airing favorable presentations for which the sponsor doesn't directly pay. Mass media covers these events which enhances the public image of the brand and hence earns high credibility with mass appeal. However, marketers don't have much control over publicity.

Packaging: When a product is sealed in a nicely designed wrapper, it not only gives a noticeable identity to the product but also builds the image of the brand. Nowadays, the firms are favoring innovatively designed wrappers to pack their products. Even the customers are willing to pay more for the convenience, dependability, and appearance of the packages.

360° Campaign: A 360° campaign uses a combination of different marketing channels to



promote a brand. Usually, a successful campaign can boost sales unbelievably.

STATEMENT OF THE PROBLEM

This study is conducted to understand how effectively the marketing strategies of Bindhu Engineering Company influenced their client. It examines the strategies and techniques which are used by various competitors and how effectively it can be organized and interpret the Quality of service and product offered by them. The findings will benefit advertisers in terms of crafting the brand promotion plan that best responds to consumers' need. For consumers as an audience of advertisers, they will be able to analyze brand promotion strategies and advertising effectively.

OBJECTIVES OF THE STUDY

1. To evaluate the impact of brand promotion components on market performance in the company
2. To look into the primary components of brand promotion in pumps.
3. To investigate the elements that influence customers' purchasing intentions.
4. To offer some efficient ways for developing successful brand promotion for this organization that would aid in client purchasing intentions.
5. Study the influence of promotion strategies including persuasive messages and presenters used in advertising on consumer buying decision.
6. Investigate consumers or potential buyers' attitude towards brand promotion strategies.

SCOPE OF THE STUDY

- This study can be applied to find out an effective role of pumps industry related to other economic sectors in India.
- From the present study we can know the market share of different pumps firms and accordingly formulated strategy to enhance it.
- The present study can be extended to access the present marketing condition of different pumps sectors.
- The study can be used to design a proper product, price, place & promotional strategy for the by-products of different pumps sectors.

LIMITATIONS OF THE STUDY

- The subjects of the study were limited, therefore; the findings might not be very accurate.

Extended target group should also be investigated.

- Samples of models were advertisements for the product launch and posted on Website only, whereas advertisements for each model include those executed in other media channels as well.
- Sites of the study were also limited and it will be better if the further study explores at more various places

II. REVIEW OF LITERATURE

Cowan et al. (2017), one of the main dimensions of brand promotion is brand loyalty. Brand loyalty aids in the identification of clients with a certain brand or firm. It is the bond between the brand and its customers. Behavioral loyalty has been connected to consumer behavior in a competitive market sector. Customers' cognitive loyalty can be connected to their purchasing decisions. As a result, brand loyalty may be achieved through providing brand-specific services. Customers should be satisfied with the company. On the other hand, that brand loyalty may be quantified by the process of word of mouth, the propensity of repeat purchasing, and so on. Brand loyalty may aid in the acquisition of brand promotion. The two most important aspects of brand loyalty are trustworthiness and dependability. Brand loyalty may be generated by the significant quality and quantity of advertising.

Khoshtaria et al. (2018) state, the idea of brand promotion is dependent on the concept of brand loyalty or brand expansion. The brand promotion also contributes to a company's competitive advantage in a competitive market sector. The purpose of this research was to examine the impact of various components of brand promotion on market performance. Customers' buying intentions. There are numerous forms of effects on a consumer's purchase intention or purchasing decision. Age, employment, money, lifestyle, and attitude or personality are all personal variables. Motivation, learning, attitude, and perception are all psychological aspects.

Gupta et al. (2019), brand promotion may be analyzed from both a financial and a consumer standpoint. The researcher attempted to examine brand promotion from the standpoint of customers for this research study. Brand promotion is the monetary worth of a favorable brand image. Customers' sentiments about a brand can be used to calculate brand promotion. Brand promotion may be achieved via brand awareness, brand recognition, brand trial, brand preference, and brand loyalty. On the other hand, it is claimed that brand promotion is the



most important asset that a firm should employ. Brand promotion is described as a collection of assets and liabilities associated with the brand.

David Aaker (2019) created the well-known model of brand promotion. This approach has defined five types of brand assets. The following are the brand assessment categories: Brand adoration. Brand recognition. Quality as perceived. Brand affiliations. Other assets include trademarks, channel relationships, and so forth. Brand loyalty: The following are the study's objectives: to look into the primary components of brand promotion. To investigate the elements that influence customers' purchasing intentions. To evaluate the impact of brand promotion components on market performance. To offer some efficient ways for developing successful brand promotion for this organization that would aid in client purchasing intentions. Literature review: Role of effective branding

Porcu et al. (2019), the most essential and widely regarded facet of brand promotion is brand association. Brand associations explain the fundamentals of customer brand loyalty and buying decisions. Brand associations are the many sorts of brand-related ideas, perceptions, experiences, beliefs, and attitudes. Brand associations are classified into two types: product associations and organizational affiliations. Consumers frequently associate a brand's social image, perceived value, trustworthiness, distinction, and so on.

Mussolet et al. (2020), addressed the second form of brand linkages. The second sort of brand association is the advantage of the brand acquired by consumers when utilizing this specific brand of goods or service. Brand advantage aids in the attachment of customers to a certain brand. The advantages of a brand may be divided into three categories: functional benefits, symbolic benefits, and experiential benefits. As a result, functional advantages are linked to basic safety demands. Experiential advantages are the feelings that customers get when utilizing a certain brand of product or service.

Li et al. (2021) argued that a consumer's purchasing choice might be a complicated phenomenon that is tied to the value as well as the quality of that particular product. A consumer's purchase intention is frequently influenced by the product's quality, price, and perceived worth. Customers' purchasing intentions, can also be impacted by a variety of social, psychological, and cultural variables. Different factors of product purchasing.

Zhanget al. (2022), research methodology is a systemic procedure that aids in the conduct of the entire investigation. The right structure of the investigation is described by the research methodology. The term "research technique" refers to the numerous sorts of relevant thoughts and ideas that are important to this particular research investigation. Categorized perceived quality variables into two categories: intrinsic qualities and extrinsic attributes. Intrinsic qualities are associated with the product's physical component. Extrinsic qualities, on the other hand, are associated with the product. Flavor, color, look, and shapes are all physical aspects of a product. As a result, extrinsic qualities are associated with stamp quality, brand name, price, shop, product information, packaging, and so on.

III. RESEARCH METHODOLOGY MEANING

It refers to the process used to collect information and data for the purpose of making business decision. The methodology may include publication research, interview, surveys and other research techniques, and could include both present and historical information.

DEFINITION

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. If research does not work systematically on problem, there would be less possibility to find out the final result. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

RESEARCH DESIGN

To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course action. The research has been defined as "A careful investigation or enquire especially through search for new facts in any branch of knowledge". To give more additional to the old research new ones are conducted.



SAMPLING TECHNIQUES

A disproportionate stratified random sampling technique has been used in sampling

SAMPLING SIZE

A sample size is guaranteed to its temperament of information assortment. Information assortment depends on the essential information is 150 respondents are taken as the example for this investigation.

METHOD OF DATA COLLECION

The following techniques were adopted for data collection.

- Primary data

SIMPLE PERCENTAGE ANALYSIS

In this project percentage analysis test was use. The percentage method is used to know the accurate percentage of the data we took. The following formula was used

$$\text{Percentage of respondents} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

CHI-SQUARE ANALYSIS

The Chi- square test is one of the simplest and most wickedly used non-parametric tests in statistical work. The quantity χ^2 describes the magnitude at the discrepancy between theory and observation.

Chi – square test

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

O = Observed Frequency, E = Expected Frequency

In generated expected frequency for any cell can be calculated from the following equation.

$$E = \frac{RT * CT}{N}$$

E = Expected frequencies, RT = The Row Total for the Row containing the cell

CT = The Column Total for the Column containing the cell.

N = The total number of observation.

The calculated value at Chi-square. Is compacted with the table value χ^2 given degrees of freedom at a creation specific level of significance. If at the stated level the calculated value χ^2 is more than the table value of χ^2 , the difference between to be significant, otherwise it is insignificant.

CORRELATION

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation co-efficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction. Alternatively, perfect negative correlation means that if one security moves in either direction the security that is perfectly negatively correlated will move in the opposite direction. If the

- Secondary data

Primary data

Primary data was collected through face to face interviews while filling up questionnaires (150 respondents).

Secondary data

Relevant information was gathered from magazines, newspapers and project reports that formed the secondary data.

STATISTICAL TOOLS AND TECHNIQUES

- Simple percentage Analysis
- Chi-square analysis
- Correlation
- Anova

correlation is 0, the movements of the securities are said to have no correlation; they are completely random.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

ANOVA

Analysis of variance, or ANOVA, is a strong statistical technique that is used to show difference between two or more means or components through significance tests. It also shows us a way to make multiple comparisons of several population means.



The Anova test is performed by comparing two types of variation, the variation between the sample means, as well as the variation within each of the samples. Below mentioned formula represents one way Anova test statistics:

$$F = \frac{MST}{MSE}$$

F = Anova Coefficient

MST = Mean sum of squares due to treatment

MSE = Mean sum of squares due to error

IV. SUGGESTIONS

The findings indicated that customer testimonials and sales people's word of mouth are the major ways through which the company enhances its brand image.

According to the researcher, word of mouth serves as a persuasive force in the diffusion of information about brand and serves as a powerful tool that influences customers to switch to the company's brands leading to higher sales.

Again offering cost efficient opportunity to company to supplement its advertising campaign. From the findings, the overall performance of branding on the firms marketing performance was very effective through the use of logo and jingle. This success could not have been achieved without the company's total brand equity. It can be concluded that marketing strategy is of great importance in determining the position of company in target market and attracting customers. Therefore, every element of marketing strategy must be compatible with one another and with the various needs of target markets of business.

Managers must directly plan and do marketing activities like distribution, promotion, and personal selling to stimulate purchase behaviour. In the first stage, managers must use the entire potential of distribution to inform customers and improve their awareness of brand and market performance especially those brands which are unknown; therefore, increasing distribution is essential.

V. CONCLUSION

Based on the results of the literature review that promotion, price and brand image has a significant influence on purchasing decisions made by customers. Purchase decision is an effort made to determine the choice of a product by considering product suitability factors with needs, prices,

desires, or advantages and disadvantages of a product. Therefore, the right marketing strategy is needed so that the company can fulfill its needs and needs so that consumers make purchasing decisions, if consumers make purchasing decisions, of course this will increase the company's income. Next, brand image has a significant effect on purchasing decisions. The brand image of a product can be measured from the sales data made by the product, if product sales increase it will have an impact on its brand image. If the brand image of the product is good, the consumer will make a purchase of the product, of course the right marketing strategy is needed by the company in order to maintain the brand image of the product. The results of this review are just a conceptual starting point for starting an integrated discipline. It was realized that this literature study had several disadvantages, including the minimum number of publication provider websites used as data sources. In addition to the three websites used as data sources in this literature review, there are actually more websites that provide scientific publications. However, the website cannot be included because of the limited access that the author has. Thus further studies need to be improved on a broader literature source to gain an understanding of the implementation of concepts in more diverse case studies.

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