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## A FRAMEWORK FOR STUDY OF BRAND STRATEGY BETWEEN THE HOW TO IDENTIFY LOGO GLOBAL BRAND RECALL WITH GLOBAL MASS

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**SAHYADRI COMMERCE AND MANAGEMENT COLLEGE**  
**SHIMOGA**

### ABSTRACT

*As a part of Branding, industries are spending much in designing the logo, packaging, and also in identifying the trade mark. Branding is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details, the uniqueness of brand and its similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Among the sports apparels Global brands like Reebok, Nike, and Puma & Adidas are playing with their own marketing tactics to establish themselves with their target customers. They are vigorous in communicating about their brand attributes through different "Brand Ambassadors". This study is basically involving in comparing selected global branded sports apparels, which includes Reebok, Nike, Puma & Adidas for assessing the impact of branding among the target markets through the test of brand recall.*

### KEYWORDS

brand recall, logo, tag lines, celebrity.

### JEL CODES

M31, M37.

### INTRODUCTION

In case of sports apparels, although popular sports garments like t-shirts and shoes are typically marketed as products intended for the practice of sport activity, the majority of buyers in this market are not athletes and are attracted to these products essentially on the basis of their fashion appeal. Globalization has forced the marketers to strive hard to create the awareness about the products among the international customers. The global brands in the sports apparel are taking vigorous steps to brand their products across the globe.

### STATEMENT OF THE PROBLEM

Global brands like Puma, Adidas, Reebok & Nike has established well not only in the Indian market but also across the globe. These brands are taking serious steps to brand themselves across the globe. They are spending much in designing the logo, identifying the celebrity, and creating an icon for themselves. This study basically involves in identifying how for the respondents are able to recall the various elements of a brand. This study is applicable at Coimbatore & it is carried out only for selected global brands which include Puma, Adidas, Reebok & Nike.

### OBJECTIVE OF THE STUDY

To access the degree of brand recall of various sports apparels through the test of familiarity with the advertisement, taglines and logo.

### RESEARCH METHODOLOGY

The research design is basically descriptive in nature. The researcher has used both primary & secondary data. The secondary data has been collected from various published literature in research journals, books & websites.

In order to collect the primary data, self administered questionnaire is used. Primary data has been collected from 200 respondents by using convenient sampling method from sports club members by visiting various sports club across Coimbatore.

Self administered questionnaire is used which comprises of 45 questions on various aspects of brand recall The questionnaire has been restructured with 16 questions after conducting a pilot study with 25 respondents.

#### QUESTIONNAIRE DESIGNING

##### Part One: Demographic characters

In this the basic demographic characters of the respondents like Name, Marital, Occupational status, and Income, Educational qualification has also been recorded from all the respondents

##### Part Two: Top of Mind Recall: Brand Elements

In this respondents were asked to recall the name of the five branded sports apparel which comes to their mind immediately. & also the respondents were asked to identify the brand name by showing collection of slogan and logos of various branded sports apparels.

Celebrity endorsement has become a common phenomenon today. Most advertisements for sports apparel on TV feature celebrities largely from films, cricket & other fields. Respondents were asked to recall the TV ads that come first to their mind that featured with celebrities. They were asked to identify both brand & the celebrity. Apart from this their preference towards the models to endorse various sports ads are also recorded

##### Statistical tool used for data analysis

Percentage tool analysis has been used by the researcher for data analysis.

### REVIEW OF IMPORTANT LITERATURE

Brands provide value to both the customers & the corporate. The value that a brand image offers industries or corporate is referred as brand equity strong brand name affects the customer decision making process, motivate repeat purchase & build brand loyalty. Customer loyalty to brand arises from high awareness of the brand & the emotional ties to it.

Brand awareness is the ability of a potential customer to recognize or recall that brand name. Thus the brand awareness is the strength of the link between the brand name & the type of merchandise or service in the minds of the customers. There is a range of awareness from the aided recall to top of mind awareness. The highest awareness level will occur when the customer is able to identify the corporate name, a merchandise category or a type of service Hence brand awareness is the stepping stone to build the brand loyalty, this research article studies the awareness level of various branded sports apparels through the test of Brand recall.

**DATA PRESENTATION & ANALYSIS**

Demographic Details (Part 1):

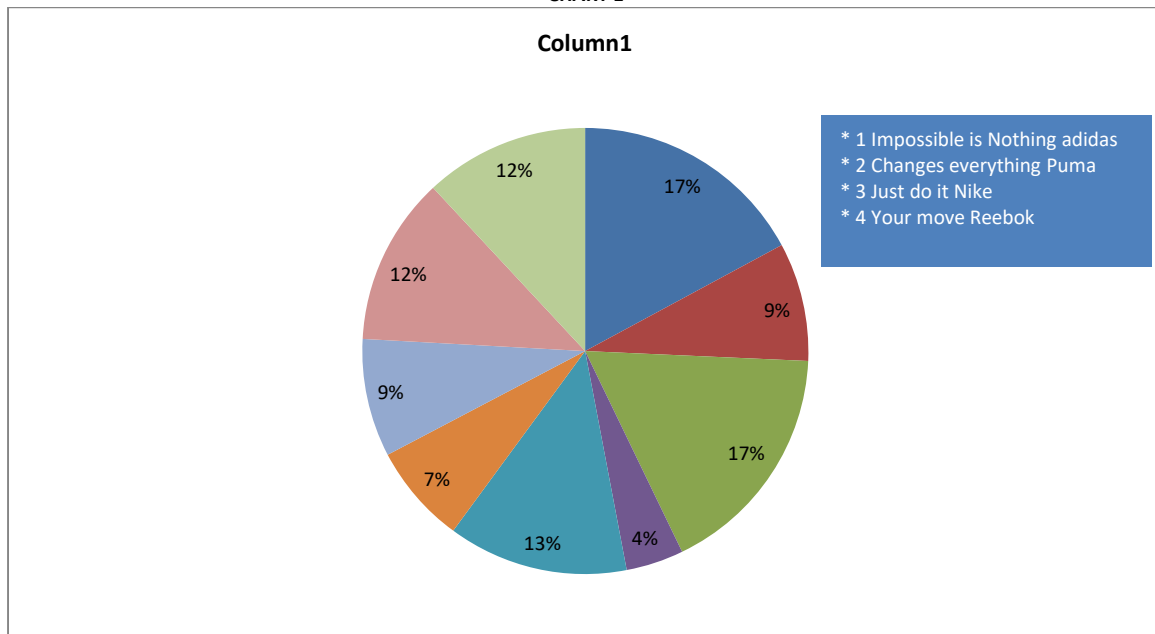
TABLE 1

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
<b>Educational Qualification</b>			
1	Up to High school	12	6.0
2	Up to Higher secondary	40	20.0
3	Graduates / Degree / Diploma	80	40.0
4	Post graduates	68	34.0
<b>Occupational Status of the Respondents</b>			
5	Student		
6	Employee	52	26.00
7	Professionals		
8	Self employed		
<b>Income Level of the Respondents</b>			
9	Below Rs.500	52	26.0
10	Rs.5000-Rs10000	24	12.0
11	Rs.10000-Rs.15000	76	38.0
12	Above Rs.15000	48	24.0
<b>Marital status</b>			
13	Single	112	56.0
14	Married	88	44.0

Data presentation & Analysis: (port 11)

Brand recall: Tag lines

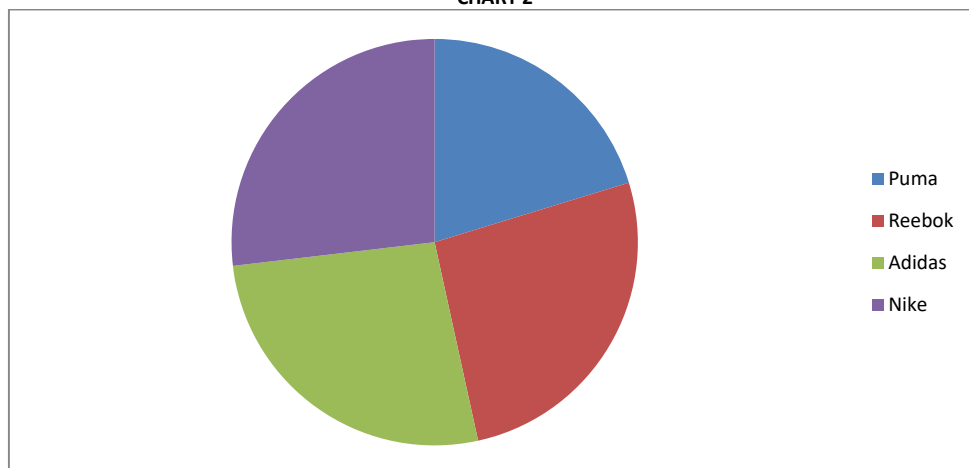
CHART 1



**Inference:** Respondents were given a set of taglines associated with Adidas, Puma, Nike & Reebok, & they were asked to identify the brand name. 152 out of two hundred were able to identify Adidas and Nike taglines.

**Brand Recall: Logo**

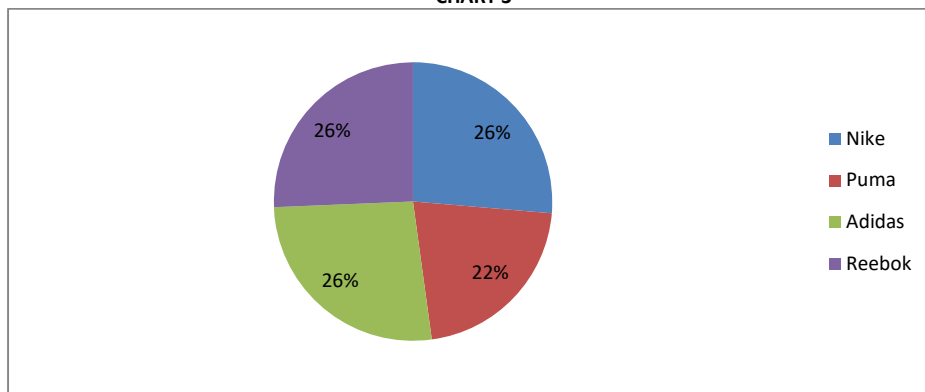
CHART 2



**Inference:** Respondents were given a set of taglines of different branded sports apparels & they were asked to identify the brand name 98 % of the respondents were the logo of Nike.

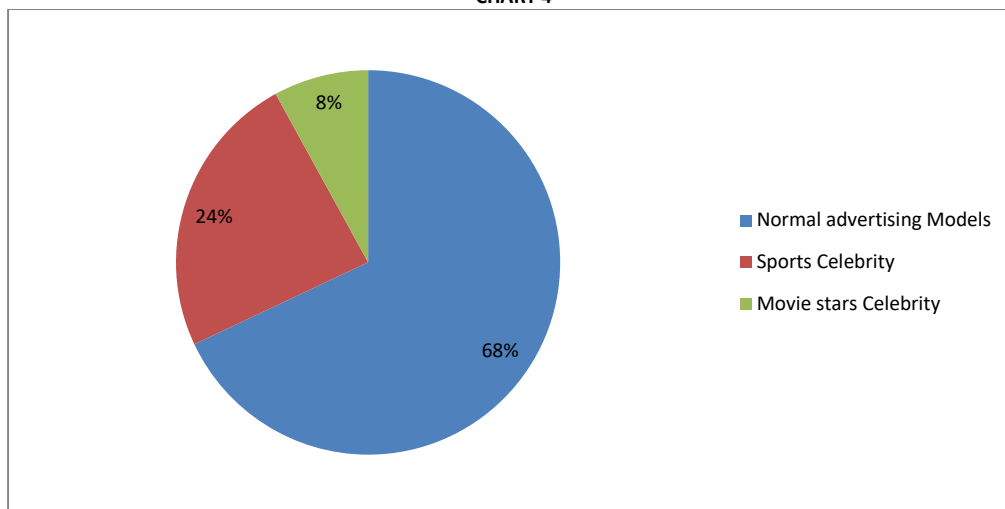
Latest Endorsement recall:

CHART 3



**Inference:** 191 respondents out of 200 were able to identify celebrity endorsed for Adidas. 190 out of 200 respondents were able to identify celebrity endorsed for Nike while 185 respondents were able to identify the celebrity of Reebok, & the remaining 155 were able associate celebrity with Puma Customer preference towards the celebrity endorsement

CHART 4



**Inference:** 68% of the respondents have preferred sports celebrity to endorse the advertisement of sports apparels.

**SUMMARY OF FINDINGS & SUGGESTIONS**

- ❖ The research study shows the Nike tops the brand awareness list with Adidas coming as a distant second. They both have created a better visibility than Reebok and puma.
- ❖ As a brand ambassador most of the respondents like to see sports man so they easily associate them self with him.
- ❖ This study also shows that unless the brand ambassador is a constant performer like Raghul Dravid, it’s better to stay away from celebrities.
- ❖ It’s also suggested to keep the communication loud and clear to reach the mass. This gives a real contribution in increasing the brand visibility among the audience.

**CONCLUSION**

A research study shows that an average human being is exposed to more than 3000 advertising messages per day. Out of this mass advertising messages how many brand names he is able to identify is the question of mark. The successful branding lies between the hands of Industry & the advertising agency. Apart from advertising through the mass channels, these global brands still can find a new way to expose their brands across the global mass.

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**ANNEXURE**

**Questionnaire**

1. Name:
2. Address:
3. Education qualification:
4. Occupation:
5. Income slab:
 

(a) below 5000	(b)5000-10000
(c) 10000-15000	(d) above 15000

6. Marital status:

- (a) Single (b) Married

7. Are you a member of any sports club?

- (a) Yes, (b) No

8. Please identify the company (or) brand with which the following slogans are associated

- (a) Impossible is nothing  
(b) Changes everything  
(c) Just do it  
(d) Your move  
(e) Air  
(f) Ferrari drifts  
(g) Originals  
(h) All condition games  
(i) High pump

9. Who will be suitable for brand ambassador in specific with the sports apparels according to you?

- (a) Ordinary person (b) sports person  
(c) Cinema personality (d) others

10. Identify the brand ambassador for the following Global Brands:

- (a) Adidas (b) Nike  
(c) Puma (d) Reebok

11. Kindly provide your suggestions to improve the brand visibility of the branded sports apparels.

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