

## BRAND AWARENESS AND PERCEPTION OF POTENTIAL CLIENTS AT ONE POINT ONE SOLUTIONS LIMITED

**Saima Zainab Khan**

2<sup>nd</sup> Year MBA, The Oxford College of Engineering, Bangalore, India

**Shilpa S**

2<sup>nd</sup> Year MBA, The Oxford College of Engineering, Bangalore, India

**Sowjanya M**

2<sup>nd</sup> Year MBA, The Oxford College of Engineering, Bangalore, India

**Dr. Sahana. A., Associate Professor,**

Department of MBA, The Oxford College of Engineering, Bangalore, India

### Article History

Received: 06 August 2023

Revised: 29 September 2023

Accepted: 09 November 2023

### CC License

CC-BY-NC-SA 4.0

### ABSTRACT:

*Brand awareness and perception play a pivotal role in influencing consumer behaviour and shaping a company's success in the market. By gaining insights into how the brand is perceived, the company can refine its marketing strategies, reinforce its brand positioning, and ultimately enhance overall client satisfaction. The primary purpose of this research is to investigate how potential clients are aware of OnePoint One Solutions and their preferences for engaging with the company. This study delves into various aspects of brand awareness and perception, including the first point of contact with the company, familiarity with the brand, recall of advertisements, and overall satisfaction with the brand.*

**Key words:** Brand Awareness, Client, Brand Differentiation

## 1. INTRODUCTION:

Brand awareness encompasses the degree to which consumers readily recognize and connect a brand with its presence. This association involves how easily customers link the brand to a specific product. It's often gauged by analysing historical data about the brand, presented as a proportion of distinctive displays. Both the ability to recognize the brand and the ability to recall it contribute to the broader notion of brand awareness. Perceptions of a company can vary widely depending on various factors, including its reputation, products or services, customer experiences, corporate practices, and more.

## 2. LITERATURE REVIEW:

According to Shabbir et al (2017) in present day, a brand has become integral to our everyday existence. As a product evolves into a brand, it carries with it commitments concerning quality, dependability, and a distinctive standing within available choices. Brand equity is susceptible to erosion due to negative experiences and favourable revelations about rival brands. Irrespective of a product's inherent quality, a customer's allegiance to it hinges on the foundation of brand equity.

According to Saritas, A., & Penez, S. (2017) "brand loyalty" is one of the dominant intriguing marketing questions. Understanding how to generate brand loyalty is crucial. This research investigates client purchasing decisions as well as the factors that lead to brand loyalty. The theoretical aspect of this study delves into the influence of brand loyalty on customer buying behavior. Moreover, the primary objectives of this research encompass pinpointing the factors affecting purchase choices, gauging brand loyalty during the buying process, and examining the connection between varying levels of brand loyalty, brand recognition, and preferences.

Pandjaitan, D. H. (2018) in his study expressed that a brand's worth is communicated to its customers. Services are anything that customers want to use and enjoy. The Y Generation is the study's target audience. The Y Generation is a societal group made up of persons aged 26 and above who prioritize comfort and stability in their life. As per the study's eighth conclusion, the strong brand worth of the Go-Jek brand increases Y Generation customers' inclination to utilize Go-jek services.

### 3. OBJECTIVES OF THE STUDY:

- To study brand awareness among potential clients.
- To study the perception towards company by potential clients.
- To identify the main attributes connected with the company's brand.
- To study and compare the company's brand awareness and perception with competitors.

### 4. METHODOLOGY:

The research methodology outlines the approach, methods, and techniques that has been used to collect and analyse data. This study adopts a descriptive research design. The study collects responses from approximately 109 potential clients through structured questionnaire. Participants anonymity and confidentiality is ensured. Informed consent is obtained, and data is used only for research purposes. The potential clients are obtained through Client Database of the company.

**Table 1. Demographic Details**

Item	Frequency	Percentage (%)	Total Percentage
Edu-tech	10	9.2	100
Fin-tech	15	13.8	
BFSI	14	12.8	
E-commerce	34	31.2	
Consumer durable	36	33	
Vice President	11	10.1	100
Stakeholder	2	1.8	
General Manager	27	24.8	
CustomerSupport Head	50	45.9	
Operations Manager	19	17.4	
Below 200	9	8.3	100
200 - 500	12	11.0	
500 - 750	21	19.3	
750 - 1000	27	24.8	
1000 and above	40	36.7	

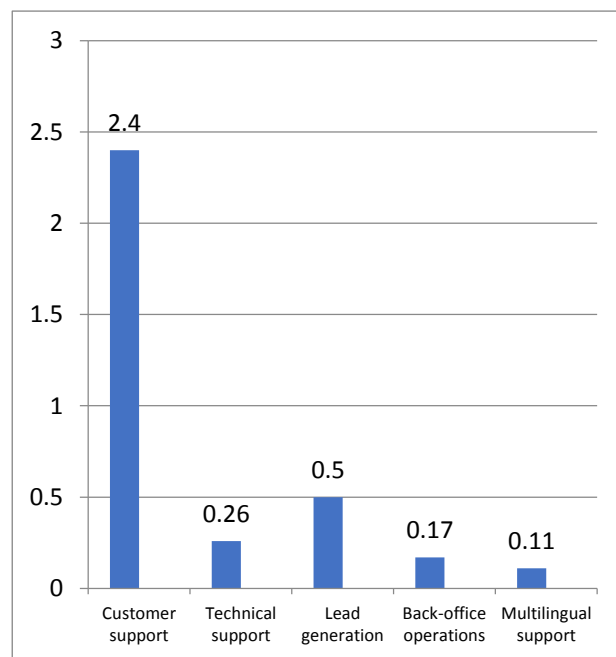
**Objective 1: To study brand awareness among potential clients.**

Weighted Average was used to test Awareness about the services offered and familiarity with the brand

**Table 2: Service and Familiarity**

	WtAvg	Rank
Customer support	2.46	1
Technical support	0.26	3
Lead generation	0.5	2
Back-office operations	0.17	4
Multilingual support	0.11	5

**Graph 1: Service and Familiarity**



The above graph shows, One Point One Solutions is recognized for its customer support services, with a number of respondents indicating moderate familiarity and weighted average is 2.46. The second highest with weighted average 0.5 in lead generation. Following technical support with weighted average of 0.26, back-office operations 0.17 and least is multilingual support 0.11.

**Objective 2: To study the perception towards company by potential clients.**

Correlation Analysis and one way ANOVA was used to test the second objective

**Table 2: Descriptive Statistics**

	Mean	Std. Deviation	N
<b>First learnt about company</b>	2.57	.985	109
<b>Rating of Reputation</b>	2.49	.702	109

The Descriptive Statistics indicates that there is a negligible difference between the mean of reputation and perception about the company

**H<sub>01</sub>:** There is no significance relationship between first learnt about the company and Overall reputation of the company in the industry.

**Table 3: Correlation Output**

		First learnt about company	Rating of Reputation
First learnt about company	Pearson Correlation	1	0.065
	Sig. (2-tailed)		0.502
	N	109	109
Rating of Reputation	Pearson Correlation	0.065	1
	Sig. (2-tailed)	0.502	
	N	109	109

The above table show null hypothesis is accepted as p- value is more than 0.05 and alternate hypothesis is rejected. Hence, there is no significance relationship between first learnt about the company and overall reputation of the company.

**H<sub>02</sub>:** There is no significant association between company size and level of customer service.

**Table 4: One way ANOVA Output**

	Sum of Squares	df	Mean Square	F	Sig.
<b>Between Groups</b>	4.001	3	1.334	0.793	0.500
<b>Within Groups</b>	176.604	105	1.682		
<b>Total</b>	180.606	108			

The above table Show null hypothesis is accepted as p, value is more than 0.05 and alternate hypothesis is rejected. Hence, there is no significance association between company size and satisfaction level.

**Objective 3: To identify the key attributes associated with the company's brand.**

Weighted Average of Value or Quality of the brand and Brand alignment with expectations was used to test the third objective.

**H<sub>0</sub>:** There is no significant relationship between Brand differentiation and Brand visibility compared to competitors.

**Table 5: Descriptive Statistics**

	Mean	Std. Deviation	N
<b>Brand differentiation</b>	2.91	0.928	109
<b>Brand visibility</b>	2.93	0.879	109

**Table 6: Correlation Output**

		Brand Differentiation	Brand Visibility
<b>Brand Differentiation</b>	Pearson Correlation	1	.287
	Sig. (2-tailed)		0.003
	N	109	109
<b>Brand Visibility</b>	Pearson Correlation	.287	1
	Sig. (2-tailed)	0.003	
	N	109	109

The above table demonstrate; Alternate hypothesis is accepted and null hypothesis is rejected as significant value is less than 0.05. Hence, there is moderate positive relationship of 0.003 between Brand differentiation and Brand visibility compared to competitors.

## 5. CONCLUSION

The analysis provides valuable insights into clients' perceptions, preferences, and familiarity with One Point One Solutions. It shows the significance of word-of-mouth, customer service, and communication strategies in shaping clients' views. While clients are moderately familiar with the brand, there is room to enhance reputation, communication, and differentiation efforts. The study can guide strategic decisions to strengthen.

## REFERENCES

- Cheung, M. L., Pires, G. D., & Rosenberger III, P. J. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research*, 17(3), 243-261.
- Ferina, N., Sri, G., & Putu, L. (2021). Does Influencer Marketing Really Improve Sustainable Brand Awareness and sales? *Inovbiz: Jurnal Inovasi Bisnis*, 9(1), 167-174.
- Oppong, P. K., & Phiri, M. A. (2018). Impact of brand awareness and association on loyalty: the role of equity in plant medicine market in Kumasi, Ghana. *African Journal of Business and Economic Research*, 13(2), 163-181.
- Rajesh, D. M., Swamy, D. T., & Chirayath, D. S. (2018). Customer preferences on two-wheeler tyre Purchase-A study on Brand awareness. *International Journal of Mechanical Engineering and Technology*, 9(7).
- Saritas, A., & Penez, S. (2017). Factors of Purchasing Decision and Measuring Brand Loyalty: An Empirical Study of Automotive Sector. *Journal of Marketing & Management*, 8(1).
- Shabbir, M. Q., Khan, A. A., & Khan, S. R. (2017). Brand loyalty brand image and brand equity: the mediating role of brand awareness. *International journal of innovation and applied studies*, 19(2), 416.