

# Brand Awareness: Understanding its Role in Sales, Consumer Intentions, and Decision Making

Chakkaravarthy Kumaresan R\*, Dr.S. Chandramohan\*\*

\*(Alagappa Institute of Management, Alagappa University, Karaikudi, Tamilnadu, India  
Email: [chakkaravarthyphd@alagappauniversity.ac.in](mailto:chakkaravarthyphd@alagappauniversity.ac.in))

\*\* (Alagappa Institute of Management, Alagappa University, Karaikudi, Tamilnadu, IndiaEmail:  
[cmohans@alagappauniversity.ac.in](mailto:cmohans@alagappauniversity.ac.in))

\*\*\*\*\*

## Abstract:

The primary objective of the research is to meticulously identify and delineate the fundamental features that constitute brand awareness. The nature of this study is rooted in a theoretical and conceptual framework, aiming to provide a comprehensive understanding of the subject matter. Through an exhaustive examination of a multitude of scholarly articles, we have synthesized a cohesive and insightful review. These articles have been meticulously selected for their exceptional quality and reliability. The overarching goal of this research is to amalgamate and synthesize the various perspectives and discoveries pertaining to brand awareness put forth by previous scholars and researchers. Readers of this scholarly article will be equipped with a substantial amount of information and insights on the complex phenomenon of brand awareness. Within the contents of this article, a detailed exploration is conducted on the pivotal role and profound significance that brand awareness holds in the realm of marketing and consumer behavior. Consequently, this research endeavor contributes to the existing body of knowledge by shedding light on how brand awareness exerts a substantial influence on consumer decision-making processes and purchase intentions.

**Keywords —Brand awareness, Brand recall, Brand recognition, Brand equity, purchase intention and Consumer decision making.**

\*\*\*\*\*

## I. INTRODUCTION

Brand awareness pertains to the extent of familiarity individuals have with a particular brand, exemplified by the immediate association of a prominent brand in the realm of fast food when contemplating such products. This recognition is of paramount significance due to its direct correlation with consumer behavior, as individuals are more inclined to consider a brand with which they are well-acquainted when making purchasing decisions.(Barreda et al., 2015) Furthermore, the dissemination of brand-related content across various social media platforms plays a pivotal role

in augmenting brand awareness by reaching a wider audience and enhancing visibility.

The ramifications of robust brand awareness are multifaceted, extending to the enhancement of a brand's popularity and its capacity to drive sales. Analogous to the dynamics of social interactions in a school setting, where a higher degree of recognition translates to increased social interactions, heightened brand awareness facilitates greater consumer engagement and loyalty. This phenomenon can be likened to a cognitive exercise, whereby brands that are easily recalled are more likely to be selected during consumer decision-making processes. Consequently, the amplification of brand visibility engendered by widespread

recognition fosters organic conversations and endorsements, akin to the sharing of a beloved musical composition, thereby fostering a self-perpetuating cycle of brand promotion and consumer engagement.

The inherent value of being a recognizable entity in the market sphere lies in its capacity to sway consumer preferences and foster brand advocacy, analogous to the influx of attendees at a social gathering following an individual's widespread popularity.

## **II. BENEFITS OF BRAND AWARENESS**

Brand awareness plays a significant role in aiding consumers in the process of remembering and recognizing a particular product or brand, particularly when they come across it on various social media platforms or other forms of advertising. (Sasmita&Mohd Suki, 2015) This recognition and recall mechanism facilitated by brand awareness serve as cognitive anchors that assist individuals in associating products with specific brands, thereby influencing their purchase decisions and behavior. Consequently, the presence of brand awareness serves as a mental shortcut that streamlines consumer decision-making processes, making it more convenient for them to choose a familiar brand when making purchasing choices.

Moreover, the establishment of brand awareness fosters a sense of trust among consumers towards the perceived quality of a brand, potentially leading them to favor it over other brands with which they are less familiar. This trust-building aspect of brand awareness is crucial in shaping consumer preferences and loyalty towards a particular brand, as it instills a sense of reliability and credibility. Additionally, individuals who possess a strong awareness of a brand are more inclined to recommend it to their social circles and acquaintances, thereby contributing to the organic growth and popularity of the brand through word-of-mouth marketing strategies. This phenomenon highlights the interconnected nature of brand awareness, consumer behavior, and brand advocacy in shaping the competitive landscape of the market.

## **III. THE IMPORTANCE OF BRAND AWARENESS IN SHAPING CONSUMER CHOICES**

Brand awareness can be likened to a cognitive imprint that aids in the recollection of a specific brand when one is in the process of contemplating a purchase decision, thereby facilitating a more streamlined selection process from a plethora of available options. This phenomenon holds significant importance due to the fact that a profound familiarity with a brand enhances the likelihood of engendering trust towards it and perceiving it as a symbol of high quality, consequently instilling a sense of security and assurance in the decision-making process. Moreover, the pervasive visibility of a brand, particularly across various social media platforms, has the potential to solidify its position as the preferred choice without necessitating excessive cognitive effort or deliberation on the part of the consumer. Furthermore, the acquaintance with a brand extends beyond individual consumption patterns as it may prompt individuals to engage in word-of-mouth promotion by recommending the brand to their social circle, thereby contributing to an increase in its popularity and reach.

## **IV. IMPACT OF BRAND AWARENESS ON CONSUMER DECISION-MAKING**

Brand awareness serves as a crucial factor in the minds of consumers by aiding them in the process of recollection and identification of various brands, ultimately leading to an increased likelihood of selecting these particular brands during their shopping endeavors, particularly in settings characterized by numerous distractions such as supermarkets. In such contexts, the presence of brand awareness significantly influences consumer behavior and choice patterns, as individuals are more inclined to opt for brands they are familiar with, a phenomenon that is further accentuated in environments where decision-making processes are often hurried and impulsive due to external stimuli.

The familiarity that consumers possess towards a specific brand plays a pivotal role in expediting their decision-making processes and reducing the consideration of alternative brands, as individuals tend to rely on the comfort and ease associated with choosing a brand they have prior knowledge of, simplifying the overall selection process through a strategy that prioritizes familiarity as a key determinant. (Macdonald et al., 2000) This reliance on brand recognition as a decision-making shortcut is indicative of the cognitive shortcuts that consumers often employ in navigating the complexity of the marketplace, highlighting the significance of brand awareness as a cognitive heuristic that simplifies the consumer decision-making process.

Despite the potential premium associated with well-established brands, consumers frequently exhibit a preference for these brands over their lesser-known counterparts, illustrating the substantial influence wielded by brand recognition in shaping consumer preferences and purchase behavior. This phenomenon underscores the power of brand awareness in establishing a competitive edge in the market, as consumers are willing to prioritize familiarity and perceived quality over potentially more cost-effective alternatives, emphasizing the enduring impact of brand recognition on consumer choices and perceptions of value.

As consumers continue to engage with a well-known brand over an extended period of time, a sense of habitual behavior emerges, wherein individuals consistently gravitate towards the familiar brand despite encountering other options in the market, underscoring the enduring nature of brand awareness as a guiding force in consumer decision-making processes. This habitual reliance on well-known brands highlights the deep-rooted influence that brand recognition exerts on consumer preferences and behaviors, showcasing the sustained impact of familiarity and trust in shaping long-term consumer-brand relationships and purchase decisions.

## **V. FACTORS INFLUENCING THE PREFERENCE FOR ESTABLISHED BRANDS**

Consumers exhibit a strong sense of certainty regarding the popularity and quality of well-established brands, leading to a heightened level of comfort in opting for these brands over less recognized ones. This confidence stems from the familiarity and positive reputation associated with renowned brands, influencing consumer behavior and choices.

Individuals frequently opt for brands with which they are familiar as it presents a more convenient alternative compared to evaluating a multitude of options, particularly in situations where quick decisions are required. This tendency to choose familiar brands can be attributed to the cognitive ease and reduced effort involved in decision-making processes, thereby streamlining the selection process.

Despite the potentially higher price tags associated with well-known brands, a significant number of consumers still opt to purchase them due to the established trust and perceived superiority over cheaper alternatives. The perceived value, quality, and reliability associated with renowned brands often outweigh the cost considerations for many consumers, illustrating the strong influence of brand reputation on purchasing decisions.

As time progresses, individuals demonstrate a tendency to remain loyal to familiar brands, indicating a preference for continuity and stability in their consumption patterns. This inclination towards brand loyalty highlights a desire to maintain a sense of familiarity and consistency in purchasing behavior, with individuals showing a reluctance to experiment with new brands or products.

### ***A. Relationship between brand awareness and repeat buying***

When individuals possess a deep understanding and familiarity with a particular brand, they tend to exhibit a tendency to repurchase it due to the recollection of its qualities and their confidence in its positive attributes. This phenomenon is rooted in the consumer's cognitive processes associated with

brand recognition, memory retention, and decision-making mechanisms.

The mnemonic accessibility of a brand significantly influences the efficiency of the shopping experience, leading individuals to opt for the familiar brand, thus streamlining the purchasing process and reducing the need to explore alternative options. This cognitive shortcut is a result of the consumer's preference for cognitive ease and the avoidance of decision fatigue.

Upon establishing a prior relationship with a brand through a purchase, individuals are inclined to exhibit brand loyalty by consistently choosing the familiar option over potentially novel alternatives. This behavior is driven by a combination of factors, including risk aversion, habit formation, and the desire for a predictable consumer experience.

As temporal patterns emerge, individuals may transition into a state of automaticity in their brand choices, where the decision-making process becomes increasingly effortless and subconscious. The habitual nature of these purchases is a manifestation of the consumer's reliance on mental shortcuts and the comfort derived from the familiar brand experience.

### ***B. The Functions of Brand Awareness***

Brand awareness plays a crucial role in shaping consumers' perceptions and confidence in the quality of a product, as it instills a sense of trust and reliability in their minds, leading them to believe that well-established and recognized brands are synonymous with superior quality and performance. This phenomenon of associating brand reputation with product excellence serves as a guiding principle for consumers in making informed decisions and choosing products that align with their expectations and preferences.

Furthermore, the concept of brand awareness serves as a strategic tool for businesses to mitigate the perceived risks associated with purchasing decisions, by providing consumers with a sense of assurance and peace of mind. By fostering familiarity and recognition among consumers, brands can effectively reduce uncertainties and

doubts that buyers may have, thereby increasing their confidence and willingness to engage in transactions.

Moreover, when consumers are familiar with a particular brand, they are inclined to leverage this familiarity as a key indicator of product efficacy and reliability. This cognitive shortcut allows consumers to streamline their decision-making process and alleviate concerns about the product's ability to meet their specific needs and deliver the desired outcomes. (Rubio et al., 2014) Therefore, brand awareness not only influences consumer perceptions but also serves as a facilitator of trust and confidence in the marketplace.

In the context of store brands, enhancing brand awareness becomes instrumental in minimizing perceived risks and attracting discerning consumers who prioritize quality and value in their purchase decisions. By establishing a strong brand presence and reputation, store brands can effectively differentiate themselves from competitors, build credibility, and cultivate long-term relationships with consumers who prioritize quality and reliability in their shopping experiences.

### ***C. The risk reduction role of brand awareness in consumer product selection***

Brand awareness can be likened to a commitment made to consumers, assuring them of the excellence of the product or service they are receiving due to their familiarity with the brand and their confidence in its reputation for high quality. This assurance serves as a form of psychological safety net for shoppers, instilling a sense of increased assurance and confidence in their purchase decisions, as their familiarity with the brand leads them to believe that they can rely on its consistent delivery of satisfactory products. Consequently, when individuals possess a deep understanding and familiarity with a particular brand, they are inclined to perceive a reduced likelihood of encountering any issues or dissatisfaction with their purchases, thereby alleviating concerns and anxieties related to making the right choice.

#### **D. Impact of dynamic brand characteristics on awareness**

Active brand traits such as being energetic and dynamic play a crucial role in differentiating a brand and enhancing its memorability among consumers. These characteristics contribute to the distinctiveness of a brand, making it more likely to leave a lasting impression on individuals.

Brands that exhibit active traits tend to attract more attention and are perceived as more prominent in the marketplace, thereby increasing the likelihood of brand recognition among consumers. (Molinillo et al., 2022)The visibility of these brands is heightened, leading to a higher level of awareness and familiarity among the target audience.

Nevertheless, despite the advantages of active traits in terms of brand visibility, they may not always translate into building trust and fostering loyalty among customers. While these traits may capture attention and generate interest, establishing trust and cultivating loyalty requires a more comprehensive approach that goes beyond mere visibility and recognition.

## **VI.THE IMPACT OF BRAND AWARENESS ON INTENT TO PURCHASE**

Brand awareness is a fundamental concept that delves into the extent of familiarity individuals possess towards a particular brand; this familiarity directly correlates with the likelihood of consumers considering the purchase of products affiliated with said brand. The perception of a brand as being reliable and widely recognized significantly heightens consumer interest in engaging with the brand through purchasing its offerings. Furthermore, the ease with which a brand is recollected by individuals plays a pivotal role in shaping consumer preferences, potentially leading them to favor the brand over competing alternatives, even in the absence of extensive knowledge regarding its attributes.

#### **E..Parts of Brand Awareness**

Brand recognition is a cognitive process in which individuals are able to effortlessly and accurately acknowledge that they have previously encountered

or been exposed to a specific brand when it is presented to them once more. (Cheung et al., 2019)This phenomenon allows consumers to easily identify and associate a brand with their past experiences or interactions with it.

Brand recall, on the other hand, refers to the mental ability of individuals to independently retrieve and bring to mind the name of a particular brand when contemplating a specific category of product or service. This cognitive process involves the conscious recollection and retrieval of brand information from one's memory without any external prompts or cues.

#### **F.Difference Between Brand Recognition and Brand Recall**

Brand recognition is the phenomenon whereby an individual is able to identify a particular brand upon encountering it, based on prior exposure and familiarity, such as the immediate recognition of a logo when it appears.

Brand recall, on the other hand, refers to the cognitive process by which an individual is able to retrieve and bring to mind a specific brand name associated with a particular product category without the need for visual stimuli, exemplified by the recollection of a soda brand name when experiencing thirst.

#### **G.Significance of Brand recall**

The phenomenon of effortless brand recall by individuals significantly influences their subsequent decisions when contemplating a purchase pertaining to the products or services offered by said brand. This cognitive process plays a crucial role in shaping consumer behavior and preferences.Brands that are readily brought to mind by consumers have a distinct advantage in terms of being selected among various options, thus increasing the likelihood of attracting customers and generating higher sales volumes. (Wang & Yang, 2010)This swift recognition significantly impacts consumer choices and purchasing patterns.

The ease with which a brand is remembered by consumers reflects its strong imprint in their memory, fostering a sense of familiarity and trust that can sway their decision-making process in

favor of choosing it over competing brands. This psychological association contributes to brand loyalty and consumer affinity.

## **VII.DISCUSSION**

Social media platforms such as YouTube have significantly facilitated the process for companies to showcase their advertisements to a wide array of individuals, consequently aiding in the dissemination of information about their respective brands to a larger audience. This, in turn, contributes to an increased level of awareness and knowledge among the general population regarding various brands and their offerings.(Febriyantoro, 2020)

Given the widespread usage of social media among the masses, it is noteworthy to mention that the dissemination of news and updates by a brand through online platforms can swiftly reach a vast audience, thereby enhancing the brand's visibility and popularity within the market. The ability to engage with a large number of individuals through social media can significantly impact the brand's reach and influence among consumers.

Advertisements featured on YouTube possess the unique capability to directly influence consumer behavior by enticing individuals to make purchase decisions based on the brand exposure and information gained through video content. The visual and interactive nature of video advertisements on YouTube can effectively capture the attention of viewers and stimulate their interest in the brand's products or services, ultimately driving sales and revenue.

## **VIII.THEORETICAL AND MANAGERIAL IMPLICATIONS**

The concept of brand awareness encompasses the fundamental notion of recognizing and acknowledging a particular brand, which subsequently plays a pivotal role in influencing consumer preferences and choices in favor of that brand over its competitors. This heightened level of brand awareness often translates into improved sales performance and a larger market share for the

brand, reflecting the significant impact of consumer perception on purchasing behavior.(Huang & Sarigöllü, 2012)

Various research studies have indicated a strong correlation between brand awareness and sales performance, suggesting that an increased level of brand recognition positively correlates with higher sales figures, underscoring the importance of brand visibility and consumer familiarity in driving business success. However, it is essential to recognize the intricate nature of this relationship, as successful sales outcomes can also contribute to elevating a brand's reputation and visibility, indicating a reciprocal influence between brand awareness and sales performance in the market dynamics.

## **IX.CONCLUSION**

Upon acquiring knowledge about a specific brand, individuals tend to exhibit a higher inclination towards purchasing it, thereby resulting in a potential increase in sales as a consequence of heightened brand awareness. Recent studies have indicated that establishments within the hospitality industry such as hotels and restaurants, which possess a greater level of brand recognition, typically experience elevated levels of sales performance. In certain scenarios, in the instance where a brand has already achieved a significant level of familiarity among consumers, intensifying efforts to enhance brand awareness further may not necessarily translate into a substantial boost in sales figures.(Sürücü et al., 2019) Brand awareness serves as an initial phase in the process of identifying a hotel's brand, encompassing the ability to recall the brand's name, logo, and associated symbols, all of which collectively contribute to establishing a distinctive presence in the consumer's memory. Upon attaining a notable level of prominence, a hotel brand ingrains itself within the consumer's decision-making process regarding accommodations, thereby positioning itself favorably amongst other competing brands within the industry. A robust brand awareness signifies that the hotel brand can be readily recollected by consumers, fostering a sense of familiarity that can subsequently cultivate a preference for that specific

hotel, playing a pivotal role in fortifying the overall brand equity. The depth of one's familiarity with a hotel brand directly correlates with the likelihood of placing trust in it and harboring positive sentiments towards choosing to stay there, consequently contributing to an enhanced perception of value associated with the brand.

## REFERENCES

- [1] A. A. Barreda, A. Bilgihan, K. Nusair, and F. Okumus, "Generating brand awareness in Online Social Networks," *Comput Human Behav*, vol. 50, pp. 600–609, May 2015, doi: 10.1016/j.chb.2015.03.023.
- [2] J. Sasmita and N. Mohd Suki, "Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image," *International Journal of Retail and Distribution Management*, vol. 43, no. 3, pp. 276–292, Mar. 2015, doi: 10.1108/IJRDM-02-2014-0024.
- [3] E. K. Macdonald, B. M. Sharp, W. Optus, and L. Engel, "Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication cognitive decision-making models of consumer choice (e)," *J Bus Res*, vol. 48, pp. 5–15, 2000.
- [4] N. Rubio, J. Oubiña, and N. Villaseñor, "Brand awareness-Brand quality inference and consumer's risk perception in store brands of food products," *Food Qual Prefer*, vol. 32, no. PC, pp. 289–298, Mar. 2014, doi: 10.1016/j.foodqual.2013.09.006.
- [5] S. Molinillo, A. Japutra, and Y. Ekinici, "Building brand credibility: The role of involvement, identification, reputation and attachment," *Journal of Retailing and Consumer Services*, vol. 64, Jan. 2022, doi: 10.1016/j.jretconser.2021.102819.
- [6] M. L. Cheung, G. D. Pires, and P. J. R. Iii, "Developing a conceptual model for examining social media marketing effects on brand awareness and brand image," 2019.
- [7] X. Wang and Z. Yang, "The effect of brand credibility on consumers' brand purchase intention in emerging economies: The moderating role of brand awareness and brand image," *Journal of Global Marketing*, vol. 23, no. 3, pp. 177–188, 2010, doi: 10.1080/08911762.2010.487419.
- [8] M. T. Febriyanto, "Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation," *Cogent Business and Management*, vol. 7, no. 1, Jan. 2020, doi: 10.1080/23311975.2020.1787733.
- [9] R. Huang and E. Sarigöllü, "How brand awareness relates to market outcome, brand equity, and the marketing mix," *J Bus Res*, vol. 65, no. 1, pp. 92–99, Jan. 2012, doi: 10.1016/j.jbusres.2011.02.003.
- [10] Ö. Sürücü, Y. Öztürk, F. Okumus, and A. Bilgihan, "Brand awareness, image, physical quality and employee behavior as building blocks of customer-based brand equity: Consequences in the hotel context," *Journal of Hospitality and Tourism Management*, vol. 40, pp. 114–124, Sep. 2019, doi: 10.1016/j.jhtm.2019.07.002.