



## **A Study on Brand Awareness of Key Logisticians in Association to Blue Bharath Exim Pvt Ltd with Special Reference to East Asian Countries.**

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### **ABSTRACT**

Building brand awareness is a crucial component of marketing because it enables a business to stand out from its rivals and establish a strong market presence. A corporation can boost its visibility, draw in new clients, and foster brand loyalty among its current clientele by raising brand awareness. Thus, researcher delve deeper to examine the brand awareness of key logisticians who are associated with Blue Bharath Exim Pvt Ltd from East Asian countries, with following objectives a) Identify the factors that influence brand awareness of Blue Bharath Exim in East Asian countries b) Analyse the effectiveness of Blue Bharath Exim marketing and advertising strategies in creating brand awareness in East Asian countries. This study is being carried out to evaluate the influence that brand recognition, social media marketing, perceived quality, hedonistic shopping incentive, and sales promotion have on a consumer's intention to purchase a product or service from Blue Bharat Pvt. Ltd. The method of descriptive research is utilized, and this study is incorporated into a cross-sectional study in which the length of time for data collection is limited to a certain span of time. The **primary data** was collected using **structured questioner**, and each statement on the questionnaire is rated on a **scale of one to 5 points**. The whole sample consisted of around **10 individuals** who worked at Blue Bharat Exim Pvt. Ltd. The data were analysed utilizing the data analysis, and the sampling method that was employed was convenience sampling. The findings may demonstrate that there is a substantial positive association between brand awareness, perceived quality, and sales promotion on consumer buy intention; however, social media marketing and consumer motivation are unlikely to have a major impact on purchase intention. In addition, the company stands to get benefits from the formulation of its brand management plan in order to attract a greater number of consumers who have the intention of making a purchase and to be more competitive in comparison to its other rivals.

**Keywords: Brand Awareness, Sales Promotion, Blue Bharath.**

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### **1. INTRODUCTION**

Brand awareness is a vital aspect of marketing, as it helps to create and maintain the visibility and reputation of a brand in the minds of consumers. In today's globalized

economy, expanding brand awareness in new markets is a critical factor for businesses seeking to increase their customer base and drive sales. The East Asian region, which comprises countries such as Dubai, Singapore and South Korea represents a significant market for many companies due to its large population, high levels of economic growth, and increasing consumer demand.

Blue Bharath Exim is a company that specializes in the export of agricultural products from India. In recent years, the company has been looking to expand its reach in East Asian markets by increasing brand awareness among potential customers in the region. To achieve this goal, the company has been focusing on developing effective branding strategies that are tailored to the cultural and linguistic nuances of the target markets.

This study aims to evaluate the effectiveness of Blue Bharath Exim branding strategies in East Asian countries, specifically in terms of brand awareness. The research will involve conducting surveys and interviews with consumers in the target markets to determine their level of awareness of the Blue Bharath Exim brand and their perceptions of the company's products and services. The results of the study will provide valuable insights into the strengths and weaknesses of the company's branding strategies and identify potential areas for improvement. Ultimately, the findings of this study will help Blue Bharath Exim to better understand the needs and preferences of consumers in East Asian markets and develop more effective branding strategies that can drive growth and success in the region.

### **1.1. OBJECTIVE**

- Identify the factors that influence brand awareness of Blue Bharath Exim in East Asian countries.
- Analyse the effectiveness of Blue Bharath Exim marketing and advertising strategies in creating brand awareness in East Asian countries.

### **1.2. Scope and constraints of the research**

It enables to understand the brand awareness followed by Blue Bharath Exim. This study helps to understand factor that influence the brand awareness. The time limit of the study was 4 months from January 2023 – April 2023. The sample limitation of the study is 10. The sample units are restricted in the location situated in East Asian Countries. Thus, the findings of the study are applicable as per above mentioned limitations.

## **2. LITERATURE REVIEW**

<sup>1</sup>Riezebos and Van der Grinten explore the use of brand personality attributes in online advertising and how it can impact brand awareness. They suggest that brand personality can be used to differentiate a brand from its competitors and increase brand awareness through effective communication of the brand's unique personality traits.

<sup>2</sup>Erdem and Swait propose a model of brand choice that includes brand awareness as one of its key determinants. They suggest that brand awareness positively influences brand consideration, which in turn affects brand choice. They argue that brand awareness can be enhanced through various marketing efforts, such as advertising and word-of-mouth.

<sup>3</sup>Gladden, Milne, and Sutton propose a framework for assessing brand equity in college athletics, which includes brand awareness as one of its dimensions. They suggest that brand awareness can be measured using metrics such as brand recognition and recall and that it is influenced by various marketing efforts, such as advertising and sponsorships.

<sup>4</sup>Tsimonis and Dimitriadis explore the use of social media in brand strategies and how it can impact brand awareness. They suggest that social media can be used to increase brand awareness by creating engaging content, encouraging user-generated content, and leveraging social influencers.

<sup>5</sup>Torres and Kline conduct an experimental study to test the effectiveness of social media in creating brand awareness. They find that social media can be an effective tool for increasing brand awareness, especially when the content is targeted and engaging. They suggest that social media can be used to create brand awareness among a wide range of consumers, including those who may not have been exposed to traditional marketing channels.

<sup>6</sup>Gensler, Völckner, Liu-Thompkins, and Wiertz discuss the challenges and opportunities of managing brands in the social media environment. They suggest that social media can be used to increase brand awareness by leveraging social networks, creating shareable content, and encouraging user-generated content.

<sup>7</sup>Aaker's book provides a framework for building and managing strong brands, which includes brand awareness as one of its key elements. He suggests that brand awareness can be enhanced through various marketing efforts, such as advertising, sponsorships, and public relations.

<sup>8</sup>Christodoulides, Michaelidou, and Siamagka explore the segmentation of social media consumers with respect to luxury consumption and how it can impact brand awareness. They suggest that social media can be used to increase brand awareness among luxury consumers by targeting them with personalized content and experiences.

<sup>9</sup>Erdem, Swait, and Valenzuela explore the use of brands as signals of quality and how it can impact brand awareness. They suggest that brand awareness can be enhanced by signaling quality through various brand elements, such as logos and brand names.

<sup>10</sup>Kumar and Pansari examine the impact of celebrity endorsements on brand personality and brand awareness. They suggest that celebrity endorsements can be an effective tool for increasing brand awareness by associating the brand with the celebrity's personality and values. They also suggest that the effectiveness of celebrity endorsements depends on the fit between the celebrity and the brand.

### **3. RESEARCH METHODOLOGY**

In this study we have adopted a descriptive research design and a sample size of 10 has been chosen by simple random sampling would help in ensuring that the sample is representative of the population of interest. Sampling units for the study are as follows a) MPJ export and import, b) NG Traders Export & Import, c) Pandian Exim, d) Saliha Exim, e) Bluebull Traders, f) Kailani Exim pvt, g) Amaze Export, h) VNG Global Traders, i) Shan Exports, j) Hariharan Traders Exim Company, k) Fisa Exim. Data collection a study used both primary and secondary data are used for the study. A structured questionnaire is used to collect the primary data. Secondary data was collected from various magazine, article and research project. Statistical tools such as Chi-Square were implemented.

## 4. DATA CONSTRUE

### 4.1 Chi Square Analysis

Chi-square test is executed to find the significant difference between variables.

#### Hypothesis 1

**H0<sub>1</sub>:** There is no significant association between the variables our customer representative team are professional and knowledgeable and Blue Bharath Company prioritize sustainability and environmental conscious.

**TABLE NO: 4.1.1 Chi Square**

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.694 <sup>a</sup>	4	.013
Likelihood Ratio	7.468	4	.113
N of Valid Cases	12		

#### Interpretation

It is observed from the above table, Chi Square value is 12.694, the significant P value is found to be  $0.013 < 0.05$ , hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that, there is no likeliness between our customer representative team are professional and knowledgeable and Blue Bharath Company prioritize sustainability and environmental conscious.

#### Hypothesis 2

**H0<sub>2</sub>:** There is no significant association between the variables offering the highest possible level of assistance to distributors and our customer representative team are professional and knowledgeable.

**TABLE NO: 4.1.2 Chi Square**

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.083 <sup>a</sup>	4	.017
Likelihood Ratio	6.959	4	.138
N of Valid Cases	12		
a. 8 cells (88.9%) have expected count less than 5. The minimum expected count is .08.			

#### Interpretation

It is observed from the above table, Chi Square value is 12.083, the significant P value is found to be  $0.017 < 0.05$ , hence it is concluded to rejected the null hypothesis. Therefore, it is interpreted that, there is no likeliness between offering the highest possible level of assistance to distributors and our customer representative team are professional and knowledgeable.

**Hypothesis 3**

**H0<sub>3</sub>:** There is no significant association between the variables our customer representative team are professional and knowledgeable and effective marketing communication abilities and methods towards the service is useful.

**TABLE NO: 4.1.3 Chi Square**

<b>Chi-Square Tests</b>			
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<b>Chi-Square Tests</b>			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.444 <sup>a</sup>	4	.114
Likelihood Ratio	7.468	4	.113

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.000 <sup>a</sup>	4	.017
Likelihood Ratio	13.496	4	.009
N of Valid Cases	12		
a. 8 cells (88.9%) have expected count less than 5. The minimum expected count is .08.			

**Interpretation**

It is observed from the above table, Chi Square value is 12.000, the significant P value is found to be  $0.017 < 0.05$ , hence it is concluded to rejected the null hypothesis. Therefore, it is interpreted that, there is no likeliness between our customer representative team are professional and knowledgeable and effective marketing communication abilities and methods towards the service is useful.

**Hypothesis 4**

**H0<sub>4</sub>:** There is no significant association between the variables effective marketing communication abilities and methods towards the service is useful and Programs for handling marketing communications effectively can be quite helpful

N of Valid Cases	12		
. 8 cells (88.9%) have expected count less than 5. The minimum expected count is .08.			

**TABLE NO: 4.1.4 Chi Square**

### Interpretation

It is observed from the above table, Chi Square value is 7.444, the significant P value is found to be  $0.114 > 0.05$ , hence it is concluded to accept the null hypothesis. Therefore, it is interpreted that, there is no likeliness between effective marketing communication abilities and methods towards the service is useful and Programs for handling marketing communications effectively can be quite helpful.

### Hypothesis 5

**H<sub>05</sub>:** There is no significant association between the variable the provided channel margins are helpful and the yield rate is helpful towards the service.

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.000 <sup>a</sup>	6	.009
Likelihood Ratio	19.270	6	.004
N of Valid Cases	12		
a. 12 cells (100.0%) have expected count less than 5. The minimum expected count is .08.			

**TABLE NO: 4.1.5 Chi Square**

### Interpretation

It is observed from the above table, Chi Square value is 17.000, the significant P value is found to be  $0.009 < 0.05$ , hence it is concluded to rejected the null hypothesis. Therefore, it is interpreted that, there is no likeliness the provided channel margins are helpful and the yield rate is helpful towards the service.

## 5. FINDINGS AND DISCUSSION

The study aimed to examine the understanding of Brand Awareness of Blue Bharat Exim Pvt Limited with References to East Asian Countries. Various factors and variables relating to brand awareness were used in the questionnaire and the same was circulated to understand and examine the effects of brand awareness in building better visibility in East Asian Countries. The statistical tools were executed to find the facts of the study by using Chi square test. **Findings of Chi square:** The result of Chi square analysis revealed that there is a significant association and connections between the variables a) customer representative team are professional and knowledgeable and Blue Bharath company prioritize sustainability and environmental conscious, b) offering the highest possible level of assistance to distributors and our customer representative team are professional and knowledgeable, c) customer

representative team are professional and knowledgeable and effective marketing communication abilities and methods towards the service is useful, d) effective marketing communication abilities and methods towards the service is useful for handling marketing communications effectively can be quite helpful, e) the provided channel margins are helpful and the yield rate is helpful towards the service.

## **CONCLUSION**

The researcher undergone this research in understanding the effect of Brand Awareness of Blue Bharat Exim in East Asian Countries. The study found that brand awareness of Blue Bharath Exim established in East Asian region. The researchers made efforts to understand the efficiency of brand awareness of Blue Bharath Exim Pvt Ltd based on its various variables such as marketing communication, service quality and Professionalism to the companies in the East Asian countries. The study concludes that, there is a closer association between the customer representative's professionalism with prioritizing the sustainability and environmental consciousness. The customer representative professionalism and knowledge is embraced by the level of assistance to distribution given by the customer representatives which influences the branding position. The customer representatives' knowledge is deeply helpful for effective marketing communication which builds the branding in East Asian countries. The effective channel margins are influenced towards better yield rates. It is suggested to maintain better marketing communication and follow professionalism in their communication and services for establishing effective Brand Awareness. The researchers also pave way to do further research on identifying various factors of brand awareness in Malaysia and Brunei which are the left countries in East Asian Region.

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