

"Impact of Brand Awareness on Consumer/Brand Loyalty:
A study on PSO Lubricants."



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ABSTRACT

Brand awareness remains fundamental to consumer life as the interaction initiation point to the brands. This paper puts forward the overall impact of brand awareness of automotive lubricants industry for the consumer/brand loyalty. It is evidence that brand awareness and brand loyalty are related to brand equity. The approach focuses on the sources of brand awareness, brand loyalty, image/perception, recall and recognition on the population sample of those who have experienced automotive lubricants. In testing the relationship of mediating variable between brand awareness and brand loyalty, the same results came to the front.

It is important to understand the need of brand awareness on high involvement products for all practicing managers and marketers. Due to complexity, high involvement products require extensive information process. PSO is struggling in its High Street segment due to so many reasons. Most important is very low brand awareness as compared to its competitors.

To understand market demand, PSO should develop strong brand strategies for their automotive lubricants especially in SKU's for retail marketing by continuously investing on its supply chain management and strengthening its distribution channels to create and increase brand awareness for the automotive brands in-turn to build consumer/brand loyalty than trying to directly build consumer/brand loyalty by heavy spending on promotional tools.

KEYWORDS: BRAND AWARENESS, RECOGNITION, RECALL, CONSUMER/BRAND LOYALTY, BRAND EQUITY, BRAND PERCEPTION, PROMOTION

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