

## A Study of Brand Awareness with Respect to Gola India Transportation, Kolhapur

Mr.Dhiraj Vijaysinh patil,\*

\*Student, CSIBER, Kolhapur, Maharashtra, India dhirup7749@gmail.com,

Ms. Anuradha Gaikwad \*\*

\*\* Assistant Professor, CSIBER, Kolhapur, Maharashtra, India [augaikwad@siberindia.edu.in](mailto:augaikwad@siberindia.edu.in)

### Abstract:-

This study explores into brand awareness within the context of Gola India, specifically focusing on the city of Kolhapur. The objective is to examine the level of brand awareness among consumers, investigating their perceptions, preferences, and associations with the Gola India brand. A combination of quantitative and qualitative research methods, including surveys, interviews, and focus groups, were employed to gather data and insights into brand awareness. The findings provide crucial insights for Gola India to comprehend the current state of brand awareness in Kolhapur and identify areas for enhancement. The ultimate goal is to develop actionable recommendations to enhance the brand awareness and increase the market position for Gola India Transportation.

**Key Words:** - Brand Awareness, ATL Marketing, BTL Marketing, Advertising, Perception

### Introduction: -

The purpose of this study is to examine brand awareness in the context of Gola India in the city of Kolhapur. Her research project aims to analyses the level of brand awareness among consumers in Kolhapur, exploring their perceptions, preferences, and associations with the Gola India brand. This research project will employ a combination of quantitative and qualitative research methods to collect data and gain insights into brand awareness. Surveys, interviews, and focus groups will be conducted to gauge the familiarity of consumers with Gola India, their perception of the brand, and the factors influencing their awareness levels. The findings of this study will help Gola India understand the current state of brand awareness in Kolhapur and identify areas for improvement. By conducting this study, Gola India aims to develop actionable recommendations to enhance brand awareness and strengthen its market position in Kolhapur. The insights gained from this research will guide the development of targeted marketing campaigns, brand communication strategies, and customer engagement initiatives to effectively reach and resonate with the target audience in Kolhapur.

### Review of Literature: -

1. **Ong Huang, Emine Sarigöllü**, (31 January 2014), How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix, journal of Business Research, volume 65, Shanghai college of economics finance and, Shanghai, China. This analysis integrates review data with actual market data to investigate brand awareness from three perspectives, connecting it to consumer behaviour and wellbeing. It first examines the relationship between brand awareness and market performance. It also looks into the relationship between brand value and brand awareness. Finally, it examines how elements of the marketing mix affect brand awareness.
2. **Steven P. Brown, Wayne D. Hoyer**, (01 September 1990), Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product, Journal of Consumer Research, Volume 17, Result of a controlled investigation into role of brand awareness in the shopper decision making demonstrated the brand awareness was a predominant decision heuristic among subject of the awareness group. In general, Subjects with no brand awareness would exemplify more brand and chose the high-quality brand more regularly than those with brand awareness on the last

decision.

3. **Emma KMacdonald, Byron M Sharp** (April 2000), say that this paper is a replication of a study by Hoyer and Brown that examined the function of brand awareness in the purchasing decision-making process using a controlled analysis. The initial examination's findings that brand awareness is a common decision-making strategy among awareness group participants are corroborated by the results. Participants who examined a large number of companies with notable awareness differences showed an amazing propensity for high awareness brands, value differentials, and despite of value. In a recurring buy shopper item context, awareness differentials appear to have a remarkable impact on brand choice. Consumers demonstrate a strong inclination to utilise awareness as a heuristic, but they also exhibit a degree of inertia that changes their likelihood to use this.
4. **Kenneth D. Bahn**, (1 December 1986), How and When Do Brand Perceptions and Preferences First Form? A Cognitive Developmental Investigation, Journal of Consumer Research, Volume 13, This examination analysed brand segregation and preference formation. Utilizing multidimensional scaling systems to catch perceptions and preferences for grains and drinks, the investigation found a few measurements that underlie these two procedures. Piaget's cognitive formative stage hypothesis was utilized as the controlling structure. The outcomes show that the quantity of measurements that underlie brand recognitions and brand inclinations vary by both psychological stage (pre-operational versus concrete-operational) and by product classification.
5. **Gilles Laurent, Raphaëlle Lambert-Pandraud, Carolyn Yoon, Etienne Mullet**, (June 2017), Impact of age on brand awareness sets: a turning point in consumers' early 60s, Marketing Letter, Volume 28. Age affects the brands a shopper knows, i.e., the "set of awareness" which fundamentally decides brand decision and consideration. Brands are in the middle of normal things and appropriate names yet past psychology inquire about offers conflicting results on the effect of age on learning of basic nouns vs. proper names. Our observational investigation on radio stations demonstrates that age direct affects set of awareness is set apart by a defining moment in consumer's early 60's, with two differentiated patterns.

**Objectives: -**

- To study the brand awareness of GOLA INDIA.
- To know how customers are aware of GOLA INDIA.
- To find out brand perception of the target audience with respect to GOLA INDIA.

**Research Methodology: -**

- Method  
The two main sorts of data for presenting the study have been Primary and Secondary data.
- Primary data  
Primary data is gathered as survey through the questionnaire which comprises of various questions in printed in definite order on a lot of structures, the respondents replied upon the questions and understand enquiries itself. The respondent needs to reply the question on their own and as per their perception.
- Sampling method:  
The sampling method used is Convenience Method.  
Sampling unit:  
The sample unit of this study consisted industries located in Shirol MIDC, Gokul Shirgaon MIDC, & Kagal 5 Star MIDC.
  - Total Population: 130
  - No. of Responses: 88

No. of samples collected through survey data = 88

Tool used to analyse the data MS Excel

### Data Analysis and Interpretation

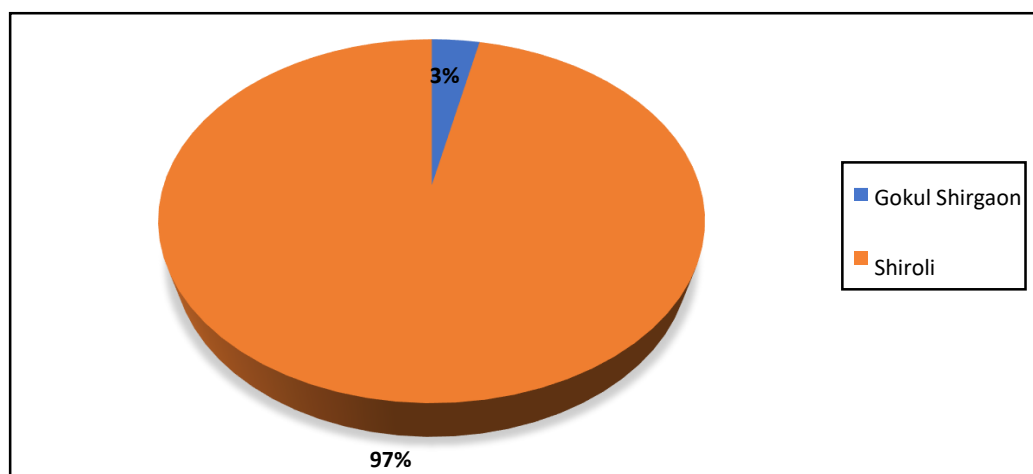
#### 5.1 Location of Company-

Table No. 5.1. Table Showing Location of Company

Location	No. of Respondents	Percentage
Gokul Shirgaon	3	3%
Shiroli	85	97%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source: Survey Data

Chart No. 5.1 The chart shows Location of Company



**INTERPRETATION:** From the above chart, 3% of the respondent were from Gokul Shirgaon whereas 97% of the respondent were from Shiroli.

#### 5.2 Age of the respondents-

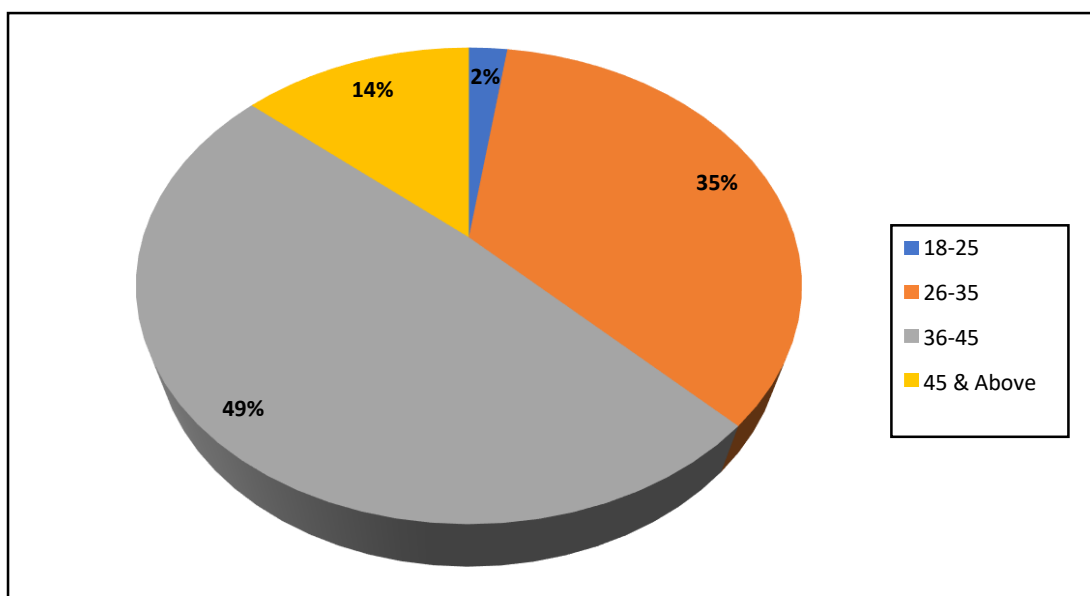
Table No. 5.2 Table showing Age of the respondents

Age Group	No. of Respondents	Percentage
18-25	2	2%
26-35	31	35%
36-45	40	49%
45 & above	12	14%
<b>Grand Total</b>	<b>85</b>	<b>100%</b>

Source: Survey Data

**ANALYSIS:** From the above table 47% of the respondent were from 36-45 age group that means more of people who were respondent was middle age adults.

Chart No. 5.2 The chart shows Age of the respondents



**INTERPRETATION:** From the above chart it is shown that 2% of the respondents were from 18-25 age group, 35% from 26-35 age group, 49 % from 36-45 age group and 14% from 45 & above age group.

### 5.3 Qualification of the respondents-

Table No. 5.3. The Table shows Qualification of the respondents.

Qualification	No. of Respondents	Percentage
Degree	54	61%
Diploma	14	16%
Graduation	10	11%
Post-Graduation	10	11%
Grand Total	88	100%

Source: Survey Data

### ANALYSIS:

Above table shows that most of the respondent were having Degree as their qualification i.e., 62% from all the data and only 11% were having Graduation as well as post-Graduation as their qualification.

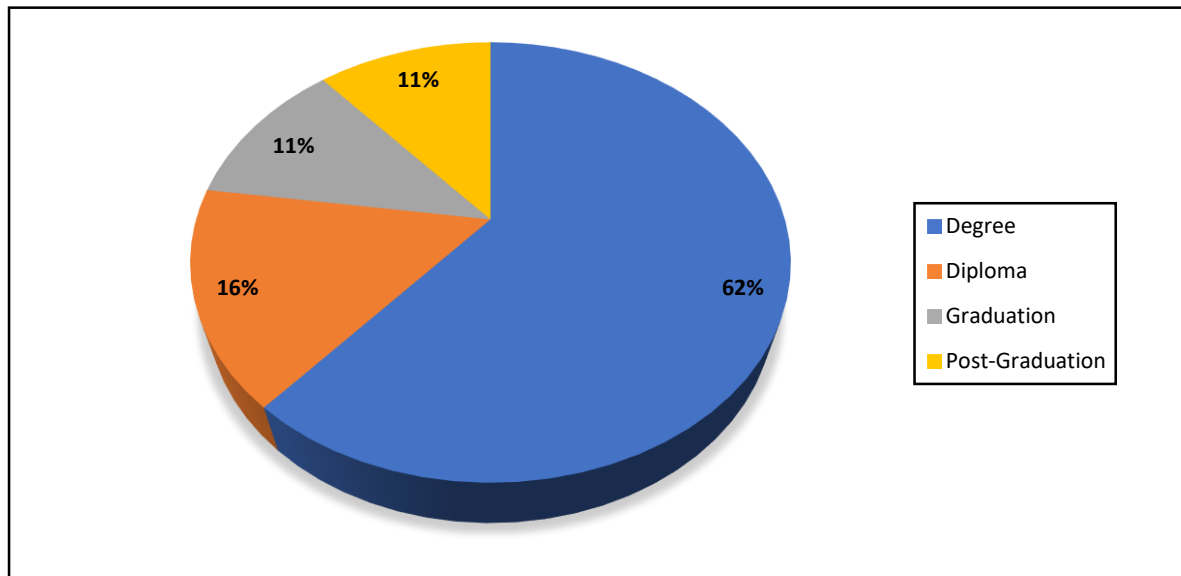


Chart No. 5.3 Chart showing Qualification of the respondents

**INTERPRETATION:** Above chart shows that 61% of the respondents completed the Degree as their qualification, 16% of them were having Diploma as their qualification, 11% Graduation and Post-Graduation as their qualification.

#### 5.4 Number of trips per day-

Table No. 5.4 Table showing Number of trips per day

Per Day trips	No. of Respondents	Percentage
3	12	14%
5	14	16%
8	15	17%
10	29	33%
More than 10	18	20%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source: Survey Data

#### ANALYSIS:

From the above table it shows that the companies having 10 trips per day were more as compared to others i.e., 33% so based on this criterion the Gola Indiatransport was able to find out their target customers.

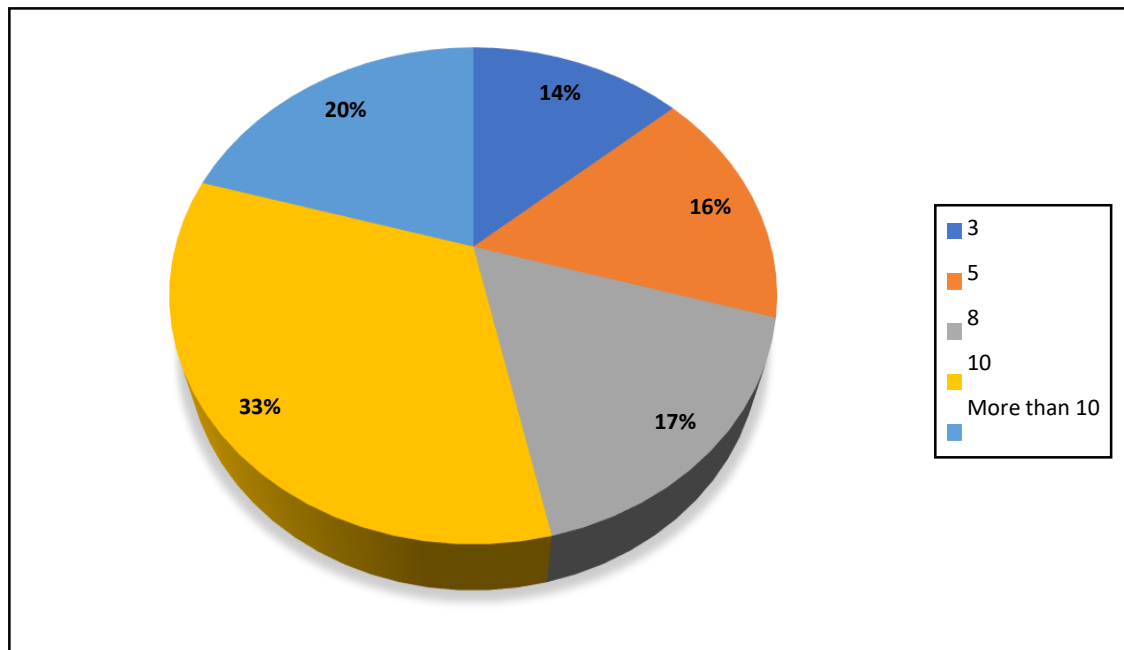


Chart No. 5.4 Chart showing Number of trips per day

**INTERPRETATION:** Above chart shows that 33% of respondents were having exactly 10 trips per day while 14% of 3 trips per day, 16% of 5 trips per day, 17% of 8 trips per day and 20% of more than 10 trips per day.

#### 5.5. Knowledge of Gola India-

Table No. 5.5 Table shows Knowledge of Gola India before.

Knowledge of Gola India Before	No. of Respondents	Percentage
No	12	14%
Yes	76	86%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source: Survey Data

**ANALYSIS:** Above table shows that the 86% of the respondents were heard about Gola India. That means slowly the Gola India is becoming popular in the market.

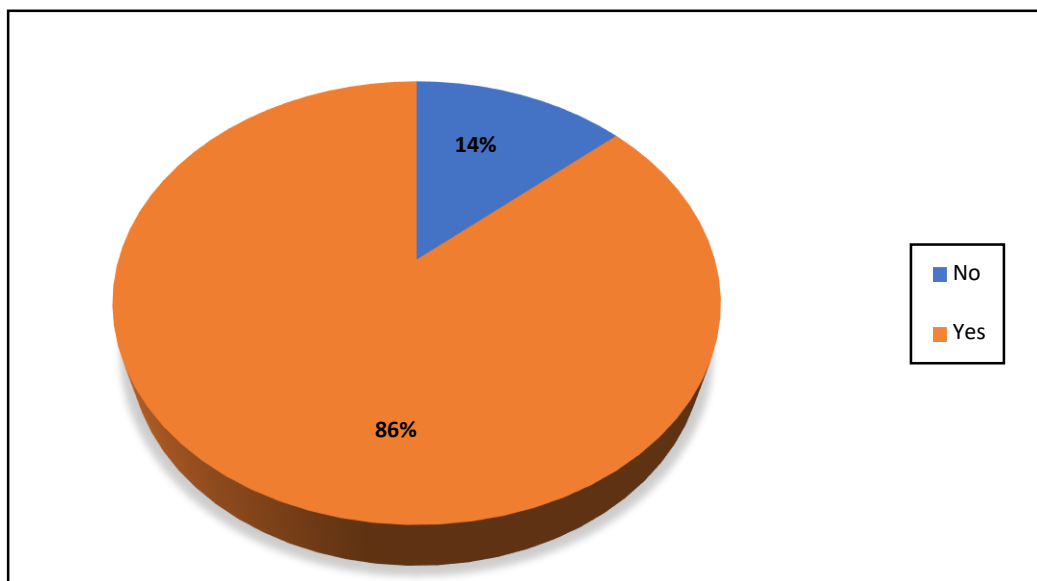


Chart No. 5.5 Chart shows hearing of Gola India before.

**INTERPRETATION:** Above chart shows that 86% of the respondents were aware about the Gola India and 14% were not aware of it.

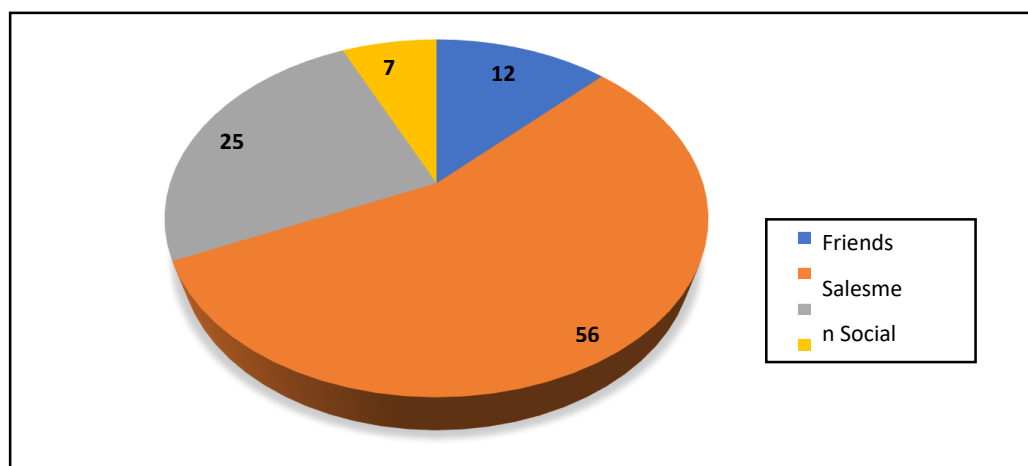
#### 5.6 Source of awareness about Gola India-

Table No. 5.6 Table shows Source of awareness about Gola India-

How they know GolaIndia	No. of Respondents	Percentage
Friends	11	13%
Salesmen	49	56%
Social Media	22	25%
Word of Mouth	6	7%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source: Survey Data

**ANALYSIS:** Above table shows that 56% of respondents were known by salesmen. So, salesmen were creating the awareness about the Gola India application followed by 25% from the social media (such



as Facebook, Instagram, What's app, etc.)

Chart No. 5.6 Chart shows how respondents come to know about GolaIndia.

**INTERPRETATION:** From the above chart 13% of respondents were come toknow about Gola India by Friends, 56% by Salesmen, 25% by social media and 7%by Word of mouth.

### 5.7. As per you, which of the following helps to create a brandimage?

Table No. 5.7 Table showing that responses to build a brand image

What are the reasons for creating brandimage	No.of Respo ndents	Percentage
Communication strategy	1	1%
Communication strategy, Good value-added service	28	32%
Good value-added service	50	57%
Promotion, Communication strategy, Good value-added service	6	7%
Promotion, Good value-added service	3	3%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source:Survey Data

**ANALYSIS:** Above table shows, that 57% good value-added service helps to builda good brand image of Gola India and only 1% communication strategy. This analysis states that the company is maintaining high brand image from good value-added services so they have to carry the same in future.

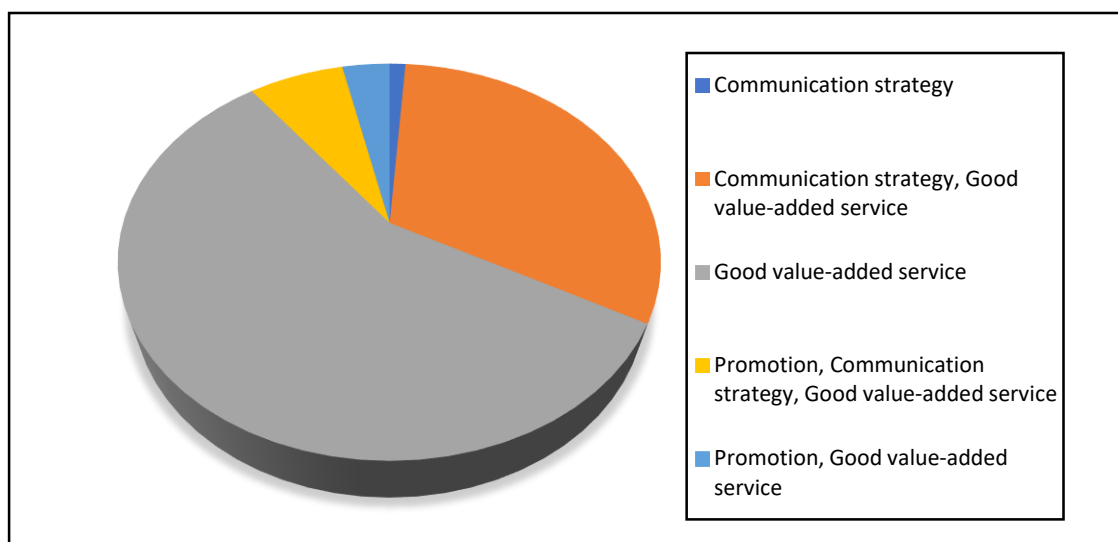


Chart No. 5.7 Chart showing that responses to build a brand image **INTERPRETATION:** From the above chart, it is shown that 57% of the peopleare loyal to Gola India because of its good value-added service, 32% because of ~~Communication~~ strategy, Good value-added service,7% because of Promotion,Communication strategy, Good value-added service, 1% because of communication strategy & 3% because of Promotion, Good value-added service.



### 5.8. When did you first hear about brand?

Table No. 5.8 The table showing that when they know about Gola India

When they know about Gola India	No. of Responses	Percentage
Before 15 days	21	24%
Before one month	21	24%
Last month	24	27%
Last week	22	25%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source: Survey Data

**ANALYSIS:** Above table shows that 27% of the customers heard about Gola India in Last month and 24% people in Before 15 days & before one month.

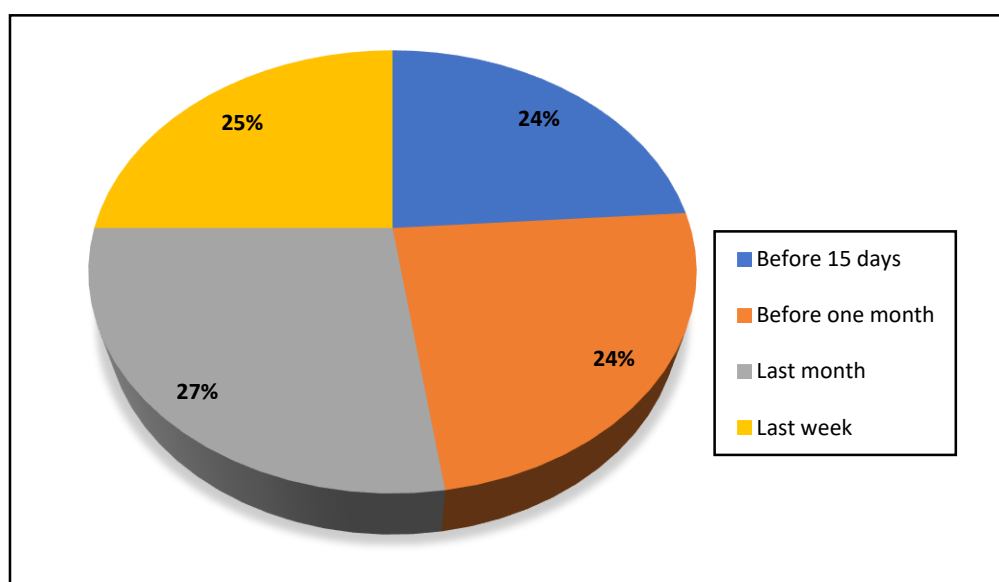


Chart No. 5.8 The chart showing that when they know about Gola India

**INTERPRETATION:** From the above analysis 27% people hear in Last month, 24% in before 15 days & before one month, and 25% come to hear about Gola India in Last week. Can you identify our logo-

Table No. 5.9 Table showing identification of logo

Identification of logo	No. of Respondents	Percentage
Option 2	7	8%
Option 3	1	1%
Option 4	68	77%
Option 1	12	14%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source: Survey Data

**ANALYSIS:** Above table, shows that 77% of the respondents can easily identify the Gola India logo and 23% of people who responded to the statement can't identify the company's logo.

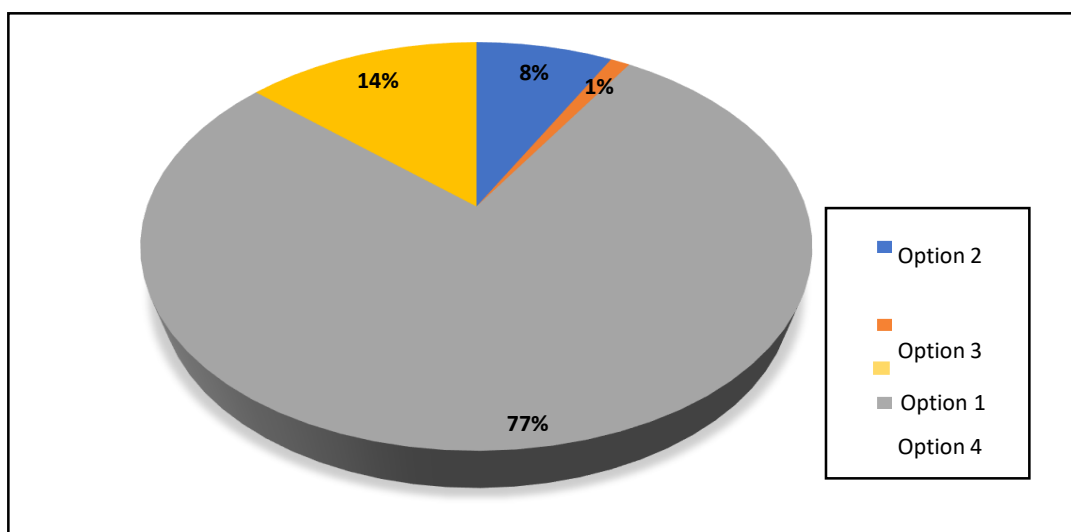


Chart No. 5.9 Chart showing identification of logo

**INTERPRETATION:** From the above chart it shows that 77% of the respondents selected option 4, 14% selected option 1, 8% selected option 2, and 1% selected option 3 for the identification of logo.

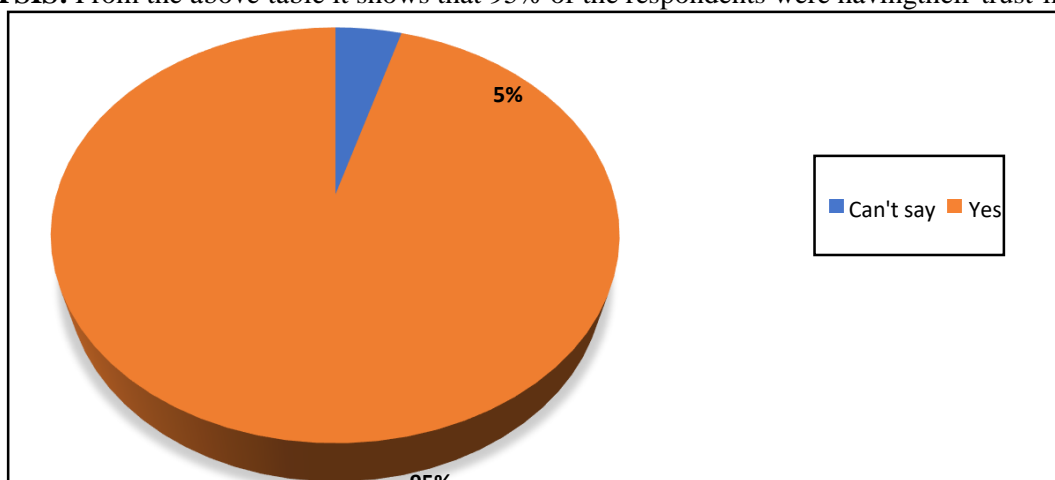
## 5.9 Trust in Gola India service-

Table No. 5.10 Table showing trust towards the service

Do you trust our service?	No. of Respondents	Percentage
Can't say	4	5%
Yes	84	95%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source: Survey Data

**ANALYSIS:** From the above table it shows that 95% of the respondents were having their trust in the



service while only 5% of the respondents select they can't say.

Chart No. 5.10 Chart showing trust towards the service

**INTERPRETATION:** The above-shown chart is about the customers/respondent's trust towards the company's service. The results for this statement are that 95% of respondents say yes to the statement, 0% people said no to the statement and 5% of respondents for the questionnaire tells that they can't say whether they have trust or not on the company's service.

### 5.10 Possibility of recommending the service to others

Table No. 5.11 Table shows Possibility of recommending the service to others

Like to recommend the Service to others.	No of Respondents	Percentage
Can't Say	8	9%
Yes	80	91%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source: Survey Data

**ANALYSIS:** Based on the above table, the majority of respondents (91%) would recommend the service to others, while a small portion (9%) are unsure or unable to provide a recommendation. This indicates a high level of satisfaction among the respondents with the service.

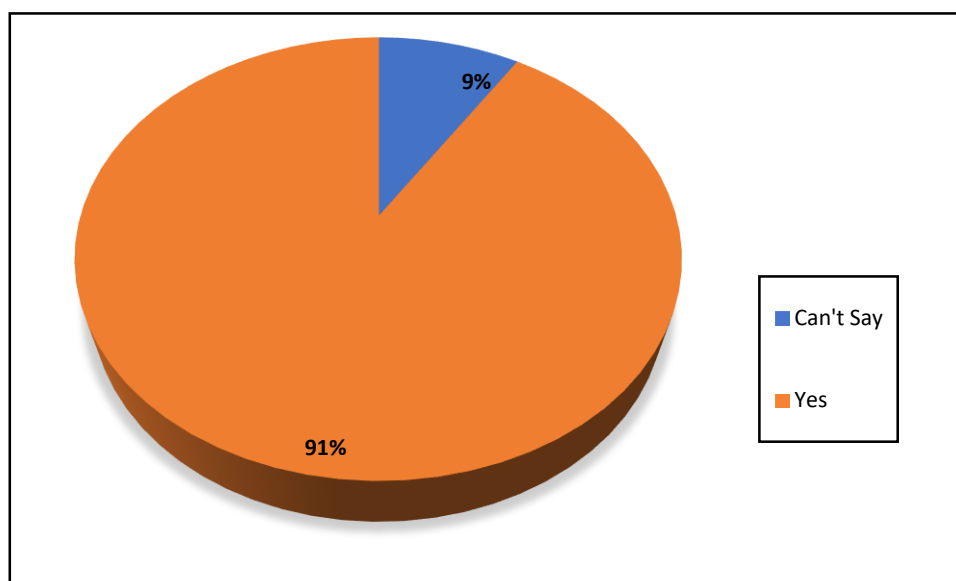


Chart No. 5.11 Chart shows Like to recommend the service to others.

**INTERPRETATION:** From the above chart, the service has received a favorable response from the majority of respondents, with a high percentage expressing a willingness to recommend it to others. This positive feedback can be seen as a valuable indicator of customer satisfaction and could be utilized to promote the service to a wider audience.

### 5.11 Usage of service of Gola India

## CSIBER International Journal - CIJ

A Quarterly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

<https://www.siberindia.edu.in/journals/>

Table No. 5.12 Table shows respondents currently using Gola India service.

Currently, use our service	No. of Respondents	Percentage
No	42	48%
Yes	46	52%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source: Survey Data

**ANALYSIS:** Above table, shows that 52% of people are using the service provided by Gola India and 48% of the respondents were not using the service.

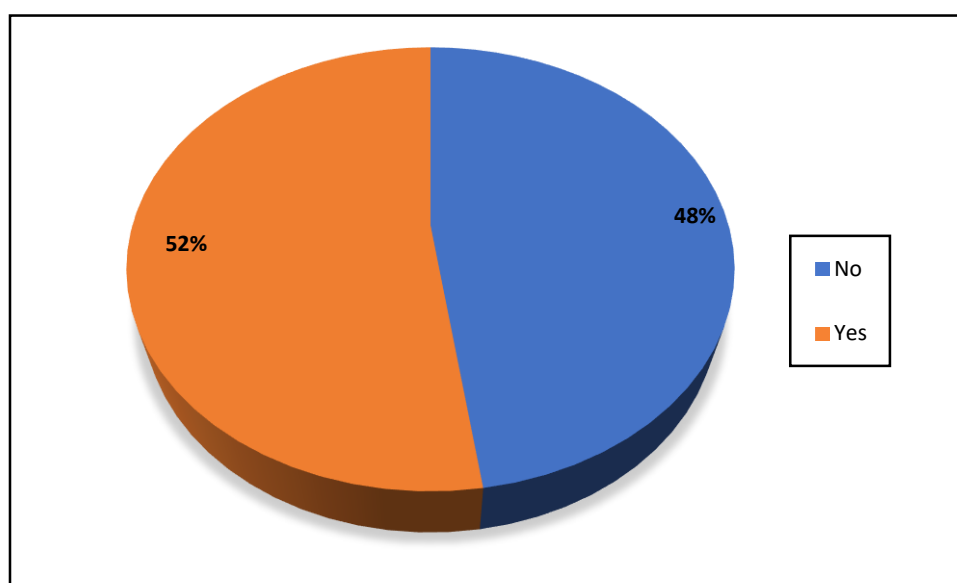


Chart No. 5.12 shows currently using our service.

**INTERPRETATION:** From the above chart, it shows that 52% of people are using the service provided by Gola India and 48% of the respondents were not using the service. This shows that the maximum number of customers from the surveys were not using our service.

## 5.12 Rating of overall experience of Gola India

Table No. 5.13 Table shows Rating of overall experience

experience with Gola India	No. of Respondents	Percentage
2	1	2%
3	15	32%
4	22	47%
5	9	19%
<b>Grand Total</b>	<b>47</b>	<b>100%</b>

Source: Survey Data

**ANALYSIS:** From the above table it shows that the majority of respondents 47% rated their experience with Gola India as 4, indicating a positive overall sentiment. Additionally, 32% of the respondents rated their experience as 3, suggesting a slightly lower level of satisfaction but still generally positive. Furthermore, 19% of the respondents rated their experience as 5, indicating a high level of satisfaction.

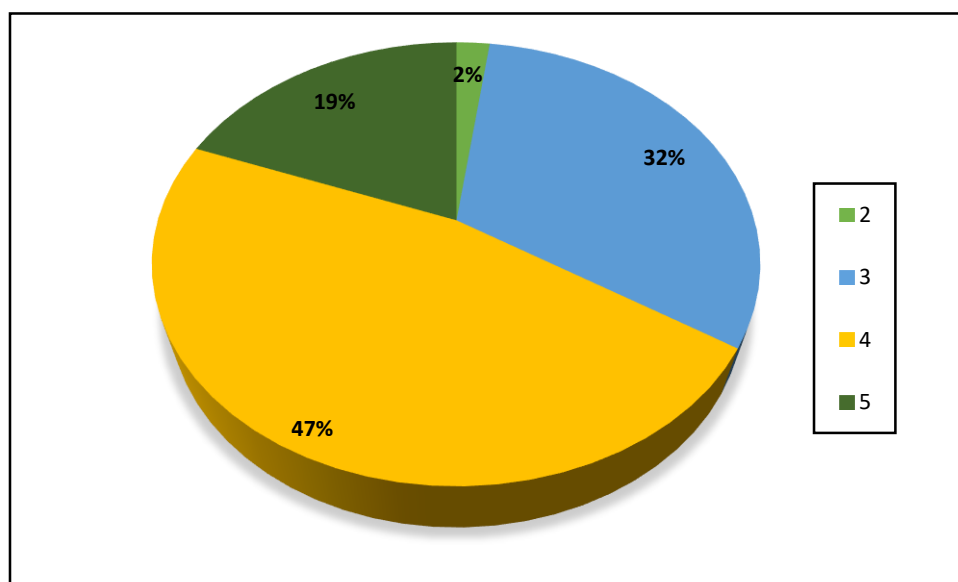


Chart No. 5.13 Chart shows Rating of overall experience

**INTERPRETATION:** From the above chart, it is clear that the majority of respondents had positive experiences with Gola India, with a majority rating their experience as 4 and a notable percentage rating it as 5. This indicates that the majority of respondents are satisfied with the services provided by Gola India.

### 5.13 Need fulfillment by Gola India-

Table No. 5.15 Table shows that how well dose our service meets yourneeds

Scale	No. of Respondents	Percentage
3	16	18%
4	58	66%
5	14	16%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source: Survey Data

**ANALYSIS:** Above table shows that 66% of the respondent rated 4 stars and noneof the people rated to 1-star which means the Gola India service is successful in Meeting customers' needs.

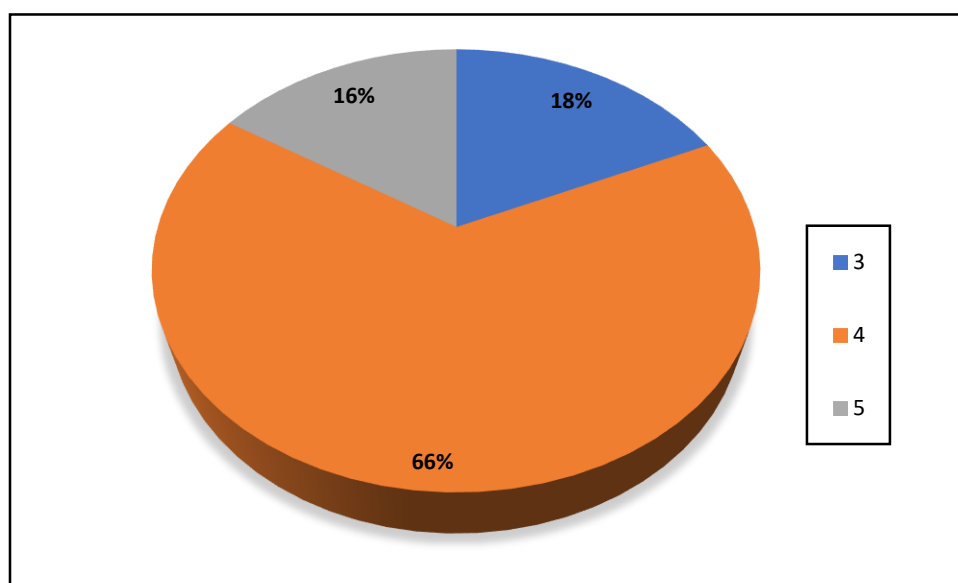


Chart No. 5.14 Chart shows that how well dose our service meets yourneeds

**INTERPRETATION:** From the above chart it shows that 66% of the respondents rated to a 4-star scale, 18% rated to a 3-star scale, 16% have rated to a 5-star scale and none of them have rated to 1–2-star scale. That means a majority of customers were successful in meeting their needs.

#### 5.15 Satisfaction with Gola India Service

Table No. 5.15 Satisfaction with Gola India Service.

Scale	No. of Respondents	Percentage
Moderately Satisfied	12	14%
Satisfied	45	51%
Very Satisfied	31	35%
<b>Grand Total</b>	<b>88</b>	<b>100%</b>

Source: Survey Data

**ANALYSIS:** From the above, we come to know that the majority of the customers said that they are satisfied with the Brand (51%), the remaining customers said they were very satisfied (35%), moderately satisfied (14%), and none of the customers are disappointed by the Gola India Transportation Service.

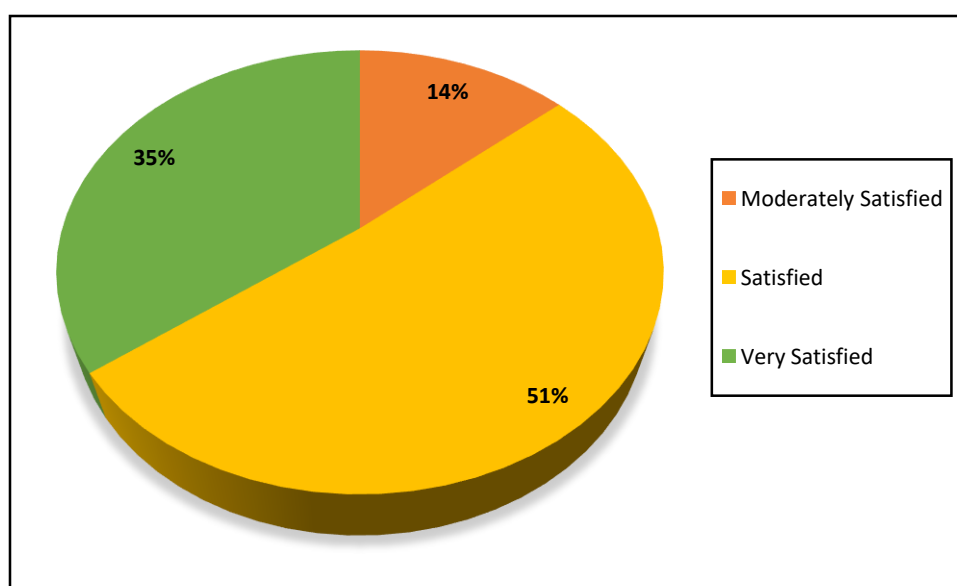


Chart No. 5.15 Table shows the Satisfaction with statement.

**INTERPRETATION:** The majority of respondents (51%) were satisfied with the subject of the survey. A significant portion (35%) reported being very satisfied, while a smaller proportion (14%) expressed being moderately satisfied. Overall, the satisfaction levels of the respondents were relatively high.

**Findings:**

1. Table no. 5.1 provides insights into the geographical distribution of respondents, it shows that the majority of the respondents were from Shirol which means most of the research is carried out in Shirol MIDC.
2. Table no. 5.2 indicates that the majority of respondents fall within the age range of 36-45, comprising 49% of the total. The age group of 26-35 follows closely behind with 35% of respondents. Respondents aged 45 and above represent 14%, while the youngest age group of 18-25 has the lowest representation at 2%.
3. Table no. 5.3 shows that the majority of respondents, comprising 61%, hold a degree qualification. Diploma holders represent 16% of the total, while both graduation and post-graduation qualifications are each represented by 11% of the respondents.
4. Table no. 5.4 indicates that the highest percentage of respondents, accounting for 33%, go on 10 trips per day. This is followed by 17% of respondents who go on 8 trips per day.
5. Table no. 5.5 indicates that a significant majority of respondents, comprising 86%, have heard of Gola India before. This suggests that Gola India enjoys a relatively high level of familiarity among the surveyed population.
6. Table no. 5.6 indicates that the majority of respondents, comprising 56%, know about Gola India through salesmen. This suggests that salesmen play a significant role in disseminating information about Gola India.
7. Table no. 5.7 shows that the majority of respondents, comprising 57%, believe that creating a brand image is primarily achieved through good value-added service. Additionally, 32% of

respondents consider both communication strategy and goodvalue-added service as important factors.

8. Table no. 5.8 indicates that respondents' knowledge about Gola India is spread across different time frames. An equal percentage of respondents, 24% each, reported knowing about Gola India before 15 days and before one month. Knowledge acquired last month represents 27% of respondents, while knowledge gained within the last week accounts for 25%. This suggests that awareness about Gola India has been relatively recent, with a significant proportion of respondents acquiring knowledge in the past month.
9. Table no. 5.9 indicates that the majority of respondents, comprising 77%, identified Option 4 (Gola India) as the logo. This suggests that Option 4 had the highest recognition and appeal among the surveyed population.
10. Table no. 5.10 indicates that the majority of respondents, comprising 95%, trust the service provided by Gola India. This indicates a high level of trust among the respondents towards Gola India.
11. Table no. 5.11 indicates that a significant majority of respondents, that is 91%, express their willingness to recommend the service to others. This means a high level of satisfaction and positive sentiment towards the service, with a strong likelihood of word-of-mouth recommendations.
12. Table no. 5.12 reveals that the usage of the service is nearly evenly split among the respondents, with 52% currently using the service and 48% not using it. This indicates a relatively balanced distribution of current users and non-users among the surveyed population.
13. Table no. 5.13 indicates that the majority of respondents, comprising 47%, rated their experience with Gola India as a 4 out of 5. This shows that the majority of respondents were having positive sentiments towards Gola India.
14. Table no. 5.14 reveals that the majority of respondents, 66%, rated their experience with the given scale as a 4 out of 5. This suggests a generally positive sentiment and satisfaction among the surveyed population.
15. Table no. 5.15 indicates that the majority of respondents, that is 51%, reported being satisfied with their experience. Additionally, 35% of respondents expressed being very satisfied, while 14% reported being moderately satisfied. So, it represents that the majority of the respondents were satisfied with the service provided by Gola India.

#### Suggestions:

1. GOLA INDIA is poor in promotions so I suggest them to increase the promotional activities to attract the new customers.
2. They should focus on brand awareness and conduct both Above the line (ATL) & Below the line (BTL) advertisements.
3. **ATL** marketing refers to mass marketing activities that are aimed at reaching a wide audience through traditional mass media channels such as **television, radio, print advertising, and outdoor advertising**. It focuses on creating brand awareness and visibility on a large scale. ATL marketing is often used to target a broad audience and build brand recognition.
4. **BTL** marketing, on the other hand, involves targeted and personalized marketing activities that aim to engage with specific individuals or smaller groups. BTL strategies include **direct mail, email marketing, social media marketing, event marketing, experiential marketing, and**



**public relations activities.** BTL marketing focuses on creating a direct and interactive relationship with the target audience, aiming to drive specific actions or responses.

**Conclusion:**

The study has been all about understanding brand awareness for Gola India. Studying brand awareness is important for businesses as it helps them to understand the level of recognition and recall that their brand has among their target audience. With the kind of responses, the conclusion can be made that they should have to work on their promotional strategy and build a strong promotional strategy for their service. Effective brand awareness strategies can include advertising, social media marketing, public relations, and other forms of communication.

**References:-**

1. Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019) Marketing Management (16th ed.). Pearson.
2. Armstrong, G., & Kotler, P. (2020) Marketing: An Introduction (14th ed.). Pearson.
3. Solomon, M. R., Dahl, D. W., White, K., Zaichkowsky, J. L., & Polegato, R. (2020) Consumer Behavior: Buying, Having, and Being (13th ed.). Pearson.
4. Kothari, C. R. (2013) Research Methodology: Methods and Techniques (3rd revised ed.). New Age International Publishers.
5. Cooper, D. R., & Schindler, P. S. (2021) Marketing Research: Asia Pacific Edition (5th ed.). McGraw-Hill Education.
6. Ask Attest (n.d.) 'The Importance of Brand Awareness'. Available at: <https://www.askattest.com/blog/articles/the-importance-of-brand-awareness>.
7. Khatabook (n.d.) 'Brand Awareness: A Comprehensive Guide'. Available at: <https://khatabook.com/blog/brand-awareness-a-comprehensive-guide/>.