

BRAND AWARENESS OF CONSUMERS- A STUDY ON TOYOTO

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ABSTRACT

Brand Awareness means the extent to which a brand associated with a particular product is documented by potential and existing customers either positively or negatively. Creation of brand awareness is the primary goal of advertising at the beginning of any product's life cycle in target markets. In fact, brand awareness has influence on buying behavior of a buyer. All of these calculations are, at best, approximations. A more complete understanding of the brand can occur if multiple measures are used. A brand equity is the positive effect of the brand on the difference between the prices that the consumer accepts to pay when the brand known compared to the value of the benefit received. There are two schools of thought regarding the existence of negative brand equity. The study focuses on brand awareness of consumers on Toyoto.

KEY WORDS: Branding, Brand Equity, Consumer Behavior, Decision Making.

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