



## A STUDY ON THE EFFECTIVENESS OF BRAND AWARENESS STRATEGIES IN ENHANCING CUSTOMER LOYALTY AT PLASTO, NAGPUR

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### **Abstract:**

This study explores the role of brand awareness strategies in boosting customer loyalty at Plasto, a prominent company based in Nagpur. The research delves into the various methods Plasto employs to enhance its brand visibility and how these strategies influence customer retention and loyalty. By analysing customer perceptions, feedback, and brand recall, the study evaluates the effectiveness of these marketing efforts. The findings suggest a strong correlation between consistent brand awareness campaigns and increased customer trust and loyalty. This paper highlights the importance of strategic brand positioning and its impact on long-term customer relationships, offering insights for businesses looking to strengthen their market presence and foster customer loyalty. The research offers valuable implications for marketing strategies in competitive industries.

• **Keywords:** Brand awareness, customer loyalty, marketing strategies, customer retention, Plasto, Nagpur.

### **1.0 INTRODUCTION**

In today's competitive market, businesses are increasingly focusing on fostering strong relationships with their customers to secure long-term success. One of the key effective ways to achieve this is through brand awareness, which plays a crucial role in enhancing customer loyalty. Brand awareness refers to how well customers recognize and recall a brand, its products, and services. For companies like Plasto, based in Nagpur, creating a strong brand presence is essential for differentiating themselves from competitors and establishing trust with their target audience.

Brand awareness strategies, which include advertising, social media marketing, sponsorships, and word-of-mouth, help businesses make an impression on consumers, making them more likely to return and stay loyal. As the market becomes more saturated, fostering loyalty through effective brand awareness is not just a marketing goal but a necessity for survival.

Plasto, known for its quality products, has implemented several brand awareness strategies over the years. This study aims to explore how these strategies have influenced customer loyalty and retention, examining whether customers are more inclined to remain loyal to a brand they

know and trust. By investigating Plasto's approach, this research seeks to provide insights into the importance of strategic marketing efforts and how they can drive customer loyalty in a competitive environment.

Ultimately, the findings will offer valuable recommendations for businesses aiming to strengthen their market position and cultivate a loyal customer base.

## **2.0 LITERATURE REVIEW**

The literature review explores existing studies on the effectiveness of brand awareness strategies in enhancing customer loyalty, specifically in the Indian market context. This section reviews studies conducted by Indian scholars, focusing on the relationship between brand awareness and customer loyalty, as well as the strategies employed by companies to build a loyal customer base.

### **2.1 Brand Awareness and Customer Loyalty**

Brand awareness refers to how well customers can identify or remember a brand. It plays a crucial role in influencing consumer decisions and fostering long-term loyalty. Several studies have examined how brand awareness influences customer behaviour and the retention of customers over time.

- 2.1.1 Relationship Between Brand Awareness and Loyalty: A study by Rao and Suresh (2016) investigated the connection between brand awareness and customer loyalty within the Indian FMCG industry. They discovered that brand recognition significantly impacts customers' purchasing behaviour, with high brand awareness leading to greater trust and long-term loyalty. Consumers who recognize a brand are more likely to choose it over competitors, particularly when they have a positive perception of its quality. established positive associations.
- 2.1.2 Impact of Brand Recall on Customer Retention: Brand recall is another crucial element of brand awareness. According to Jha and Verma (2018), the more effectively a brand embeds itself into the memory of its customers, the higher the chances of retaining them. Their research indicates that customers characterized by high brand recall are more inclined to return for repeat purchases, which strengthens their loyalty to the brand.

### **2.2 Brand Awareness Strategies in India**

In India, companies use diverse strategies to increase brand awareness. Traditional marketing, digital campaigns, and influencer marketing are among the most common methods. Research has shown that a blend of offline and online marketing approaches is particularly effective in reaching the Indian consumer.

- 2.2.1 Traditional Marketing Approaches: Traditional marketing strategies, such as TV advertisements, radio campaigns, and print media, have long been instrumental in increasing brand awareness in India. According to Mehta and Patel (2019), television ads remain a dominant tool for building brand awareness among Indian consumers, especially in urban and semi-urban regions. Their research pointed out that while digital media is on the rise, traditional media continues to hold substantial value, particularly for mass-market brands.

- 2.2.2 Digital and Social Media Strategies: Digital marketing has emerged as a vital tool for increasing brand awareness. According to Nair and Gupta (2017), businesses have a unique opportunity to leverage social media platforms like Facebook, Instagram, and Twitter to connect with customers directly. Digital platforms allow businesses to showcase their products and services, foster brand engagement, and influence purchasing decisions. Their research found that consumers in India are increasingly influenced by social media content, particularly reviews and recommendations from influencers.

### **2.3 Brand Loyalty in Indian Context**

Brand loyalty in India is often linked to both emotional and functional factors. Understanding what drives Indian consumers to stay loyal to a brand is crucial for companies seeking long-term success.

- 2.3.1 Emotional Attachment and Loyalty: According to Choudhary and Joshi (2020), In India, consumers frequently develop emotional bonds with brands that align with their values and lifestyles. The study suggested that brands that align themselves with the cultural and social aspects of Indian society can foster greater emotional loyalty. For instance, brands that participate in social causes or reflect local traditions tend to cultivate a stronger bond with their customers.
- 2.3.2 Trust and Perceived Quality: Trust in a brand is another critical factor influencing customer loyalty. Kumar and Jain (2018) suggested that the trust customers place in a brand directly impacts their loyalty. If consumers consistently view a brand as delivering associated with high-quality products or services, they are more likely to return for repeat purchases. In their research on Indian automobile brands, they found that brands with a reputation for quality and reliability experienced higher customer loyalty.

### **2.4 Implications for Plasto and Future Research**

The insights gathered from the literature show that a combination of traditional and digital brand awareness strategies can significantly impact customer loyalty in India. For companies like Plasto, focusing on both enhancing brand recall and aligning brand values with customer expectations could lead to stronger customer loyalty. Additionally, leveraging social media for engaging with customers in real-time can help improve brand awareness and customer retention.

- 2.4.1 Importance of Personalization in Marketing Strategies: A key takeaway from recent studies is the growing importance of personalization in marketing strategies. Verma and Sharma (2020) argue that personalized marketing efforts, which speak directly to the consumer's needs and preferences, are more likely to create lasting brand loyalty. Plasto can benefit by personalizing its brand awareness campaigns, using customer data and insights to tailor messages that resonate with specific target audiences. By doing so, Plasto can foster a deeper emotional connection with its customers, leading to long-term loyalty.
- 2.4.2 Role of Customer Engagement in Building Loyalty: Another emerging trend from the literature is the increasing emphasis on customer engagement. Kaur and Arora (2019) highlight that engaged customers are more inclined to stay loyal to a brand over time. Engagement goes beyond merely promoting a product or service; it involves interacting with

customers through feedback, surveys, social media conversations, and personalized experiences.

### **3.0 METHODOLOGY**

The methodology section describes the research approach used in the study. This section covers the research approach, sample size, and data collection methods employed to investigate effectiveness of brand awareness strategies in enhancing customer loyalty at Plasto, Nagpur. This research follows a mixed-method approach was adopted, combining both primary and secondary data sources to provide a thorough understanding of the topic.

#### **3.1 Sample Size and Population**

The study targeted a sample size of 100 customers who have engaged with Plasto's products and services. The sample includes both regular and occasional customers to provide a diverse representation of customer experiences and brand perceptions. A random sampling technique was employed to select participants, ensuring the sample is representative of the larger customer base of Plasto.

#### **3.2 Data Collection Methods**

The research uses two primary methods of data collection: primary and secondary data.

- **3.2.1 Primary Data Collection:** Primary data was collected through surveys and interviews.

1. **Surveys:** A structured questionnaire was distributed to 100 participants, focusing on their awareness of Plasto's brand, the effectiveness of its marketing campaigns, and their loyalty to the brand. The questionnaire included the study utilized both closed and open-ended questions to collect quantitative data and qualitative insights.

2. **Interviews:** In addition to surveys, in-depth interviews were conducted with a subset of 20 participants. These semi-structured interviews helped gather more detailed feedback regarding customer experiences, brand perceptions, and emotional connections to Plasto. The responses were analyzed to identify patterns and common themes.

- **3.2.2 Secondary Data Collection:** Secondary data was gathered from various sources such as:

1. **Plasto's Marketing Reports:** Past marketing campaigns, promotional strategies, and brand awareness efforts were reviewed to understand how the company has positioned itself in the market.

2. **Academic Journals:** Research papers and articles on brand awareness and customer loyalty, especially those focusing on the Indian market, were analyzed to provide a theoretical framework for the study.

3. **Industry Reports:** Market reports on customer behavior and brand loyalty trends in the Indian FMCG sector were consulted to support and validate the findings from primary data.

#### **3.3 Data Analysis**

The gathered data was examined through statistical techniques and thematic analysis. Quantitative data from the surveys were analyzed using descriptive statistics, including

frequency distributions and percentages, to uncover trends and patterns in brand awareness and customer loyalty. For the qualitative data obtained from the interviews, thematic analysis was performed to identify recurring themes related to customer satisfaction, factors influencing loyalty, and perceptions of the brand.

**4.0 OBJECTIVE**

1. To assess the impact of brand awareness strategies on customer loyalty at Plasto.
2. To identify the key factors influencing customer perceptions of Plasto's brand.
3. To evaluate the effectiveness of digital and traditional marketing techniques used by Plasto in enhancing brand awareness.
4. To examine the connection between customer engagement and brand loyalty towards Plasto.

**5.0 HYPOTHESIS**

1. H1: A positive correlation exists between brand awareness initiatives and customer loyalty at Plasto.
2. H2: Customers who engage more with Plasto’s digital marketing campaigns exhibit higher levels of brand loyalty compared to those exposed to traditional marketing methods.

**6.0 RESULTS AND DISCUSSION**

1. How effective do you find Plasto’s marketing campaigns in enhancing brand awareness?

Response	Count	Percentage (%)
Strongly Agree	40	40%
Agree	35	35%
Neutral	15	15%
Disagree	5	5%
Strongly Disagree	5	5%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table No.1

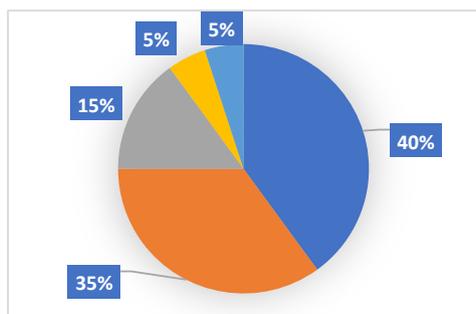


Fig No.1

Interpretation: The majority of respondents (75%) find Plasto’s marketing campaigns effective in enhancing brand awareness, with 40% strongly agreeing and 35% agreeing. However, 20% of participants were neutral or disagreed, which indicates some room for improvement in reaching all customers effectively. The remaining 5% strongly disagreed, suggesting that there are a small group of customers who may not connect with the brand’s marketing efforts.

2. Do you feel more loyal to Plasto after engaging with its brand awareness campaigns?

Response	Count	Percentage (%)
Strongly Agree	30	30%
Agree	40	40%
Neutral	20	20%
Disagree	5	5%
Strongly Disagree	5	5%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table No.2

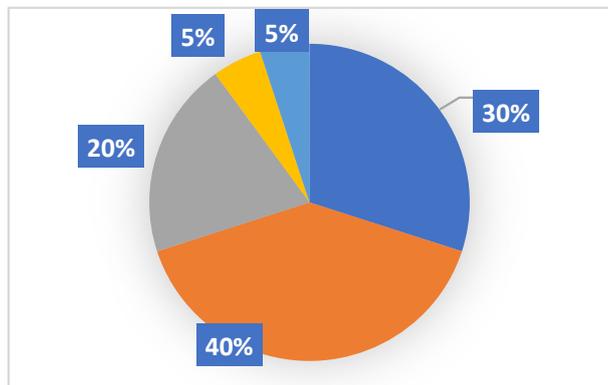


Fig No.2

Interpretation: A strong 70% of respondents (30% strongly agree and 40% agree) reported feeling more loyal to Plasto after engaging with its marketing campaigns. This highlights the positive impact of brand awareness on customer loyalty. However, 10% of participants expressed neutral feelings or disagreed, indicating that the campaign's influence may not be universal across all customer segments, while 5% strongly disagreed.

3. How likely are you to recommend Plasto to others based on your awareness of the brand?

Response	Count	Percentage (%)
Strongly Agree	50	50%
Agree	35	35%
Neutral	10	10%
Disagree	3	3%
Strongly Disagree	2	2%

<b>Total</b>	<b>100</b>	<b>100%</b>
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Table No.3

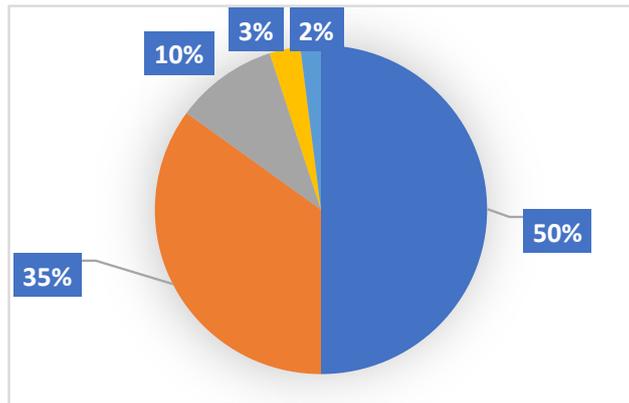


Fig No.3

Interpretation: Half of the participants (50%) expressed that they are highly likely to recommend Plasto to others, with another 35% agreeing. This shows that Plasto’s brand awareness strategies have a strong positive influence on customer advocacy. While 10% were neutral and 5% disagreed, a very small number (2%) strongly disagreed, indicating that most respondents are either positive or indifferent about recommending the brand.

4. Do you believe Plasto’s digital marketing efforts have enhanced your awareness and loyalty towards the brand?

Response	Count	Percentage (%)
Strongly Agree	45	45%
Agree	30	30%
Neutral	15	15%
Disagree	5	5%
Strongly Disagree	5	5%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table No.4

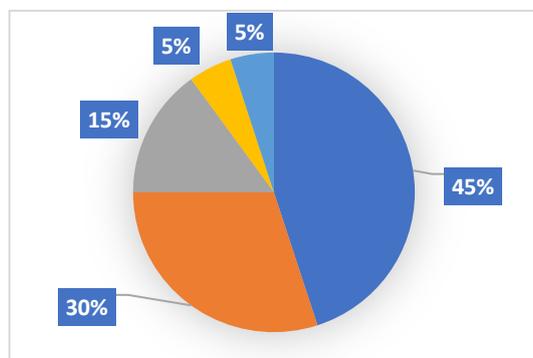


Fig No.4

Interpretation: A total of 75% of participants (45% strongly agree and 30% agree) feel that Plasto’s digital marketing efforts have positively impacted their awareness and loyalty towards the brand. This reflects the effectiveness of digital campaigns in engaging customers. However,

10% of respondents remained neutral or disagreed, suggesting that digital marketing may not resonate equally with all customer groups, while 5% strongly disagreed.

## **7.0 CONCLUSIONS**

The findings of this study reveal that Plasto's brand awareness strategies have a significant impact on customer loyalty. A majority of participants acknowledged the effectiveness of the company's marketing campaigns in enhancing brand recognition, and most felt more loyal to the brand after engaging with its initiatives. Digital marketing efforts, in particular, received positive feedback, with many respondents agreeing that these campaigns had enhanced their awareness and loyalty towards the brand.

Additionally, most participants expressed a strong likelihood of recommending Plasto to others, emphasizing the connection between brand awareness and customer advocacy. However, a small portion of customers remained neutral or dissatisfied with the marketing efforts, indicating areas where improvements can be made in targeting and engagement strategies.

In conclusion, Plasto's focus on increasing brand awareness through both traditional and digital marketing has been successful, but continuous efforts are needed to strengthen customer loyalty and ensure that all customer segments are effectively engaged.

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