A Study on Brand Awareness and Brand Perception of RED FM 93.5

Manu Nagesh[1], Rupkatha Chatterjee[2] and Nayana Nimkar[3]

[1,2,3]*Symbiosis School of Sports Sciences, Symbiosis International (Deemed University), Pune, Maharashtra, India.*
[1] *rekhamanu44@gmail.com,* [2]*rupkathachatterjee21@ssss.edu.in,*

Abstract

*The RED FM is India's biggest FM radio station with 50 stations across the country. In November 2012 Bangalore station which was Kannada moved to being Hindi station. RED FM is broadcasted on frequency of 93.5, branding is Superhits and the tag line is Bajaate Raho! It is a part of the Sun Group based in Chennai. The objective of the study is to understand the brand awareness and brand perception of RED FM among the listeners in Bengaluru market. This objective was further divided into 3 sub objectives which caters to the questions of awareness, reasons behind the preference and the effectiveness of RED FM Bengaluru. The study was conducted in Bangalore through online questionnaire. The sampling technique adopted was convenience sampling. A sample size of 400 was collected in the age group of 16 to 60 which is the Target Group of the company. The analysis was inferential and qualitative in nature which was mainly used to understand the attributes that listeners relate to RED FM and the awareness level of RED FM Bengaluru.
.*

Keywords: Brand Awareness, Brand perception, RED FM 93.5 and Bajaate Raho!

1. INTRODUCTION

Awareness and perception are the two key metrics that any company would use to measure their brand strength

Awareness in simple terms - how many people know my brand? Usually awareness is measured through survey that asks participants a series of questions. It is the listener's ability to recognize or recall (identify) the brand within a given category in sufficient details to make a decision

It also means that the consumer can purpose, recommend, choose or use the brand. The objectives of the most advertising campaign are to create and maintain brand preference. The first step is to make potential consumers aware of a brand's existence. It also means that the listeners can propose, recommend, choose or use the brand. The objective of most advertising campaign are to create and maintain brand preference.

I went into a search for details regarding the brand awareness & brand perception of RED FM 93.5. The analysis was done with the help of the data collected through questionnaire taking the sample size of 400. I have tried to throw a clear light towards the level of brand awareness and brand perception of RED FM 93.5

"To understand the brand awareness and brand perception of Superhits 93.5 RED FM in Bangalore Hindi FM Radio market."

The realistic side of the problem is to know the acceptance level of the brand awareness towards our radio station. This study will help us to understand the brand awareness and what problems are being faced by the listeners, to which appropriate measures to be taken to solve the problems. This project has mainly been taken up to understand the brand awareness, listening motives to ensure the "Brand awareness

RED FM 93.5" apart from this, it is to understand the new opportunities in the market for the improvement of brand awareness and brand perception

An investigation to demonstrate the significance of brand mindfulness and brand decision – A social point of view by Hanna Bornmark, Asa Goransson and Christina Svensson. The primary motivation behind this exploration was to recognize how much the brand mindfulness matters while buying without precedent for a new situation. It was likewise concentrated to decide if there were any distinctions I the purchasing conduct between various societies. The end drawn was of that all explored factors had some significance for decision of brand, while quality greatly affected brand decision than brand mindfulness. Further, there was no distinction in purchasing conduct between the way of life and there were no potential outcomes to express any contrasts between the purchasing conduct from the first run through buys and the normal buys.[1]

Brand picture and brand mindfulness. Contextual investigation: Finnair in Indian market by Maiju Laiho and Eini Inha. The expansive goal of this proposal is to explore brand picture and brand mindfulness from the point of view of carrier organizations, concentrating particularly on the brand mindfulness perspective. Because of this investigation, the objective is to discover the brand picture and brand consciousness of the case organization Finnair; regardless of whether the carrier's name is known in the Indian market. Examination of the observational information developed the accompanying outcomes as a finish of this postulation: Consumers have a decent view of commonly known, enormous carrier organizations that have high exposure, which relies for the most part upon their degree of attention to a specific aircraft organization[2].

Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication by Emma K. Macdonald and Byron M. Sharp. This article is a replication of Hoyer and earthy colored that utilized a controlled investigation to look at the job of brand mindfulness in the purchaser decision process. The replication utilized similar strategies, yet with an alternate (however comparative) item class, a bigger example, and an example bunch that included encounters and unpracticed customers. Results bolster the first work discoveries that brand mindfulness is a prevailing decision strategy among mindfulness bunch subjects.[3]

Consumer Based Brand Equity Conceptualization & Measurement: A Literature Review written by George Christodoulides and Leslie de Chernatony. Although there is a large body of research on brand equity, little in terms of a literature review has been published on this since Feldwick's (1996) paper. To address this gap, this paper brings together the scattered literature on consumer-based brand equity's conceptualization and measurement. Measures of consumer-based brand equity are classified as either direct or indirect. Indirect measures assess consumer-based brand equity through its demonstrable dimensions and are superior from a diagnostic level. The paper concludes with directions for future research and managerial pointers for setting up a brand equity measurement system[4]

Effect of brand awareness on choice for a common, repeat-purchase product by Wayne D Hoyer and Steven P Brown. Results of a controlled experiment on the role of brand awareness in the consumer choice process showed that brand awareness was a dominant choice heuristic among awareness-group subjects. Subjects with no brand awareness tended to sample more brands and selected the high-quality brand on the final choice significantly more often than those with brand awareness. Thus, when quality differences exist among competing brands, consumers may "pay a price" for employing simple choice heuristics such as brand awareness in the interest of

economizing time and effort. However, building brand awareness is a viable strategy for advertising aimed at increasing brand-choice probabilities[5]

The objectives of the study are to study the awareness level of the prospective customer on RED FM 93.5, the reasons behind preference of listeners of RED FM 93.5 and the effectiveness of RED FM 93.5 on listeners

The study covers the influence of RED FM 93.5 and its shows on the listeners and their daily life. It covers how the listeners recognize, recall, and relate the brand, and the awareness level of RED FM 93.5 among the listeners

The purpose of this study is to provide an overview of brand knowledge of RED FM 93.5, focusing specifically on the awareness and perception aspect. As a result of this study, the goal is to find out the brand awareness of RED FM 93.5. Via carrying out a quantitative survey the aim is to find out the perception of RED FM 93.5 among the listeners in Bangalore

The study does not cover the loyalty of listeners towards RED FM 93.5: people listening to other radio stations and being unaware of our shows and programs. It also does not focus on the competition in the market.

2. METHODOLOGY

2.1. Subjects

The source of the primary data are the listeners of radio FM. The sample size for the study is 400.

2.2. Data Collection

- Questionnaires were used to collect the primary data from the listeners. Tools like frequency distribution, descriptive statistics, and pivot table are used to analyze and interpret the data.

- Convenience sampling method used to collect the primary data from the sample group.

- Convenience sampling: A convenience sample is one of the main types of nonprobability sampling methods. A convenience sample is made up of people who are easy to reach.

2.3. Statistical analysis

- Frequency distribution: a mathematical function showing the number of instances in which a variable takes each of its possible values.

- Descriptive statistics: Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures

3. RESULTS AND INTERPRETATION

Table 1. Age of the respondents.

Age group	16-22	23-32	33-44	45-60
Respondents	292	57	44	15

Analysis: 292 of the population out of 408 fall under the age bracket of 16-22. While the 2nd major age bracket is between 23-32. The rest of the population are aged between 33-44 and 45-60 are 44 and 15 respectively. 71.6% of the people are mostly students who fall into the age bracket of 16-22, while 14% of the population are aged between 23-32. The population falling under the age bracket of 33-44 are 10.8%. the minor component of the chart is 3.75 who are aged between 45-60. As 71.6% of the listeners are aged between 16-22, this seems to a potential market for the company to tap

Table 2. Frequency of listening to radio

Frequency of listening to radio	Daily	Few times a week	Once a week	Less often
Respondents	110	116	51	131

110 people out of 408 listen to radio on daily basis where as 116 of them listen to it few time a week. The minor population are the ones who listen to radio once a week consist of 51 people and the major population is of 131 people who listen to radio less often. 27% of the sample population are ones who listen to radio everyday basis while 28.4% listen to it few times a week. The minor population of 12.5% listen to radio once a week and the major population of 32.1% listen to it rarely.

Table 3. Time listeners prefer listening to the radio

7am – 11am	11am – 2pm	2pm – 5pm	5pm – 9pm	9pm – 12am
200	49	64	159	88

200 among the population listen to radio at morning hours while the minor component of the population listens to radio between 11am – 2pm and 2pm – 5p are 49 and 64 respectively. 159 people listen to the radio in the evening and 88 of them at night.

Table 4. Where the listeners are while listening to the radio.

While commuting	At work	At college	At home

2681

266	37	25	140

266 of the total sample population listen while they are in transit and the next major listeners are at home consisting of 140 people. The minor population listen to radio at work and at college are 37 & 25, respectively.

During what time do you listen to the radio? (408 responses)
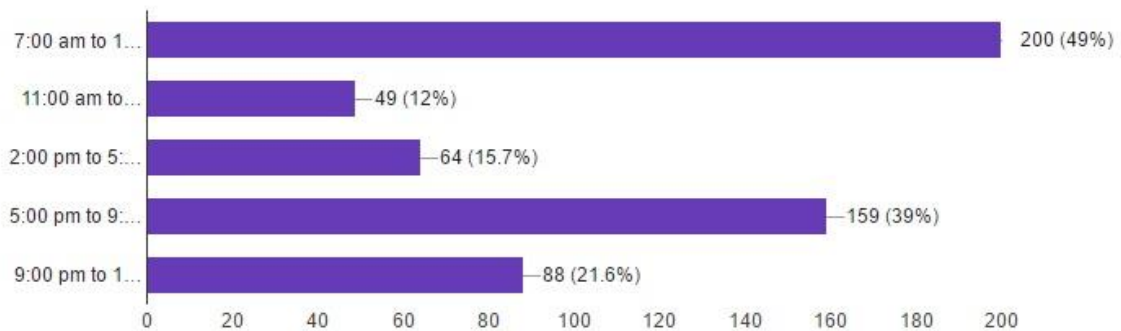
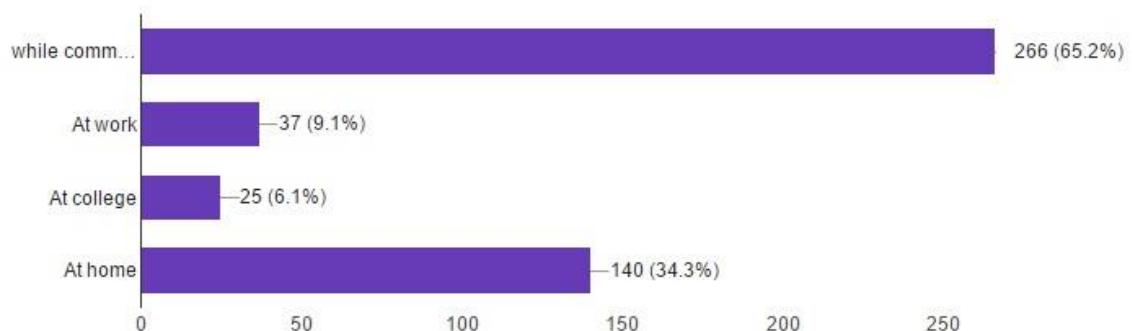where are you most likely to listen to radio? (408 responses)

Figure 1. Preferred time for listening and work they are most likely to be doing while listening to the radio.

Majority of the population listening to radio in the morning hours and in the evening,hours are 200 and 159 respectively. Most of the people are commuting while they are listening to the radio. This is can be interpreted as majority of the population listen to radio while they are travelling and the next set of population are the once who listen to radio at the comfort of their house at various timings.

Table 4. Age of the respondents.

| Radio Station	RED FM 93.5	Radio Mirchi	Fever FM	Others
Respondents	258	152	116	108

Majority of the sample population i.e. 258 of 408 respondents listen to RED FM 93.5 while 152 of them listen to Radio Mirchi. Fever FM is listened by 116 people of the sample size and rest of them listen to other radio stations like Radio One, Radio city, etc.

Table 5. Reasons people prefer to listen to the above radio station

Good music	More music and less ads	Good contests	RJ and RJ interactions	Other reasons
261	178	37	108	13

261 of the population prefer to listen to their respective radio stations as they play good music while 178 of them prefer them because there are less ads played. The minority of the population wish to play and win the contests i.e. 37 of them. 108 of the population prefer the radio station because of the radio jockeys and the conversations they have along with the listeners.

what radio stations do you regularly listen to? (408 responses)
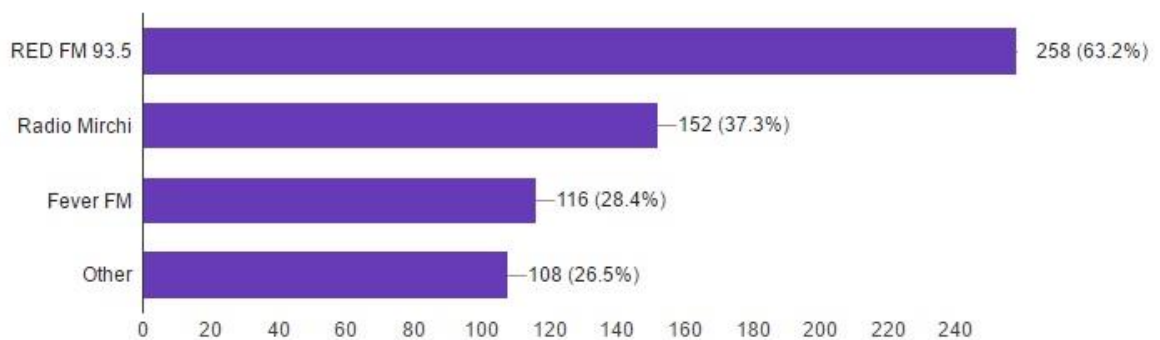
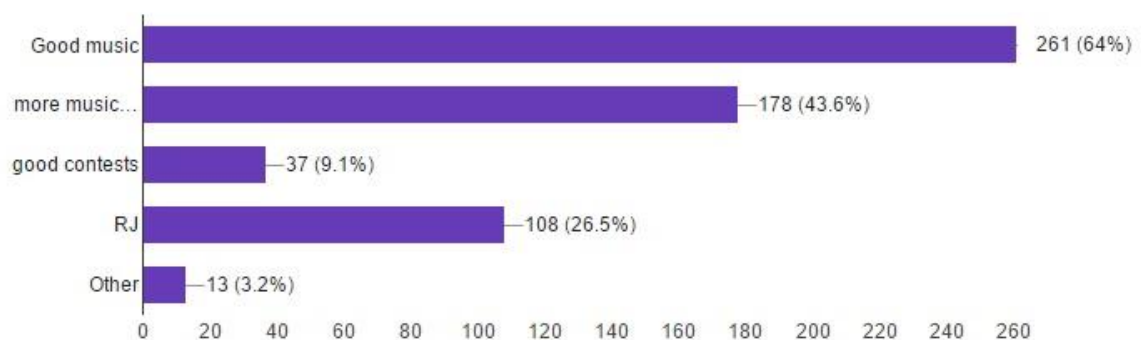why do you prefer the above radio station over the rest? (408 responses)

Figure 2. Which radio stations the population prefer listening and the reason why they listen to preferred radio station.

Majority of 63% of the sample population listen to RED FM 93.5 the reasons being the good music we play and the less ads we advertise on air. Our UPS being 'uninterrupted music' i.e. "8 gaane chipak ke!" where we play 8 songs back to back without any ad breaks. 37.3% of the sample population listen to Radio Mirchi as they have two radio stations for the indigenous listeners and for the expats as well. Fever FM also have quite a number of listeners (28.4%) and rest of the population prefer listening to other radio stations such as Radio One, Radio City, Radio Indigo, etc. which play international Music and local language songs.64% of the population prefer their respective chosen radio station as they play good music. RED FM specially has pretty good playlists which the listeners prefer. 43.6% of the population prefer the radio stations as they play more music and less ads. This reason is one RED FM's USP as we play 8 songs back to back without any ad breaks which we show it out as "8 gaane chipk ke" 9.1% of the population wish to be on radio as they participate in radio contests which they may or may not win. These radio contests play a major role as they give out gift vouchers and coupons worth thousands of Rupees. The main pillar of the radio stations are the radio jockeys. They are people who carry the radio station forward. 26.5% of the population listen to the radio because of their favorite RJs and the interactions which happens along with them. The conversation which the RJ picks to talk on the particular show has lot of research done in the background and they also make sure that the listeners are interested in the conversation. 3.2% of the sample population have other reasons such as prank calls, news, cricket updates, etc. which is their personal field of interest.

Table 6. Can the radio brand be recognized by the jingle.

Yes	No	May be
237	50	134

237 of the sample population can recognize the radio brand by the jingle and 50 cannot to the same while 134 may or may not recognize. Jingles play a major role in any branding activity. When people can recognize the radio station by the jingle, it's a boost of the brand and one of the best promotions for the station. 57.6% of the sample population can recognize the jingle and RED FM's jingle (Sau Taka Sexy) being one the most famous jingle in Bengaluru. Sau Taka Sexy is the latest jingle which was released in 2016 which had the essence of international music with Indian touch to it. This jingle has been viral not only in Bengaluru, but across the length and breadth of India.

Table 7. Count of the radio shows by RED FM the respondents listen.

Morning No 1(RJ Disha Oberoi)	Happy hours(RJ Julius Sharma)	Kindly excuse(RJ Shaayan)	Red Rewind(RJ Niladri)
220	159	83	69

220 listeners prefer listening to morning no.1 and 159 prefer listening to happy hours while the minority of the listeners wish to listen to kindly excuse and red rewind. These shows have their timings as follows:

Timings	Shows
7:00 am to 11:00 am	Morning No 1(RJ Disha Oberoi)
11:00 am to 2:00 pm	Happy hours(RJ Julius Sharma)

| 5:00 pm to 9:00 pm | Kindly excuse(RJ Shaayan) |
| 9:00 pm to 12:00 am | Red Rewind(RJ Niladri) |

53.4% of the sample population listen to morning no. 1 as we have best morning RJ (RJ Disha Oberoi) in the country with 2 awards from New York Film Festival Award and the best traffic guru for the commuters who are stuck in the morning traffic going to their IT hubs. While 39% of them listen to happy hour with RJ Julius Sharma as he plays 8 songs back to back (8 gaane chipak ke!) without any ad breaks. RED FM 93.5 Bengaluru is known for its RJs who provide the ultimate entertainment as they crack up the listeners with their wit and presence of mind.

Table 8. Recall factor of RED FM 93.5

Music(8 gaane chipk ke!)	RED FM jingle (Sau Taka Sexy)	RJ and shows	others
268	152	57	8

268 of the sample population recall our brand RED FM 93.5 by our USP "8 gaane chipk ke!" while 152 of the population recall our brand by the jingle "Sau Taka Sexy". The famous RJ are also help the listeners to recall the radio station. 57 people recall the station by the RJ who talk over the mic. 65.7% of the sample population recall the brand by our USP "8 gaane chipak ke!" where we play 8 songs back to back without any ad breaks. RED FM is known for its ad free music on air which pulls the major crowd towards us 37.3 % of the people recall the brand by the RED FM's jingle i.e.Sau Taka Sexy. This jingle was composed by international artist Nucleya and released in 2016. Minority of 14% recall the brand by the RJs who are the pillars carrying the company. The rest 2% of them recall the brand with other references such as prank call and cricket updates.

The survey and analysis of the questionnaire has revealed the following findings and important feedback for RED FM 93.5:

- 49% of the population listen to the radio during 7am to 11am that's mostly while they are travelling from one place to another
- 63.2% of the sample population listen to RED FM 93.5 because of the good music we play and better RJ interactions
- 57% of the people can recognize the radio brand by their jingle and RED FM's jingle (Sau taka sexy) being the most famous of the lot
- The most famous morning show in Bengaluru being "morning no1" by RJ disha Oberoi is listened by 53% of the population and being awarded the best show by New York Radio Awards
- 49% of the population agree that radio has influenced their daily life with small decision makings like traffic updates and motivation to reach greater heights while 36% of them say it may or may not influence the life of listeners
- People recall the brand by our UPS 8 gaane chipak ke! Where we play 8 songs back to back without ad breaks.
- The playlist by RED FM 93.5 is the main reason why people listen to our FM
- 65% of the listeners recall the brand by our UPS "8 gaane chipak ke!"
- 37% of them recall the brand by our jingle "Sau taka sexy"

4. CONCLUSION

The purpose of this study was to analyze the importance of brand awareness and brand perception from the perspective of FM radio listeners. The aim was to determine what kind of perception consumers have and how aware they are of RED FM 93.5

The study was conducted on the primary data collected through questionnaire allowed me to understand the awareness and perception of the listeners on RED FM 93.5. I could identify that high level of brand awareness and brand perception in an important tool with regard to know and understand what the listeners think about the radio station. A few analysis regard to brand awareness and brand perception indicated that RED FM 93.5 is one of the best radio stations in Bengaluru.

RED FM 93.5 is one of the most preferred radio station in Bengaluru. There are numerous reasons why RED FM 93.5 is the most preferred stations. The pillars of the radio stations are the RJs. Disha Oberoi is the best morning radio jockey in India winning 2 awards at New York film Festival. Her show is the most listened radio show in Bengaluru. RED FM's jingle "Sau Taka Sexy" is the most recognized jingle in Bengaluru which was composed by Nuceya and released in 2016.

REFERENCES

1. Hanna Bornmark, Asa Goransson and Christina Svensson, malmo, December 2005.

2. Maiju Laiho & Eini Inha, Halmstad University Reproservice, Halmstad, 2012.

3. Macdonald, E. K., & Sharp, B. M. (2000). Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product.

4. George Christodoulides, Leslie de Chernatony (2009). Consumer Based Brand Equity Conceptualization & Measurement.

5. Wayne D. Hoyer steven P. Brown (1990). Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product.