Brands awareness and image (at Tbilisi consumer’s market)

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Abstract

Under the conditions of the current competitive market Georgian companies will not be able to achieve positive results without applying efficient branding principles. The brand for consumers is informative, which helps them to take right decision in the process of choosing goods and to reduce quality risk. The brand helps one or group of salespersons to identify goods and differentiate from the product of competitor. Trademark make consumers believe that they will not make mistake when buying goods, will have one and the same quality. That’s why a buyer is ready to pay more for such guarantee.

Producer makes its best to provide consumers with much information about trademark of a company. This requires costs for advertising and different forms of distribution of information. It is a challenge for companies to make consumers give preference to their brand and not to some other competitor products. Trademark image has great influence on decisions concerning purchase of consumable products. The greater is popularity of brand, the stronger is acceptance of brand by consumers. When consumer is satisfied with consuming and using of concrete brand, little by little she/he becomes a loyal buyer. Brand loyalty provides predictability and security of demand for the firm, and it creates barriers to entry that make it difficult for other firms to enter the market.

It is not a novelty to use brands in Georgia. Branding was applied in certain form in the past as well. Among old Georgian famous trademarks are: mineral water of volcanic origin “Borjomi”, Georgian brands of spirits “Sarajishvili”, nonalcoholic soft drinks “Lagidze Waters”, red semi-sweet wine “Khvanchkara”, etc.

The goal of this research was: to determine consumer evaluations at Tbilisi consumers market about Georgian brands; to find out the attitude of consumers to the advantages of Georgian brands. Based on the results of the research to determine those weaknesses which hamper and prevent Georgian brands from success. As a result of the marketing research the most recognizable Georgian brands at Tbilisi consumer market were determined. It was found out that Georgian companies make some mistakes.
The research method was of exploratory and descriptive nature. In the conclusive part of the work are given research results, conclusions and recommendations. In the work there are used the concepts of marketing theories, statistic data, results of the carried out research, information existing on web-pages of certain Georgian organizations.

**Keywords** – Brand, Marketing research, Brand awareness, Brand image

**I. INTRODUCTION**

The aspects of Brand’s effective management became actual, when Georgia chose the market relations. A brand, commercials and other marketing activities were considered as the capitalism-related negative elements back in the Soviet Union. However, there existed lots of Georgian-made consumer products, which had the benefits from their high reputations and image between consumers not only in Georgia, but also in abroad.

Among old Georgian marks a mineral water of volcanic origin “Borjomi” deserves attention. It was very popular in the Russian Empire, and after in the former Soviet Union, as well as abroad. One of the old Georgian brands of spirits is “Sarajishvili”, production of which was initiated by the famous Georgian businessman and patron of art Davit Sarajishvili in the 80s of the 19th century. He prepared the spirits according to French technology which was very popular is Georgia, as well as in the Russian Empire.

One of the well-known Georgian marks was nonalcoholic soft drinks “Lagidze Waters”. This title comes from its founder Mitrofan Lagidze who started production of soft drinks in the beginning of the 20th century. He used a variety of natural syrups derived from fruits and herbs by creation of unique recipe.

Among old Georgian brands a Georgian red semi-sweet wine “Khvanchkara” also worth to be mentioned, which was produced by a Georgian nobleman Kipiani in the 19th century and in the beginning was sold under the title “Kipiani Wine” at Kutaisi market. But this is not the full list of old Georgian famous trademarks [1].
II. LITERATURE REVIEW

The key point in the Brand’s success is held by creating its positive image and ensuring its recognizability and awareness. Building up of image determined for a brand helps goods in positioning and therefore, in provision of certain place in the consumers mind. It is not easy for a brand to find success at the market and then to maintain it. It requires from a company constant attention, gathering of information, analysis and taking of right decisions.

Brand success is not provided only by its trademark, but it has to pass certain levels. Transition from the lower level to a higher one indicates greater recognition and success of the brand. In this process following steps are allocated: Brand visibility (cognizance); Brand effectiveness; Brand image; Brand judgment; Customers’ emotions; Brand resonance [2].

Brand should be visible for customers, which is related to its awareness. The image of the brand emerges by the psychological satisfaction of the buyer. The brand image is created by the marketing program, that connects a nice, strong and unique associations to the brand. In consumer’s awareness these associations is controlled on the basis of personal experience, according to information received on the brand, the brand identification to the specific company, people, events, country. Therefore, in this case effectively prepared advertisements and public relation events can perform the great role.

This depends not only on what people see, but also what they think and feel. The eyes and the mind create a lot of impressions, including past and present, real and imaginary, rational and emotional. The brand image is what is physically presents in front of the buyer and how it is perceived by sensory organs, what is happening in the mind after receiving this information. „Brand knowledge dictates appropriate future directions for the brand. A brand promise is the marketer’s vision of what the brand must be and do for consumers. Consumers will decide, based on what they think and feel about the brand, where (and how) they believe the brand should go and grant permission (or not) to any marketing action or program“[3].

III. METHODOLOGY

As an object of the research was selected consumer market of Tbilisi (capital of Georgia), the attitude of consumers to Georgian brands. In February – March 2016 in Tbilisi we carried out the marketing research using quantitative method of the marketing research, namely, questionnaire survey [4]. We surveyed representative of different age, sex, nationality, religion, education,
profession, having different income. 200 respondents have been surveyed. The questionnaire consisted of 20 questions. The format of the questionnaire was anonymous.

After the survey the results were summed up and some conclusions made as a result of this work are given in the work.

In the work there are used the concepts of marketing theories, results of the carried out research, information existing on web-pages of certain Georgian organizations, etc.

IV. FINDINGS

As a result of the research the most recognizable Georgian brands existing at Tbilisi consumer market have been detected. The respondents answered the question: “Which mark do you comes to your mind first at mentioning Georgian brand at consumer market?” 22% of respondents named Barambo (sweets), as the most recognizable Georgian brand, 13% named Nikora (meat foods), 8% _ Natakhtari (lemonade), 7% _ Kula (fruit juice), 6% _ Borjomi (mineral water), 6% _ Marneuli Products (Jams and preserves), 4% _ Teliani Valley (wine), etc.

The Brand’s awareness is stimulated by the correct and effective selection of the brands’ elements (the color, the symbol and etc.). 77% Barambo’s consumers remembered the brand-related colors correctly, while they were asked to remember the colors related to the “Georgian Brand”. 23% Barambo’s consumers remembered the well-known individual – the popular Georgian actor G. Kipshidze (who acted in the Barambo’s Commercial).

To the following question: Do you remember a Georgian Brand’s TV-commercial or any other type of an advertisement, including its slogan? – Only 36 % of the Barambo’s consumers were able to remember the slogan correctly, while the others (64 %) were not.
During the research we tried to determine, what kind of associations are derived from the Georgian brand by its consumers. It appeared that 47% of the Barambo’s consumers connect and link this brand to the healthy (freshness) and it’s associated to the high quality for them. 14% of them connect it to the very specific geographical location in Georgia – Natakhtari (the region of Mtskheta), 13% of the respondents perceive it as a prestigious brand, 8% of them connect Barambo to a well-known person, 9% - to the funny and effective commercials, 5% perceive it as a pioneer brand, while 4% of them connect it to spending time with friends.

![Fig.1. Brand advertising slogan recall](image1)

![Fig.2. Brand associations](image2)
V. CONCLUSIONS

The analyzing process of the Georgian brands in the Tbilisi consumer’s market let us make the following conclusions:

✓ Only high recognition and awareness of the brand can not provide consumer’s favour towards it and its success on the market. Taking care of the brand’s image and reputation permanently is necessary and inevitable, while achieving and maintaining it greatly depends on the management methods and policy used for the branding by the company itself;
✓ Georgian brands need to concentrate their attention on studying their competitors’ strategies and contradict adequate marketing activities on the market;
✓ From our point of view, regarding the success of the brand, Georgian companies need to make marketing researches in order to ascertain, determine and find the key reasons of why do they lose the consumers;
✓ The Brand’s reputation and image is not created and maintained only by the commercials, but the company’s hard work, to be an example as well as the best in all of the aspects, is necessity, including production quality and the service provided for the consumers.

REFERENCES


