The Implementation of Brand Awareness Strategies to Attract New Customer to the Company : Action Research Approach

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ABSTRACT

The purpose of this paper is to measure the implementation of brand awareness strategies to attract new customer into the company. The study aims ‘To identify the issues related to the brand awareness of the company’s products among its potential and existing customers, to implement the intervention to increase the brand awareness of the company’s products and ‘To recommend marketing plan to increase brand awareness of the company’s products. The study used the mix method approach. The study was divided into two stages, Qualitative study was conducted for cycle 1, to identify the problems and to propose the interventions. In second stage, in Quantitative analysis was used to measure the effectiveness of the intervention in cycle 1 and cycle 2. For the qualitative study, thematic analysis approach was used for data analysis using NVivo software. For quantitative data and online survey questionnaire was distributed to 60 new potential customers. A descriptive and T-test analysis was carried out using Statistical Package for the Social Sciences (SPSS) software. Consequently, the triangulation approach was used to combine all quantitative and qualitative results to produce a reliable outcome. Based on the observation, there is a difference between the mean and standard deviation ratings for both before and after implementing the intervention. Hence, the null hypothesis was rejected, and the result showed that there is a difference between before and after the intervention implementation. In Cycle 2 Action Research, Quantitative method was used in this analysis. For quantitative data and research methods, an online survey questionnaire already been provided to 100 of customers. A descriptive and T-test analysis has been carried out using Statistical Package for the Social Sciences (SPSS) software. The company’s social media participation score remained comparatively modest. As a result, new future intervention should be updated based on study outcomes and company preferences.

Keywords: *Brand Awareness; Social Media Platform; Facebook; Digital Marketing; Marketing Strategies*