

Brand And Product Awareness Engagement With International Clients At Sanbrains Era Technologies Pvt Ltd

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ABSTRACT:

This report explores the strategic initiatives and engagement methods adopted by Sanbrains Era Technologies Pvt. Ltd. to enhance brand and product awareness among international clients. With the rise of global digital markets, effective branding and communication have become essential for IT service companies seeking to expand internationally. At Sanbrains, efforts were made to develop a clear brand identity, deliver tailored communication, and utilize digital marketing tools to engage overseas clients. Key activities involved in this engagement included understanding the needs of diverse global clients, leveraging digital platforms (like LinkedIn, email campaigns, and webinars), and creating personalized content to showcase the company's services and technical capabilities. The focus was also placed on building long-term client relationships through trust, responsiveness, and value delivery. This initiative not only helped increase visibility and credibility of the brand on a global scale but also contributed to client retention and business growth. The study concludes with insights into the importance of strategic branding, consistent engagement, and cultural sensitivity in building a successful international presence.

1.1 INTRODUCTION

In the era of globalization, businesses are continuously seeking ways to expand their reach and build a strong presence in international markets. Brand and product awareness play a crucial role in attracting and retaining international clients, influencing their purchasing decisions, and establishing long-term relationships. Effective engagement strategies help companies differentiate themselves from competitors and create a lasting impact on their target audience.

Sanbrains Era Technologies Pvt Ltd, a digital marketing and IT solutions company, focuses on providing innovative branding and marketing solutions to businesses worldwide. With the increasing digital transformation, organizations are leveraging online platforms, social media, and various marketing tools to enhance their brand visibility and product awareness on a global scale.

This study aims to explore the brand and product awareness engagement strategies employed by Sanbrains Era Technologies Pvt Ltd in interacting with international clients. It examines the effectiveness of various marketing techniques, communication strategies, and digital platforms in fostering client engagement. By analyzing these aspects, the study seeks to provide valuable insights into how businesses can improve their global outreach and strengthen their brand presence.

1.2 NEED FOR THE STUDY

In the rapidly evolving global marketplace, businesses must develop strong brand and product awareness to remain competitive and attract international clients. With the rise of digital marketing and globalization, companies are

increasingly leveraging online platforms to enhance their visibility and engagement. However, building a strong brand presence in international markets comes with challenges such as cultural differences, diverse consumer preferences, and market competition.

Sanbrains Era Technologies Pvt Ltd, as a digital marketing and IT solutions provider, plays a crucial role in helping businesses establish and strengthen their brand presence globally. This study is essential to understand how effective brand and product awareness strategies contribute to client engagement and business growth. It will help identify best practices, challenges, and opportunities in engaging international clients through digital marketing, content strategies, and customer relationship management.

1.3 OBJECTIVES OF THE STUDY

- 1) evaluate the impact of branding and marketing strategies on international client engagement.
- 2) To assess the role of digital marketing channels (social media, SEO, content marketing, etc.) in enhancing brand visibility.
- 3) To examine customer perception and trust towards Sanbrains Era Technologies' brand and products.
- 4) To identify the challenges faced in building brand awareness among international clients.
- 5) To provide recommendations for improving brand awareness and engagement strategies for global market expansion.

1.5 SCOPE OF THE STUDY

This study focuses on analyzing the strategies and effectiveness of brand and product awareness engagement with international clients at Sanbrains Era Technologies Pvt Ltd. It explores how digital marketing techniques, communication strategies, and branding initiatives contribute to increasing brand recognition and customer engagement on a global scale.

1.6 METHODOLOGY

This study employs a **mixed-method research approach**, incorporating both **qualitative and quantitative methods** to analyze the effectiveness of brand and product awareness engagement with international clients at **Sanbrains Era Technologies Pvt Ltd**.

4. Data Analysis

- Quantitative Analysis:
 - Statistical methods such as percentage analysis, mean, and graphical representation will be used to interpret survey responses.
 - Data will be analyzed to determine the effectiveness of brand awareness strategies in engaging international clients.
- Qualitative Analysis:
 - Thematic analysis will be used to interpret interview responses and identify key themes related to branding effectiveness, customer perceptions, and marketing challenges.

1.7 LIMITATIONS OF THE STUDY

- 1) The study is focused solely on Sanbrains Era Technologies Pvt Ltd, and findings may not fully represent broader industry trends.
- 2) The responses of the 100 participants may be influenced by individual experiences and perspectives.
- 3) Digital marketing trends evolve rapidly, requiring continuous updates to branding strategies.
- 4) **Budget Constraints:** Financial limitations restricted the use of high-end marketing tools and global advertising platforms, impacting the reach of awareness campaigns.
- 5) **Time Constraints:** The project timeline was relatively short, which limited the scope for long-term brand strategy implementation and analysis of client feedback.

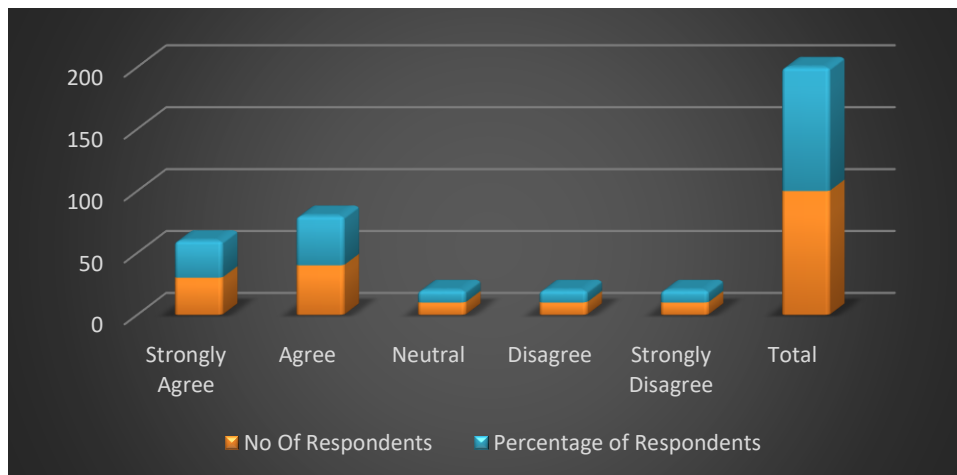
2.2 REVIEW OF LITERATURE

- 1) **Keller, K. L. (2020)** – *Advances in Strategic Brand Management*
Keller updated his brand equity model to emphasize digital branding and personalization. He noted that in international markets, brands must actively manage online presence to build awareness and trust.
- 2) **Ashley, C., & Tuten, T. (2020)** – *Creative Strategies in Social Media Marketing*
Their research highlights that interactive and culturally tailored social media campaigns are highly effective in building brand awareness with global audiences.
- 3) **Kotler, P., Kartajaya, H., & Setiawan, I. (2021)** – *Marketing 5.0: Technology for Humanity*
The authors argue that marketing is now human-centric and tech-enabled. For international clients, AI-driven personalization and automation improve brand engagement and client retention.
- 4) **Chaffey, D. (2021)** – *Digital Marketing: Strategy, Implementation and Practice*
Chaffey emphasizes the importance of omnichannel marketing strategies in reaching international clients. A consistent digital presence strengthens brand visibility and product awareness.

DATA ANALYSIS AND INTERPRETATION

Overall, how would you rate your experience with Sanbrains Era Technologies Pvt. Ltd.?

Particulars	No Of Respondents	Percentage of Respondents
Strongly Agree	30	30
Agree	40	40
Neutral	10	10
Disagree	10	10
Strongly Disagree	10	10
Total	100	100



INTERPRETATIO

From the above table it is found that Strongly Agree of the respondents 30%, Agree of the respondents 40%, Neutral of the respondents 10%, Disagree of the respondents 10%, Strongly Disagree of the respondents 10.

HYPOTHESIS TEST

S.NO PARTICULARS NO. OF RESPONDENTS PERCENTAGE

1	Male	40	40%
2	Female	60	60%
TOTAL		100	100%

Chi-Square Test (Goodness of Fit)

We assume that **expected gender distribution is equal (50 Male, 50 Female)** under the null hypothesis.

Step 1: Define Hypotheses

- **H₀ (Null Hypothesis):** Gender distribution is equal among respondents.
- **H₁ (Alternative Hypothesis):** Gender distribution is not equal among respondents.

Step 2: Observed vs Expected

Gender	Observed (O)	Expected (E)	(O - E) ² / E
Male	40	50	(40-50) ² / 50 = 2.0
Female	60	50	(60-50) ² / 50 = 2.0
Total			$\chi^2 = 4.0$

Chi-Square Statistic = 4.0

- **Degrees of Freedom (df)** = categories - 1 = 2 - 1 = 1
- **Critical value** at 5% significance level ($\alpha = 0.05$, df = 1) = **3.841**

Since **calculated $\chi^2 = 4.0 > 3.841$** , we **reject the null hypothesis**.

There is a statistically significant difference in gender distribution among the respondents. Gender is **not equally represented** in the sample.

S.NO PARTICULARS NO. OF RESPONDENTS PERCENTAGE

1	Price	27.7	27.7%
2	Packaging	17.4	17.4%
3	Quantity	16.8	16.8%
4	Quality	38.1	38.1%
5	Other	0.0	0.0%
	TOTAL	100	100%

Objective of ANOVA:

To test if **there is a significant difference in preference** among different product attributes (**Price, Packaging, Quantity, Quality, Other**) based on the number of respondents.

To run **One-Way ANOVA**, you need:

1. At least **3 groups**.
2. Numerical values for each group (not just percentages).
3. **Individual response values or group means + variance**.

However, your data is **aggregated (summed up)** percentages — not raw data (e.g., individual responses).

So, here's what we can do:

- **Assume** that each percentage reflects the proportion of **100 respondents**, and treat the number of respondents as group means.
- Run a **One-Way ANOVA** test on the "Number of Respondents" for the 5 groups.

Steps to Perform One-Way ANOVA (manually simplified):

1. **Number of groups (k) = 5**
2. **Total number of data points (N) = 5**
3. **Grand Mean (GM) = $(27.7 + 17.4 + 16.8 + 38.1 + 0) / 5 = 20.0$**

Sum of Squares Within Groups (SSW):

Since each group has only one value, **within-group variance is 0**, so:

$$SSW = 0SSW = 0SSW = 0$$

Degrees of Freedom:

- **Between Groups (df₁) = $k - 1 = 5 - 1 = 4$**
- **Within Groups (df₂) = $N - k = 5 - 5 = 0$ (problem here!)**

Use **Chi-Square Test** instead to test whether the observed preferences (number of respondents) are significantly different.

Would you like me to calculate the **Chi-square test for this data** instead? It would be more appropriate.

5.1 FINDINGS

- Majority (60%) of the consumers are female.
- Majority (79.3%) of the respondents are between the age group 18 to 25.
- Majority (47.7%) of the respondents have been using the product for less than a year.
- Majority (38.1%) of the respondents are influenced by the quality of the product for its purchase.
- Majority (55.4%) of the respondents use Dove soap.
- Majority (36.6%) of the respondents' brand choice is affected by brand loyalty.
- Majority (53.5%) of the respondents purchase the product frequently.
- Majority (44.5%) of the respondents strongly disagree to switch brands.
- Majority (31%) of the respondents are dissatisfied with the brand.
- Majority (32.9%) of the respondents believe that the brand is moderately recommendable.
- Majority (39.4%) of the respondents have mixed feelings about the value of the brand.
- Majority (21.9%) of the respondents are loyal consumers.

1. 5.2 SUGGESTIONS

- 1) This study identifies how effectively demographics factors like gender, age, education and occupation had an impact on consumer brand loyalty.
- 2) Based on the research findings Companies may change their marketing-mix programs for marketing of their goods.
- 3) For a brand to establish itself in India and enhance brand loyalty, a marketer needs to educate consumers, develop their interest through interactive communication and build confidence in the brand through live demonstrations and post-purchase engagement with consumers.
- 4) It is essential for an organization to conduct a regular, timely, sensitive, comprehensive, and integrated day-to-day management surveys of customer satisfaction / dissatisfaction in order to understand customers' feelings,
- 5) identify the reasons of overall satisfaction change, and adjust products and services accordingly.
- 6) The switching costs must be created by providing unique and valuable solutions for customers' problems or rewarding loyalty directly through specific incentives and advantages.
- 7) In addition to these, it should be noted that, the brand loyalty can only be achieved through a strong brand positioning which means creating and managing a brand's 'unique, credible, sustainable, and valued place in the customer's minds' and 'it revolves around a benefit that helps the product or service stand apart from the competition'.
- 8) All these measures help building long-term relationships vis-à-vis brand loyalty.

5.3 CONCLUSION

The consumer brand loyalty is apparently decreasing in recent times, attributed to several factors, viz., sophisticated advertising appeals and heavy media support, similarity of products in form, content, price, communication, sales promotion tactics of mass displays, coupons, and price specials that appeal to consumer impulse buying, general fickle mindedness of consumers in buying behaviour, growth of new products competing for shelf space and consumer attention. The reasons for variation in the degree of brand loyalty is an important area of study in the vast understanding of consumer behaviour. These differences in brand loyalty are affected by demographic factors and studying the significance of demographic factors in determining brand loyalty may help the marketers in redesigning the marketing strategy to increase brand loyalty for their products which has several benefits to the marketers and the organizations.

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