

Do you not know Our Brand? The Perceptions of Consumers of Decorative Candles

Tonny Kerley de Alencar Rodrigues¹, Ana Alice Vilas Boas², Jaime Alves da Silva³ & Keully Yasmim Moreira de Carvalho⁴

Abstract

An analysis of the Brazilian market of decorative candles which demonstrated a high consumption in recent years was performed. Thus, it becomes important to develop targeted to understand consumer behavior in relation to these products brand studies. The aim of this study is to identify factors related to the low penetration of the company brand Decora Candles in the state of Piauí, Brazil. For this, a quantitative and qualitative approach was used. A quantitative approach was restricted to a question that sought to measure the satisfaction level of the customers of the company. So overwhelmingly reported a qualitative approach using the technique of case studies. The data collection instrument used was a semi-structured script interviews containing 7 subjective questions was applied along the 30 consumers of the company between the months of March and April 2014 was found that the company needs to improve its image before the market so that it is seen and perceived by the market generating direct association with the product brand. Was realized through this study the increased power that the brand has within the administration today.

Keywords: Brand. Consumer Perception. Trademark. Decorative candles

1. Introduction

Companies are increasingly looking to satisfy their customers quickly and safely.

¹ Coppead/Federal University of Rio de Janeiro. Email: tonny.rodriques@coppead.ufrj.br

² Federal University of Lavras

³ FSA Junior Research Center / Faculdade Santo Agostinho

⁴ FSA Junior Research Center / Faculdade Santo Agostinho

With the advent of technology in the context of organizations, which helped to enhance the complexity of the task of managing the business, strengthen the brand has become something essential, therefore organizations identified that would be necessary to establish more concrete relationships with their customers, so that they could contribute in this task (Pinho, 1996).

Main authors that will be addressed in this Kotler, Laceda, and McKenna study; The main authors that will be addressed, which has a greater relevance are Keller (1993), and Srinivassan Prak (1994), Aaker (1996,1998,2000 and 2001) and Kapferer (2004) Churchill (2000), Pinho (2000), Porter (1979), Drucker (2000), Bedbury (2002), Ferreira (2000) and Zemke (1991). This paper advocates the idea that many companies have a level of knowledge about the product brand.

According to the analysis revealed the following question: How to make the brand known this company? This is a question whose answers are shown in the context of this unknown company. One realizes that the fact that the company has quality products, is not a factor able to consolidate the strength of this brand.

The present work aims to demonstrate the analysis from the point of view of the consumer through a satisfaction survey done with enterprise customers Decora Candles, where it was possible to understand the key needs and desires of customers. So to understand the importance of brand when the consumer decides to buy and estimate what the way the brand has to deal with his image, and thus become a competitor differentiated from other companies. This study seeks to ascertain the activities that are related to the act of obtaining, consuming and disposing of products / services, including the decision processes that precede and succeed these actions.

The topic of this research raises important information to the field of decorative candles, making clear the problem that the company in question has the strength of its brand, as well as their respective solutions that other companies in the same industry may be experiencing difficulty in developing . This work is can be crucial for the company as it will help you understand the best way the consumer market in which it sells its product. Although the company research object in this study operates in the market recently, it did not have in its records any record related to customer satisfaction. The research starts here aimed to study the perception of customers about the services provided by the same detecting your strengths and weaknesses and guiding improvement actions.

The content covered in the theoretical framework of this article is of great relevance to the scientific community because through analysis and research on this subject is possible to collect new and necessary information so that they can understand, in a transparent way, why the brand Decora candles not impact the way you want your target audience. When faced with such a variety of products, companies need to obtain knowledge about the buying behavior of customers, so you can solve problems with that companies tend to win, as they will be able to create new products and improve the services that meet the said by consumer demands.

2. Theoretical Frameworks

2.1 Marketing in Contemporary

According to Drucker (1992), "Marketing is so basic that it can not be considered a separate function. Business marketing is seen from the point of view of the final result, ie, from the point of view of the client. Business success is not determined by the producer but by the consumer". Kotler (2000) defines marketing as "the social process by which individuals and groups of people get what they need and what they want through creating, offering and negotiating free products and services of value with others".

According to McCarthy and Perreault (1997), marketing is a set that relates every day, several times with different brands, and they are not displaying most directly affect the way of life of customers. Tale can meet consumer demands.

The activities developed by marketing hold significant participation in the context of the organization. Customer focus becomes their primary mission: a deep knowledge of their desires and needs. Only then may be offered something that adds value. According to Porter (1979), "customers, suppliers, stakeholders and substitute products are all competitors who may be relatively prominent or active." The compound marketing mix (price, promotion, product and square) - is responsible for making noticeable this value to the prospect. For both, the key is interaction with all other company departments (organizational environment).

2.2 Relationship Marketing

According to McKenna (1992), relationship marketing means building and sustaining infrastructure of customer relationships. It is the integration of the company with customers, from design, development of industrial processes and sales.

Today the reality of relationship techniques applied in Brazilian companies marketing is still somewhat effective, especially when we talk about small business. Younger managers to be involved in various processes of the company and still have limitations in staff, infrastructure, among other problems. Focus on relationship marketing becomes a very complicated and costly task. Letting out the possibility of increasing your profits, retain more customers and a chance to innovate in their business thanks to the valuable information that customers can give about your company.

As author of expression in the area in question, Kotler (1998) defines Marketing as "human activity directed at satisfying needs and wants through exchange processes", ie, within a market. For him, the search marketing service of consumer satisfaction through business transactions, which consist of shorthand way of relationship of at least one buyer and one seller (client company).

2.3 Brand Valuation

The brand concept is given by the American Marketing Association (AMA, 2006) as a symbol, design, term, or the union of these components should verify the goods or services from a supplier or group of suppliers and differentiate them from the competition.

Among the concepts found in the literature, what stands out is that of Aaker (1998) defines symbol / or brand as a distinguished name (trademark, logo or design of the package) in order to verify the goods or services of one seller who seek always the differentiation of other products.

According to the perspective of Tavares (1998), the brand is something that differentiates the product; although being closely linked with each other, the more that are distinguished characteristic. The brand makes a relationship occurs and a replacement of abstractions between people and products.

What really differentiates the product brand is the benefit that is acquired with acquiring them, what happens to the perspective of the consumer.

Indeed, with so many companies offering products, customer loyalty would be a very expensive task cases if they used conventional methods. Ie increase the sales staff or increase the marketing people. An easier serious practical training of personnel, who have a small margin would improve the actual conditions of company and customer interaction, in which the customer talking about their needs, indirectly, would be contributing to the launch of new products (Las Casas; Garcia, 2007).

The Loyalty is the process by which a company gets as much information of their customers through questionnaires, interviews or products and services campaign, where customers will have direct influence on the type of product or service that may be offered by certain company in the future. How Souki says:

We have in mind customer loyalty. We want your purchase to be the beginning of a lasting relationship. It is five times cheaper to retain a customer than go out looking for new customers. Therefore, we must examine with care what is the segment that suits us (Souki, 2000).

The value from the perspective of marketing is understood by consumer perception. The value perceived by the customer is the difference between the expected benefits and determined the total cost of acquisition (Goldstein & Toledo, 2002). This perceived value would be the expectation that the consumer would have in relation to the products offered and the same aggregate by their need satisfaction (Woodruff & Gardial, 1996).

Each individual has different needs and expectations and can not be viewed as a unit, so they have to be treated individually, it is important that all information concerning these customers are centralized way in a system which allows the deployment of intelligent actions in which companies can recognize their customers through loyalty that they dispense the product or products manufactured by the company in question (Aaker, 1996, 2001, 2000; Bedburdy; Fenichell, 2002; Churchill, 2000).

The interactivity and customization may appear to be expensive, but contrary to what one might imagine, it can generate profits, more reasonable prices, avoids inventory, and waste. Own way this customer ends up becoming profitable for the company, of course, if it is treating it individually, and may even consume more goods and services made up the main multiplier organization. But so will the need for interactivity, ie, constant communication with the client, the "feedback" in order that any customer complaint, can be used for the company to develop several innovations and improvements because of complaints from its consumers (Ferreira, & Sganzerlla, 2000; McKenna, 1999; Zemke, & Schaaf, 1991).

From this point, it is important that the company track all customer needs for his total satisfaction as a result of the quality of both the product or service, such as the monitoring of their needs and desires, thus generating the client, the feeling of partnership is essential for the consolidation of the brand (Las casas, 2007).

3. Method

With the intention to keep confidential the company and the customers who provided the information gained through this research, the fictitious name Decora Candles was used throughout the sessions of this case study. The company Decora Candles, a shop of decorative candle factory located in Teresina-PI, has only 1yr and 8 months of market action. The choice of this organization for the proposed study was originated through a consulting service provided by students from Cátedra FSA Junior, which can be seen by examining a weakness to be improved in the company, the brand, which although being a short time market, the correct use of communication strategies could have increased the chances of success of your brand. Such a survey offers the possibility to obtain subjective information such as feelings, meanings, contentment and discontent that may materialize in the form of specific and effective management strategies.

Aim of this study was adopted from a company of decorative candles of Teresina-PI segment. However to keep secret his identity and prevent leaks of confidential information on it, and its current situation regarding the difficulties faced and reported through this analysis, we adopted a fictitious name for the same. The denomination Decora Candles was used to represent the firm focus of the study in question.

The company chosen was due to the convenience, and the author of this article provides consulting service will same, realizing the need to establish an after-sales service, in order to approach the customer with the company brand and assimilation the product offered by the same. Thus the results of this research prompted the preparation of this article.

The Decora Candles is an organization that operates in the segment of decorative candles in the state of Piauí since year 2012, with the services of high quality and durable sails. By the fact that this company is new in the market with only two years of existence a deficiency was found in administrative terms, in particular the relationship with the customers, who will have through this a good brand image on the perception of their customers, it was required the company to seek the services of business consulting company FSA Junior.

The company Decora Candles differs from the others, for it is a completely renewable product. With the hypothesis that the entrepreneur decided to invest in this market segment to be a manufacturing process easier, it does not require large investments and have little skilled labor.

The data collection instrument used was a semi-structured interview script. As for the interview process, start the database of the company, where the list had 50 registered customers who purchased the product Decora Candles since 2011 has prompted these 50 contacts were only 30 people interviewed successfully. The number of interviews was completed from the moment they realized that the answers began to repeat and not add new information. The interview time and analysis was approximately three months.

The analysis was divided into six topics to suggest due to the appreciation of the interviews, which are: the level of the client in relation to the company; meanings associated with the company; process of service delivery of the company; contentment of consumers in relation to the company; consumer complaint in relation to the company; influence of promoters clients to win new customers.

4. Results and Discussion

4.1 Relationship

Several factors influence the buying behavior of a consumer. It is perceived by the interviews, the company Decora Candles have a good relationship with your customers, and this is a distinguishing factor on the market that it intends to serve.

Why does she have a good attendance, she has a good reciprocity between customer and supplier [Beautiful Light]. She is looking so fit ... so that as we work with the decor, it seeks to meet the best possible way, it is always present in any need we have it seeks to serve well (Consumer 1).

Cultivate a relationship with each client personal and exclusive (either through social networks, post sale, sending email marketing, events, content generation or any other actions) campaigns, is certainly the ideal place to stand out amidst the competition and establish your brand in customers' minds, becoming a reference plan for them.

This good relationship can be associated with the company's quality services such as a good service. The factors that trigger consumer satisfaction are able to overlap with problems such as company location, for most consumers.

I can not opine on anything, because everything is good from the service by the clerk, customer service and delivery of merchandise I have nothing to say, nothing, all I taste and 100% good (Consumer 19).

Pay attention to what the customer has to say is crucial to improve services and improve service towards a complete satisfaction for them come and spread the buying experience with friends and acquaintances.

4.2 Brand

One important aspect that has been realized, even before the start of the interviews, even during the initial approach, where respondents were informed about what was the purpose of the link directed them was the lack of those interviewed for the company and the product brand offered by it, ie, when respondents were told that it was a survey aimed at enterprise customers "Decora candle" many did not associate the name "Decora candle" to the company in which they had bought decorative candles in recent periods time. Only after a long explanation is that customers were able to associate the product brand.

[...] Decora Candle?! What is it? **[Candle industry!]** ... Ah, yes, yes! (Consumer 22).

Decora Candle?! **(laughs)** I do not know who this company is! Is that company's candles? (Consumer 24).

Decora Candle? More for me? **[Because the lady is client of that firm!]** I am what company? I'm what? **[Client]** client? **[That]** do not even know what company is this, friend! Enlighten me more, I did not buy anything this company does not! **[You never bought the firm Decora Candle?]** Decora Candle? No, not ever bought! Just that name alone? **[Decora Candle]** ... candle decorations, is one that is there in the Memorare neighborhood? "(Consumer 25).

It is noticed that the company's brand, which should be a salient dimension, was hardly remembered by customers. The data analysis shows that the effort that the company has expended towards becoming known in the market does not have a significant impact on consumers because your brand does not have a strong advertising or a strong meaning in front of them. Such evidence reveals worrying because if the brand is not able to bring shows to the consumers mind certain attributes, functional and emotional benefits of the product and the company, the trend is that it do not buy it or buy randomly without preference for a brand or another, which is also bad company.

Strong brands have the power to create business value. Have a much higher than revenue and profit margins impact. Strong brands create competitive advantages for commanding a price and lower the cost of entry into new markets and categories. They reduce business risk and help attract and retain talented employees.

4.3 Meanings Associated Company

By asking consumers about what they thought when they spoke in the company Decora Candle was realized, through reports that there are answers that were related to the idea of decoration or lighting which evidently appeared in interviews represent utilitarian aspects of the product, after all, the company Decora Candle sells its product in order to illuminate and decorate environments in specific situations. Tangible product attributes make the individual realize certain features and instrumental use for certain purposes It's a lighting situation, okay? That has lighting (Consumer 18).

Other reports highlight the symbolic aspect of the product, through expressions like "beautification", "luxury". However, one aspect is worthy of mention because it was evidenced in the speech of some respondents. Customers perceive the company as an organization that is always trying to improve through innovation and this effort is rewarded with the title of modern or current company, ie, the one that came through their demands processes of modernity.

In ..., cry, luxury and modernity [...] (Consumer 6).

[...] **(Laughs)** No, that's all! Excellence, quality she seeks to innovate with new features in terms of candles [...] (Consumer 1).

When you talk on the company?! Decora Candle I think... I think... and... in excellence because... well, is every time I think she is trying to..., Improve (Consumer 1).

The staff well ... is ... ta accompanying modernity (Consumer 6).

Ah my friend I think turning cutest possible environment in varieties I like, okay? I like (Consumer 7).

5. Conclusion

At the end of this study confirmed the great importance of it to the company and Decora Candles for academia, because it is considered a source of research in that it is the consumer point of view of decorative candles.

It is recommended that the company seeks to work more to your brand in order to attract their customers to make them loyal by investing in advertising, creating events in order to make it more known, consolidating its brand in the market to help the loyalty of its consumers. The client needs to know that he is part of the company and that there is no obstacle between the two, and thereby creating an ombudsman that will be left at the reception flyers that can be filled by consumers in order to identify problems and improvements. Other services to be provided may be sending e-mails informing you of promotions and new products, distribution of products in social networks, and use of telemarketing services.

There were some points that limited research, one of the factors was the database of the system that was not updated, or even telephone contact customer was not placed upon the register, another limitation was also the fact that those customers who always postponed the interview and claimed not to have time to be interviewed.

The theme seeks to analyze the consumer's perspective in relation to the company's brand of decorative candles, considering this an issue that needs to be further researched by other authors. It is expected that the next scientific papers on the issues from the consumer perspective to the company are discussed and always having a good theoretical foundation. This study has achieved its goal, presenting measures the company can adopt to improve the strength of your brand in front of your target audience and the market in general.

References

- Aaker, D. A. (1998). *Brand Equity: Gerenciamento o valor da marca*. Trad. André Andrade. São Paulo: Negócio.
- _____. (2001). *Administração estratégica de mercado*. Porto Alegre: Bookman.
- _____. (1996). *Criando e administrando marcas de sucesso*. Tradução Eduardo Lassere. São Paulo. São Paulo: Futura.
- Aaker, D. A., & Joachimsthaler, E. (2000). *Como Construir marcas líderes*. Tradução Bazâm Tecnologia e lingüística. 2. Ed. São Paulo: Futura.
- Bedbury, S., & Fenichell, S. (2002). *O novo mundo das marcas: 8 princípios pra sua marca conquistar liderança*: Cristina Serra. Rio de Janeiro: Campus.
- Churchill jr., Gilbert A., & Peter, J. P. (2000). *Marketing: criando valor para o cliente*. São Paulo: Saraiva.
- Drucker, P. F. (2000). *A Nova Era da Administração*. São Paulo : Pioneira, 1992. SOUKI, Ômar. *Paixão por marketing: o fantástico diferencial dos gênios*. Belo Horizonte: Souki House.
- Ferreira, S., Sganzerlla, S. (2000). *Conquistando o consumidor: O Marketing de Relacionamento como Vantagem Competitiva das Empresas*. São Paulo: Editora Gente.
- Kloter, P. (1998). *Administração de Marketing: análise, planejamento, implementação e controle*. Trad. Ailton Bom fim Brandão. 5ª Ed. São Paulo: Editora Atlas.
- Kotler, P. (2000). *Administração de Marketing. A edição do novo milênio*. Prentice hall.
- Keller, K. L. (1993). *Conceptualizing, measuring and managing customer-based brand equity*. *Journal of marketing*, Chicago, 57(1), 1-22.
- Lacerda, T. S. (2007). *Teorias da ação e o comportamento do consumidor: Alternativas e contribuições aos modelos de Fishbein e Ajzen* in: ANPAD, 31. Rio de Janeiro. Anais, Rio de Janeiro.
- Las Casas, A. L. Garcia, M. T. (2007). *Informação em Marketing: Utilização da tecnologia da informação como diferencial em estratégias de marketing*. São Paulo: Novatec Editora.
- McCarthy, E.J., & Perreault Júnior, W.D. (1997) *Marketing essencial: uma abordagem gerencial e global*. 1 ed. São Paulo: Atlas.
- McKenna, R. (1999). *Marketing de Relacionamento*. Rio de Janeiro: Campus.
- McKenna, R. (1992). *Marketing de Relacionamento*. Rio de Janeiro: Campus.
- Pinho, J.B . (1996). *O poder das marcas*. São Paulo:Summus Editorial.
- Porter , M. (1979). *Como forças competitivas moldam a estratégia*. Harvard Business Review.
- Tavares, M. C. (1998). *A Força da Marca. Como construir e manter marcas Fortes*. São Paulo: Harbra.
- Zemke, R., & Schaaf, D. (1991). *A nova estratégia do Marketing: Atendimento ao cliente*. São Paulo: Editora Harbra.