

# Brand Awareness towards Caravan Services in India

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**Abstract:** *This article explores the burgeoning popularity of caravan services in India, underscoring brand awareness as a crucial factor for success in this nascent industry. With a focus on India's rich cultural and geographical diversity, the paper examines how caravan tourism offers a unique blend of freedom, adventure, and mobility, appealing to contemporary adventurers seeking to explore the country in a novel way. Through a detailed analysis of factors influencing brand awareness such as advertising, customer reviews, service quality, and regional preferences the study highlights the strategic importance of marketing investments, exceptional service delivery, technological integration, and community engagement in building a strong brand presence. It further discusses the role of demographics in shaping perceptions of caravan services, providing insights for service providers to tailor their offerings. The findings suggest that a robust brand awareness strategy can significantly enhance customer trust, loyalty, and ultimately, market share in India's competitive tourism landscape.*

**Keywords:** caravan tourism, brand awareness, marketing strategies, consumer behavior

## 1. Introduction

In an era marked by a transformative shift in the concept of travel, caravan services have emerged as a symbol of freedom, adventure, and boundless possibilities. Caravanning transcends traditional travel boundaries, offering a unique fusion of mobility, comfort. This article delves into the captivating world of caravan services, unravelling the factors contributing to its surge in popularity and its undeniable allure for contemporary adventurers.

India, renowned for its diverse landscapes, rich cultural tapestry, and varied topography, has witnessed a notable trend in recent years—the ascendance of caravan tourism. Caravan services, providing travellers with a distinctive and mobile approach to exploring the country, have garnered significant attention. However, for this nascent industry to flourish, it must adeptly navigate the intricate path of brand awareness.

Brand awareness emerges as the linchpin of any successful marketing strategy in the realm of caravan services in India. It encapsulates the extent to which potential travelers and adventure enthusiasts are acquainted with and recognize caravan service providers. A heightened level of brand awareness holds the promise of fostering increased trust, customer loyalty, and, ultimately, a surge in bookings.

To fortify brand awareness in this dynamic sector, providers must consider various influential factors. Effective advertising and promotion are paramount, necessitating strategic investments in comprehensive marketing campaigns spanning diverse channels, including social media, travel magazines, and online platforms. The impact of customer reviews and word-of-mouth recommendations is amplified in the digital age, underscoring the importance of

consistently delivering exceptional services to garner positive feedback and inspire brand loyalty.

The diverse regional landscape of India adds an additional layer of complexity to the equation, requiring providers to tailor their strategies to accommodate local preferences and demographics. Successful brand awareness strategies entail not only marketing investments but also the delivery of exceptional service, the integration of technology to streamline booking processes, and meaningful engagement with local communities.

The integration of technology, including user-friendly websites and mobile applications, serves as a strategic tool to streamline booking processes and uplift the overall customer experience, contributing significantly to brand visibility. Engaging with local communities is equally crucial, as it not only promotes tourism but also fosters a sense of belonging for travellers, thereby building brand loyalty and reinforcing brand awareness.

### **Factors influencing brand awareness:**

Several factors play a pivotal role in shaping brand awareness within the caravan services industry in India:

- 1) Advertising and Promotion: Effective marketing campaigns and advertising efforts are keys for a creating brand recognition. Caravan service providers must invest in promoting their services through various channels, including social media, travel magazines, and online platforms.
- 2) Customer Reviews and Word-of-Mouth: In the age of online reviews and social media, the opinions and experiences of previous customers can significantly impact brand awareness. Positive reviews and word-of-mouth recommendations can boost a company's reputation, while negative feedback can have the opposite effect.

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- 3) Quality of Services: The quality of services provided by caravan operators is fundamental. The satisfied customers usually tend to recommend and remember a brand, while poor service can tarnish a company's image.
- 4) Regional Variations: India's vast diversity extends to travel preferences. Brand awareness may vary across different regions and states. Caravan service providers must tailor their marketing strategies to suit local preferences and demographics.
- 2) Caravan Tourism: Next big thing for tourism in India; Know all about it here. 20<sup>th</sup> April, 2022- Flee Online
- 3) Camper vans are a cool way to travel slow in India, 29<sup>th</sup> June, 2022- Shika Shah
- 4) Caravan Tourism in India: The Rising Trend in Travel & Tourism 20<sup>th</sup> June, 2023- Caravan life
- 5) Caravans Market Size and Share Analysis and Forecast 2023-2030 27<sup>th</sup> July, 2023- Business Growth Reports
- 6) Policy for development and promotion of caravan and caravan camping parks Ministry of Tourism, Government of India.

To enhance brand awareness, caravan service providers in India must chart a strategic course:

- 1) Invest in Marketing: Allocate resources for comprehensive marketing campaigns that highlight the unique experiences offered by caravan services. Engage with potential customers on social media and travel forums.
- 2) Deliver Exceptional Service: Consistently provide high-quality services to earn positive reviews and customer loyalty. Address customer concerns promptly to maintain a positive brand image.
- 3) Leverage Technology: Use technology to streamline booking processes and enhance the customer experience. A user-friendly website and mobile app can significantly boost brand visibility.
- 4) Engage Local Communities: Forge partnerships with local communities to promote tourism and create a sense of belonging for travellers. This can help build brand loyalty and enhance brand awareness.

## 2. Review of Literature

A literature review, a cornerstone of academic and research endeavours, serves as a comprehensive and critical summary analysis of existing research articles, books, and other relevant sources pertaining to a specific topic or research question. Commonly incorporated into academic works such as thesis, dissertations, research proposals, and scholarly articles, the literature review plays a pivotal role in contextualizing and framing the research within the broader academic discourse.

The primary objective of a literature review is multifaceted. Firstly, it aims to thoroughly examine and understand the body of existing knowledge on the chosen topic. This involves a meticulous review of scholarly contributions, theoretical frameworks, methodologies, and empirical findings. Secondly, it serves to showcase the researcher's grasp of the current state of knowledge in the field, highlighting key themes, debates, and trends. Thirdly, and perhaps most crucially, a literature review helps identify gaps, inconsistencies, or areas where further research is warranted. This critical analysis contributes to the formulation of a research question or hypothesis, guiding the direction of the subsequent study.

- 1) How We Built Our Own Travel Caravan & Launched a Rental Business 10<sup>th</sup> May, 2022- Krystelle Dsouza

## 3. Research Methodology

The research methodology is a systematic and integral component designed to address and resolve a specific research problem. Its clarity, specificity, and objectivity are paramount, serving as a guiding framework for the entire research process. This chapter elucidates the chosen research methodology for the conducted research work, providing insights into its key components.

Firstly, the chapter outlines the research objectives, articulating the overarching goals and intended outcomes of the study. Subsequently, it delves into the research design, elucidating the blueprint that structures the investigation and aligns with the research goals. This section often includes considerations such as the type of study (e.g., qualitative, quantitative, or mixed-methods), sampling methods, and data collection procedures.

### Target Population

For this study, the target population are the people above 18 years old.

### Data collection and Sampling:

It is a primary data collected from the respondents using a structured questionnaire, which is framed based on Likert scale. Developing separate questionnaires for each variable under study emphasizes a commitment to rigorous and comprehensive investigation of the complex relationships between variables.

Sampling method used was **Convenience sampling method**.

### Sample size:

200

### Tools of Analysis:

The data collected from sources is analysed and interpreted in a systematic manner with the help of PSPP tool.

### Techniques for data analysis:

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups to determine whether there is statistical evidence that the associated population means are significantly different.

4. Data Analysis

Demographics

Age		N	Mean	Std. Deviation	F	df	Sig.
GP	1	128	10.15	2.05	0.23	1	0.633
	2	70	10	2.14		196	
	Total	198	10.1	2.08		197	
PEC	1	128	17.13	4.19	35.28	1	0
	2	70	12.8	6		196	
	Total	198	15.6	5.32		197	
MI	1	129	16.63	4.37	26.44	1	0
	2	70	12.99	5.44		197	
	Total	199	15.35	5.07		198	
OE	1	128	21.05	5.79	22.93	1	0
	2	70	16.36	7.88		196	
	Total	198	19.39	6.96		197	

ANOVA

Gender		N	Mean	Std. Deviation	F	df	Si
GP	1	194	10.08	2.08	0.77	1	0.381
	2	4	11	2.16		196	
	Total	198	10.1	2.08		197	
PEC	1	194	15.59	5.37	0.02	1	0.88
	2	4	16	1.63		196	
	Total	198	15.6	5.32		197	
MI	1	195	15.34	5.11	0.03	1	0.873
	2	4	15.75	3.1		197	
	Total	199	15.35	5.07		198	
OE	1	194	19.39	7	0.01	1	0.918
	2	4	19.75	4.99		196	
	Total	198	19.39	6.96		197	

Interpretation:

- 1) The data presents four different variables (GP, PEC, MI, and OE) with two gender groups (1 and 2). For each variable, it shows the means and standard deviations for both groups and the overall total.
- 2) The data presents statistics for four variables (GP, PEC, MI, OE) across two gender groups. For all variables, there are no significant gender differences (p-values > 0.05), indicating that gender does not have a significant impact on these measures. The sample sizes, means, and standard deviations vary for each variable.

5. Findings

The study aims to delve into the impact of demographic factors, including gender, age, income, and education, on brand awareness within the domain of caravan services in India. By exploring these variables, the research seeks to unearth crucial insights into how different demographic segments perceive and engage with caravan services. The analysis will not only uncover potential patterns but also discern statistically significant differences, shedding light on the nuanced dynamics between demographic characteristics and brand awareness. This research has the potential to contribute valuable information for marketers and businesses operating in the caravan services sector, enabling them to tailor their strategies based on the distinct preferences and perceptions of diverse demographic groups in the Indian context.

6. Conclusion

In conclusion, brand awareness emerges as the linchpin for success in the dynamic and burgeoning caravan services market within India's tourism industry. The increasing popularity of caravan travel has elevated competition among service providers, underscoring the critical importance of a robust and enduring brand presence. Primarily, a strong brand serves as a foundation for building trust and credibility, vital considerations in an industry where safety and reliability are paramount. Moreover, it becomes a catalyst for fostering customer loyalty, as satisfied travellers are more likely to not only return but also recommend the service to others.

The research conducted will furnish a comprehensive analysis of key findings, offering valuable insights into the intricate relationship between brand awareness and consumer behaviour within the Indian caravan services industry. The implications drawn from this analysis will contribute to the refinement of marketing strategies, with practical applications tailored to the unique demands of the market. Additionally, the research will identify potential areas for further exploration, ensuring a continuous and informed evolution of marketing approaches within this sector.

Brand awareness serves as a distinguishing factor, setting a caravan service apart from its competitors and providing a platform to showcase unique strengths. Whether it be through eco-friendly offerings, exceptional service

standards, or distinctive caravan designs, an established brand presence enables a service to highlight its competitive advantages.

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### Declaration

I, Mr. G. Abhishek that this project titled “Brand awareness towards Caravan services in India” is the original work done by me under the guidance of Dr. Arijit Santikary, Associate Professor - Marketing, Siva Sivani Institute of Management, Secunderabad.

I further declare that it is the original work made by me as a part of my Post Graduate Diploma in Management.

Place: Hyderabad

Name of the student: Gagumogga Abhishek

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