Impact On Brand Awareness Of Consumables Due To Disruptive Marketing

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| ARTICLE INFO	ABSTRACT
	The research paper aims to study the impact disruptive marketing creates on brand awareness level in the minds of consumers. Using the popular David Aaker model of awareness pyramid, the awareness level of brands is checked at each level. If the impact is positive at any of the three higher order level (recognition, recall or top poof mind) the hypothesis is accepted. Disruptive marketing efforts are noted at multiple aspects of marketing like the product, price, place, promotion and packaging. The study has proved that disruptive marketing impacts positively at some or the other level of awareness. Tools like likert scale and chi square, descriptive statistics like percentages and graphs have been used to test the hypothesis. Hypothesis is proved on acceptance of five dimensions of the said tools of marketing. **Keywords:** Disruptive marketing, Brand awareness, Marketing mix, 5 Ps.

INTRODUCTION

Brand awareness is a concept used by marketers to know the level of knowledge about a brand in the minds of the customer. It helps to know the brand's familiarity or non-familiarity of the brand to the consumer through the purchase process and thereafter. Awareness is measured using a pyramid model given by **David Aaker** in 1991. Brand awareness pyramid has four levels, viz: unaware, recognition, recall and top of the mind. Another model on this line added dominance of the brand. The entire model of brand awareness revolves around two major components i.e. recognition and recall.   Recognition is the ability to recognize something you have seen before, while recall is the ability to remember something without being prompted. Based on the clues and prompts the ability to remember or associate with the brand is noted. When the consumer is unaware of the brand completely, the brand is placed at the base of the pyramid under the tag of '**Unawareness**'. When the consumer is able to recognise the brand with some aid, it is placed under the band of '**Recognition**'. If the consumer is able to recognise the brand without any aid, it is tagged as '**Recall**'. '**Top of the mind**' is the brand category where brands are always on the instant or first response in the product category.

Brand Awareness Pyramid by David Aaker (1991)
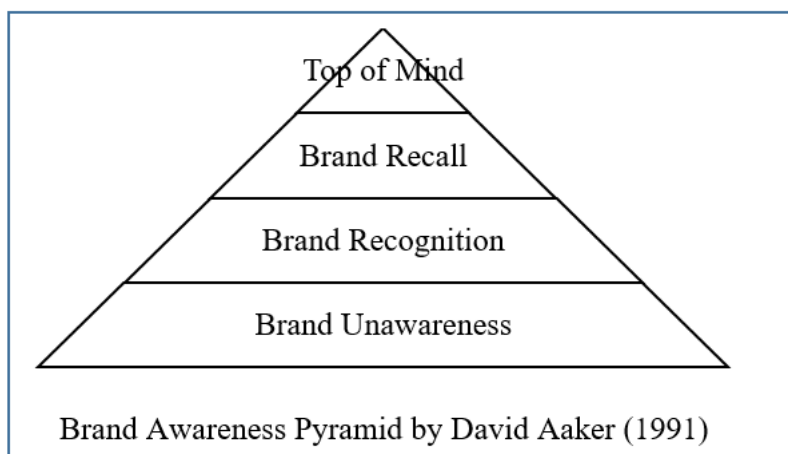
These prompts involve the various marketing efforts undertaken by marketers. Marketers always strive to do something new to reach the consumers and stay relevant in the market. The marketing efforts chosen by the

companies range from the traditional tried and tested methods to new contemporary modes to even going experimental. The later, **experimental tactics**, are categorized as disruptive marketing. The term **disruptive marketing** thus equals to trying new and **unconventional methods in marketing**.

The various marketing efforts wrap around the product offered by the company, its pricing, distribution and communication. Efforts have also been started towards emphasizing attractive packaging. Thereby making marketing efforts largely around the term marketing mix that was coined by E. Jeome Mc Carthy. Marketing mix includes the 4 Ps: **Product, Price, Place and Promotion.** Modern marketers have also included the fifth P i.e. **Packaging.**

Brands like Maggie, Vodafone, Blink It, Ariel and Lays have adopted multiple innovative marketing strategies over the period of time. Of the many campaigns like 2 minute mein khusiyann, bus 2 minute, etc...**Maggie's 'Me and Meri Maggie'** campaign emphasized on new and innovative uses of the old **product**, instant noodles. Likewise **Vodafone** from the time of it being Hutch and Orange was known for its quality and efficient service but at a premium price. Thus the '**Zoo Zoo**' campaign symbolized a uniform mass appeal to project best services at reduced prices by notifying people on reduced call rates and charges. **Blink It** was a takeover from Grofers as a brand. The older brand name didn't reach the audiences well in terms of what the product was. Hence to communicate the service and the revamped image, Blink It's, '**10 minute mein delivery**' highlighted the prompt distribution, the **place** mix of marketing. Communication has always been the heart of branding. Brands promote themselves through socially relevant campaigns to hit the audiences with strong brand building. **Ariel** came with its '**Share the Load**' series of advertisements as **promotion** of stronger brand in minds of consumers where the opposite gender, men can do laundry and other house chores to share the domestic responsibilities with the women of the house. Lastly, the **packaging** which also plays a crucial role in marketing was targeted by **Lays**. Lays came with '**Spread a Smile**' campaign with smile face on the packets in a manner that when held close to face, it appeared the consumer smiling by camouflaging the face and pack.

This paper stands to study the impact of disruptive marketing on brand awareness level of five different brands who have adopted disruptive marketing in the avenue of these 5Ps.

RESEARCH DESIGN

The research paper is written on the basis of data collected from 106 respondents selected through convenient random sampling using a structured questionnaire. Theoretical references have been taken from secondary sources of data collection. Data is tested using descriptive statistical tools like percentage and graphical presentation using tables and charts. Hypothesis is tested using Chi square test. Data is also collected and analyzed using Likert scale.

OBJECTIVES

1. To study the impact on brand awareness of disruptive product mix strategy adopted by Maggie via Me and Meri Maggie campaign.
2. To understand the brand awareness level of Vodafone's Zoo Zoo Campaign with reference to price mix.
3. To apply brand awareness pyramid for Blink It on the basis of its disruptive place mix with respect to 10 minute mein delivery campaign.
4. To comprehend the influence of innovative promotion mix campaign of Ariel – Share the Load
5. To analyze the effect on brand awareness of Lays after the experimental Spread the Smile packaging.

HYPOTHESIS

H_0: Disruptive marketing does not impact brand awareness
H_1: Disruptive marketing impacts brand awareness
To accept the alternate hypothesis H_1, all five sub hypothesis are to be accepted.
(i) H_0: Disruptive marketing does not impact brand awareness of Maggie.
H_{11}: Disruptive marketing impacts brand awareness of Maggie.
(ii) H_0: Disruptive marketing does not impact brand awareness of Vodafone.
H_{12}: Disruptive marketing impacts brand awareness of Vodafone.
(iii) H_0: Disruptive marketing does not impact brand awareness of Blink It.
H_{13}: Disruptive marketing impacts brand awareness of Blink It.
(iv) H_0: Disruptive marketing does not impact brand awareness of Ariel.
H_{14}: Disruptive marketing impacts brand awareness of Ariel.
(v) H_0: Disruptive marketing does not impact brand awareness of Lays.
H_{15}: Disruptive marketing impacts brand awareness of Lays.

When there is absences of disruptive marketing the brand awareness level is comparatively low. In the presence of disruptive marketing efforts the brand awareness level rises to brand recognition or recall or to top of mind level. To accept alternative sub hypothesis H_{11}, H_{12}, H_{13}, H_{14}, and H_{15}, a rise in level of awareness must be noted at least one of the levels. This implies that sub hypothesis must be accepted at least one level from brand recognition, brand recall or top of the mind.

DATA ANALYSIS AND INTERPRETATION

The research paper collected data from 106 respondents across all age groups and genders. The bifurcation is presented as below in Table 1 and graphically in Charts 1 (a) and 1(b). The survey collected responses from 59 females and 47 males. They ranged from age group of below 18 years 3 respondents, and above 51 years 8 respondents. 10, 12 and 15 were from the age groups 26 to 30 years, 22-25 years and 18 to 21 years respectively. A majority respondents, 58 belonged to the age group 31 to 51 years.

Table 1: Number of Respondents

Age	Gender	No. of respondents
Below 18 years	Male	2
	Female	1
18 - 21 years	Male	9
	Female	6
22 - 25 years	Male	4
	Female	8
26 - 30 years	Male	3
	Female	7
31 - 51 years	Male	25
	Female	33
Above 51 years	Male	4
	Female	4
TOTAL		**106**

Source: Primary Data

Chart 1 (a): Age wise responses   Chart 1(b): Gender wise responses
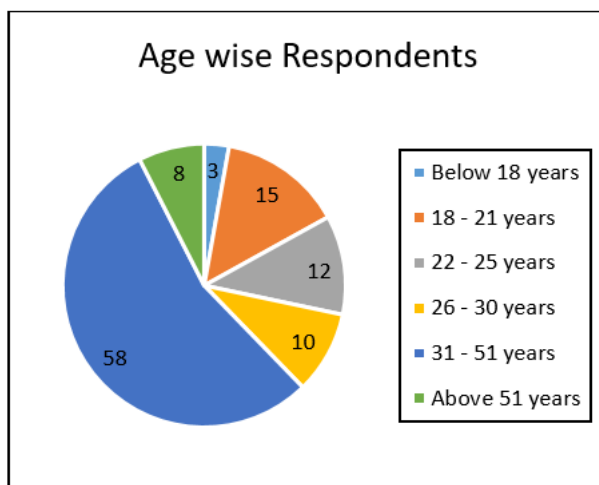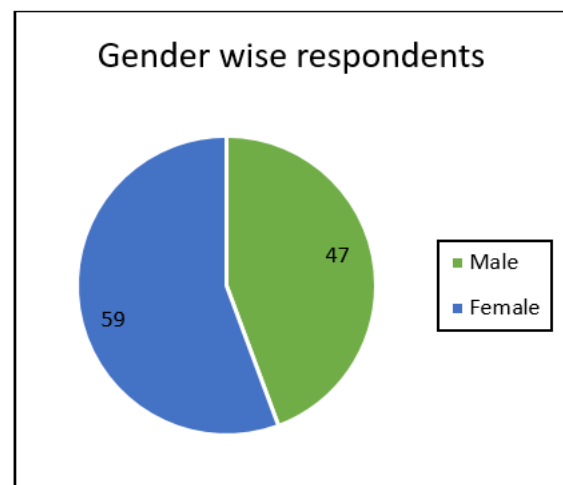
Source: Primary Data

Each of the respondent was asked about the medium of marketing that they are exposed to. This medium was a means to reach out the innovative marketing measures adopted by the brands. The respondents were asked to select all relevant options that they are exposed to. The list covered broadcast media like television and radio, print media like newspapers and magazines, social media like Instagram, Watsapp, Facebook, Snapchat and the like, mobile promotions like notifications, in app, play store, messages and the like, recommendations from friends, families, influencers, shop keepers, reviews and other whom they interact with, outdoors like billboards, hoardings, standees, window display and any other medium

Chart 2: Media exposure for each medium
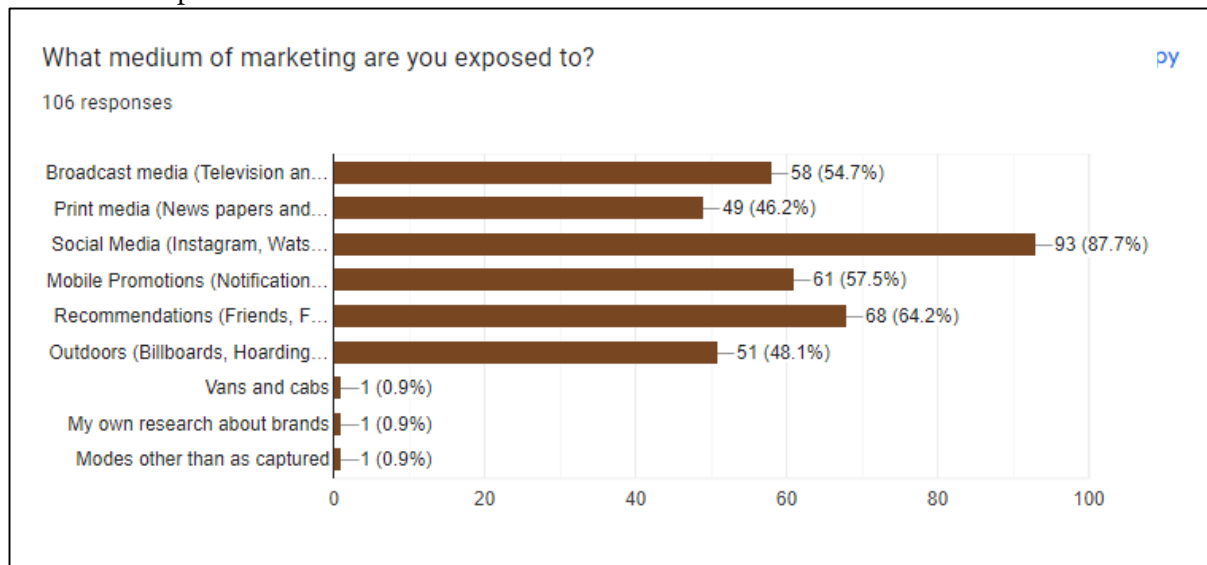
Source: Primary Data

The media exposure to social media was highest approximately 88 percentage and print media had the least exposure of approximately 46 percentage. Similarly low exposure was to outdoor mediums with approximately 48 percentage. Mobile phones as a tool for promotion and the traditional broadcast media had approximately 58 and 55 percentage exposure. Recommendations and word of mouth was trusted by approximately 64 percentage.

For studying the impact on brand awareness level of disruptive marketing the researcher has analyzed each brand individually.

BRAND AWARENESS LEVEL OF MAGGIE (PRODUCT MIX)
H_0: Disruptive marketing does not impact brand awareness of Maggie.
H_{11}: Disruptive marketing impacts brand awareness of Maggie.

Unawareness
For the base level i.e. unawareness, it was found that there was knowledge about Maggie. 95 out of 106 respondents were aware about this brand in the category of instant noodles as highlighted in table 2.

Table 2: Awareness about Maggie

Age	Gender	Maggie	Others
Below 18 years	Male	2	0
	Female	1	0
18 - 21 years	Male	9	0
	Female	5	1
22 - 25 years	Male	3	1
	Female	6	2
26 - 30 years	Male	3	0
	Female	7	0
31 - 51 years	Male	23	2
	Female	31	2
Above 51 years	Male	1	3
	Female	4	0
TOTAL		95	11
		106	

Source: Primary Data

Brand Recognition
For Maggie the recognition of the product mix was communicated through Me and Meri Maggie campaign. This campaign bought crowd stories about the usage of Maggie instant noodles their way. There were multiple innovative usages of Maggie highlighted than just regular boiled instant noodles. The impact of this campaign can be seen from the table 3 below.

Table 3: Brand Recognition for Maggie

Age	Gender	Maggie (Me and Meri)	Others
Below 18 years	Male	2	0
	Female	1	0
18 - 21 years	Male	8	1
	Female	5	1
22 - 25 years	Male	2	2
	Female	7	1
26 - 30 years	Male	2	1
	Female	7	0
31 - 51 years	Male	21	4
	Female	28	5
Above 51 years	Male	1	3
	Female	4	0
TOTAL		88	18
		106	

Source: Primary Data

The impact of the campaign is tested using chi square test at 0.05 level of significance.

Table 4: Chi Sqaure Table for Table 3

Chi Square	χ^2	0.5315
Degree of freedom	df	5
P value at 0.05 level		11.07

Since Calculated χ^2 (0.5315) < Critical χ^2 (11.07)
H_0 is accepted.

Brand Recall

A recall happens when there is no reference provided for brand association and yet the consumer is able to identify or recall the brand. The innovative Me and Meri Maggie campaign's recall was analyzed using descriptive statistical tool of percentage at base of 75 percent. This implies that if 75 percentage of the respondents can recollect the brand without any prompt of the disruptive strategy, then it is considered as high recall.

Table 5: Brand Recall for Maggie

Age	Gender	Maggie	Others
Below 18 years	Male	0	2
	Female	0	1
18 - 21 years	Male	0	9
	Female	0	6
22 - 25 years	Male	0	4
	Female	1	7
26 - 30 years	Male	0	3
	Female	0	7
31 - 51 years	Male	0	25
	Female	2	31
Above 51 years	Male	0	4
	Female	0	4
TOTAL		3	103
		106	

Source: Primary Data

Here the disruptive campaign was able to create recall for 3 out of 106 respondents i.e. 2.83 percent.
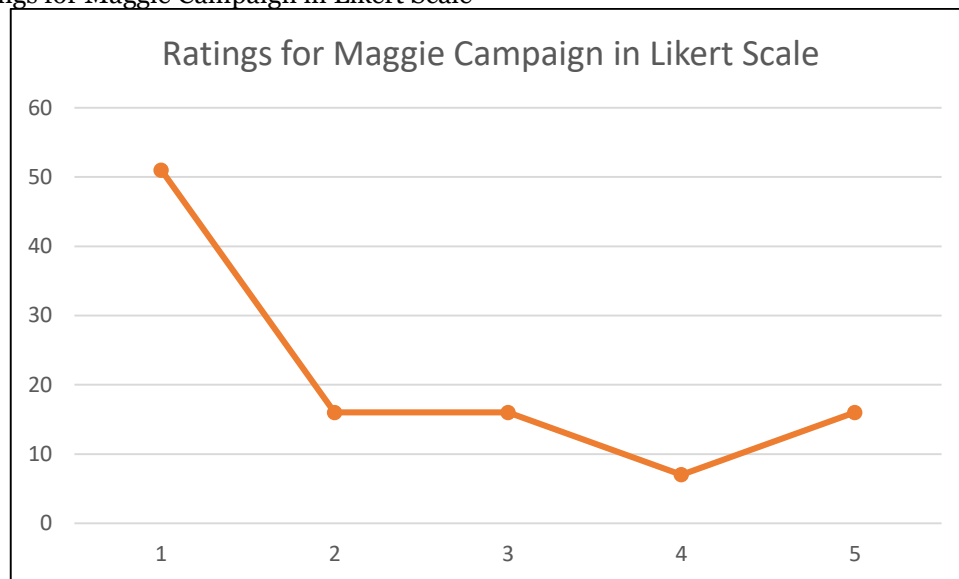H_0 is accepted.

Top of mind

For evaluating the top of the mind position of awareness, Likert scale was used. On a 5 point scale the awareness of Maggie's said campaign was checked with 1 being easiest to recollect and 5 being difficult. The results are as summarized in a Table 6 below followed by a line chart.

Table 6: Rating for Maggie Campaign on Likert Scale

Rating	Number of respondents
1	51
2	16
3	16
4	7
5	16
Total	106

Source: Primary Data

Chart 3: Ratings for Maggie Campaign in Likert Scale

Source: Primary Data

As the graph and table representation show an easy recall for maximum number of responses, H_o is rejected. H_1 is accepted.

BRAND AWARENESS LEVEL OF VODAFONE (PRICE MIX)

H_o: Disruptive marketing does not impact brand awareness of Vodafone.
H_{12}: Disruptive marketing impacts brand awareness of Vodafone.

Unawareness

For the base level i.e. unawareness, it was found that there was knowledge about Vodafone. 37 out of 106 respondents were aware about this brand in the category of telecommunication service provider as highlighted in table 7.

Table 7: Awareness about Vodafone

Age	Gender	Vodafone	Others
Below 18 years	Male	1	1
	Female	0	1
18 - 21 years	Male	1	8
	Female	0	6
22 - 25 years	Male	0	4
	Female	2	6
26 - 30 years	Male	2	1
	Female	3	4
31 - 51 years	Male	11	14
	Female	15	18
Above 51 years	Male	1	3

	Female	1	3
TOTAL		37	69
		106	

Source: Primary Data

Brand Recognition

For Vodafone the recognition of the price mix was communicated through Zoo Zoo campaign. This campaign bought in to light the reduced and affordable, customized data plan and charges of Vodafone through a creative mascot which was identifiable by all as it had a secular name (Zoo Zoo), common physical attributes. Audiences could relate to Zoo Zoo as themselves, who was doing all those activities that any common man would involve or get into. The impact of this campaign can be seen from the table 8 below.

Table 8: Brand Recognition for Vodafone

Age	Gender	Vodafone (Zoo Zoo)	Others
Below 18 years	Male	2	0
	Female	1	0
18 - 21 years	Male	7	2
	Female	6	0
22 - 25 years	Male	4	0
	Female	6	2
26 - 30 years	Male	3	0
	Female	7	0
31 - 51 years	Male	25	0
	Female	33	0
Above 51 years	Male	4	0
	Female	3	1
TOTAL		88	101
		106	

Source: Primary Data

The impact of the campaign is tested using chi square test at 0.05 level of significance.

Table 9: Chi Sqaure Table for Table 8

Chi Square	χ^2	0.053742
Degree of freedom	df	5
P value at 0.05 level		11.07

Since Calculated χ^2 (0.053742) < Critical χ^2 (11.07)
H_0 is accepted.

Brand Recall

A recall happens when there is no reference provided for brand association and yet the consumer is able to identify or recall the brand. The creative Zoo Zoo campaign's recall was analyzed using descriptive statistical tool of percentage at base of 75 percent. This implies that if 75 percentage of the respondents can recollect the brand without any prompt of the disruptive strategy, then it is considered as high recall.

Table 10: Brand Recall for Vodafone

Age	Gender	Vodafone	Others
Below 18 years	Male	1	1
	Female	0	1
18 - 21 years	Male	0	9
	Female	2	4
22 - 25 years	Male	1	3
	Female	2	6
26 - 30 years	Male	1	2
	Female	6	1
31 - 51 years	Male	3	22
	Female	8	25
Above 51 years	Male	0	4
	Female	0	4
TOTAL		24	82
		106	

Source: Primary Data

Here the disruptive campaign was able to create recall for 24 out of 106 respondents i.e. 22.64 percent. H_o is accepted.

Top of mind

For evaluating the top of the mind position of awareness, Likert scale was used. On a 5 point scale the awareness of Vodafone's said campaign was checked with 1 being easiest to recollect and 5 being difficult. The results are as summarized in a Table 11 below followed by a line chart.

Table 11: Rating for Vodafone Campaign on Likert Scale

Rating	Number of respondents
1	49
2	12
3	17
4	12
5	16
Total	106

Source: Primary Data

Chart 4: Ratings for Vodafone Campaign in Likert Scale
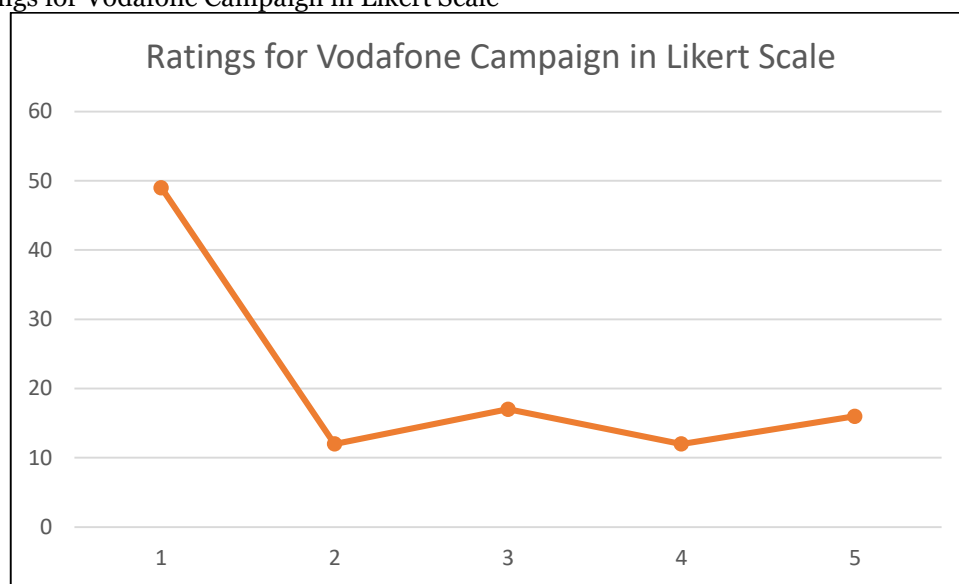
Source: Primary Data

As the graph and table representation show an easy recall for maximum number of responses, H_o is rejected. H_1 is accepted.

BRAND AWARENESS LEVEL OF BLINK IT (PLACE MIX)

H_o: Disruptive marketing does not impact brand awareness of Blink It.
H_{13}: Disruptive marketing impacts brand awareness of Blink It.

Unawareness

For the base level i.e. unawareness, it was found that there was knowledge about Blink It. 7 out of 106 respondents were aware about this brand in the category of online delivery application as highlighted in table 12.

Table 12: Awareness about Blink It

Age	Gender	Blink It	Others
Below 18 years	Male	0	2
	Female	0	1
18 - 21 years	Male	0	9
	Female	2	4
22 - 25 years	Male	1	3
	Female	1	7
26 - 30 years	Male	0	3
	Female	0	7
31 - 51 years	Male	1	24

	Female	1	32
Above 51 years	Male	0	4
	Female	1	3
TOTAL		7	99
		106	

Source: Primary Data

Brand Recognition

For Blink It the recognition of the place mix was communicated through 10 minute mein delivery campaign. This campaign highlighted the strong distribution network of Blink It by promising to deliver in 10 minutes anything and everything required by customer at any location. It paved disruption in the place mix component of marketing mix. They carved a niche for swift and instant delivery catering to the distribution network of the marketers. The impact of this campaign can be seen from the table 13 below.

Table 13: Brand Recognition for Blink It

Age	Gender	Blink It (10 minute mein delivery)	Others
Below 18 years	Male	2	0
	Female	1	0
18 - 21 years	Male	9	0
	Female	5	1
22 - 25 years	Male	4	0
	Female	7	1
26 - 30 years	Male	3	0
	Female	6	1
31 - 51 years	Male	22	3
	Female	30	3
Above 51 years	Male	3	1
	Female	4	0
TOTAL		96	10
		106	

Source: Primary Data

The impact of the campaign is tested using chi square test at 0.05 level of significance.

Table 9: Chi Sqaure Table for Table 8

Chi Square	χ^2	0.987445
Degree of freedom	df	5
P value at 0.05 level		11.07

Since Calculated χ^2 (0.987445) < Critical χ^2 (11.07)
H_0 is accepted.

Brand Recall

A recall happens when there is no reference provided for brand association and yet the consumer is able to identify or recall the brand. The experimental 10 minute mein delivery campaign's recall was analyzed using descriptive statistical tool of percentage at base of 75 percent. This implies that if 75 percentage of the respondents can recollect the brand without any prompt of the disruptive strategy, then it is considered as high recall.

Table 10: Brand Recall for Blink It

Age	Gender	Blink It	Others
Below 18 years	Male	0	2
	Female	0	1
18 - 21 years	Male	4	5
	Female	1	5
22 - 25 years	Male	1	3
	Female	2	6
26 - 30 years	Male	1	2
	Female	0	7
31 - 51 years	Male	1	24
	Female	3	30
Above 51 years	Male	0	4

	Female	0	4
TOTAL		13	93
		106	

Source: Primary Data

Here the disruptive campaign was able to create recall for 13 out of 106 respondents i.e. 12.26 percent. H_0 is accepted.

Top of mind
For evaluating the top of the mind position of awareness, Likert scale was used. On a 5 point scale the awareness of Blink It's said campaign was checked with 1 being easiest to recollect and 5 being difficult. The results are as summarized in a Table 11 below followed by a line chart.

Table 14: Rating for Blink It Campaign on Likert Scale

Rating	Number of respondents
1	46
2	19
3	12
4	16
5	13
Total	106

Source: Primary Data

Chart 5: Ratings for Blink It Campaign in Likert Scale
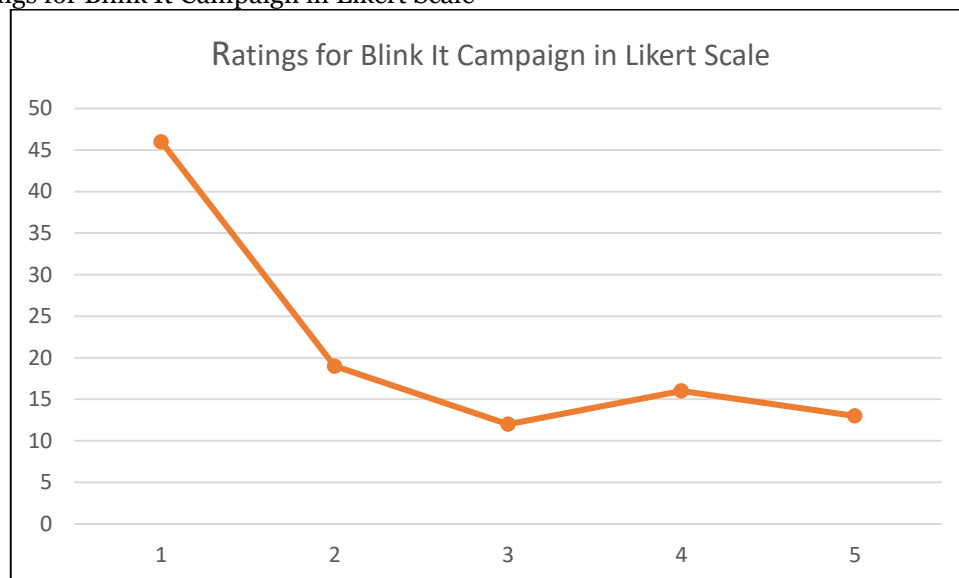
Source: Primary Data

As the graph and table representation show an easy recall for maximum number of responses, H_0 is rejected. H_1 is accepted.

BRAND AWARENESS LEVEL OF ARIEL (PROMOTION MIX)
H_0: Disruptive marketing does not impact brand awareness of Ariel.
H_{14}: Disruptive marketing impacts brand awareness of Ariel.

Unawareness
For the base level i.e. unawareness, it was found that there was knowledge about Ariel. 10 out of 106 respondents were aware about this brand in the category of detergents as highlighted in table 15.

Table 15: Awareness about Ariel

Age	Gender	Ariel	Others
Below 18 years	Male	0	2
	Female	0	1
18 - 21 years	Male	0	9
	Female	1	5
22 - 25 years	Male	0	4

	Female	1	7
26 - 30 years	Male	0	3
	Female	0	7
31 - 51 years	Male	4	21
	Female	3	30
Above 51 years	Male	1	3
	Female	0	4
TOTAL		10	96
		106	

Source: Primary Data

Brand Recognition

For Ariel the recognition of the promotion mix was communicated through Share the Load campaign. This campaign used the contemporary approach of having an open mind society by allowing and load of household chores by equally divided and shared by the male counter parts of the family. The series of advertisements communicated a father, a son, a husband, a brother taking up the responsibility of doing laundry thereby easing it for their daughter who has become new mother, or a mother who is running around as a home maker, or a wife who is also finally independent and works equally hard outside or a brother who needs to be taught to respect his sister as well. The impact of this campaign can be seen from the table 16 below.

Table 16: Brand Recognition for Ariel

Age	Gender	Ariel (10 Share the Load)	Others
Below 18 years	Male	2	0
	Female	1	0
18 - 21 years	Male	7	2
	Female	4	2
22 - 25 years	Male	4	0
	Female	2	6
26 - 30 years	Male	1	2
	Female	7	0
31 - 51 years	Male	13	12
	Female	23	10
Above 51 years	Male	2	2
	Female	3	1
TOTAL		69	37
		106	

Source: Primary Data

The impact of the campaign is tested using chi square test at 0.05 level of significance.

Table 17: Chi Sqaure Table for Table 16

Chi Square	χ^2	0.480515
Degree of freedom	df	5
P value at 0.05 level		11.07

Since Calculated χ^2 (0.480515) < Critical χ^2 (11.07)
H_0 is accepted.

Brand Recall

A recall happens when there is no reference provided for brand association and yet the consumer is able to identify or recall the brand. The contemporary share the load campaign's recall was analyzed using descriptive statistical tool of percentage at base of 75 percent. This implies that if 75 percentage of the respondents can recollect the brand without any prompt of the disruptive strategy, then it is considered as high recall.

Table 18: Brand Recall for Ariel

Age	Gender	Ariel	Others
Below 18 years	Male	1	1
	Female	0	1
18 - 21 years	Male	0	9
	Female	2	4
22 - 25 years	Male	0	8
	Female	0	4

26 - 30 years	Male	0	3
	Female	0	7
31 - 51 years	Male	0	25
	Female	3	30
Above 51 years	Male	0	4
	Female	0	4
TOTAL		6	100
		106	

Source: Primary Data

Here the disruptive campaign was able to create recall for 6 out of 106 respondents i.e. 5.66 percent. H_0 is accepted.

Top of mind

For evaluating the top of the mind position of awareness, Likert scale was used. On a 5 point scale the awareness of Ariel's said campaign was checked with 1 being easiest to recollect and 5 being difficult. The results are as summarized in a Table 19 below followed by a line chart.

Table 19: Rating for Ariel Campaign on Likert Scale

Rating	Number of respondents
1	43
2	19
3	15
4	14
5	15
Total	106

Source: Primary Data

Chart 6: Ratings for Ariel Campaign in Likert Scale
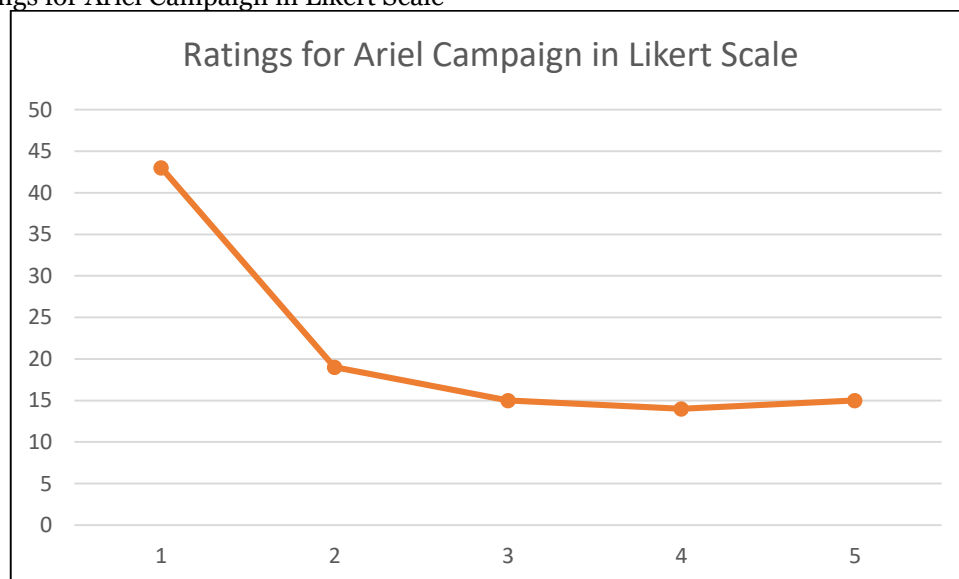
Source: Primary Data

As the graph and table representation show an easy recall for maximum number of responses, H_0 is rejected. H_1 is accepted.

BRAND AWARENESS LEVEL OF LAYS (PACKAGING MIX)

H_0: Disruptive marketing does not impact brand awareness of Lays.
H_{15}: Disruptive marketing impacts brand awareness of Lays.

Unawareness

For the base level i.e. unawareness, it was found that there was knowledge about Lays. 57 out of 106 respondents were aware about this brand in the category of packed process foods as highlighted in table 20.

Table 20: Awareness about Lays

Age	Gender	Lays	Others
Below 18 years	Male	1	1
	Female	1	0
18 - 21 years	Male	5	4
	Female	2	4
22 - 25 years	Male	1	3
	Female	4	4
26 - 30 years	Male	1	2
	Female	4	3
31 - 51 years	Male	18	7
	Female	17	16
Above 51 years	Male	0	4
	Female	3	1
TOTAL		57	49
		106	

Source: Primary Data

Brand Recognition
For Lays the recognition of the packaging mix was communicated through Spread the Smile campaign. This experimental campaign changed the packaging of the packet of Lays wafers. Each pack had a lower half human face printed with a smile on it. The pack when held in a specific position appeared as if the person holding it is smiling, where the reality was the consumers face was covered by digging in the pack. The impact of this campaign can be seen from the table 21 below.

Table 21: Brand Recognition for Lays

Age	Gender	Lays (Spread a Smile)	Others
Below 18 years	Male	2	0
	Female	1	0
18 - 21 years	Male	9	0
	Female	5	1
22 - 25 years	Male	4	0
	Female	8	0
26 - 30 years	Male	3	0
	Female	7	0
31 - 51 years	Male	21	4
	Female	32	1
Above 51 years	Male	4	0
	Female	3	1
TOTAL		99	07
		106	

Source: Primary Data

The impact of the campaign is tested using chi square test at 0.05 level of significance.

Table 22: Chi Sqaure Table for Table 21

Chi Square	χ^2	0.761174
Degree of freedom	df	5
P value at 0.05 level		11.07

Since Calculated χ^2 (0.761174) < Critical χ^2 (11.07)
H_0 is accepted.

Brand Recall
A recall happens when there is no reference provided for brand association and yet the consumer is able to identify or recall the brand. The experimental spread a smile campaign's recall was analyzed using descriptive statistical tool of percentage at base of 75 percent. This implies that if 75 percentage of the respondents can recollect the brand without any prompt of the disruptive strategy, then it is considered as high recall.

Table 23: Brand Recall for Lays

Age	Gender	Lays	Others
Below 18 years	Male	1	1
	Female	0	1
18 - 21 years	Male	0	9
	Female	2	4
22 - 25 years	Male	0	4
	Female	0	8
26 - 30 years	Male	0	3
	Female	0	7
31 - 51 years	Male	0	25
	Female	2	31
Above 51 years	Male	0	4
	Female	0	4
TOTAL		5	101
		106	

Source: Primary Data

Here the disruptive campaign was able to create recall for 6 out of 106 respondents i.e. 4.72 percent. H_0 is accepted.

Top of mind
For evaluating the top of the mind position of awareness, Likert scale was used. On a 5 point scale the awareness of Lays's said campaign was checked with 1 being easiest to recollect and 5 being difficult. The results are as summarized in a Table 24 below followed by a line chart.

Table 24: Rating for Lays Campaign on Likert Scale

Rating	Number of respondents
1	46
2	13
3	16
4	15
5	16
Total	106

Source: Primary Data

Chart 7: Ratings for Lays Campaign in Likert Scale
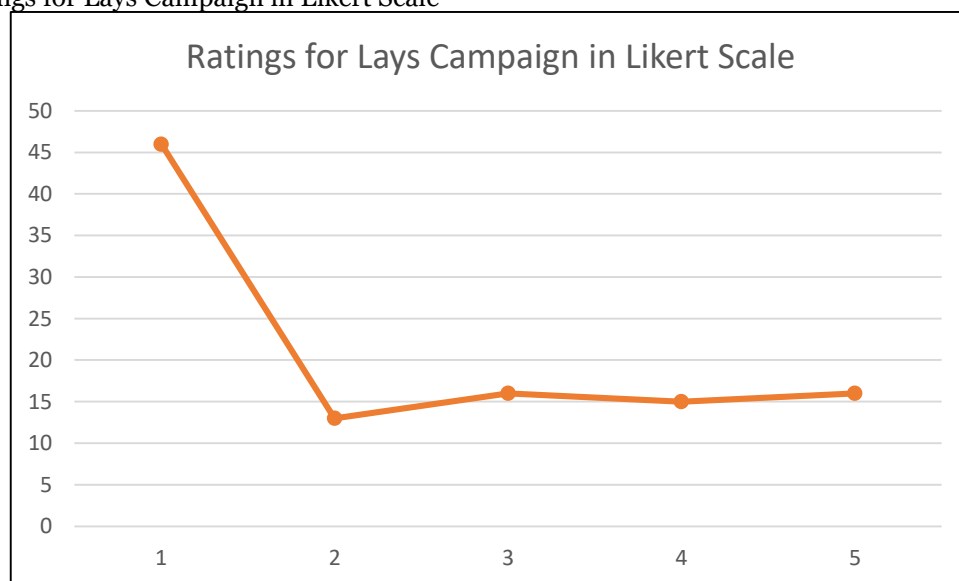
Source: Primary Data

As the graph and table representation show an easy recall for maximum number of responses, H_0 is rejected. H_1 is accepted.

DISCUSSIONS AND OUTCOMES

H_0 is accepted at the brand recognition and brand recall level of awareness for the disruptive product mix campaign of Me and Meri Maggie, price mix campaign of Zoo Zoo, 10 minute mein delivery for place mix campaign, Share the load campaign for promotion mix as well as for the spread the smile campaign for packaging mix. However it is rejected at the top of mind level. Hence **H_{11}, H_{12}, H_{13}, H_{14} and H_{15} are accepted.** Disruptive marketing impacts brand awareness of Maggie, Vodafone, Blink It, Ariel and Lays. Since all the sub hypothesis are accepted, **H_1**: Disruptive marketing impacts brand awareness is also **accepted**. Disruptive marketing techniques do impact the brand awareness levels and can take brands to the top of the pyramid that is make them dominant brands.

The study can be further taken into in depth search for gender based influence and age wise impact. Also geographically dispersed audiences can be studied individually. One can also connect the influence of individual media exposure on brand awareness levels.

SUGGESTIONS

In this competitive era today, marketers must definitely strive for more innovations and experimentation in marketing strategies. They must emphasize on recall even without innovative techniques. The reduction in brand loyalty can also pose a threat and therefore the marketers should now aim at capitalizing the same and focus on revenue generation and profitability.

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