



BRAND AWARENESS A SPECIAL REFERENCE TO MAX RETAIL AT BALLARI DISTRICT.

1.Phanibhushan Rao D

MBA Student,

Ballari Institute of Technology & Management, Ballari.

2.Dr. Shaheeda Banu S,

Professor,

Department of Management Studies ,

Ballari Institute of Technology & Management, Ballari.

3. Ravi Kumar J S

Asst. Prof.,

Department of Management Studies ,

Ballari Institute of Technology & Management, Ballari.

ABSTRACT

Brand awareness is a key consideration in consumer behavior, advertising management, and brand management. The consumer's ability to recognize or recall a brand is central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category. Consumers benefit from retailing because merchants engage in marketing activities that allow them to explore a diverse selection of products and services. Retailing also plays a role in the formation of a sense of place, time, and ownership. The service given by a merchant also helps to improve the image of a product. This study examines the awareness and influence of demographic (e.g. gender and generational cohort) and psychographic (e.g. fashion attitudes and impulse buying) drivers on frequency and levels of expenditure on fashion purchases. The purchased items for daily use is determined by their awareness of franchise-branded stores, the image of those brands, and the perceived risk of purchase from non-franchised stores within Ballari district.

Keywords: Brand awareness, Retailing, Consumer ability, Fashion trends.

Introduction

Retail is the way toward offering the products and ventures to clients through different dispersion channels to gain a benefit. Retailers fulfil the interest through the store network. The retailers is an administrations supplier dispatches the request for people who are called end clients. Shopping alludes to the purchasing items. Retail showcases have an extremely old history going back to artefact. The antiquated period the retailers are called as vendors. Retailing is the last advance in the circulation divert in the production network.

Retail publicize in India was assessed that US \$ 672 billion to 1200 billion in the 2021. online retail bargains create at the pace of 31 % year to year to get in touch with US \$ 32.10 billion of each 2018. India is required to transform into a world snappiest E-business feature enthusiasm for this industry has been extended in the amount of web customers. Various retailers has been typical about improvement in Indian online business markets. Lavishness market of India was rise from US\$30 billion to the US\$23.8 BILLION IN 2017.

The Foreign Direct Investment in the India retail has been received equality inflows total US\$ 1.66 billion during the year 2000 to 2019. TOP TEN COMPETITORS

1. **Wal-Mart Stores, Inc:** Wal-Mart is an American global retail partnership and it manages hypermarket, departmental stores, and supermarkets. The principal base camp in Bentonville, Arkansas. The income of Wal-Mart is 51,440.5 USD.
2. **Costco Wholesale enterprise:** Costco is another American global retail enterprise which bargains a chain of participation just stockroom clubs. Costco is second biggest retailer on the planet. The income of Costco is US\$ 15,270 crores.
3. **Kroger Company:** The Kroger is one more American retail organization situated on Cincinnati, Ohio. It is second biggest general store in the United States. The income of Kroger is US\$ 12,116 crores.
4. **Walgreens Boots Alliance:** Walgreens Boots Alliance an American holding organization which is into drug, assembling, discount, and dissemination organization. It is situated in Deerfield, Illinois, United States.
5. **Tesco PLC:** Tesco plc is a British global food and general product retailer. Tesco plc base camp situated at Walwyn Garden City, United Kingdom. The income of Tesco PLC is 6,391.1 GBP.
6. **Carrefour SA:** Carrefour SA is a French global retail organization. It is situated at Boulogne-Billancourt. The income of the organization is 77.91 billion
7. **Amazon.com:** Amazon is an American global innovation based organization. The base camp situated at Seattle, Washington, United States. The income of Amazon is US\$14.541 billion.
8. **Metro Group AG:** Metro bunch is a global discount or money and convey bunch situated in Dusseldorf. The income is 36,534 billion.
9. **The Home Depot:** The Home Depot is biggest improvement retailer providing devices, development items and administrations in United States. The base camp situated at Atlanta, Georgia, United States.
10. **Target Corporation:** Target Corporation is an American retail enterprise. What's more, it is eighth biggest retailer in the unified State, and is a part. It is base camp is Minneapolis, Minnesota, United States. The income of target enterprise is US\$ 75.356 billion.

OBJECTIVES OF THE STUDY

- To know how brand awareness made customer to purchase product
- To know what positions does the brand has in the minds of customers
- To know how they became aware of the brand
- To know level of satisfactions about the brand awareness
- Identification of brand loyalty and its importance

SCOPE OF THE STUDY

The study is limited to Max Fashions. Brand awareness of customer towards the max fashions Ballari. The study also helps to find the effect of brand image among the customers.

RESEARCH METHODOLOGY RESEARCH TYPE

This study is a descriptive study which tries to study about expectation of the max fashions customers and it is not exploring any new thing, but it tries to analyze satisfaction based on various variables such as ambience, shoppers experience etc.

SAMPLING TECHNIQUE

Sample technique used for the collection of data is convenience sampling under non probability sampling technique

SAMPLE SIZE

A structured questionnaire was formed and it was administered to the customer of max fashions Primary data was collected by administering to 100 respondents.

Sources of Data

Primary data collection: primary data was collected by discussing with manager, employees and company official. And also through questionnaires which were circulate employees of Textile industry.

Secondary data collection: secondary data collected by company records and company websites. Books, journal and articles.

TOOLS FOR DATA ANALYSIS

Tools for the data analysis including simple average method, percentages, charts, graphs, correlation, and hypothesis.

LITERATURE REVIEW

1. V. M. Senthilkumar (2017) The Research is associated with understanding the clients getting top of frontal cortex review about donut retail outlets in Bangalore city, India through different techniques. Exactly when the brand is set up in the characters of the clients, it's everything except's a remarkable position and extraordinary significance and worth is made. Brand care is the purchaser's careful or careless choice, granted through presumption or direct, to continually repurchase a brand. To make brand resolve, sponsors should get liberated from buyer propensities, assist them with obtaining new affinities and foster those tendencies by helping clients with reviewing their buy and urge them to keep on buying those things later on. 'Age Y' infers clients millennial, the time of individuals brought into the world during the 1980s and mid 2000s.
2. ZlemSürtić (2019) investigates the effect of Consumer-Based BrandEquity on client faithful quality and distinguishes the mediator points of buyer devotion and confidence in the housing business. A review was finished to accomplish this objective, and information was gathered from 918 housing guests of 39 five-star hotels in 10 Turkish metropolitan zones. As indicated by the examination, it includes brand care, checked quality, worker administration, and brand picture. As per the review's decisions, this upgrades purchaser responsibility and trust. The exposures additionally express that to counterfeit client responsibility, inns should increment client responsibility, foster certainty, and upgrade. There incorporates conversation of both conceivable and impossible situations.
3. ILYAS, Gunawan Bata (2020) states that the capability of brand care in affecting the repurchase point, both straightforwardly and by implication, through client dedication qualities and repurchase point factors. This assessment expects that show factors like audit, buy, and utilize be reflected. The web-based research data plan method (Google structure) was utilized to quantify 200 models in this appraisal, and the assessment system is quantitatively aware.
4. Dr. B. M. Raja Sekhar (2020) The case completely analyzes the changing sections in the Indian retailing industry in the twenty-first 100 years, driven by the progression of made retailing region and expanded solitary utilization of clients because of the significance of stretched out responsiveness to new thing and advancement in nuclear families and rising jobs. The article centers around retailing plans in India. The retail revolt is spreading across India. With the development of stores, retail outlets, multiplexes, and hypermarkets, the buyer is being presented to an alternate kind of buying data and associations, which is cautiously and completely renaming client qualms about shopping. The goal of this paper is to check out.

DATA ANALYSIS

- in the analysis I found that at 82% of the defendants are male candidates, remaining 18% of the defendants are female.
- In the analysis I found that 77% of the customers age is 18 to 24 years, 18% of the customers age is 25 to 34 years, 3% of the respondents age is 35 to 44 years who are visiting to Max fashions.
- In the overhead of the table and chart showing Most of the customers are 37% are Professionals, 33% of the respondents are others, 15% of the respondents are Builder and Businessman.
- In the overhead of the table and chart showing 43% of the customers Income is Less than 25000 who are Visited to Max fashions, 30% of the customers income is 16000– 40000, 27% of the respondents income is 8000 -35000
- In the overhead of the table and chart showing 45% of the customers are completed their post – graduation, 22% of the customers are under graduates, 20% of the respondents are PUC, 13% of the respondents are completed SSLC.

- In the overhead of the table and chart showing 90% of the customers are Knowabout Max fashions, only 10% of the respondents are not aware about Max fashions.
- In the overhead of the table and chart showing 30% of the customers are come to know about max fashions by boarding's, 27% of the respondents are by Friends and Relatives, 24% of the respondents are by Television
- In the overhead of the table and chart showing 36% of the customers are heard manytimes, 32% of the respondents are heard often, 28% of the customers are sometimes heard and seen Max fashions.
- In the overhead of the table and chart showing 90% of the customers said yes forthey like yes, 10% of the respondents said no.
- In the overhead of the table and chart showing 90% of the customers are said that they are like to purchase Max fashions products, only 10% of the respondents are said no.
- In the overhead of the table and chart showing 31% of the customers are prefer to buy Max fashions products because of efficiency, 17% of the respondents for durability, 46% of the respondents said that price.
- In the overhead of the table and chart showing 81% of the customers are aware about the logo of Max fashions, 11% of the respondents are not sure, 8% of the respondents are said no.
- In the overhead of the table and chart showing many of the customers are said yes to recall the advertisement of Max fashions, 16% of the respondents are not aware, 12% of the respondents are said no
- In the overhead of the table and chart showing 77% of the customers are said yes to they like to recommend these products others, 12% of the customers are said no, 11% said not sure.
- In the overhead of the table and chart showing 38% of the customers said slightly, 37% of the respondents are said strongly product with a particular group of companylead to preference for such product.
- In the overhead of the table and chart showing 31% of the customers are said theysaid Listen to them but calmly say no, 29% of the respondents are said Get irritated and scold them, 26% of the respondents are said Don't entertain Calls from sales persons.

FINDINGS, SUGGESIONS AND CONCLUSION

- 82% of the defendants are male candidates, remaining 18% of the defendantsare female.
- 37% are Professionals, 33% of the respondents are others, 15% of therespondents are Builder and Businessman.
- 43% of the respondents Income is Less than 25000 who are Visited to Maxfashions, 30% of the respondents income is 16000 – 40000, 27% of the respondents income is 8000 -35000
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aware, 12% of the respondents are said no.

- 86% of the respondents are said that yes to country of origin affect your product purchase decisions, 14% of the respondents are said no.
- 77% of the respondents are said yes to they like to recommend these products others, 12% of the respondents are said no, 11% said not sure.
- 38% of the customers said slightly, 37% of the respondents are said strongly product with a particular group of company lead to preference for such product.
- 31% of the respondents are said they said Listen to them but calmly say no, 29% of the respondents are said Get irritated and scold them, 26% of the respondents are said Don't entertain Calls from sales persons.

Suggestions:

- Suggestions are done based on discoveries and examination of information gathered through survey
- The organization will pursue new plans in organization
- The organization will get great name in market dependent on great brand of items
- The organization will utilize the new innovation in organization
- The organization should create more to increase monetary of scale.

Conclusion:

Customers ought to be reached at a normal interim through telephone calls and free overhanding of the Products to enquire as to whether they are confronting any issues with the Products as on the grounds that post deal with the clients might be vital to Products clients fulfilments.

Achieving this undertaking on brand mindfulness was an incredible and learning picking up involvement for me. Regardless of little size for survey this undertaking made me to understand perspective on clients and ordinary citizens towards the brand consciousness of Max fashions.

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