

## A STUDY ON BRAND AWARENESS TOWARDS BIGBAZZAR NELLORE

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**ABSTRACT:** This paper presents a review about the impact of brand equity and brand awareness on the purchasing intentions of the consumers. The purpose of the paper is to elaborate the relation between the awareness of a brand and the intention of consumer of buying that brand. This has been done by going through different literature and articles by different authors. It will help the readers to come across the work done by various well known authors at one place and hence will help to know how knowing a brand well will affect the consumer in making decision about buying a product.

**Index Terms:** brand equity ,customer,retailer,middlemen,agents...etc

## I. INTRODUCTION

### 1 Importance of Brand Awareness

Brand awareness is often considered to be a prerequisite which stimulates a customer's buying decision as it represents the main factor for keeping a brand in the consideration pool. Brand awareness leads to consumers' assessment of perceived risk and their determination to make a purchase decision, driven by the familiarity with the brand and its varied characteristics. Brand awareness can further be segmented into at least two facets – unaided which is also known as **brand recall** and aided which is known as brand recognition. It is important for a company as it helps in its **brand equity** and is one of the basic steps of **brand building**. The fact that brand awareness plays a very important role is driven by the cut throat competition which exists in the market due to minimal differentiation in commodity items. High degree of brand awareness leads to better sales and high market share.

### Elements & Types of Brand Awareness

Brand awareness is the ability of a customer to identify a particular brand. It is basically what all a customer remembers about the company's offering. Brand awareness can be how a customer recollects various elements about a brand like logo, product type, slogan, advertisement, brand name etc.



Brand awareness is basically of the following types:

1. Brand recall: Customers are able to identify the brand themselves without any aid, known as unaided recall.

2. Brand recognition: In this type of brand awareness, [aided recall](#) helps customers remember a particular brand.

3. Top of the mind brand: Any brand which a customer recalls without any help and is the first thing on their mind is top of the mind brand.

### Brand Awareness Models

There are several ways in which brand awareness leads to enticing a customer into a purchase decision. Some models, which highlight the importance of brand awareness that creates a positive [brand image](#) & which leads to customer buying a product are mentioned below:

#### a) Hierarchy of Effects Theory:

The [hierarchy of effects theory](#) typically demonstrates how a customer sequentially moves from an unaware stage to ultimately ending up in buying of the product. There are three main stages through which the customer goes through. These are: -

- Cognitive: - The first stage which focusses on building up the brand awareness about a particular product and associate the brand with it.
- Affective: - If the hammer strikes well in the first stage, the customer gets affected and develops a liking or preference for that particular product.
- Conative: - This is the last stage which results in the purchase of the product after the customer is fully convinced.

Brand awareness falls in the first stage i.e. Cognitive, to make an impact on the customers' mind that shows the brand value lasts for a longer span of time.

#### b) AIDA

[AIDA](#) is a marketing concept which describes the different stages from brand awareness to developing interest to buying the product. The complete meaning of AIDA is:

- Awareness: Brand awareness attracting the customer.
- Interest: Generating the interest of the customer.
- Desire: Customer feeling the need or desire to buy the product.
- Action: Customer eventually taking action and buying the product.

### Methods of Creating Brand Awareness

Creating a positive brand awareness is extremely important for any business which wants to showcase its products & services and engage customers. There are several ways in which companies can create brand awareness in the mind of the customer. Some of the methods are:

1. Advertising: This is the most powerful tool to create brand awareness. Companies can create advertising campaigns, which can be shown through TV commercials, print media, online ads etc. This leave a lasting impression in the mind of the customer.
2. Events & Sponsorships: Companies can sponsor and organize events which are related to the product or service. This helps in creating a strong brand awareness among the actual target audience.
3. Social media engagement: With the increasing penetration and use of mobile devices, engagement on social media platforms can be a huge way to create strong brand awareness of a product or a service.
4. Celebrity Endorsements: Popular celebrities like movie stars, sports persons etc can help generate more buzz with the audience. This method of brand awareness is very popular with big companies who use star power to connect with customers.

5. Website & Blogs: With the internet penetration increasing, brand awareness can get a huge boost by writing relevant content on websites & blogs, which helps to percolate information and can also lead to viral marketing.

There can be several ways in which brand awareness can be created apart from the above-mentioned points. The whole idea is to constantly showcase the product offering and value proposition to the customer.

### Examples of Brand Awareness

Below are some examples as to how brand awareness has help people connect with a brand and its product or service offering.

What is the first thing that comes to your mind when you think of “cold-drink”?

There are numerous soda and soft drink brands available in the market. But by default when it comes to soft drinks, people associate it with majorly two brands, Coca Cola and Pepsi. This is because the brand awareness level of these brands is very high as compared to other brands and this draws out the reason for their stupendous market share and sales.

What brand comes to your mind when we say “burger”?

The answer is McDonald's and Burger King. This is because these companies have constantly engaged customers with advertising, discounts, offers etc to create a strong brand awareness among people.

Hence, this concludes the definition of Brand Awareness along with its overview.

## 2 RESEARCH METHODOLOGY

### 2.1 NEED AND IMPORTANCE OF THE STUDY:

Big Bazaar has just entered two years before in Nellore market, so it's important for them to know how customers have perceived Big Bazaar has a brand. This project will help in identifying the image of Big Bazaar in the minds of the customers. With Reliance market already in place it's a tough competition and varied choice to customers. Big Bazaar needs to enhance the value of their brand. This project will help them to do so. And also this project will help them to identify weather their purpose is been served or not.

### 2.2 SCOPE OF THE STUDY:

This project was undertaken in the Big Bazaar customer group, which is the popular hypermarket in India. The scope of the study was undertaken in city Nellore. This study main aims to know the brand awareness among the customers towards the Big Bazaar in Nellore city.

### 2.3 OBJECTIVES OF THE STUDY:

- To find out the level of awareness of customers towards the brand of Big Bazaar in Nellore city.
- To know the Big Bazaar brand preferred by customers among the various brands available in Nellore Retail Markets.
- To analyse the expectations of the customers thinking about different branded products availability in Big Bazaar.
- To know the customer based Brand loyalty towards Big Bazaar in Nellore city.

### 2.4 RESEARCH METHODOLOGY OF THE STUDY:

I considered the Big-Bazaar Nellore for studying the customer expectation, and what are the factors that influence to customer to walk-in, in Big Bazaar Nellore.

Customers now want the cheapest, biggest and the quickest products/services from their retailers. They are moving towards the 'eastern' model, the changing behavior the Indian customers.

The project involves three main aspects namely industry profile, company profile and analysis part. In industry profile about the retail sector, in company profile history of the organization, achievements; about different schemes a detailed study has been made. In the analysis part management problem, research problem, objectives and data collection method, sampling design, sampling size, sampling method and mainly I have analyzed the collected primary data using SPSS, the primary data have been collected through questionnaires. Finally findings, recommendations, limitations and conclusion are derived.

### Research Design

It is a Descriptive research. The study was based on both primary and secondary data. The primary data was collected through asking the questions consisting of following categories.

Dichotomous questions.

Closed-ended questions.

Secondary data was collected through company websites, journalism discussions with company guide.

Information will be collected directly from the people of the Nellore who visit Big Bazaar, for the project work. The survey data collected during the study includes the data collected through questionnaire, face-to-face interview with the people of Nellore

### **Methods of Data Collection:**

#### **Primary Data:**

The primary or the first hand data was collected with the help of handing out the questionnaires for the survey and also through conducting discussions in the Big Bazaar. The respondents were asked how they feel about the Big Bazaar. And there shopping experience and the satisfaction level and what are the things that need improvement were also discussed in length at the discussions.

#### **Secondary Data:**

The major source of secondary or supporting data is Internet. The information on Retail industry and company profile of Big Bazaar as whole and the brand was collected from the Internet.

#### **Indirect responses:**

Information is also gathered from the executives of Big Bazaar and the employees.

#### **Select the sample:**

#### **Define the Population:**

**Sampling unit:** People in Nellore

Time: Project from 11<sup>th</sup> January 2018 to 10<sup>th</sup> March 2018

#### **Specify sampling unit:**

The sampling units will be the people of Nellore.

#### **Sampling Method:**

The sample will be selected based on probability method. The sampling is based on the age group, 28% of the respondents are from age group under 25, 34% of the respondents are from the age group 25-35, 26 % of the respondents are from the age group 35-50, 12% of the respondents are from the age group 50& above.

#### **Select the sample:**

The research study will be carried out with in Big Bazaar Nellore.

#### **Sampling Design:**

The research was mainly opted on customer's survey. The sample selected for survey was of convenience sampling Method. Sample size of 150 respondents

#### **Sample Character:**

Respondents who Visit Big Bazaar outlet were sources of data collection.

#### **Sampling Plan:**

Sampling unit : CUSTOMERS

Sampling Method: Convenience Sampling.

Sampling Size : 150

Sample Area : Big Bazaar, Nellore

### **2.5 LIMITATIONS OF THE STUDY:**

- The customers were covered in and around the above areas only and cannot be treated as the survey and the responses of the Nellore as a whole.
- As the study was conducted as a part of the curriculum, the time available to procure data restrained the sample to 150 customers.
- As customers were reluctant and scared to provide actual information, response is likely to be biased in some cases. Some customers were unaware of some items.
- Some of the customers responded very well to the questionnaires and were grateful to the product what they have purchased but some of them even did not bothered to allow me to interact with them because they didn't want to spend their time.
- The report is based on the information collected from the respondents.

**3 DATA ANALYSIS&INTERPRETATION**

**DATA ANALYSIS:**

- Data are useful only after analysis. Data analysis involves converting the series of data recorded observations into descriptive statements and / or inferences about relationships.
- The survey will be carried out in Big Bazaar Nellore, and the sample size of 150 customers of Big Bazaar will be taken. The information gathered will be formulated in the form of a coding sheet and the appropriate Pie-charts will be used for easy understanding of the project work.

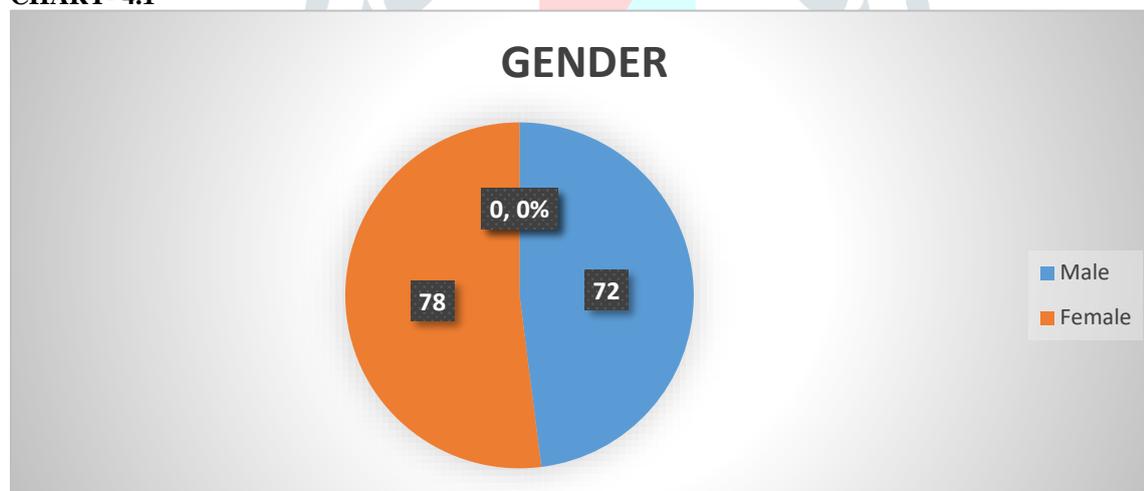
**Analysis**

**TABLE - 4.1**

**GENDER**

Gender	No. Of respondents	Percentage (%)
Male	72	48
Female	78	52
<b>Total</b>	150	100

**CHART- 4.1**



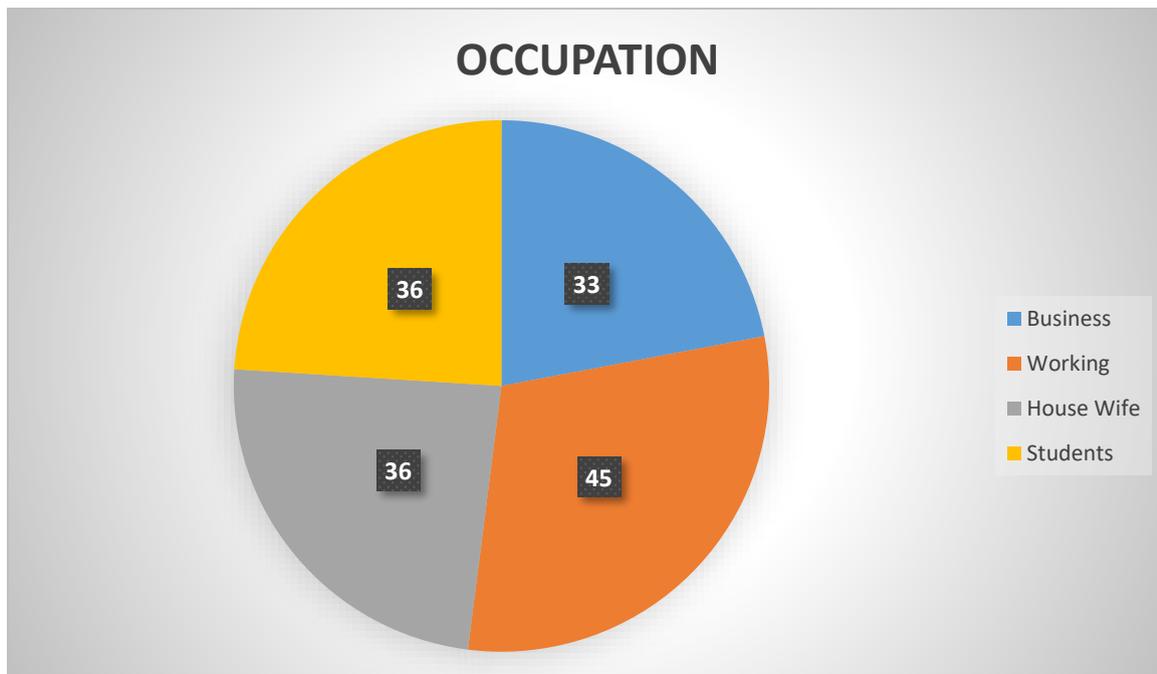
**Interpretation:**52 % of the respondents were female and 48% of the respondents were male.

**TABLE - 4.2**

**OCCUPATION**

Occupation	No. Of respondents	Percentage (%)
Business	33	22
Working	45	30
House Wife	36	24
Students	36	24
<b>Total</b>	150	100

**CHART- 4.2**



➤ **Interpretation:** Among 150 respondents 45 were working class, 36 were students, 36 were house wife, and 33 were business men.

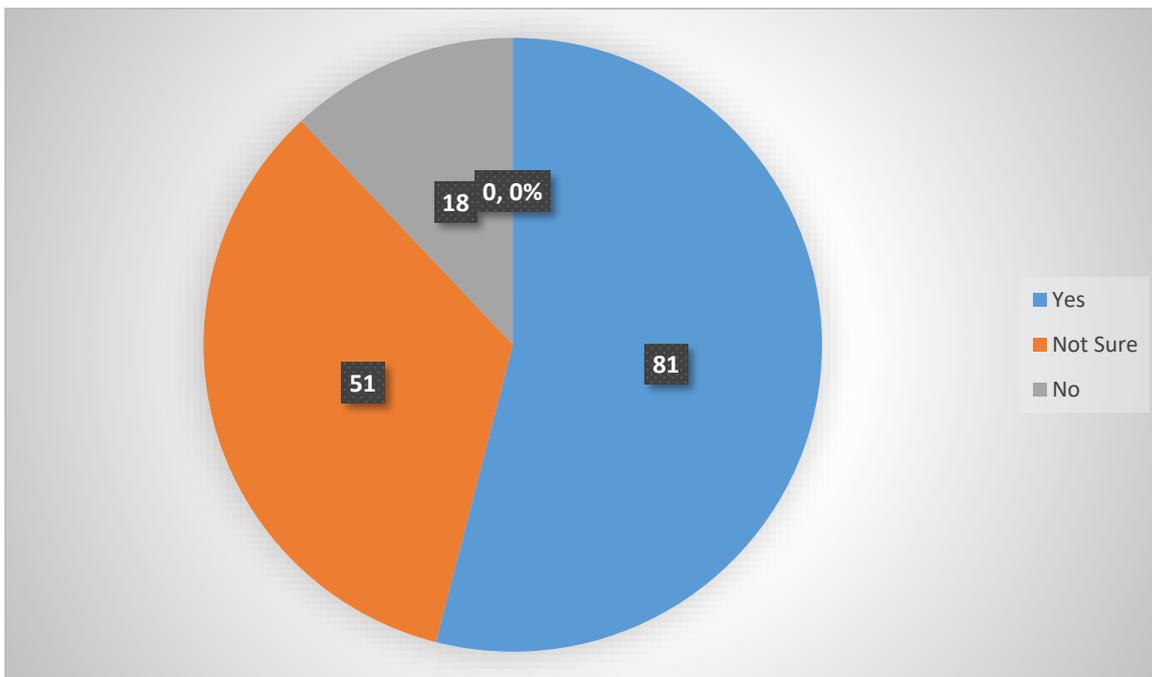
**Q21. Do you feel that everything is available under one roof of Big Bazaar?**

**TABLE - 4.26**

	No. Of respondents	Percentage (%)
yes	81	54
Not sure	51	34
No	18	12
<b>Total</b>	150	100

**CHART- 4.26**

Everything is available under one roof of Big Bazaar



**Interpretation:** Among 150 respondents 81 says yes everything is available in one roof of big bazaar, 51 of them are not sure, and 18 says no.

#### 4 CONCLUSIONS

##### Findings

- 52 % of the respondents were female and 48 % of the respondents were male.
- Among 150 respondents 45 were working class, 36 were students, 36 were house wife, and 33 were business men.
- 48 were from the income group 1-3 lakhs, 33 were in the group less than 1 lakh, 9 were from the group 3-6 lakh.
- Among 150 respondents 51 were from the age group between 25-35, 42 were aged between 35-50, and 18 were above 50.
- More than 50% of the respondents were graduates i.e. 63 of them Bachelor Degree, 33 of them were puc, just 27 were post graduates, and 15 were had done other courses.
- 94 % were aware of the brand big bazaar and just 6 % were not aware of the brand. Most of the people are aware of the brand called Big Bazaar.
- 34% think of Big Bazaar fortnightly, 22% of them think it weekly, 22% daily, 18% monthly, just 4% said never.
- Among 150 respondents 54% agrees that big bazaar fully satisfies their needs, 32% said that likely satisfies, and 14% said does not satisfies compared to other retail outlets.
- Among 150 respondents 30% highly dislike the look of big bazaar, 26% of them neither like nor dislike it, 22% dislike it, just 14% of them like the look of Big Bazaar.
- Among 150 respondents 39 like it shopping in big bazaar. 39 of them neither like nor dislike it, 36 dislike it, 21 highly dislike and 15 highly like shopping in big bazaar.
- Among 150 respondents 44% visit big bazaar monthly, 22% visit weekly, 18% visit during the festivals, 16% of them visit whenever there are new offers in the store.
- Among 150 respondents 76 % carry a pleasant shopping experience from big bazaar, and 24% does not. Thus most of the customers have good experience in shopping.
- Among 150 respondents 66% says that big bazaar fully satisfies their needs and 22% says that it likely satisfies their needs and 12% of them says that never it satisfies their needs.
- Among 150 respondents 56% of them says that big bazaar is effectively satisfying their needs, 22% of them says that it's very effectively, 14% are neither effective nor ineffective and 4% of them are ineffective, 4% of them very ineffective. Thus big bazaar is successfully satisfying the needs of the customers.
- Among 150 respondents 56% of them says that big bazaar is extremely trustable store, 18% of them says that its very much trustable, 16% says that its somewhat trustable, 6% says that its somewhat untrustable and 4% says that its extremely untrustable.

- Among 150 respondents 12 says that big bazaar meets their needs extremely well. The skeweness is between 3-4 which is neither good nor bad.
- Among 150 respondents 70% says that they will recommend other for shopping in big bazaar, 22% are not sure of it, and 8% says no.
- Among 150 respondents 46% strongly agree that big bazaar is unique in its features compared to other retail stores in the city, 32% agree, 12% neither agree nor disagree, 6% disagree, and 4% strongly disagree to it.
- Among 150 respondents for 45 of them shopping in big bazaar is fun, for 39 its excitement, for 27 its security, for 21 its warmth, for 12 its social approval, and for 6 its self-respect.
- Among 150 respondents 69 strongly agree that they are loyal customers of big bazaar, 36 agree, 27 neither agree nor disagree, 12 disagree and 6 strongly disagree to it.
- 56% says definitely yes, they come only to big bazaar for shopping, 28% says probably yes, 12% says probably no, and just 4% says definitely no.
- 56% says yes they are proud customer of big bazaar, 32% of them are not sure, and 12% says no.
- Among 150 respondents 48% says definitely yes, they will visit big bazaar again for shopping, 36% says probably yes, 12% says probably no, and just 4% says definitely no.
- Among 150 respondents 52% says probably yes, that prices are cheaper in big bazaar compared to outside market, 48% says definitely yes, 6% says probably no, and just 2% says definitely no.
- Among 150 respondents 42% says that quality of merchandise in big bazaar is good, 38% says that its very good, 8% says its neither good nor bad, 6% says its bad and 6% says it's very bad.
- Among 150 respondents 54% says yes everything is available in one roof of big bazaar, 34% of them are not sure, and 12% says no.

### Suggestions

- Awareness level of big bazaar is very good thus Big Bazaar has to maintain the this level of awareness in the minds of the customers.
- Big Bazaar has to still add on more products under its umbrella, so that most customers' needs are being meet.
- Big Bazaar has to make some unique changes in its look and ambience of the store. Big Bazaar has to improve awareness level of online services to their customers.
- Big Bazaar should come up with great offers to increase the walk in and converted the customers who visit monthly into weekly and daily.
- Big Bazaar has to build a trust between the customer and the organization by running some events for the loyal customers, i.e. caring out some CRM practices.
- The quality in terms of the product should be improved because the percentage is less of the respondents who are highly satisfied.
- The employee should be given training for a better customer service. The employee should be given proper product knowledge.
- Big Bazaar should have different brands in men's wear, women's wear, and kids.
- Big Bazaar have to improving service in the cash counter.
- Big Bazaar have try to retain the same workforce.
- Big Bazaar has to maintain database of customers and inform them about the offers.
- Big Bazaar should start up with new loyalty program in order retain existing customers and to attract new customers.
- Big Bazaar Offers should be communicated through news paper medium very often.
- The employees must be given training to do selling and cross selling.
- The promotional schemes like offers, discounts, gifts, coupons etc, must be projected in such way that it attract the attention and actually motivated customer to buy.

### Conclusion

This study has basically helped to know the Brand awareness in Big bazaar and what influence people to shop at big bazaar. Most of the customers feel that big bazaar satisfies their needs.

Customers feel that big bazaar is very much trustable retail store in the city. Most of the customers are satisfied with the big bazaar. People across the city are aware of the brand called big bazaar. Big Bazaar is up to date in its products varieties customers carry a pleasant shopping experience from big bazaar. Customer feel that the prices of the products in big bazaar is much cheaper compared to the outside market. And the quality is also good for the merchandising big bazaar.

Customers feel that big bazaar have variety of products available in various departments. Customers feel that shopping with big bazaar is convenient and saves there valuable time. This is due to the proper facility that is available in big bazaar. Customer is loyal to big bazaar and also they are proud to be a customer of big bazaar.

I believe that Big Bazaar has the potential to satisfy its customers and retain them. And it have its brand name to reckon with in the market and I offer my best wishes for the same and hope that my work will be of some use for the company.

