

SUMMER INTERNSHIP REPORT

A STUDY ON THE ROLE OF BRAND AWARENESS ON BRAND MARKET
PERFORMANCE IN FYNDHERE SERVICES PRIVATE LIMITED

completed at



COMPANY NAME: FYNDHERE

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AWARD OF THE DEGREE OF

Post Graduate Diploma in Management

to



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Under the Supervision of: -

Dr. Vranda Jain

Submitted by: -

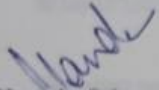
Medha Mukherjee
PGFB2024

CERTIFICATE OF APPROVAL

The following Summer Project Report titled " **THE ROLE OF BRAND AWARENESS ON BRAND MARKET PERFORMANCE IN FYNDBHERE SERVICES PRIVATE LIMITED** " is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of **Post-Graduate Diploma in Management** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed, or conclusion drawn therein but approve the Summer Project Report only for the purpose it is submitted.

"Summer Project Report Examination Committee for evaluation of Summer Project Report"

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July 17th, 2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Medha Mukherjee**, a student **Jaipuria Institute of Management, Noida**, has done her summer internship project in **Sales and Digital Marketing** as an intern from May 17th, 2021 to July 17th, 2021, for **FYNDHERE**, a product of Fyndhere Services Pvt. Ltd.

The project was designed to drive the business development and to maximize the growth of the organization. Candidate has shown good interpersonal and negotiation skills and efficient management of the customer and vendor relationships across product lines.

We wish all the best for your future endeavors.



Raj Kumar D

Founder
Fyndhere services Pvt Ltd.

ACKNOWLEDGEMENT

I would like to thank Fyndhere Services Private Limited for giving me an opportunity to get trained under their direction. This training would not have been completed without the continuous guidance and support of my Industry mentor Ms. Pragati Agarwal (HR Mentor).

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Medha Mukherjee
PGFB2024

ABSTRACT

Brand awareness is an important indicator of consumers' brand knowledge, the strength of the brand's mental presence, and the ease with which that knowledge may be recovered from memory. Brand awareness is usually regarded as an important predictor of brand success. As a result, businesses are constantly striving to establish a strong brand. The findings will help Fyndhere service private limited tailor their actions to optimize the value of their brand. As a result, they will remain incredibly strong and competitive. Rather than investing additional resources to seeking new customers, the company focuses its efforts on growing brand recognition and maintaining existing clients.

Furthermore, the study will be a significant tool for investors in India and any other market seeking to build strong, long-lasting, customer-based brand equity, whether for existing or newly introduced firms. In addition, in the face of a quickly expanding, highly competitive market, businesses will be able to fortify their brands against invasion by competitors' substitutes. The primary goal of this research is to assess the impact of brand awareness on brand market performance in Fyndhere services private limited. The researcher relies exclusively on primary data to assess how brand awareness qualities influence brand market performance. Secondary sources are used to fill gaps in primary sources. Fyndhere services use a variety of methods to supply consumers with a wide range of services and commodities. The importance of brand awareness in marketing these services and products cannot be overstated. This study aimed to determine brand awareness with the brand market performance of Fyndhere services private limited. The purpose of this study is to determine whether the drivers of brand awareness influence the brand market performance of Fyndhere services private limited. Many survey respondents, according to empirical data, are between the ages of 25 and 30. Men use nearly half as many Fyndhere services as women, according to this survey. The survey's respondents held a doctorate and worked for a private organization. According to the survey, most respondents are unaware of the Fyndhere service private limited but learn about it through social media. All variables were discovered to be related to brand market performance in a positive way. Although brand salience is substantially related to brand market performance, brand affinity and brand market performance are weak. According to the regression research, brand affinity has a 61 percent effect on brand market performance. Brand recall has a 65.9% effect, brand recognition has a 75.50% effect, brand association has a 62.90% effect, and brand salience has a 76.9% effect. As a result, brand salience is one of the essential aspects.

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CHAPTER 1
INTRODUCTION

1. INTRODUCTION

Brand awareness is a critical indicator of consumers' knowledge of a brand, the power of the brand's mental presence, and the ease with which that knowledge can be recovered from memory (O'Guinn, Allen, & Semenik 2009). It is the possibility that consumers will readily notice a company's product or service's presence and availability. A brand's performance demonstrates its market success and analyses its strategic successes (Ho & Merrilee's, 2008). Brand awareness is widely considered to be a key indicator of brand success. As a result, businesses always strive to build a strong brand. A strong brand establishes good client connections with a brand, separating it from competitors (Keller, 2008). Additionally, a strong brand is crucial since it affects a firm's financial and non-financial performance (Shamma & Hassan, 2011), resulting in positive market performance measured by market share and leadership.

According to the AMA (2013), a brand is a collection of images and concepts representing a customer's experience. Typically, a brand consists of an explicit logo, fonts, colour schemes, symbols, sound, or collaboration, all of which are designed to communicate implicit values, ideas, and even personality. The brand identifies and differentiates the goods and services of a single vendor or group of sellers from competitors. In theory, when a marketer designs a logo, a new name, or a new product, the birth of a new brand is signalled (Keller, 2003). However, brands are more than just names and logos. Consumers associate brands with their views and sentiments about a product, while performance refers to everything the product or service means. The true value of a strong brand is in its ability to elicit consumer choice and loyalty (Armstrong & Kotler, 2005). A strong brand enjoys a high level of brand equity. A brand with great brand equity is a valuable asset since it confers numerous competitive benefits on a business.

Aaker (1991) defined brand equity in brand awareness, brand associations, perceived quality, brand loyalty, and other intellectual brand assets such as patents, trademarks, and channel partnerships. While the first four elements of brand equity indicate consumer perceptions and reactions to the brand, proprietary brand assets are irrelevant to CBBE in this paradigm. Keller (2008) asserts that brand awareness is a critical antecedent of CBBE. It is then conceived as a brand node in memory associated with a variety of associations. After that, brand knowledge is subdivided into two distinct constructs: brand awareness and brand image (associations).

Customer-based and firm/financial-based brand metrics have been addressed as indicators of brand performance and exogenous variables to brand management in marketing theory (Aaker, 1996). As may be deduced from the preceding paragraphs, the same theoretical literature has accepted that financially based brand association is an outcome of perceptions, rendering financially based brand measurements exogenous to customer-based brand metrics. Whereas brand awareness research from a consumer's perspective frequently entails collecting data from a consumer's mindset measures of brand awareness and analysing the data to determine the consumer's perceptions, feelings, attitudes toward the brand, preference behaviour, and resulting choice behaviour, brand equity research from a firm's perspective typically entails the use of observed market data.

The finance industry is critical for resource mobilization and allocation in the economy. It is the most important component of the financial system in developing economies, accounting for most financial transactions and assets (Moyo et al., 2014; Tuominen, 2014). (1999). Financial markets have undergone fundamental changes during the last two decades due to changes in the external environment, most notably due to growing monetary and financial integration (Njuguna, 2014). Capital flow liberalization, the rapid pace of information technology development, product/service innovation in financial markets, internationalization of finance activities, disintermediation, and concern about competitive pressure from foreign rivals are undoubtedly some of the finance sector's prominent structural characteristics. These dynamics have affected financial services' behaviour and market structure, with significant implications for competition and concentration: increased rivalry has compelled banks to seek greater size and management capability to improve their overall efficiency.

Finance in India has become extremely competitive as clients have risen in sophistication and sophistication. Customers migrate from one service brand to the next in search of one that meets their expectations. Others will close accounts and discontinue doing business with banks that fall short of their brand expectations. These issues are likely to make certain financial institutions uncompetitive in the short run and result in their eventual liquidation in the long term. As a result, it is critical to prioritize brand recognition when developing a business strategy to foster client loyalty. The research will raise awareness of the need for Fyndhere in India to engage in brand awareness initiatives.

While examining brand awareness from a consumer or financial perspective has provided useful insights into the various ways in which brand equity may be measured and managed, there is a shortage of empirical research that treats financial measurements as exogenous to CBBE and its endogenous metrics. Nonetheless, there is widespread agreement that a brand's performance in the marketplace is governed by consumer perceptions, behavioural intentions, and brand attitudes. Additionally, a profusion of studies has been conducted at the product level in the branding literature, with scholars especially concerned with customers' impressions of a product brand and, more specifically, in the setting of developed economies. As a result, it is necessary to understand the relationship between brand metrics acquired from the two perspectives within the services sector in a developing nation, notably India.

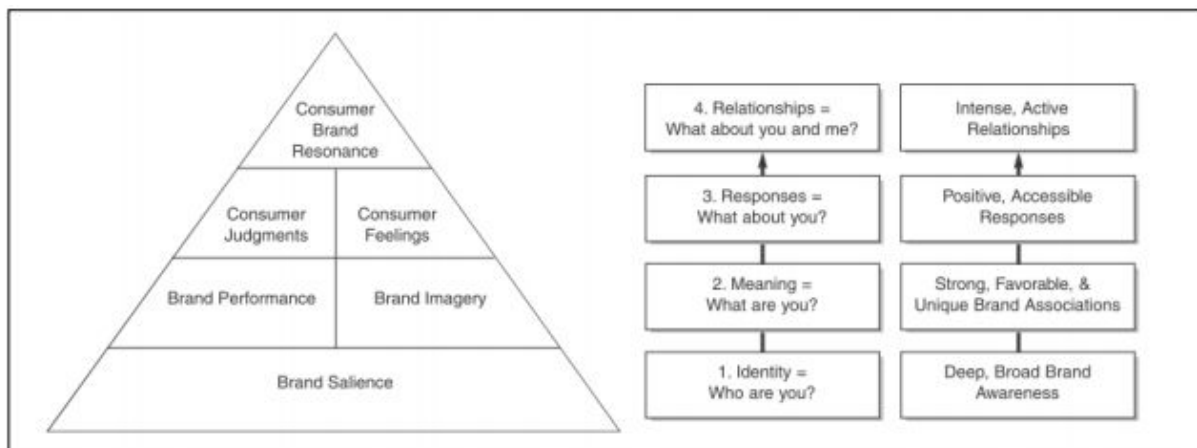
DETERMINANTS OF BRAND EQUITY – KELLER BUILDING CBBE MODEL

Customer-based brand equity refers to the consumers being aware of a particular brand and holding it favourable, followed by strong and specific brand associations in their minds. Customer-based brand equity acts as the differential influence on brand knowledge on consumers and a brand's marketing. Firstly, differential influence is established in comparing the consumer response to a brand's marketing with the response from the marketing of a fictional product. Secondly, brand knowledge is explained as brand awareness and brand image. Finally, consumer response is the concept which states that the consumer perceptions, preferences, and behaviour originated from the branding strategy. To build a long-term and simultaneously cordial relationship with the customer is important to compete with the other

companies, especially for market share and recognition. Besides, consumers must have a strong positive association with the company brand.

The customer-based brand equity model is comprised of six blocks that form the company's brand equity. Constructing the blocks can make the company develop a good cordial relationship with the clients and invest in building a long-term bond. CBBE model represents the power of a brand and how to keep the brand on people's minds. There are six blocks in which one is brand salience and the second is brand performance, the third is brand imagery, the fourth is brand judgments, the fifth is brand feelings, and the sixth one is brand resonance. All the attributes represent in pyramid format where the brand resonance resides. Brand resonance is a significant building block because the maximum level of loyalty from the clients is almost achieved.

Aziz and Yasin (2010) stated that Keller's CBBE model focused on brand power, which laid people's familiarity and knowledge. Brands are what clients learned, saw and felt, and heard about it over a certain period. Some stated that believability and perceived ability act as essential brand attributes which assured the companies in delivering what is promised. Brand expressed all the power when the customers recognized the credibility and confidence in purchasing products or services. Considering the financial services, companies are aware of customer engagement in association with the brand. Brand and clients have a close connection, and the companies carefully explored the communication channels to make better correspond and maintain a good cordial relationship with them.



Source: Customer-Based Brand Equity Pyramid, Keller (2001)

BRAND SALIENCE

Keller stated in the study that brand salience is one of the determinants of building blocks and defined how often a particular brand is recalled for purchasing and consumption as per situations. When the brands are strong, firms certify that consumers must identify them and recall their brands. Brand salience is the customer's awareness of a certain brand activity (Aziz and Yasin, 2010). Keller (2001) pointed out there were three distinct functions associated with brand salience. Stating the significance for the formation and strength of brand associations and the second one was an essential role in influencing the salience. It categorizes the products by identifying them whenever purchase activities are made. Brand salience has a significant effect on consumers who considered the brand on the set of product deliberations. The third was having a lack of experience on a particular product, brand salience act as a basis for the choices. Brand salience is the combination of two things in which one was brand recognition and the second was a brand recall. Classifying it based on easiness consumers have in understanding the brand afterward exposes a signal or product and brand recall as the potential of recognition of the brand. Without it, no one makes a purchase decision of products.

BRAND AFFINITY

Successful brands differentiate themselves using brand affinity in the market, especially to keep away from the competition. Moreover, it plays a key role in creating a good cordial relationship among the customers. Regarding services, brands are an important one for increasing customers' trust, especially on the invisible purchase. Though unable to materialize the products at the time of buying. Strong brands are highly important for service companies because they accelerate their communication capabilities, provide distinctiveness, and create an emotional linkage.

Consumer perception on brand accelerates from several impressions and beliefs that the client gathers it using past experiences. Brand affinity is important than the simple economic value because it ponders people's emotions on a particular brand. Among thousands of brands, individuals connect with the brands emotionally, with few of them showing affection and then belonging or even love (Berry, 2000).

Keller (1993) stated in the study that emotional links existed among customers and brands. Besides, brand affinity has the power to create an impact on how to act differently to a particular brand. Brand affinity favourability followed by strength and uniqueness direct the people to recall the information, differentiate the products, and make decisions accordingly. Rambocas et al. (2014) pointed out that brand equity has a close association with a particular service sector. The author found a close association between brand affinity and brand equity and concluded that the relationship was positive.

Considering the above attributes, the researcher examined the impact of brand equity on consumer buying behaviour in private banks in Bangalore.

1.1.INDUSTRY PROFILE

The Indian government has enacted several reforms aiming at liberalizing, regulating, and improving this industry. The government and the RBI have taken many steps to make it easier for MSMEs to obtain funding. These initiatives include establishing a Credit Guarantee Fund for MSMEs, publishing collateral criteria recommendations for banks, and establishing a MUDRA. India has undeniably become one of the world's most vibrant financial markets, thanks to a determined effort by the government and corporate sector.

Market

The Indian market, which is presently worth USD 310 million, is predicted to expand to USD 840 million by 2025, at a CAGR of 22%.

While the Payments and Alternative Finance segments accounted for more than 90% of the sector's investment flows in 2015, there has been a significant shift in the sector's investment distribution since then. By 2020, FinTech SaaS and InsurTechs will have raised a total of USD 14.5 billion and USD 21.5 billion, respectively, reflecting a 4-5X increase in funding over 2015.

There are four wealth and broking Fintech's, five insurance Fintech's, and eight SaaS Fintech's among India's more than 50 Fintech's with a valuation of more than USD 1 billion.

UPI is likely to grow dramatically in the coming years, with domestic and multinational businesses continuing to dominate the industry and investing heavily in developing the payments infrastructure.

Neo-banks in India are developing as a critical segment for growth in the space, with around 15 Neo-banks operating today, with numerous more development or beta stages. The segment has been steadily increasing, with some private banks collaborating with Fintechs to identify synergies and improve service delivery.

DRIVERS OF GROWTH

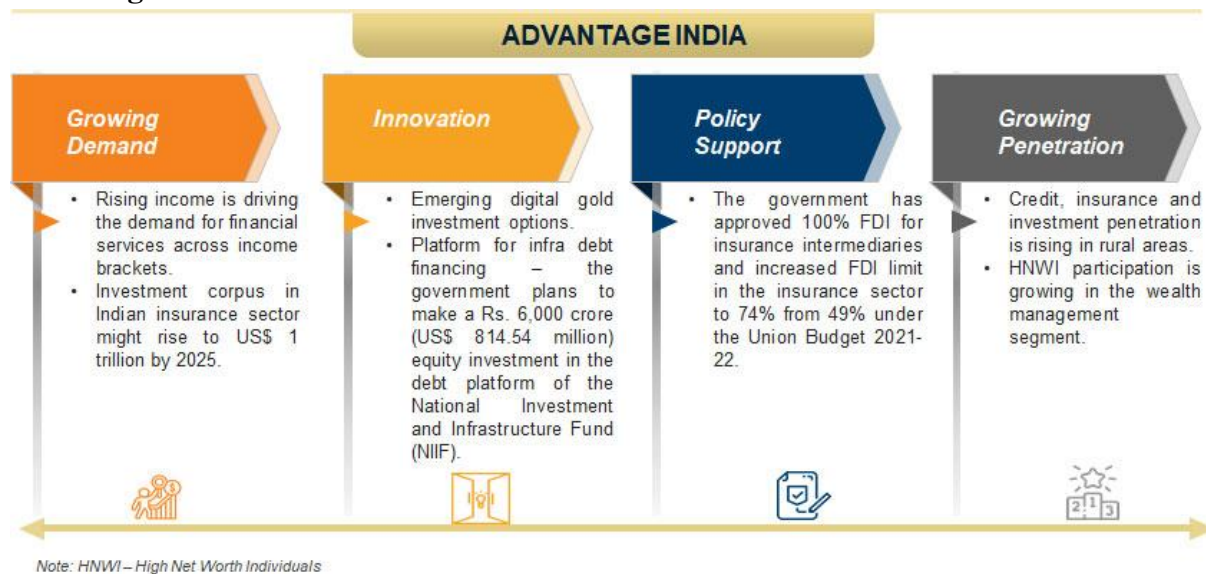
- **Funds Amount:** The sector's innovation is fuelled by the huge volume of funding from venture capital, private equity, and institutional investors.
- **India stack:** Open API platforms for the India stack, namely Aadhar, UPI, Bharat Bill Payments, and GSTN
- **Innovative business models:** Implementation of new business models enabled by artificial intelligence and machine learning technologies
- **Digital behavioural trends of the Indian populace:** By 2020, India will have 550-600 million cell phones (60 percent more than in 2016), and the number of internet users would have increased significantly over the last four years (Primarily driven by lower data tariffs)

- **India’s STEM capabilities are formidable:** India’s strong STEM mindset and educational institutions have facilitated the growth of the sector’s talent pool.

Road ahead

- India is expected to be the largest economy in the private wealth market by 2028.
- Today, the economy is one of the most dynamic in the world, with strong insurances and banking industries. The insurance industry has reacted positively to the relaxation of foreign investment regulations, with several companies announcing plans to increase their stakes in joint ventures with Indian companies. A slew of joint ventures between global insurance giants and local companies could be unveiled in the next quarters.
- The AMFI intends to nearly fivefold its AUM to USD 1.48 trillion by 2025 and more than tripled the number of investor accounts to 130 million.
- India’s mobile wallet market is predicted to increase at 150 percent CAGR to USD 440 million by 2022, with mobile wallet transactions exceeding 32 trillion during the same period.

Advantage India



Impact of Covid 19

The pandemic and prolonged worldwide shutdown significantly hit India’s financial market and liquidity position. A faltering Indian economy, along with the onset of COVID-19, has raised concerns that capital market investments have become difficult for investors.

While the Indian economy has been under severe strain because of the COVID-19 outbreak, trade volumes in the domestic capital market have begun to rebound following the easing of the lockdown. In July 2020, it achieved an all-time high.

Perspectives on market segments

In the fiscal year 2020, full-service brokers accounted for the largest market share (58 percent) of the whole broking industry, as measured by active NSE clients. The transition from an offline to an online-offline trading platform enhanced the revenue generated by full-service brokers. However, in India, full-service brokers have seen erratic growth as established firms lose significant market share to discount brokers.

Growth drivers

- Technological innovation has been a crucial factor in growing investor engagement in equities markets. The epidemic precipitated a severe stock market catastrophe. Increased financial literacy resulted in a 130% increase in Demat account openings. In the first half of the fiscal year 2021, around 6.3 million accounts were opened. Following demonetization, fintech companies have been essential in the brokerage market's expansion, aided by increased smartphone users and high internet speeds with low data prices. Retail investors prefer mobile trading because it enables them to invest in convenient and user-friendly apps that operate on safe platforms.
- In India, brokerage firms provide worldwide investment services that enable customers to purchase blue-chip stocks in the United States. The desire of investors for portfolio diversity is one of the primary motivations of organizations providing these services. International collaborations were formed by brokerage businesses, demonstrating a strong need for such services. In September 2020, Kuvera, an online platform for mutual fund investments in India, teamed with Vested Finance, a US Securities and Exchange Commission-registered investment adviser. This collaboration enables investors to purchase equities from the United States using the company's online platform.

Significant impediments to market growth

Lack of financial awareness is a crucial factor in the brokerage market's under-penetration. Numerous Indians are unaware of the terms "shares," "stocks," and "mutual funds." They are unsure about how to invest in them to earn higher returns than standard investing tools. Most individuals are also unfamiliar with fundamental financial concepts such as the reward (return) to variability (risk) ratio, asset allocation, and diversification benefits.

1.2.COMPANY PROFILE

Fyndhere is a product of Fyndhere services Private Limited, founded to assist individuals with problems locating products or services in their local market. We enable small companies to grow by registering their locations online and generating additional consumer leads through our technological platform.

Initially known as BuyFi, the company pioneered a tailored strategy to transform consumer purchasing experience from local to online.

In 2020, the company changed its name to Fyndhere and relaunched itself as a platform provider for customers and small businesses. We are now expanding our operations to Tier-1 and Tier-2 locations with the help of an eager staff from throughout India.

Now, by utilizing Fyndhere, you can quickly determine where your desired goods or service is accessible from your local stores, as well as the pricing and availability, without leaving your home. It alleviates customers' difficulties in locating their products or services on the market.

CIN	U52100AP2020PTC115020
Company Status	Active
Registration Number	115020
Date of Incorporation	18 th July, 2020
RoC	RoC-Vijayawada
Company Age	11 months & 26 days
Authorized Capital	₹ 1,00,000
Paid-up capital	₹ 1,00,000
Company Category	Company limited by Shares
Company Sub-Category	Non-govt company
Class of company	Private
Activity	(Retail trade, except of motor vehicles and motorcycles,) Non-specialized retail trade in stores
Listing status	Unlisted

Vision: Enhance the lives of the individuals and businesses with whom we collaborate.

Value

- Conversion
- Successful marketing outcomes
- Perfect implementation gaining
- Strong adherence

With us, you can enlist the business

- Promote your shop: Now is the time to promote your shop's offers/collections to clients.
- Additional Inquiries: Acquire quick access to all surrounding prospects and enquires
- Web Presence: Acquire quick access to all surrounding prospects and enquires

Works by Fyndhere

A one-stop-shop for all your needs, whether they be items or services. Utilize Fyndhere to locate everything from your neighbourhood's friendly establishments.

- Advertise: Distribute your requirement to nearby stores.

- Unwind: Obtain availability and pricing information about your goods from nearby friendly stores.
- Bargain: Through Fyndhere, negotiate with local vendors.
- Find: Select the best of all possible responses.

Products

- Pricing
- Mobile Application

Fyndhere has the right to amend these terms and conditions at any time. Users are encouraged to review our terms and conditions regularly.

Mobile Application and Website

Fyndhere sites, which comprise mobile applications and websites, serve as a platform for our registered users. Any disputes between users over any materials/products/services obtained through our app must be resolved. Fyndhere is not involved in any of these operations, particularly goods trade or service provision.

Fyndhere makes no guarantees or warranties regarding the products/services it provides to customers or service providers. Before making payment, the customer must confirm with the service provider.

Because Fyndhere is only a marketplace, any offers created or pushed by service providers are merely an “invitation to offer” and cannot be considered an “offer.” And the customer must fully comprehend the terms of the offer made by the service provider.

ONLY THE SERVICE PROVIDER MAY USE THIS WEBSITE/MOBILE APP

- This website/mobile application is used solely for commercial purposes, including any transactions conducted through the mobile application.
- We have taken the necessary procedures to ensure the privacy of your account when communicating with the vendor. The service provider solely must share your information with the consumer.
- As previously stated, we will not screen your identification or exercise control over you or your business. Unless and until it comes to our attention.
- As a service provider, you are completely accountable for the product or service you sell or give to clients. None of these are attributable to Fyndhere.
- Where relevant, you are required to transmit the warranty to the consumer.
- Fyndhere no longer maintains a customer profile during deal closures.
- If a customer fails to appear to purchase/use a service, Fyndhere is not responsible.

- Fyndhere reserves the right to cancel or block any service provider if we become aware of any illegal activity or non-payment of membership payments in a timely way.
- Fyndhere is not liable if a customer fails to pay after utilizing a service/product. We ask that you be explicit about this while collecting money.

1.3.SCOPE OF THE STUDY

The study examined the relationship between brand awareness and brand market performance inside India's Fyndhere services private limited. Although the theoretical literature indicated that brand awareness is a multidimensional construct, the study focused on the most prevalent constructs: brand recognition, brand associations, brand recall, brand recognition, and brand affinity and their relationships to brand market performance metrics.

1.4.SIGNIFICANCE OF THE STUDY

Today's business environment has become more competitive, and both consumers and noncustomers have increased their expectations. To obtain a competitive edge and ensure their brands work well in the market, service firms must establish service and corporate brands that match stakeholders' expectations. Additionally, the study will serve as a valuable tool for investors in India and any other market in generating strong, lasting, customer-based brand equity, whether for current or newly introduced businesses. Additionally, enterprises will be able to strengthen their brands against invasion by competitors' replacements in the face of a rapidly increasing, highly competitive market.

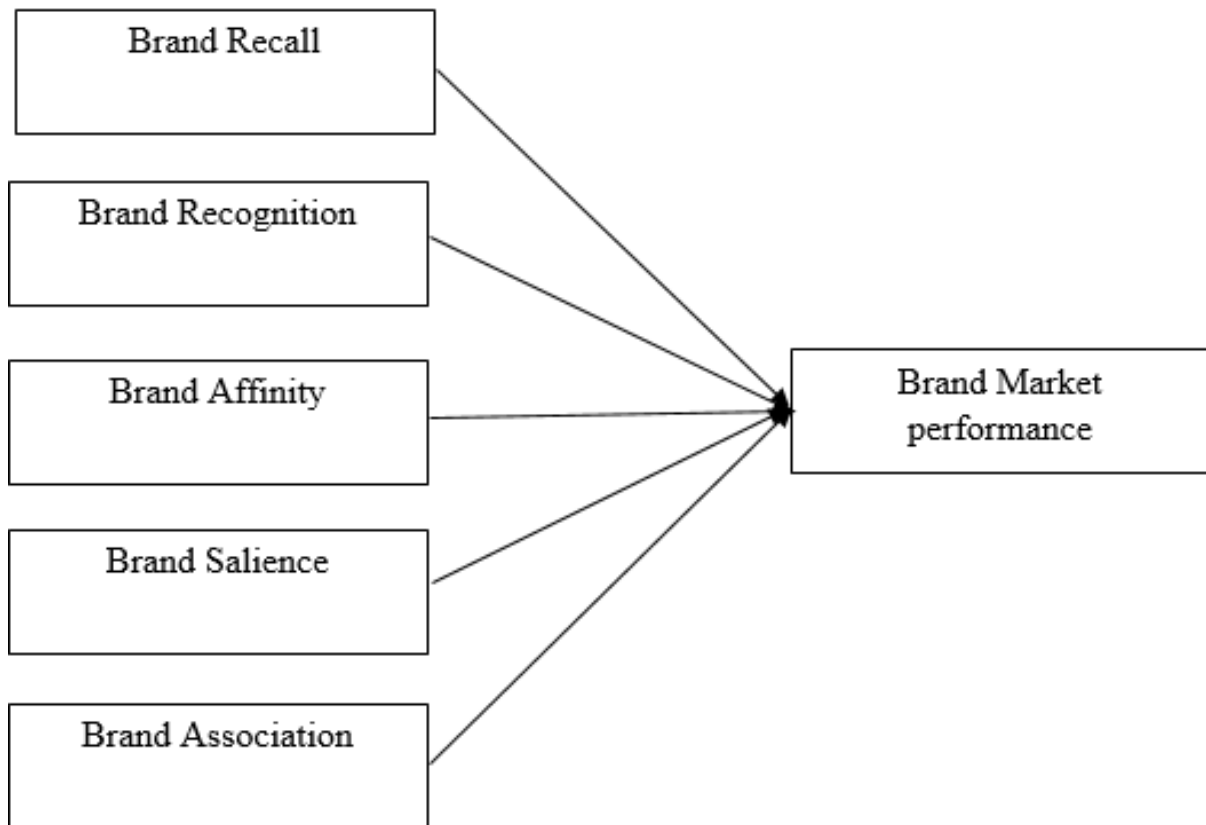
1.5.OBJECTIVES OF THE STUDY

The primary objective of this study is to determine the role of brand awareness on brand market performance in Fyndhere services private limited.

Secondary objectives

- To investigate the relationship between brand awareness and brand market performance in Fyndhere services private limited.
- To identify how brand recall influences the brand market performance
- To determine the impact of brand recognition on brand market performance
- To assess whether brand affinity influences the brand market performance
- To evaluate the effect of brand salience on brand market performance
- To examine how brand association affects the brand market performance

1.6.CONCEPTUAL FRAMEWORK



CHAPTER 2
LITERATURE REVIEW

Cowton (2002) stated that banks served as an important area for both risks and return assets. Ethics has a key role to play in shaping both traditional banks and modern banks. The present study is based on a three-conditioned analysis of the ethics in banking. Integrity acts as an important factor in building confidence in the banking system to make it flourish. In addition, blame pointed to the contemporary banks that triggered the lending policies. Affinity is working in a series of relatively new ways. In conventional western banking, the depositors and borrowers had a close association.

Sharma and Dubish (2019) claimed that traditional marketing strategies no longer add importance to profit generation in the banking industry. Consequently, banks started to switch from traditional to modern marketing to avoid raising the return on investment. Service brands that influenced consumer satisfaction and brand affinity through consumer engagement in building strong brand equity need a new digital economy. The research currently focused on how to mark attachment, apprehension, and satisfaction affected brand equity. In addition, the authors found that all the variables on brand equity had a close association.

Beneke et al. (2012) stated how consumer awareness influenced mark affinity and CSR. The research was being carried out at retail banks in South Africa. The study found no mediate correlation between CSR views and a willingness to suggest consumer attitudes. Correlation stated that the variables have a direct positive relation. In addition, the authors found that CSR's recognition affected the brand loyalty that results in business rewards.

Yasin & Aziz (2013) stated that mark equity determinants existed and placed a key role in influencing customers' perception of banking service. The study intended to recognize service equity formation from the customer's point of view. The secondary objective was to assess the brand equity determinants and to decide the relation between the variables. The authors planned to develop a conceptual framework based on the model of brand resonance by looking at six building blocks. The authors selected private sector banks in Malaysia to do so, and the samples were calculated using cluster methods based on specific geographic regions. The authors assessed it using a questionnaire once samples were determined. The study found brand salience, brand efficiency, brand judgment, brand feelings, and brand resonance to be the most important attributes from the statistical test. Brand performance is highly associated with mark decision, brand feelings, and brand resonance among the above variables. In addition, a strong positive association between brand perceptions and brand resonance was found.

Naufal et al. (2016) claimed that reputation plays a key role in establishing customer behavior and sustaining it for a long time to come. The research used analytical analysis and found the variables such as creditworthiness, consumer interest, satisfaction, and loyalty. It has been found from the studies that there was a cordial relationship between credibility and customer behaviour.

Aziz & Yasin (2010) stressed how determinants influenced the brand equity of banking sector services. The study relied entirely on a customer-based brand equity model that considered most variables such as brand salience, followed by brand performance, and then brand imagery, brand judgment, brand feelings, and resonance. Reliability checks were applied in the analysis,

and the result was satisfactory. Therefore, the authors carried out correlation research, which resulted in a strong positive relationship between brand performance and brand judgment and brand performance and brand feelings, brand feelings, and brand resonance. Supported multiple regression to know the impact of the attributes on brand resonance. Finally, the study found that all variables affect brand resonance significantly.

Verma (2012) reported how brand equity determinants affected private banking consumers. The study's primary objective was to examine the factors influencing brand development using the brand resonance model. Six qualities such as brand efficiency and brand judgment, brand popularity, brand imagery, brand sailing, and brand feelings were finally present. The study relied entirely on upon and executed quantitative research using questionnaires. Samples are determined using a random stratified sampling method. However, the correlation analysis resulted in a strong positive correlation between brand performance and brand judgment and brand performance and brand feelings. Study findings claimed all variables were statistically significant. The mark resonance was significantly influenced by variables such as brand feelings, brand judgment, and brand efficiency.

Gul et al. (2018) represented how banks have followed a long-term customer retention strategy to sustain the environment. Most research left is based on the mark resonance effect on customer retention. The authors thus concentrated on how brand resonance influences banks' retention of customers in Pakistan. The authors developed a conceptual framework to further implement it by considering customer loyalty, customer attachment, sense of community, and customer engagement as independent variables. In contrast, customer retention is a dependent variable. From the analysis, all variables with customer retention are statistically significant. In addition, the study resulted in a strong positive influence of customer engagement on customer retention, customer loyalty followed by customer attachment, and community sense.

Farhana & Islam (2012) noted that consumers attached more importance to the brand and that it also has close ties with the customers these days. It plays a key role in building good, cordial customer relationships. Brand equity was appraised using the brand equity model based on consumers. The study considered brand sailing followed by brand efficiency, brand image, brand judgment, brand sentiments, and brand resonance. The correlation test provided the finding that there was a strong positive correlation between brand emotions, brand judgment, and brand resonance. A strong positive correlation between brand judgment, brand feelings, brand results, and a poor correlation between brand resonance and brand sailing was observed. Finally, the study concluded that the brand equity model based on customers has no contribution to building brand awareness among Bangladesh's consumers.

Beckett et al. (2000) claimed in the study that the emergence of new technologies paved the way for banks to implement innovative ideas for the provision of customer services. The action has a critical impact on client behaviour. The bank providers usually made an effort to understand the need for customers to control and evaluate their behaviour. This study developed a model for recognizing consumer behaviour when buying financial products and services. The study used qualitative research data to determine customer expectations regarding financial services and financial products. Lastly, the study resulted in the bank

providers attempting to identify the appropriate strategies to boost customer retention and induce profitability.

Athanasopoulos & Labroukos (1999) stated that corporate customers who procured financial services in Greece had concerns. The research examined customer satisfaction and loyalty issues created for corporate customers based on empirical approaches. Assessing the issues using the suggested structure considered the corporate clients were selecting the banking relationship on a company through a product. The study found variations between the dominant criteria of bank selection and the price but did not show the predicted widespread dominance over the type of services. Study findings reported that the individual companies played a key role in shaping the global banking relationship.

McKechnie (1992) represented in the study how the customer's behaviour was assessed using financial services, considering the specific prerequisites of the sector and its products. Based on evaluations of personal and corporate buying conduct related to the association-based potential conceptual work and experiences in the buying process.

CHAPTER 3
RESEARCH DESIGN

3. RESEARCH DESIGN

3.1. INTRODUCTION

This chapter describes in detail the approach used to conduct the research that resulted in the formation of this thesis. The chapter is divided into subheadings about the research design, study population, sampling frame, sample and sampling techniques, data gathering methods, tools and processes, and data analysis procedures.

3.2. RESEARCH DESIGN

The analysis is carried out based on quantitative research as it uses numerical data. The present study is correlational research because it uses variables to investigate the relationship. In examining the relationship between brand awareness and determinants, the researcher seeks. The research used brand recall, brand recognition, brand association, brand salience and brand affinity, how consumers judge it, and brand reactions assessed using CBBE.

3.3. POPULATION AND SAMPLE

The population is assumed to be consumers of Fyndhere services in this analysis. The population is defined as the entire collection of analytical units under inquiry, as well as each individual element inside the unit from which data was obtained.

3.4. SAMPLING FRAME

The sampling frame reflected a well-considered lexicon of samples for our investigation, and so the researcher considers Fyndhere customers. The study involved collecting data from individual Fyndhere customers considered as a sample.

3.5. SAMPLING DESIGN

The researcher uses convenient sampling for choosing the final sample package. The researcher applies to the group of participants that are naturally accessible in the Fyndhere services when buying financial products. The main reason behind using the method is taking samples from a wide variety of populations

3.6. SAMPLE SIZE

The study surveyed a sample size greater than 158, with a confidence interval of 5% and a confidence level of 95%. According to the sample size estimation, the sample size for the analysis is 112.

3.7. DATA COLLECTION METHOD

In the study, the researcher used both primary and secondary data. Primary data was collected and submitted using a semi-structured questionnaire. A questionnaire was prepared based on a five-point scale, in which questions were considered, both open and close

3.8. SOURCE OF DATA

This study was utilized the primary and secondary sources of data. The primary data for this analysis was collected using a Structured Questionnaire, and secondary data was gathered from other similar research papers, magazines, journals, books, and websites, among other sources. First, the author used the focus group and the second questionnaire to gather primary sources of information. The researcher entirely relies on primary data to evaluate how brand awareness attributes affect the brand market performance. Secondary sources are used to identify the gaps in literature sources

3.9. HYPOTHESIS OF THE STUDY

H₀: Determinants of brand awareness is not positively associated with the brand market performance

H₁: Determinants of brand awareness is positively associated with the brand market performance

H₀: Brand recall does not affect the brand market performance

H₁: Brand recall strongly affects the brand market performance

H₀: Brand recognition does not affect the brand market performance

H₂: Brand recognition strongly affects the brand market performance

H₀: Brand affinity does not affect the brand market performance

H₃: Brand affinity strongly affects the brand market performance

H₀: Brand salience does not affect the brand market performance

H₄: Brand salience strongly affects the brand market performance

H₀: Brand association does not affect the brand market performance

H₅: Brand association strongly affects the brand market performance

3.10. LIMITATION OF THE STUDY

This study encountered several roadblocks. Numerous obstacles presented themselves to the researcher, including but not limited to the following:

- Executives who were initially included in the sample declined to respond, citing the need for confidentiality regarding the information sought. They generally expressed underlying concerns that such information could be leaked to their primary competitors.
- Some customers also declined to respond, citing time constraints, disinterest, and a hectic schedule, despite the researchers' proactive consideration of these factors before approaching the customers while awaiting service delivery. As a result, the researcher was obligated to leave such questionnaires out of the study.

CHAPTER 4
DATA ANALYSIS

Table 1: Age of respondents

Particulars	No. of respondents	Percentage
Below 25 years	59	52.7
25 to 30 years	30	26.8
30 to 35 years	17	15.2
Above 35 years	6	5.4
Total	112	100.0

Source: Own calculation

It has been observed from the table that 52.7% of respondents are aged below 25 years, followed by 26.8% of respondents belong to the ages of 25 to 30 years, 15.2% of respondents belong to the ages of 30 to 35 years, and 5.4% of respondents are above 35 years. It is then concluded that most of the respondents who participated in the study are belong to the age categories of 25 to 30 years.

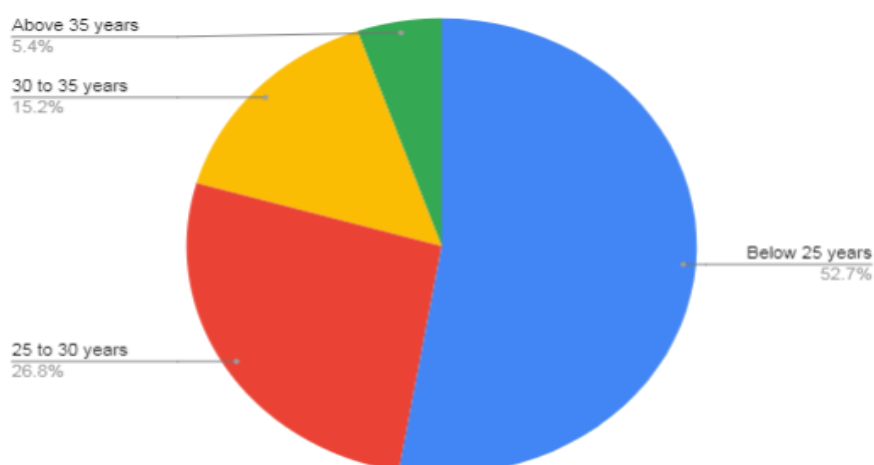


Figure 1: Age of respondents

Table 2: Gender of respondents

Particulars	No. of respondents	Percentage
Male	63	56.3
Female	49	43.8
Total	112	100.0

As can be seen in the table, that the final sample had the highest number of male (63) respondents than the female (49) respondents, indicating the ratio of 56.3% and 43.8%, respectively. It signifies those men are a heavier consumer of Fyndhere services than females, probably half as much.

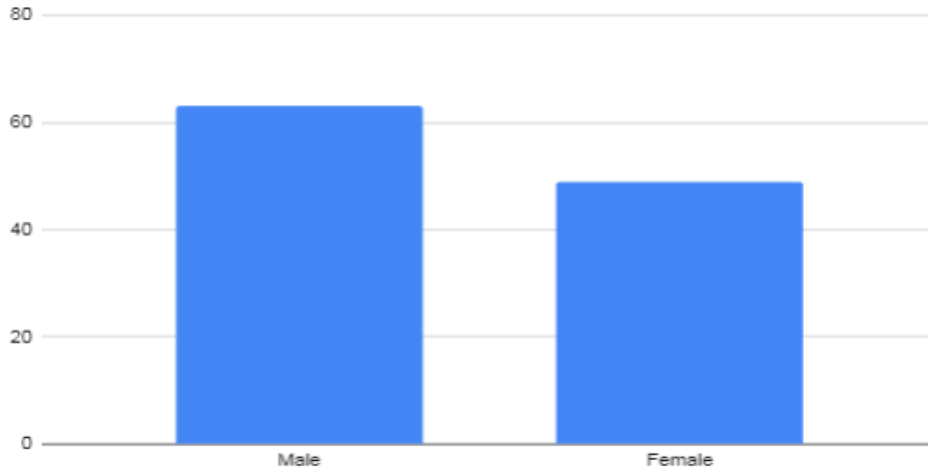


Figure 2: Gender of respondents

Table 3: Occupation of respondents

Particulars	No. of respondents	Percentage
Self-employed	26	23.2
Government employee	9	8.0
Private employee	39	34.8
Others	38	33.9
Total	112	100.0

It is observed from the table that 23.2% of respondents are working as self-employed, followed by 8% of respondents are working as government employees, 34.8% of respondents are working in a private company as an employee, and the remaining 33.9% of respondents are others. In this study, the other mentioned are teacher, banker, labor, marketing, etc. Hence, it is inferred that most of the respondents who participated in the study are working in private organizations as employees.

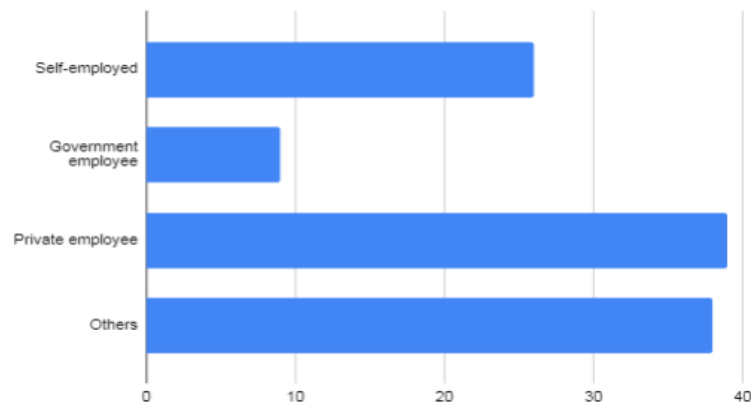


Figure 3: Occupation of respondents

Table 4: Education of respondents

Particulars	No. of respondents	Percentage
Graduates	47	42.0
Postgraduates	33	29.5
Professional degree	20	17.9
Others	12	10.7
Total	112	100.0

The table above shows that 42% of respondents had graduates level, followed by 29.5% of respondents had post-graduates level, 17.9% had a professional degree, and 10.7% had others. In this study, others are diploma, secondary level, and ITI, etc. It is then evident that most of the respondents who participated in the study are completed their studies up to graduates level.

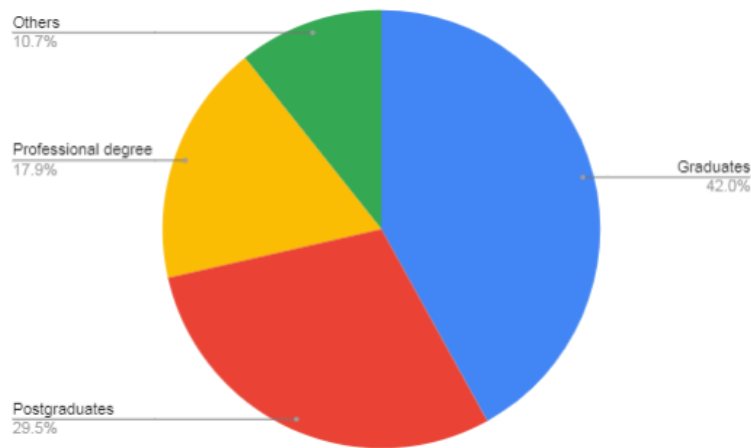


Figure 4: Education of respondents

Table 5: Marital status

Particulars	No. of respondents	Percentage
Married	25	22.3
Unmarried	87	77.7
Total	112	100.0

It is found from the above table that 22.3% of respondents are married and remain 77.7% of respondents were unmarried. Thus, it concludes that most of the respondents who participated in the study are unmarried respondents.

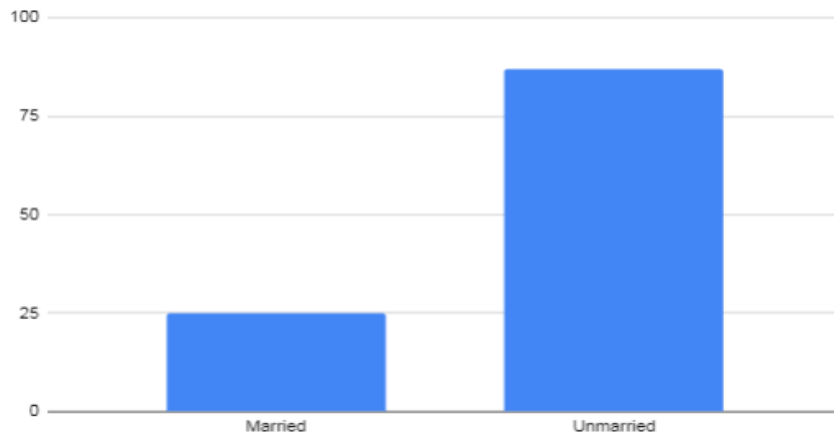


Figure 5: Marital status

Table 6: Annual income

Particulars	No. of respondents	Percentage
Below 2 lakhs	39	34.8
2 to 5 lakhs	24	21.4
5 to 8 lakhs	22	19.6
Above 8 lakhs	27	24.1
Total	112	100.0

From the above table, it is observed that 34.8% of respondents are earning below two lakh per annum, followed by 21.4% of respondents are earning income between 2 and 5 lakh per annum, 19.6% of respondents are earning income between 5 and 8 lakhs, and remaining 24.1% of respondents are earning above eight lakhs. Hence, it is concluded that most respondents who participated in the study are earning an income below two lakh per annum.

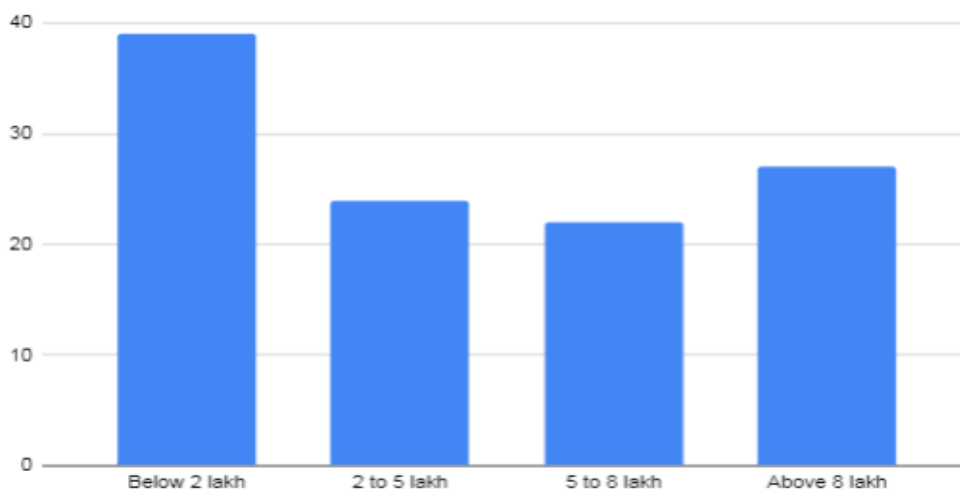


Figure 6: Annual income

Table 7: Source of information

Particulars	No. of respondents	Percentage
Advertisement	12	10.7
Internet	24	21.4
TV	8	7.1
Social media	38	33.9
Others	30	26.8
Total	112	100.0

The table above reveals that 10.7% of respondents are come to know about the company by advertisement, followed by 21.4% of respondents are known through the internet, 7.1% of respondents are known by TV, 33.9% of respondents know through social media, and 26.8% of respondents know by others. In this study, others mentioned such as family, friends, colleagues, and newspaper. Hence, it is concluded that most respondents who have participated in the study know about the company through social media.

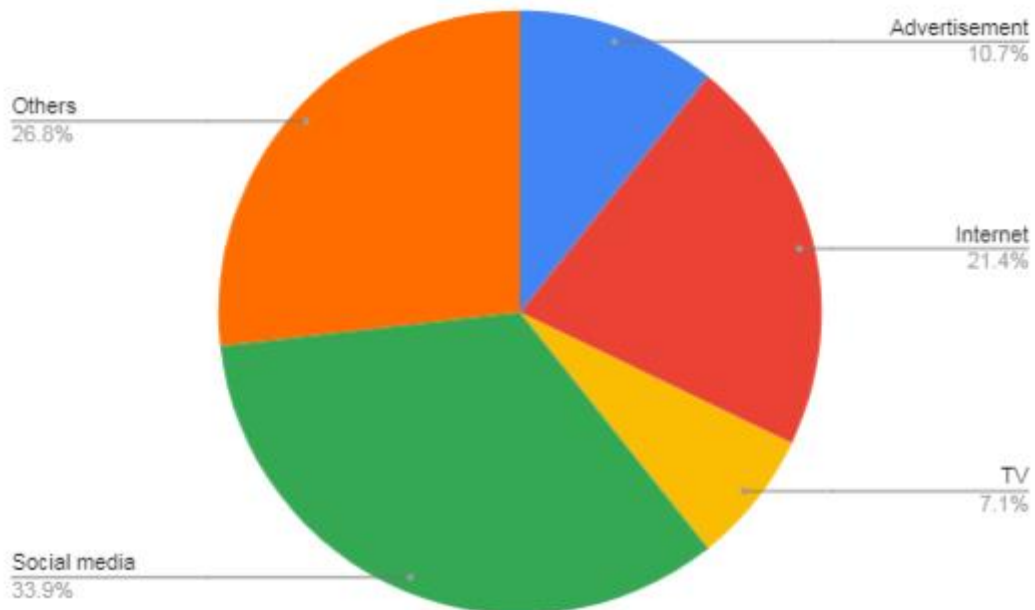


Figure 7: Source of information

Table 8: Know about Fyndhere service private limited

Particulars	No. of respondents	Percentage
Yes	33	29.5
No	79	70.5
Total	112	100.0

Source: Own calculation

It has been found from the above table that 29.5% of respondents are agreed that they know about the Fyndhere service private limited, and the remaining 70.5% of respondents are don't know. Thus, it is evident that most of the respondents who willing to participate in the study are don't know about the Fyndhere service private limited.

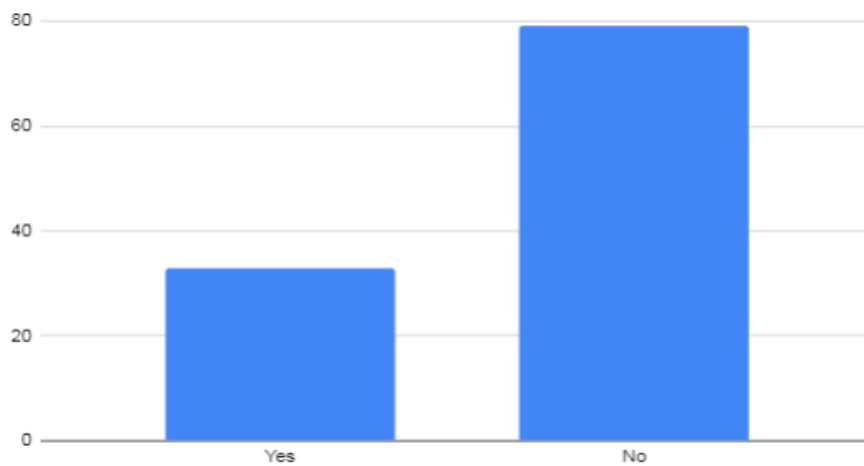


Figure 8: Know about Fyndhere service private limited

Table 9: Customer operated the Fyndhere service private limited

Particulars	No. of respondents	Percentage
Less than two years	89	79.5
2 to 5 years	14	12.5
5 to 8 years	4	3.6
Above eight years	5	4.5
Total	112	100.0

The table above shows that 79.5% of respondents are using the Fyndhere service private limited for less than two years, followed by 12.5% of respondents are using this company between 2 and 5 years, 3.6% of respondents are using from 5 to 8 years, and 4.5% of respondents are above eight years. Hence, it is concluded that most of the customers using the Fyndhere service private limited for less than two years.

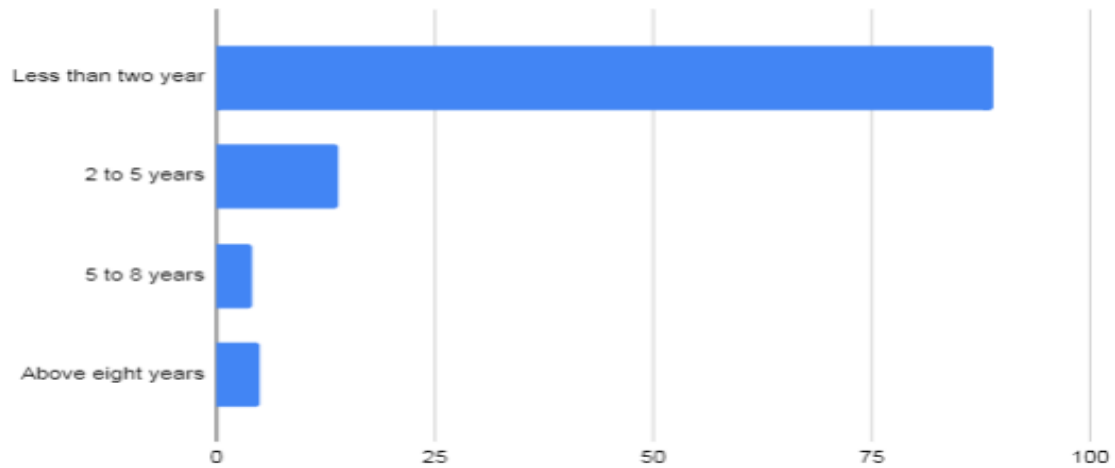


Figure 9: Customer operated the Fyndhere service private limited

Table 10: Mean and standard deviation for Brand Affinity

Particulars	Mean	Standard deviation
I like my Fyndhere service private limited	2.4732	1.06509
To me, my Fyndhere service private limited is unique	2.5982	1.16603
Fyndhere service private limited suits my personality	2.5446	1.17702
I am proud to tell my colleagues about Fyndhere service private limited.	2.3125	1.04865

It is revealed from the table that brand affinity measures the form of a five-point Likert scale, and the respondents' opinion converts in the form of mean and standard deviation. However, the mean value of brand affinity has a range of 2.30 to 2.60. It depicts that the highest mean value represents the statement of "Fyndhere service private limited is unique" with 2.59 and "I am proud to tell my colleagues about Fyndhere service private limited" has the least mean value of 2.31. Although, the standard deviation helps to predict the precision of the statement. Thus, the standard deviation may vary from 1.00 to 1.20. It is found that the highest precision for statement is "I am proud to tell my colleagues about Fyndhere service private limited" (1.04), representing the values are close to mean. The lowest precision for the statement is "Fyndhere service private limited suits my personality" (1.17), representing that the scores are not closer to the mean. Hence, it concludes that most respondents are agreed that the Fyndhere service private limited is unique in my point of view.

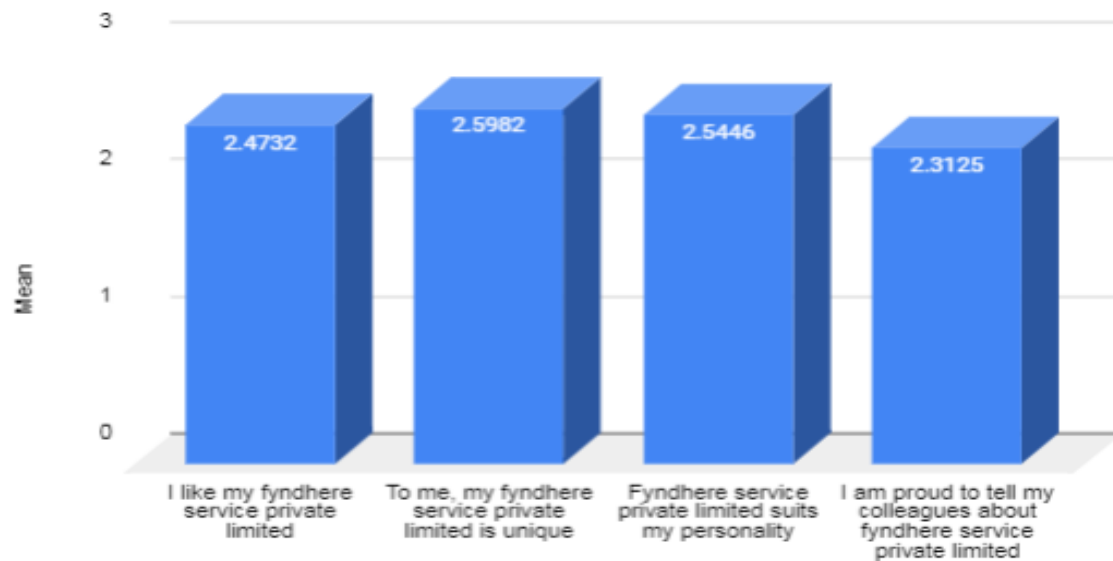


Figure 10: Mean and standard deviation for Brand affinity

Table 11: Mean and standard deviation for Brand recall

Particulars	Mean	Standard deviation
It is the first thing that springs to me when I think of the service	2.5357	1.08991
When someone mentions trading, Fyndhere service private limited constantly comes to mind	2.7054	1.10395
I am familiar with the hues of Fyndhere service private limited	2.4196	1.10395
I recognize Fyndhere service private limited among its competitors	2.4554	.91915

It has been observed from the above table that brand recall measures the form of a five-point Likert scale, and the respondents' opinion converts in the form of mean and standard deviation. However, the average value of brand recall is in the range of 2.4 to 2.7. The highest average value represents the statement of "When someone mentions trading, Fyndhere service private limited constantly comes to mind" with 2.70 and "I am familiar with the hues of Fyndhere service private limited" has the least mean value of 2.41. Further, the standard deviation helps to predict the precision of the statement. Thus, the standard deviation may vary from 0.90 to 1.10. It is observed that the highest precision for statement is "I recognize Fyndhere service private limited among its competitors" (0.91), representing the values are close to mean. The lowest precision for the statement is "When someone mentions trading, Fyndhere service private limited constantly comes to mind" (1.10), representing that the scores are not closer to the mean. Thus, it concludes that most respondents are agreed that if someone mentions trading, Fyndhere service private limited constantly comes to mind.

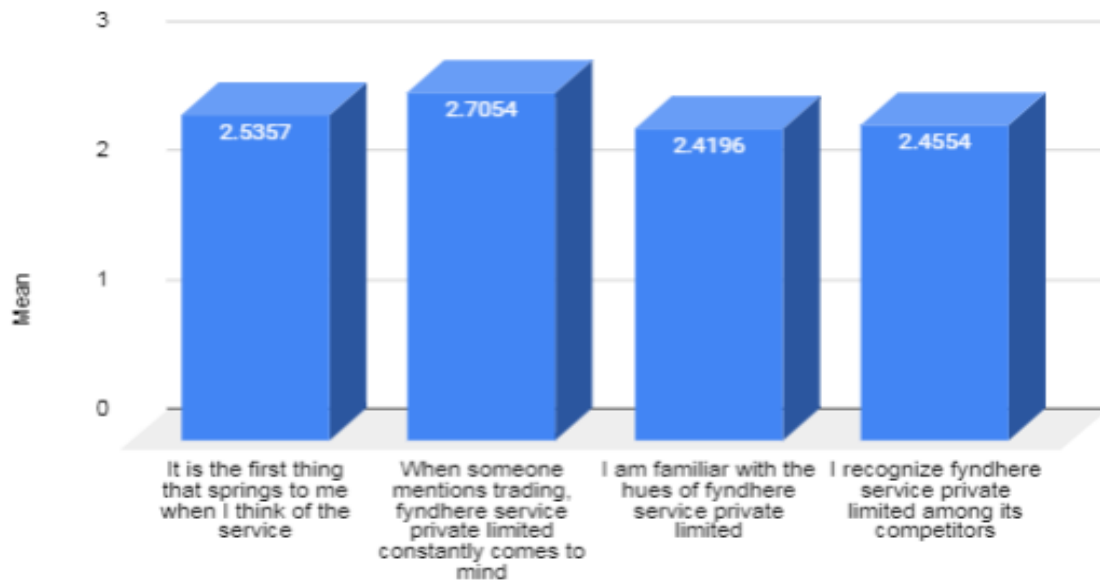


Figure 11: Mean and standard deviation for Brand recall

Table 12: Mean and standard deviation for Brand recognition

Particulars	Mean	Standard deviation
I have no trouble visualizing this business in my thoughts	2.6429	1.22185
I recognize this business in comparison to others in the finance sector	2.6339	1.07381
Fyndhere service private limited is not in the business of exploiting clients	2.3929	1.10165
Fyndhere service private limited and its employees practice social responsibility	2.5357	.99484

From the above table, it is found that brand recognition measures the form of a five-point Likert scale, and the respondents' opinion converts in the form of mean and standard deviation. However, the average value of brand recognition is in the range of 2.35 to 2.65. The highest average value represents the statement of "I have no trouble visualizing this business in my thoughts" with 2.64 and "Fyndhere service private limited is not in the business of exploiting clients" has the least mean value of 2.39. Although, the standard deviation helps to predict the precision of the statement. Thus, the standard deviation differs from 0.95 to 1.25. It is found that the highest precision for statement is "Fyndhere service private limited and its employees practice social responsibility" (0.99), representing the values are close to mean. The lowest precision for the statement is "I have no trouble visualizing this business in my thoughts" (1.22), representing that the scores are not closer to the mean. Hence, it is concluded that most respondents are agreed that they have no trouble visualizing this business in my thoughts

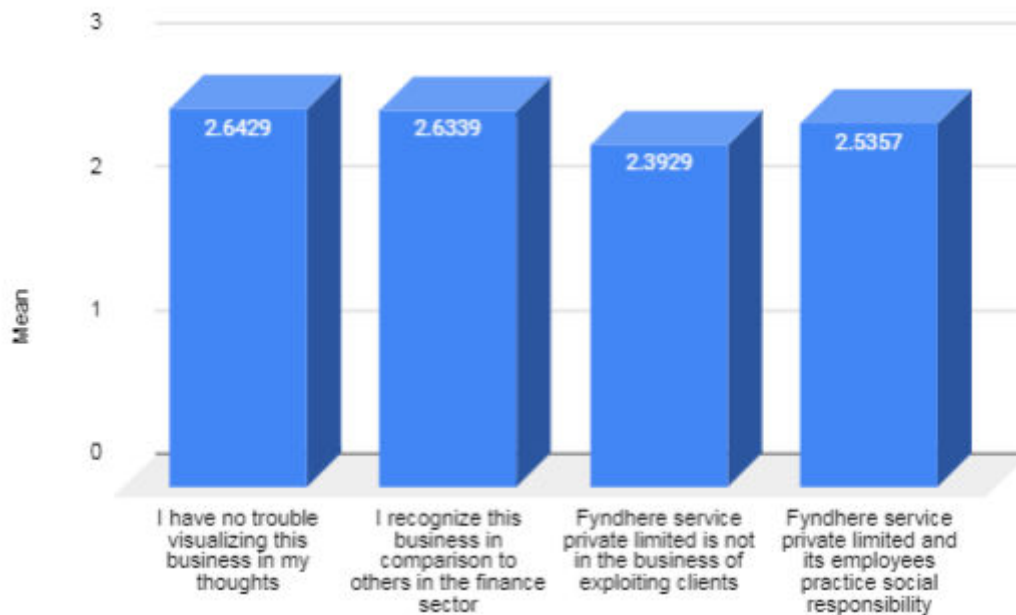


Figure 12: Mean and standard deviation for Brand recognition

Table 13: Mean and standard deviation for Brand association

Particulars	Mean	Standard deviation
The services given by this Fyndhere are specifically designed to benefit clients	2.5446	1.27970
It is quite improbable that the services of this Fyndhere are unreliable	2.6518	1.09635
These services are completely risk-free for the customer	2.3750	1.09153
These services are reasonably priced	2.2857	1.03479

It is depicted from the table above that brand association measures in the form of a five-point Likert scale, and the respondents' opinion converts in the form of mean and standard deviation. However, the mean value of brand association is in the range of 2.25 to 2.65. The highest mean value represents the statement of "It is quite improbable that the services of this Fyndhere are unreliable" with 2.65 and "These services are reasonably priced" has the least mean value of 2.28. Although, the standard deviation helps to predict the precision of the statement. Thus, the standard deviation differs from 1.00 to 1.30. It is revealed that the highest precision for the statement is "These services are reasonably priced" (1.03), representing the values are close to the mean. The lowest precision for the statement is "The services given by this Fyndhere are specifically designed to benefit clients" (1.27), representing that the scores are not closer to the mean. Hence, it is concluded that most respondents have stated that brand association is quite improbable that the services of this Fyndhere are unreliable

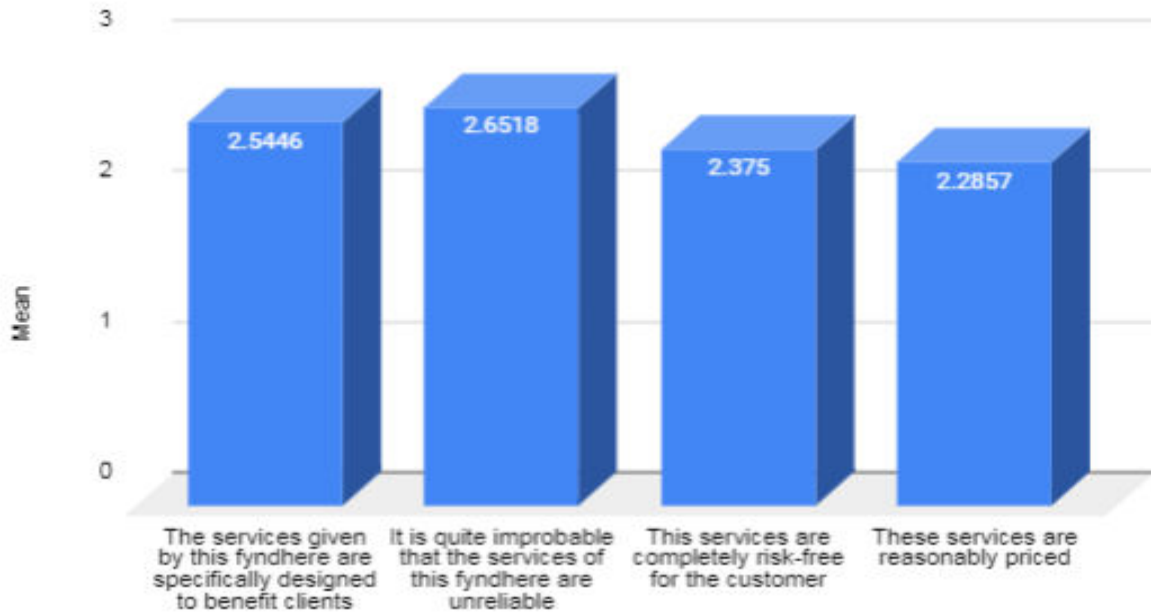


Figure 13: Mean and standard deviation for Brand association

Table 14: Mean and standard deviation for Brand salience

Particulars	Mean	Standard deviation
Fyndhere service private limited is the first and most famous service crossing	2.4821	1.05679
In my idea, provided services in Fyndhere service private limited are more favourable and distinct than others	2.4464	1.03836

The table above shows that brand salience has an average value that differs from 2.44 to 2.48. However, the highest average value is in the statement of “Fyndhere service private limited is the first and most famous service crossing” with 2.48 and indicates the low precision. Also, the statement “In my idea, provided services in Fyndhere service private limited are more favorable and distinct than others” has the least average value of 2.44 and suggests high precision. Thus, it is concluded that most of the respondents are agreed that the company is the first and most famous service crossing.

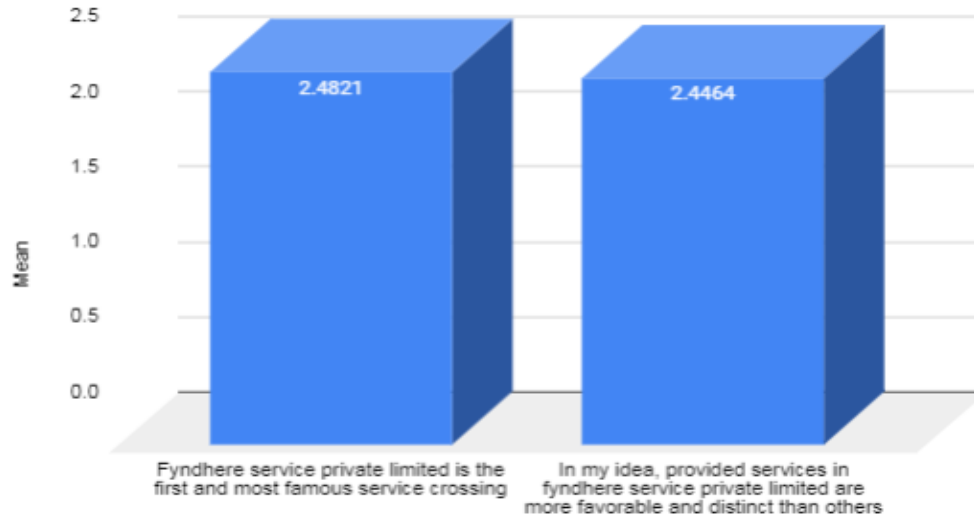


Figure 14: Mean and standard deviation for Brand salience

Table 15: Mean and standard deviation for Brand market performance

Particulars	Mean	Standard deviation
Fyndhere customer satisfaction has been much higher than that of our primary competitors	2.5536	1.08917
Fyndhere client loyalty has been much higher than that of our primary competitors	2.3839	1.02444
Customer awareness of Fyndhere and its services has been much higher than that of our primary competitors	2.5446	1.02129
Fyndhere reputation has been far superior to that of our primary competitors	2.3036	1.10559

It has been observed from the above table that brand market performance measures the form of a five-point Likert scale, and the respondents' opinion converts in the form of mean and standard deviation. However, the average value of brand market performance is in the range of 2.3 to 2.6. The highest average value represents the statement of "Fyndhere customer satisfaction has been much higher than that of our primary competitors" with 2.55 and "Fyndhere reputation has been far superior to that of our primary competitors" has the least mean value of 2.30. Further, the standard deviation helps to predict the precision of the statement. Thus, the standard deviation may vary from 1.00 to 1.10. It is observed that the highest precision for statement is "Customer awareness of Fyndhere and its services has been much higher than that of our primary competitors" (1.02), representing the values are close to mean. The lowest precision for the statement is "Fyndhere reputation has been far superior to that of our primary competitors" (1.10), representing that the scores are not closer to the mean.

Thus, it concludes that most respondents are agreed that Fyndhere customer satisfaction has been much higher than that of our primary competitors

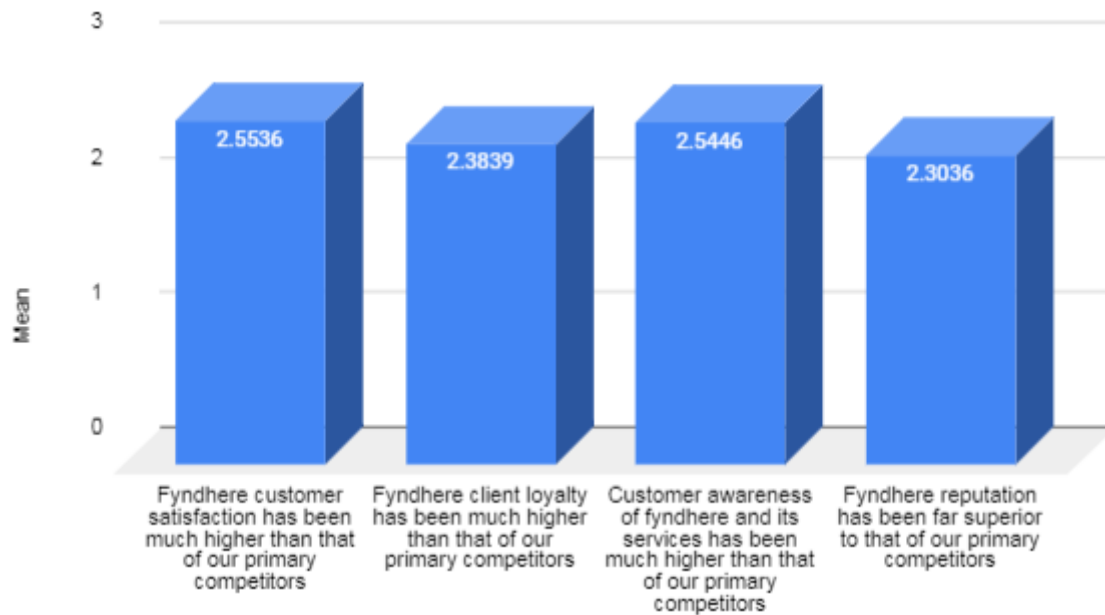


Figure 15: Mean and standard deviation for Brand market performance

Table 16: Correlation between the determinants of brand awareness and brand market performance

H₀: Determinants of brand awareness is not positively associated with the brand market performance

H₁: Determinants of brand awareness is positively associated with the brand market performance

Particulars	Brand affinity	Brand recall	Brand recognition	Brand association	Brand salience	Brand market performance
Brand affinity	1	.836** (.000)	.791** (.000)	.817** (.000)	.675 (.000)	.781** (.000)
Brand recall		1	.859** (.000)	.825** (.000)	.759** (.000)	.812 (.000)
Brand recognition			1	.775** (.000)	.774** (.000)	.869** (.000)
Brand association				1	.822** (.000)	.793** (.000)
Brand salience					1	.877** (.000)
Brand market performance						1

It has been observed from the table above that Pearson correlation uses to determine the relationship between the dependent and independent variables. In this study, Brand Affinity,

Brand recall, Brand recognition, Brand association, and Brand salience are taken as an independent variable, whereas brand market performance is considered as a dependent variable.

Brand affinity and brand market performance show that the correlation value of variables is 0.781, and the significance level is 0.000, representing the value of less than 5%. Thus, it is concluded that brand affinity is positively related to brand market performance. Besides, an identical it indicates the statistically considerable.

Brand recall and brand market performance reveal that the correlation value coefficient is 0.812, and the p-value is 0.000 representing the significance value is less than 5%. Hence, it is evident that there is an association between the variables. Also, it has a positive strength, and it is statistically considerable.

Brand recognition and brand market performance have found that the correlation value is 0.869 and the significance level is less than 5%. Therefore, it concluded that brand recognition has a positive and strong relationship with the brand market performance. Also, it is statistically considerable.

Brand association and brand market performance indicate that the correlation value is 0.793, and the p-value is 0.000 ($p < 5\%$). Thus, it is inferred that there is a relationship between brand association and brand market performance. Also, it is statistically considerable.

Brand salience and brand market performance have observed that the correlation value is 0.877, and the p-value is 0.000 indicates the value is less than 5%. Hence, it is evident that brand salience is positively related to the brand market performance. Also, it has a positive strength, and it is statistically considerable.

Finally, the study found that all variables are positively significant with the brand market performance. Although, brand salience has a high correlation and brand affinity has a low correlation with brand market performance.

Table 17: Impact of brand affinity on brand market performance

H₀: Brand affinity does not influence the brand market performance positively.

H₁: Brand affinity influences the brand market performance positively.

Model Summary				
Particulars	R	R ²	Adjusted R ²	Estimate standard error
1	.781^a	.610	.607	.59198

The table above reveals that the model summary table shows the R-value is 0.781, which indicates the brand affinity has a strong and close relationship with the brand market performance. Further, the R-square value of the variables is 0.610, which is approximately 61% of the variation with the brand market performance. Hence, it shows the brand affinity has a 61% impact on brand market performance.

ANOVA						
Particulars		SS	df	MS	F	P
1	Regression	60.380	1	60.380	172.296	.000^b
	Residual	38.549	110	.350		
	Total	98.929	111			

The ANOVA table shows that the F-statistics secured as 172.296, and the significance level is 0.000 (p<5%). It is then concluded that the researcher found that the regression model is well fitted and predicts the brand market performance.

Coefficients						
Particulars		USC		SC	t	P
		B	Error	B		
1		.308	.172		1.787	.077
	Brand affinity	.862	.066	.781	13.126	.000

The coefficient table reveals that the beta value of brand affinity has 0.781, the t-value is 13.126, and the p-value is 0.000 (p<5%). Thus, it is apparent that brand affinity affects the brand market performance positively. Besides, a single unit change in brand affinity resulted in 0.781 changes in brand market performance.

Table 18: Impact of brand recall on brand market performance

H₀: Brand recall does not influence the brand market performance positively.

H₁: Brand recall influences the brand market performance positively.

Model Summary				
Particulars	R	R ²	Adjusted R ²	SE
1	.812^a	.659	.656	.55398

It has been found from the above table that the model summary table shows the R-value is 0.812, which suggests the brand recall has a close relationship with the brand market performance. Although, the R-square value is 0.659, which is approximately 65.9% of the variation with the brand market performance. Hence, it shows the brand recall has a 65.9% impact on brand market performance.

ANOVA						
Particulars		SS	df	MS	F	P
1	Regression	65.170	1	65.170	212.354	.000^b
	Residual	33.758	110	.307		
	Total	98.929	111			

The ANOVA table indicates that the F-statistics secured to be 212.354, and the significance value is 0.000 (p<5%). It is then evident that the researcher found that the regression model is well fitted and predicts the brand market performance.

Coefficients						
Particulars		USC		SC	t	P
		B	SE	B		
1		.307	.156		1.972	.051
	Brand recall	.846	.058	.812	14.572	.000

The coefficient table shows that the beta value of brand recall has 0.812, the t-value is 14.572, and the p-value is 0.000 (p<5%). Hence, it is evident that the brand recall affects the brand market performance positively. Besides, one unit change in brand recall resulted in 0.812 changes in brand market performance.

Table 19: Effect of brand recognition on brand market performance

H₀: Brand recognition does not influence the brand market performance positively.

H₁: Brand recognition influences the brand market performance positively.

Model Summary				
Particulars	R	R ²	Adjusted R ²	SE
1	.869^a	.755	.753	.46904

The table above shows that the R-value is 0.869, representing that brand recognition has a strong relationship with the brand market performance. However, the R-square value is 0.755, approximately 75.5% of the variation with the brand market performance. Thus, it concluded that brand recognition has a 75.5% effect on brand market performance.

ANOVA						
Particulars		SS	df	MS	F	P
1	Regression	74.728	1	74.728	339.673	.000^b
	Residual	24.200	110	.220		
	Total	98.929	111			

The ANOVA table shows that the F-statistics secured to be 339.673, and the significance value is 0.000 (p<5%). Hence, it is concluded that the researcher found that the regression model is well fitted and predicts the brand market performance.

Coefficients						
Particulars		USC		SC	t	P
		B	SE	B		
1		.343	.122		2.797	.006
	Brand recognition	.825	.045	.869	18.430	.000

The coefficient table reveals that the beta value of brand recognition has 0.869, the t-value is 18.430, and the p-value is 0.000 (p<5%). Therefore, it is concluded that brand recognition affects the brand market performance positively. Besides, one unit change in brand recognition resulted in 0.869 changes in brand market performance.

Table 20: Effect of brand association on brand market performance

H₀: Brand association does not influence the brand market performance positively.

H₁: Brand association influences the brand market performance positively.

Model Summary				
Particulars	R	R ²	Adjusted R ²	SE
1	.793^a	.629	.625	.57774

It is observed from the above table that the R-value is 0.793, which indicates the brand association has a close relationship with the brand market performance. Furthermore, the R-square value is 0.629, which is approximately 62.9% of the variation with the brand market performance. Therefore, it concluded that the brand association has a 62.9% effect on brand market performance.

ANOVA						
Particulars		SS	df	MS	F	P
1	Regression	62.212	1	62.212	186.381	.000^b
	Residual	36.717	110	.334		
	Total	98.929	111			

The ANOVA table found that the F-statistics secured to be 186.381, and the significance value is 0.000 (p<5%). Thus, it is concluded that the researcher found that the regression model is well fitted and predicts the brand market performance.

Coefficients						
Particulars		USC		SC	t	P
		B	SE	B		
1		.410	.159		2.582	.011
	Brand association	.826	.061	.793	13.652	.000

The coefficient table indicates that the beta value of brand association has 0.793, the t-value is 13.652, and the p-value is 0.000 (p<5%). Therefore, it is concluded that the brand association influenced the brand market performance positively. Besides, every unit change in brand association resulted in 0.793 changes in brand market performance.

Table 21: Impact of brand salience on brand market performance

H₀: Brand salience does not influence the brand market performance positively.

H₁: Brand salience influences the brand market performance positively.

Model Summary				
Particulars	R	R ²	Adjusted R ²	SE
1	.877^a	.769	.767	.45602

The model summary table reveals that the R-value is 0.877, which indicates the brand salience has a positive relationship with the brand market performance. However, the R-square value is 0.769, which is approximately 76.9% of the variation with the brand market performance. Therefore, it concluded that brand salience has a 76.9% effect on brand market performance.

ANOVA						
Particulars		SS	df	MS	F	P
1	Regression	76.054	1	76.054	365.731	.000^b
	Residual	22.875	110	.208		
	Total	98.929	111			

The ANOVA table found that the F-statistics secured to be 365.731, and the significance value is 0.000 (p<5%). Thus, it is concluded that the researcher found that the regression model is well fitted and predicts the brand market performance.

Coefficients						
Particulars		USC		SC	t	P
		B	SE	B		
1		.333	.119		2.803	.006
	Brand salience	.858	.045	.877	19.124	.000

The coefficient table indicates that the beta value of brand salience has 0.877, the t-value is 19.124, and the p-value is 0.000 (p<5%). Thus, it is concluded that the brand salience influenced the brand market performance positively. Besides, every unit change in brand salience resulted in 0.877 changes in brand market performance.

CHAPTER 5
RESULTS AND CONCLUSION

5.1. RESULTS

- It has been observed that 52.7% of respondents are aged below 25 years, followed by 26.8% of respondents belong to the ages of 25 to 30 years, 15.2% of respondents belong to the ages of 30 to 35 years, and 5.4% of respondents are above 35 years. It is then concluded that most of the respondents who participated in the study are belong to the age categories of 25 to 30 years.
- The final sample had the highest number of male (63) respondents than the female (49) respondents, indicating the ratio of 56.3% and 43.8%, respectively. It signifies those men are a heavier consumer of Fyndhere services than females, probably half as much.
- It is observed that 23.2% of respondents are working as self-employed, followed by 8% of respondents working as government employees, 34.8% of respondents are working in a private company as an employee, and 33.9% of respondents are other. In this study, the other mentioned are teacher, banker, labour, marketing, etc. Hence, it is inferred that most of the respondents who participated in the study are working in private organizations as employees
- It shows that 42% of respondents had graduates level, followed by 29.5% of respondents had post-graduates level, 17.9% had a professional degree, and 10.7% had others. In this study, others are diploma, secondary level, and ITI, etc. It is then evident that most of the respondents who participated in the study are completed their studies up to graduates level
- It is found that 22.3% of respondents are married and remain 77.7% of respondents were unmarried. Thus, it concludes that most of the respondents who participated in the study are unmarried respondents
- It is observed that 34.8% of respondents are earning below two lakh per annum, followed by 21.4% of respondents are earning income between 2 and 5 lakh per annum, 19.6% of respondents are earning income between 5 and 8 lakh, and the remaining 24.1% of respondents are earning above eight lakhs. Hence, it is concluded that most respondents who participated in the study are earning an income below two lakh per annum
- It reveals that 10.7% of respondents are come to know about the company by advertisement, followed by 21.4% of respondents are known through the internet, 7.1% of respondents are known by TV, 33.9% of respondents know through social media, and 26.8% of respondents know by others. In this study, others mentioned such as family, friends, colleagues, and newspaper. Hence, it is concluded that most respondents who have participated in the study know about the company through social media.
- It has been found that 29.5% of respondents are agreed that they know about the Fyndhere service private limited, and the remaining 70.5% of respondents are don't know. Thus, it is evident that most of the respondents who willing to participate in the study are don't know about the Fyndhere service private limited.
- It shows that 79.5% of respondents are using the Fyndhere service private limited for less than two years, followed by 12.5% of respondents are using this company between 2 and 5 years, 3.6% of respondents are using from 5 to 8 years, and 4.5% of respondents

are above eight years. Hence, it is concluded that most of the customers using the Fyndhere service private limited for less than two years.

- The mean value of brand affinity has a range of 2.30 to 2.60. It depicts that the highest mean value represents the statement of “Fyndhere service private limited is unique” with 2.59 and “I am proud to tell my colleagues about Fyndhere service private limited” has the least mean value of 2.31. Although, the standard deviation helps to predict the precision of the statement. Thus, the standard deviation may vary from 1.00 to 1.20. It is found that the highest precision for statement is “I am proud to tell my colleagues about Fyndhere service private limited” (1.04), representing the values are close to mean. The lowest precision for the statement is “Fyndhere service private limited suits my personality” (1.17), representing that the scores are not closer to the mean. Hence, it concludes that most respondents are agreed that the Fyndhere service private limited is unique in my point of view.
- The average value of brand recall is in the range of 2.4 to 2.7. The highest average value represents the statement of “When someone mentions trading, Fyndhere service private limited constantly comes to mind” with 2.70 and “I am familiar with the hues of Fyndhere service private limited” has the least mean value of 2.41. Further, the standard deviation helps to predict the precision of the statement. Thus, the standard deviation may vary from 0.90 to 1.10. It is observed that the highest precision for statement is “I recognize Fyndhere service private limited among its competitors” (0.91), representing the values are close to mean. The lowest precision for the statement is “When someone mentions trading, Fyndhere service private limited constantly comes to mind” (1.10), representing that the scores are not closer to the mean. Thus, it concludes that most respondents are agreed that if someone mentions trading, Fyndhere service private limited constantly comes to mind.
- The average value of brand recognition is in the range of 2.35 to 2.65. The highest average value represents the statement of “I have no trouble visualizing this business in my thoughts” with 2.64 and “Fyndhere service private limited is not in the business of exploiting clients” has the least mean value of 2.39. Although, the standard deviation helps to predict the precision of the statement. Thus, the standard deviation differs from 0.95 to 1.25. It is found that the highest precision for statement is “Fyndhere service private limited and its employees practice social responsibility” (0.99), representing the values are close to mean. The lowest precision for the statement is “I have no trouble visualizing this business in my thoughts” (1.22), representing that the scores are not closer to the mean. Hence, it is concluded that most respondents agree that they have no trouble visualizing this business in my thoughts.
- The mean value of brand association is in the range of 2.25 to 2.65. The highest mean value represents the statement of “It is quite improbable that the services of this Fyndhere are unreliable” with 2.65 and “These services are reasonably priced” has the least mean value of 2.28. Although, the standard deviation helps to predict the precision of the statement. Thus, the standard deviation differs from 1.00 to 1.30. It is revealed that the highest precision for the statement is “These services are reasonably priced” (1.03), representing the values are close to the mean. The lowest precision for the

statement is “The services given by this Fyndhere are specifically designed to benefit clients” (1.27), representing that the scores are not closer to the mean. Hence, it is concluded that the majority of respondents have stated that brand association is quite improbable that the services of this Fyndhere are unreliable.

- Brand salience has an average value that differs from 2.44 to 2.48. However, the highest average value is in the statement of “Fyndhere service private limited is the first and most famous service crossing” with 2.48 and indicates the low precision. Also, the statement “In my idea, provided services in Fyndhere service private limited are more favourable and distinct than others” has the least average value of 2.44 and suggests high precision. Thus, it is concluded that most of the respondents are agreed that the company is the first and most famous service crossing.
- The average value of brand market performance is in the range of 2.3 to 2.6. The highest average value represents the statement of “Fyndhere customer satisfaction has been much higher than that of our primary competitors” with 2.55 and “Fyndhere reputation has been far superior to that of our primary competitors” has the least mean value of 2.30. Further, the standard deviation helps to predict the precision of the statement. Thus, the standard deviation may vary from 1.00 to 1.10. It is observed that the highest precision for statement is “Customer awareness of fyndhere and its services has been much higher than that of our primary competitors” (1.02), representing the values are close to mean. The lowest precision for the statement is “Fyndhere reputation has been far superior to that of our primary competitors” (1.10), representing that the scores are not closer to the mean. Thus, it concludes that most respondents are agreed that Fyndhere customer satisfaction has been much higher than that of our primary competitors
- The study found that all variables are positively significant with the brand market performance. Although, brand salience has a high correlation and brand affinity has a low correlation with brand market performance.
- The study shows that brand affinity has a 61% impact, a brand recall has a 65.9% impact, brand recognition has a 75.5% effect, a brand association has a 62.9% effect, and brand salience has a 76.9% effect on brand market performance.

5.2. CONCLUSION

Fyndhere services use a variety of ways to provide a wide range of services and items to consumers. Brand awareness is an important factor in marketing these services and products. This study aimed to determine brand awareness on the brand market performance of Fyndhere services private limited. This study aims to see if the determinants of brand awareness affect the brand market performance of Fyndhere services. Brand awareness, according to the academic literature, is a complex phenomenon. The study looked at the most common constructs, such as brand recognition, brand associations, brand recall, brand recognition, brand affinity, and their relationships with brand market performance metrics. According to the empirical data, most survey respondents are between the ages of 25 and 30. According to this report, men utilize almost half as many Fyndhere services as women. Respondents in the survey had a doctorate and worked in a private organization. According to the report, the majority of respondents are ignorant of the Fyndhere service private limited but hear about it through social media. All variables were discovered to be positively related to brand market performance. Although brand salience is strongly related to brand market performance, brand affinity has a poor relationship. Brand affinity has a 61% effect on brand market performance, according to the regression analysis. Brand recall has a 65.9% effect, brand recognition has a 75.5% effect, a brand association has a 62.9 percent effect, and brand salience has a 76.9% effect. As a result, one of the most important factors is brand salience.

As a result, brand awareness is an essential tool for financial institutions seeking to maintain or increase their market share. Financial, consumer, and personnel variables all have an impact on the performance of a market brand. In conclusion, this study found that consumers are aware of the information around them and are continuously looking for ways to benefit from its brand awareness strategies. In today's competitive market, brand awareness should centre on the daily actions of the finance service.

CHAPTER 6
RECOMMENDATIONS

Recommendations have been made regarding possible strategies to increase brand awareness for Fyndhere services. The following points may be made:

- To ensure long-term brand recognition, service firms are advised to use a brand recall instrument. This is accomplished through aggressive brand memory tactics such as continuous, concentrated, flighted, or pulsed advertising.
- Fyndhere services must improve brands' degree of recognisability. Brand recognition can be achieved by using a gradation of noticeable brand differentiation. Distinguish your brand from competitors through color, form, taste, logo, jingle, name, character slogan, and unique selling propositions. The more distinguishing a brand is from competing products, the more prominent it becomes in the client's eyes. The more it extends, the easier it is to position it in the thoughts of buyers.
- Additionally, marketing managers are advised to foster a brand sense of community. In this regard, managers should instill a sense of kinship or identification in customers with other members of the brand's community, whether they are fellow brand users, employees, or corporate representatives.
- Fyndhere services must increase brand awareness, as customers have demonstrated a high level of interest and are impacted significantly by brand awareness initiatives.
- Fyndhere services should take all brand awareness into account with low mean variances. As a result, they should combine their initiatives with those that increase brand recognition.
- Because brand awareness techniques have a short-term effect, Fyndhere services must constantly follow up with new consumers to develop long-term partnerships.
- Fyndhere services should do ongoing research to estimate and meet client expectations to reduce customer complaints accurately.

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APPENDIX

A STUDY ON THE ROLE OF BRAND AWARENESS ON BRAND MARKET PERFORMANCE IN FYNDBHERE SERVICES PRIVATE LIMITED

1. Age
 - a. Below 25 years
 - b. 25 to 30 years
 - c. 30 to 35 years
 - d. Above 35 years
2. Gender
 - a. Male
 - b. Female
3. Education
 - a. Graduates
 - b. Postgraduates
 - c. Professional degree
 - d. Others
4. Occupation
 - a. Self-employed
 - b. Government employee
 - c. Private employee
 - d. Others
5. Marital status
 - a. Married
 - b. Unmarried
6. Annual income
 - a. Below 2 lakhs
 - b. 2 to 5 lakhs
 - c. 5 to 8 lakhs
 - d. Above 8 lakhs
7. How do you come to know about the Fyndhere service?
 - a. Advertisement
 - b. Internet
 - c. TV
 - d. Social media
 - e. Others
8. Are you a customer of Fyndhere service private limited?
 - a. Yes
 - b. No
9. How many years have you operated in Fyndhere service private limited?
 - a. Less than two years
 - b. 2 to 5 years
 - c. 5 to 8 years

- d. Above eight years

Brand Affinity

- 10. I like my Fyndhere service private limited
 - a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
- 11. To me, my Fyndhere service private limited is unique
 - a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
- 12. Fyndhere service private limited suits my personality
 - a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
- 13. I am proud to tell my colleagues about Fyndhere service private limited
 - a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree

Brand Recall

- 14. It is the first thing that springs to me when I think of the service.
 - a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
- 15. When someone mentions trading, Fyndhere service private limited constantly comes to mind.
 - a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree

16. I am familiar with the hues of Fyndhere service private limited.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
17. I recognize Fyndhere service private limited among its competitors.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree

Brand Recognition

18. I have no trouble visualizing this business in my thoughts.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
19. I recognize this business in comparison to others in the finance sector.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
20. Fyndhere service private limited is not in the business of exploiting clients.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
21. Fyndhere service private limited and its employees practice social responsibility.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree

Brand Association

22. The services given by this Fyndhere are specifically designed to benefit clients.
- a. Strongly agree
 - b. Agree
 - c. Moderate

- d. Disagree
 - e. Strongly disagree
23. It is quite improbable that the services of this Fyndhere are unreliable.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
24. These services are completely risk-free for the customer.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
25. These services are reasonably priced.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree

Brand Salience

26. Fyndhere service private limited is the first and most famous service crossing
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
27. In my idea, provided services in Fyndhere service private limited are more favourable and distinct than others.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree

Brand Market Performance

28. Fyndhere customer satisfaction has been much higher than that of our primary competitors.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree

29. Fyndhere client loyalty has been much higher than that of our primary competitors.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
30. Customer awareness of Fyndhere and its services has been much higher than that of our primary competitors.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree
31. Fyndhere reputation has been far superior to that of our primary competitors.
- a. Strongly agree
 - b. Agree
 - c. Moderate
 - d. Disagree
 - e. Strongly disagree

PLAGARISM REPORT

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