

# A Study on Brand Awareness and Brand Association factors, and customers attitude with reference to Fab India in Ahmedabad City

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**Abstract:** Brand awareness plays an important role in the fashion and apparel industry. Strong brand awareness leads to brand associations, and this affects buying behavior. Brands can come to know about the customer association with buying behavior. This descriptive research work is done with the objectives to identify the brand awareness and association factors, and to explore the buyers' attitude towards FAB India. It is a brand which offers vast and diversified craft to customers and is well known for its enduring and comfortable clothing. Researchers collected primary data from the sample size of Ahmedabad city. Various brand communications aspects like the brand logo, tag line, advertisements, brand endorsers, variety and range of the products offered are being considered to know Brand awareness of Fab India. Brand association is the key for brand image. Fab India has made multi brand associations. An attempt has been done to examine brand association factors for Fab India. Structured questionnaire was prepared and used to measure buyers' attitude towards Fab India. Total Data was analysis by using PCA (Principal Component Analysis) for factor analysis and weighted Average Mean for customers' attitude. Researchers found seven factors of brand awareness named: Variety of Collection, Tag Line, Product Range, Celebrity, Other Product Offered, Brand Endorsers, and Gender serving, and four factors of brand association named: Brand Characters, Personality, Product Image, Product Availability. Managerial implication of this research work may bring positive changes in Brand awareness and association of Fab India and helpful to make further strategies to associate with customers.

## 1. INTRODUCTION

The current market scenario is highly competitive, and companies are not only competing to maintain market share but also to make customers aware of their products and services. During the last decade many new players have emerged in most sectors and in this competitive environment it's important for the companies to keep their customers aware and updated. One of the important marketing strategies to deal with in a competitive environment is branding. The strength of a company lies in its branding. Aaker (1992) mentioned five components of brand equity, namely brand awareness, brand association, perceived quality, brand loyalty, and other brand assets. Brand Awareness is the capability of a buyer to recognize or recall a brand, and brand association is an image that a customer carries in mind about the brand (Widjaja, Y. G., 2019). Brand awareness and association have positive effects in buying behavior. Shehzad, U., Ahmad, S., Iqbal, K., Nawaz, M., & Usman, S. (2014).

This research was conducted on FAB India. FAB India which is popular names in urban cities and as a company its offer handlooms, garments, handicraft items, organic food through their retail chain to customers. Since it beginning the company was able to create a different identity among the customers by its unique selling proposition of quality fabric, traditional style, and consistent quality. This is a brand which offers vast and diversified craft to customers and is well known for its enduring and comfortable clothing. This research consists of brand awareness, association, and buyers' attitude towards brand. In details this research paper is an attempt to know the brand awareness and association factors, and to identify the buyers' attitude towards FAB India in Ahmedabad city.

## 2. RESEARCH FRAMEWORK

This research work is descriptive in nature and data was collected through structured questionnaire. A

total of 153 responses were collected from Ahmedabad city with the help of a structured questionnaire. Researcher also made an attempt to figure out the various factors of Brand awareness and Brand Association of Fab India by applying Principal Component Analysis. As customer attitude affects their choice of brands, researchers

also try to find out the respondents' attitude towards Fab India by recording the various statements, later weighted average mean is being used to give weights to these statements.

Also, here researchers proposed a theoretical model of brand awareness and Brand association toward Fab India.

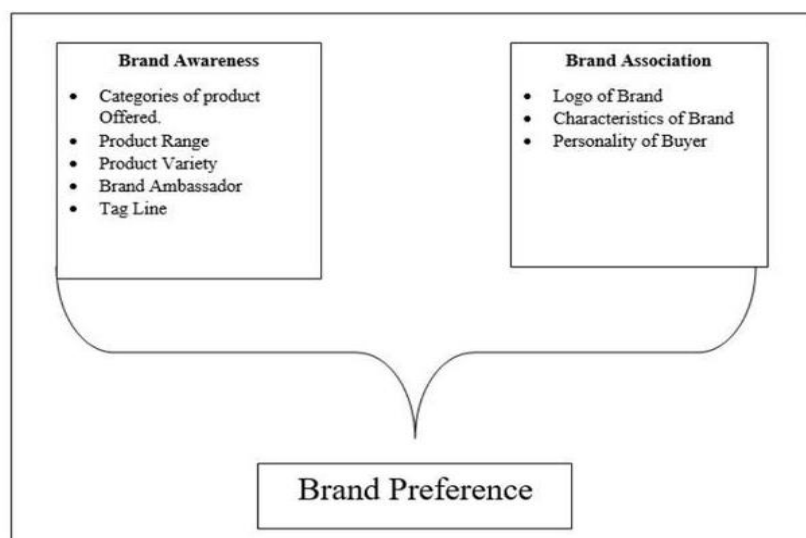


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### 3. LITERATURE REVIEW

#### **Brand Awareness**

In simple words Brand awareness is nothing, just awareness of brand among the customers. "It's an important aspect of brand equity" (Aaker,1996), and "some time under evaluated component of brand equity" (Aaker,1996). (Asif, M., et al.,2015),(Shinde, S., & Pawar,2019) mentioned that "Brand awareness is positively related with brand equity". Brand awareness was the most influential element towards purchase decision mentioned by (Perera, W. L. M. V., & Dissanayake, D. M. R. 2013) in their research work. This was supported by (Supiyandi, A., Hastjarjo, S., & Slamet, Y.,2022) that brand awareness not only affects the buying decision, but also affects brand loyalty and image (Shabbir et al 2017). Perception and attitude can be affected by brand awareness, also it drives brand choice and customer loyalty (Aaker,1996). (Sasmita, J., & Suki, N. M. ,2015) mentioned that brand depends on their awareness of the product or for the brand knowledge specially in the case of young customers. With the emergence of technology, it became easy and challenging for

companies to make customers aware about their brand. There are various levels of brand awareness like *brand recall, recognition, top of the mind, knowledge, opinion, and brand dominance*, (Aaker,1996).

Companies use logos, brand ambassadors, product line to create brand awareness. The logo or corporate symbol is an important visual element of a brand (Wallace, 2001), apart from corporate symbol brand logos are instrumental in building brand image (Kaur, H., & Kaur, K. 2019). Whereas (Haque, M. S. S., Bappy, T. A., & Arifuzzaman, M. 2018) mentioned brand logo as Brand Recognition Elements along with brand name, brand characters, and brand slogan. Brand logo has direct relationship between the brand signature and consumers awareness (Foroudi, P. 2019). (Dong, R., & Gleim, M. R. 2018) further mention that brand logo is a vital factor which is affecting consumer purchase intention.

Companies also use brand ambassador to create brand awareness because brand ambassador proved positively to influence brand image (Wang, F., &

Hariandja, E. S. 2016,). Brand Ambassador is an important tool to determine brand awareness (Kuncoro, W., & Windyasari, H. A. 2021). According to (Wang, F., & Hariandja, E. S. 2016) a successful celebrity brand ambassador can catapult a company into a new era of prosperity by increasing awareness, creating elements of trust, and encouraging imitation. A brand ambassador has a significant and positive effect on brand awareness (Karim, A. 2019). Whereas (Osak, D. J., & Pasharibu, Y. 2020) found in their research that brand ambassador and tagline have a significant and positive effect on purchasing decisions. The customer always has a certain perception about brand ambassador, the higher the positive perception of consumers toward brand ambassadors, the higher the brand awareness (Dewi, L. G. P. S., Oei, S. J., & Siagian, H. 2020). Also brand ambassador have positive impact on customer buying decision (Kok, W., Ariesa, Y., Kelvin, K., Pratama, V., Kosasih, S., & Alianza, V. F. 2021). Based on past literature reviews researchers develop that brand logo, ambassador, tag line, product range and variety are crucial for awareness, which leads to brand loyalty.

### **3.1 Brand Association**

Brand association is a mental connection of customers towards brand. Brand associations help the consumer process, organize, and retrieve information in memory to aid product choice (Aaker, 1991). In his 1993 work, Keller postulated that brand knowledge (brand equity) could be dissected into two fundamental dimensions: brand awareness and brand associations. He argued that brand associations were the pivotal component of brand equity. Keller further categorized brand associations into three key categories: attributes, benefits, and attitudes. A more recent study by Jin, C., Yoon, and Lee (2019) found that all elements of brand association, including brand attributes, benefits, and attitudes, exert a positive influence on brand self-identification. Companies try to associate their brand with customers. But for the customers to form associations about a brand, first, a brand node (e.g., brand name, logo, or sign) must exist in the consumer's memory and should be retrieved when a cue is given (Washburn, J. H., & Plank, R. E. 2002). According to Kaur, H., & Kaur, K. (2019), customers associate logos with sophistication trait (upper class, good looking, charming, glamorous, and feminine).

Customers often form associations between their lifestyle and the brands they choose, with personality traits playing a significant role in

shaping these connections. A study conducted by Krishnan in 2011 confirmed a noteworthy link between consumers' lifestyles and the brands they use. The study's conclusion highlighted that consumers frequently opt for specific products, services, and activities due to the associations these choices have with a particular lifestyle.

On a related note, Jin, C., Yoon, M., & Lee (2019) discovered that well-established positive brand associations positively affect a customer's self-identification with the brand, and such an attitude towards a brand is closely connected to loyalty. Meanwhile, Vriens, M., Chen, & Schomaker, J. (2019) emphasized the importance of brand association density as a preferred metric. Their rationale included its superior overall performance, its ability to differentiate between brands when limited to predefined attribute brand responses, and its diagnostic value. From the literature, it becomes evident that brand associations are instrumental in forging a connection between customers and a brand, which, in turn, fosters customer loyalty.

### **3.2 Brand Awareness, Association and Consumer attitude**

Past research works has proven that brand awareness and association play critical role in buying behavior. According to (Tsabitah, N., & Anggraeni, R. 2021) brand awareness is important for purchase intention. Their results confirm the brand awareness theory that brand awareness is a determinant in consumer brand selection, consumer purchase intentions towards a brand. Brand awareness is very important category of consumer behavior and have impact on purchase decision making (Chovanová, H. H., Korshunov, A. I., & Babčanová, D. 2015).

Research conducted by (Bettman, 1979) explains that brand associations increase the chance that the brand can fulfill the consumer's needs at that time. (O'Cass, A., & Lim, K. 2002) indicate brand preference and purchase intention are influenced by the brand associations. Also Brand associations guide customers to decision-making (Low & Lamb, 2000). Brand image is another aspect of branding which affects the buying behavior of customers. There is a strong and positive correlation between consumer purchasing behavior and either the brand's image or its name (Shehzad, U., Ahmad, S., Iqbal, K., Nawaz, M., & Usman, S. 2014). Brand image is directly associated with buying behavior. According to (Gupta, A., Garg, A., Farhan, F., Chandna, M., Jain, R., & Kumar, S. 2021) Consumer buying behavior is notably influenced by brand image, and when the brand image is

favorable, it elicits a positive response from customers. Brand image encompasses aspects such as attractiveness, ease of use, functionality, reputation, and overall product value. In the end, brand image stands as the pivotal determinant of product sales, and brand associations can strongly

influence a consumer's inclination to contemplate and make a purchase. From the literature review, researchers developed the following theoretical framework for the Brand awareness factors.

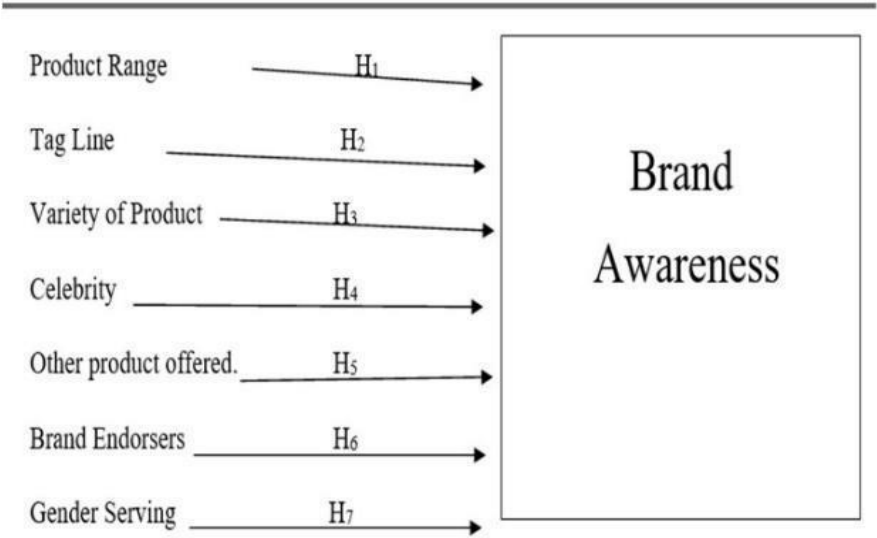


Fig:2 Framework for the Brand awareness factors.  
Researchers also develop theoretical framework for the factors of Brand Association

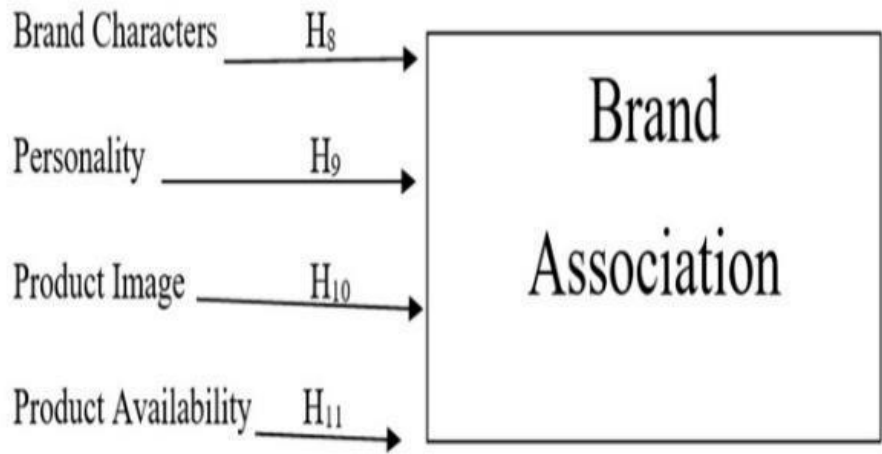


Fig:3

4. DATA ANALYSIS AND RESULT

Respondent profiles are Age, Gender, Occupation, Education, and annual Income.

**Table: 1** Respondents Profile

Age of respondents	Profiles	Frequency	Percent (%)
	26-33 yrs	51	33
	34-40 yrs	57	37
	41-47 yrs	27	18
	47-54 yrs	15	10
	> 54 yrs	3	2
	Total	153	100.0
Gender	Profiles	Frequency	Percent (%)
	Male	42	27
	Female	111	73
	Total	153	100.0
Occupation	Profiles	Frequency	Percent (%)
	Job	90	59
	Business	12	8
	Profession	24	16
	Housewife	18	12
	Students	9	6
	Total	153	100.0
Education	Profiles	Frequency	Percent (%)
	Graduation	24	16
	Post-graduation	72	47
	Higher than post-graduation	57	37
	Total	153	100.0
Income (Annual)	Profiles	Frequency	Percent (%)
	600000-750000 INR	45	29
	750001-900000 INR	45	29
	900001-1150000 INR	27	18
	> 1150000 INR	36	24
	Total	153	100.0

**Factor Analysis**

The factors that include the brand mindfulness of Fab India were figure analyzed utilizing Vital Component Examination after finding out the suitability of figure investigation alongside KMO (>0.6). Components with Eigen Esteem > 1 were

then turned utilizing the Varimax turn with Kaiser Normalization.

To summarize the data, a littler number of components got to be extricated. In this investigate values based on Eigen Esteem (that's >1) is utilized to decide the number of variables. To guarantee that

the factors of each calculate were inside related, Cronbach's coefficient alpha were measured and found to have worthy inside consistency reliability, that's  $> 0.7$ .

#### **Brand Awareness Factors**

The brand awareness components had 27 factors which were figure analyzed and seven components

developed surpassing 74.18% of the change. The rundown of figure investigation of all the examination of all the components and sub-elements for brand mindfulness is appeared in Table 2.

**Table :2 Factor Analysis of Brand Awareness for Fab India**

Factors	Significant variable	Factor Loading	Itam Mean	Factor Mean	Eigen Value	% of Variance	Cronbach Alfa
Product Range	Rim jhim	.795	3.39	3.039	7.188	23.02	0.921
	Cashmere collection	.705	3.49				
	Indigo	.808	2.71				
	Rajwada	.663	3.67				
	Indigo & red	.706	3.06				
	Ekkas collection	.675	3.51				
	Cashmere collection	.853	3.22				
	Ikat	.705	2.39				
	Ajarak	.555	2.57				
	Banarashi	.772	2.75				
	Kalamkari	.789	2.69				
Tag Line	Authentic india	.891	2.63	2.58	3.722	12.178	0.870
	Fine indian collection	.823	2.61				
	Fabulous india	.860	2.65				
	Dil se india	.691	2.47				
Awareness about the Variety of Collection	Kids wear	.813	1.69	1.79	3.291	12.034	0.884
	Cosmetic & beauty products	.860	1.84				
	Home furnishing	.860	1.84				
Celebrity	Aishwarya rai	.857	2.76	2.667	2.084	7.967	0.833
	Amitabh Bachchan	.830	2.57				
Other Product Offered	Gifts	.740	1.98	1.841	1.495	6.626	0.725

	Food products	.640	1.65				
Brand Endorsers	Kiara Advani	.728	2.33	2.222	1.209	6.624	0.623
	Chitrangada Singh	.556	2.59				
	Celebrate India	.743	1.75				
Gender serving	Men cloths	.694	1.41	1.627	1.039	5.728	0.601
	Women cloths	.608	1.84				
Total variance		74.18%					
Kaiser- Meyer- Olkin Measure of Sampling Adequacy		0.874					

Researchers derived 7 dimensions which named as:

- *Product Range*
- *Tag Line*,
- *Variety of Collection*
- *Celebrity*
- *Other Product Offered*
- *Brand Endorsers*
- *Gender serving*

The 1<sup>st</sup> factor identified as ***Product Range*** which has Eigen value 7.18 and mean factor value 3.039. This factory consists of 11 sub-factors: Rim Jhim, Cashmere Collection, Indigo, Rajwada, Indigo & Red, Ekkes Collection, Cashmere Collection, Ikat, Ajarak, Banarashi, and Kalamkari. This factor accounts for 23.02% of variance. The 2<sup>nd</sup> factor identified as ***Tag Line*** which have Eigen value 3.722 and mean factor value 2.580. This factor includes 4 sub-factors: Authentic India, Fine Indian Collection, Fabulous India, and Dil Se India. This factor accounts for 12.178% of variance. The 3<sup>rd</sup> factor identified as ***Variety of collection*** which have Eigen value 3.291 and mean factor value 1,790. This factor has 3 sub-factors; Kids Wear, Cosmetic

& Beauty Products, and Home Furnishing. This factor accounts for 12.034% of variance. The 4<sup>th</sup> factor identified as ***Know face association*** which has Eigen value 2.084 and mean factor value 2.667. This includes 2 sub-factors: Aishwarya Rai and Amitabh Bachchan. This factor accounts for 7.967% of variance. The 5<sup>th</sup> factor identified as ***other product offered*** which have Eigen value 1.495 and mean factor value 1.841. This has 2 sub-factors: Gifts and Food Products. This factor accounts for 6.626% of variance. The 6<sup>th</sup> factor identified as ***Brand Endorsers*** which have Eigen value 1.209 and mean factor value 2.222. This involves 3 sub-factors; Kiara Advani, Chitrangda Singh, and Celebrate India. This factor accounts for 6.624% of variance. The 7<sup>th</sup> factor identified as ***Gender Serving*** which has an Eigen value 1.039 and mean factor value 1.627. This factor consists of 2 sub-factors: Men Cloths, and Women Cloths. This factor accounts for 5.728% of variance. Here analyst found that hypothetical system fit within the consider as all the variables have Cronbach 16 Alpha esteem more prominent or break even with to 0.60.

Brand Factors	Cronbach Alpha	Accepted/Rejected
Product Range	0.921	Accepted
Tag Line	0.870	Accepted
Variety of Collection	0.884	Accepted
Celebrity	0.833	Accepted

Other product Offered	0.725	Accepted
Brand Endorsers	0.623	Accepted
Gender Serving	0.601	Accepted

### **Brand Association Factors**

The brand mindfulness components had 21 factors which were figure analyzed and four components 55 risen surpassing 68.262% of the change. The

rundown of figure investigation of all the investigation 2 of all the components and sub-elements for brand affiliation is appeared in Table 3

**Table: 3 Brand Association for Fab India- Factor Analysis**

Factors	Significant variable	Factor Loading	Item Mean	Factor Mean	Eigen Value	% Of Variance	Cronbach Alfa
Brand Characters	Its define my style	.755	2.9	2.95	7.984	22.134	0.890
	To impress people	.799	3.65				
	Its has unique product line	.777	2.9				
	Its good and comfortable	.613	2.51				
	Gives options to select	.713	2.94				
	Its define my personality	.688	2.94				
	Its reflects indian traditional style with modernity	.695	2.65				
Personality	Social status	.602	1.82	1.63	3.123	17.369	0.848
	Comfort	.741	1.45				
	Traditional fashion	.606	1.96				
	Personality difference	.711	1.45				
	Self confidence	.758	1.53				
	Elegance	.753	1.41				
	Indian way of life	.737	1.78				
Product Image	Comfortable	.788	1.98	1.86	2.090	16.237	0.873
	Traditional	.734	1.86				

	Ethnic	.893	1.75				
Product Availability	Affordable	.868	3.37	2.642	1.139	12.521	0.817
	Fashionable	.522	2.39				
	Easily available	.717	2.51				
	Colorful	.524	2.29				
Total variance		68.26%					
Kaiser- Meyer- Olkin Measure of Sampling Adequacy		0.911					

Researchers derived 4 dimensions which named as:

- *Brand Characters*
- *Personality*
- *Product Image*
- *Product Availability*

The first factor identified as **Brand Characters** which have Eigen value 7.948 and mean factor value 2.95, and factor accounts for 22.134% of variance. This factor consists of 7 sub-factors as: Its Define My Style, To Impress People, It Has Unique Product Line, Its Good and Comfortable, Gives Options To Select, Its Define My Personality, and Its Reflects Indian Traditional Style With Modernity. The second factor identified as **Personality** which has Eigen value 3.123 and mean factor value 1.63, and factor accounts for 17.369 %

of variance. This factor consists of 7 sub-factors as: Social Status, Comfort, Traditional Fashion, Personality Difference, Self Confidence, Elegance, and Indian Way of Life. The third factor identified as **Product Image** which has Eigen value 2.090 and mean factor value 1.86, and factor accounts for 16.237 % of variance. This factor consists of 3 sub-factors: Comfortable, Traditional, and Ethnic. The fourth factor identified as **Product availability** which have Eigen value 1.139 and mean factor value 2.642, and factor accounts for 12.521 % of variance. This factor consists of 4 sub-factors as: Affordable, Fashionable, Easily Available, and Colorful. Here analyst found that hypothetical system fit within the consider as all the variables have Cronbach 16 Alpha esteem more noteworthy or rise to 0.60.

Brand Factors	Cronbach Alpha	Accepted/Rejected
Brand Characters	0.72	Accepted
Personality	0.81	Accepted
Product Image	0.9	Accepted
Product Available	0.75	Accepted

#### **Buyers Attitude towards Fab India**

Researchers collected various statements towards the Fab India to know the respondents' attitude and were asked their agreement on these statements. These statements are:

- *Fab India Is Trustworthy*
- *I Am Confidant to Buy Fab India*
- *I Look First at Fab India Before Opting Other Brands*

- *If Given a Choice Between Other Brands and Fab India, I Will Prefer Fab India*
- *If Fab India Is Not Available, I Will Not Purchase Other Brand*
- *I Would Recommend Fab India to My Friends and Others.*
- *If Product Is Not Available in A Store of Fab India, I Will Try To Find It At Other Store Of Fab India*

Respondents were inquired to rate the over explanations on the scale of Emphatically Concur, Concur, Unbiased, oppose this idea, and Unequivocally Oppose this idea. The concur was

given a weight of 5 and emphatically opposing this idea was given weighted of 1. The weighted normal of these articulations appears in table 4.

**Table: 4 WAM (Weighted Average Mean) Analyses**

Respondents attitude statements	WAM
If given a choice between other brands and Fab India, I will prefer Fab India	4.11
Fab India is trustworthy	3.84
I am confident to buy Fab India	3.71
I would recommend Fab India to my friends and others.	3.29
If product is not available in a store of Fab India i will try to find it at another store of Fab India	2.78
I look first at Fab India before opting other brands	2.63
If Fab India is not available, i will not purchase another brand	1.92

From the above table, it can be derived that “If given a choice between other brands and Fab India, I will prefer Fab India’ score the highest mean whereas “If Fab India is not available, I will not purchase other brand” scored the lowest mean.

## 5. FINDINGS AND MANAGERIAL IMPLICATIONS

Here researchers have explained findings from data analysis and managerial implication for Fab India.

### Brand Awareness

Findings from factor analysis reveals that most significant factor of brand awareness is product range awareness of Fab India. Aaker (1996) mentions that “Name the brands in this product class” is one of the factors of brand awareness. Fab India also needs to spread awareness about their product range, which affect the buying behavior and leads to brand equity.

Tagline is part of advertising that aims to make the brand easy to remember for consumers. In this research tagline emerged as a factor that affect the brand awareness of Fab India. There is evidence for research conducted by Mantonakis, A. (2012), his research mention that tag line help customer to

remember the brand name, and if a brief pause is kept between the tagline and name its more effective and help to remember for longer time. Karim, A. (2019, March) mentioned that tagline and brand ambassador increase, it will also have a positive impact on brand awareness.

The variety of products offered is another factor which affects brand awareness. Semeijn, J., Van Riel, A. C., & Ambrosini, A. B. (2004) also mention that product variety affects the customer buying awareness which affect buying decision. This factor shows that if customers are aware about the various varieties of products offered by Fab India, it will create brand awareness for the company.

Fourth factor, that emerged after the factor analysis is association with Celebrity. A celebrity is an individual who is widely known beyond their own social networks. Celebrity” is defined as the state of being celebrated, fame, a famous or celebrated person (Merriam-Webster Online Dictionary, 5-21-10). Celebrity will help Fab India to create more awareness and will influence attitude of buyers. The fifth factor is awareness about the other products available with the same brand. This helps the company to spread its awareness among the customers, also allowing influence the buying behavior which leads to brand loyalty.

The sixth factor of brand awareness is Brand endorsers. Research conducted by Patra, S., & Datta, S. K. (2012) state that Celebrity endorsement has a positive and significant effect on purchase intention. It means the better celebrity endorsement the higher purchase intention. Ningrat, S., & Yasa, N. K. (2019) also supported this in their research work by mentioning that brand awareness can affect advertising and celebrity endorsement which influence purchase intention. They also found that endorsement has a positive and significant effect on purchase intention. It means the better celebrity endorsement the higher purchase intention. Fab India also needs to go with endorsements by using well known endorsers. It will help the company to create better brand awareness.

The seventh and final factor, known as "Gender Targeting," involves aligning a brand's product offerings with a specific gender. A study conducted by Koca and Koc in 2016 highlights that male and female consumers exhibit differing perceptions and preferences in terms of fashion and brand awareness when making clothing purchase decisions. Specifically, women tend to be more influenced by fashion, whereas men place greater importance on the brand name. Similarly, Fab India needs to clarify to its customers which gender it is designing its products for. This action will help Fab India establish a well-defined brand image.

#### Brand Association

Factor analysis of this brand association attributes pop-out the four factors of brand association. The first factor is Brand characters. Customers associate themselves with the brand character. Keller (1993) classified association into three categories attributes, attitude, and benefits. He further classified those attributes in 2 categories: product-related attributes and non-product related attributes. Brand characters are part of non-product related attributes. Fab India can use this associate to create its brand image which ultimately leads to have brand equity.

The second factor of brand association is personality. Freling, T.H. and Forbes, L.P. (2005) mentioned that identity will have a positive influence on product evaluations and that subjects exposed to a brand's personality will have a significant effect on brand associations. Brands like Fab India can use such association and create their brand loyalty. Esmaeilpour, F. (2015) also mentioned that Personality congruence has an indirect positive effect on brand loyalty.

The third figure is an item picture. Concurring to (Parameswaran & Pisharodi, 1994) item picture

alludes to the common discernments that customers have of a specific item. Clients frequently have cliché convictions approximately traits related with the item picture. The fourth and final figure of affiliation is accessibility of item. Item accessibility specifically impacts the buying behavior of client, which influences the brand picture and affiliation Weissmann, M. A., & Pawn, R. L. T. (2022).

#### Buyers Attitude towards Fab India

Findings about the buyers' attitude towards Fab India explain that buyers prefer Fab India if given a choice (MVA 4.11), which indicates that Fab India is not preferable brand. Also, customers are not loyal towards Fab India, as they will opt another brand if Fab India is not available. Customers are neutral towards the Fab India (MVA 3.71) and they are not sure to recommend this brand to their friends as well (MVA3.29). Also, if a product is not available, the customer will try to find it at another store (MVA 2.78). Here Fab India needs to make product available for repeat purchase and to avoid brand switching in customers. It was found customers does not find Fab India Trustworthy, which is not a good sign for Fab India. Here, it was found that clients don't have positive and great demeanor towards Fab India. The company ought to change this demeanor of clients and attempt to form brand value.

## 6. CONCLUSION

This word was done with the objective to find out the brand awareness and brand association factors for Fab India. Researchers found seven factors of brand awareness and four factors of brand association. Researchers also try to know the attitude of customers towards Fab India where findings reveals that customers have positive attitude toward the Fab India. Based on findings, researchers suggest would like to comment that Fab India have positive image in the mind of customers, which can be used to create more brand awareness and association. Fab India can focus on the brand awareness and brand association factors which were found by authors to create brand equity.

## 7. LIMITATION OF RESEARCH WORK

This work was done by taking on two attributes of Brand Equity model of Aaker (1992). Further

research can be done by taking other attributes of same model and can be suggested to the industry. Also, geographical limitations cannot be ignored; further research can be done at other geographical area.

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