



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 16/05/2018

CERTIFICATE

This is to certify that **Mr. Avinash P Naik** bearing USN **11A16MBA07** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Brand Awareness**” **Sunness Capital Pvt. Ltd., Bangalore** is prepared by him under the guidance of **Prof. Reena Mahesh Rao**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107

Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

30TH March 2018

CERTIFICATE

This is to certify that **MR. AVINASH NAIK** Reg. No. **1IA16MBA07** MBA Student from **Acharya Institute of Technology** has completed the report titled "**STUDY ON BRAND AWARENESS**" between **15/01/2018** and **30/03/2018** under the guidance of **Mr. Ranjan S** for the partial fulfillment of the Project report in Semester III of the Master of Business Administration.

During his stay with us, we found him to be sincere and his conduct was good.

Signature

Name



SUNNESS
CAPITAL INDIA PRIVATE LIMITED
20, 2nd Floor, 24th Main 5th Cross,
Above Airtel, J.P. Nagar, 2nd Phase,
Bangalore - 560 078. Ph : 080-26582058
www.sunness.in

ACKNOWLEDGEMENT

"The successful completion of any task would be incomplete without mentioning the people who made it possible and whose constant guidance and encouragement secured us our success".

My sincere thanks to **Dr. S.C Pilli** Principal and **Dr. Mahesh** Dean Academics, Acharya Institute of Technology, Bangalore for the academic support given for pursuing this project.

There is not enough word to offer my vote of thanks to **Dr. Nijaguna.G** Head of Department of MBA, AIT Bangalore for his help in initiating the project report in advance for the regular motivation.

I am indebted to **Mrs.REENA MAHESH** Assistant Professor, AIT for her perfect guidance in every step of my project, which has always been my source of inspiration and motivation. I extend my sincere thanks for her constant support and guidance.

I would like to express my sincere & heart filled thanks to **Mr.RANJAN S**, Manager, HR for his perseverance and eagerness to help me in all possible ways and giving me an opportunity to do my project in this esteemed organization.

AVINASH NAIK
USN: 11A16MBA07

DECLARATION

I, **AVINASH P NAIK**, hereby declare that the Project report entitled “**A STUDY ON BRAND AWARENESS**” as reference to “**SUNNES CAPITAL INDIA LIMITED**”, Bangalore” prepared by me under the guidance of Mrs.**REENA MAHESHI**, Assistant Professor of M.B.A Department, Acharya Institute of Technology and external assistance by **Mr.Ranjan S, Manager-HR, Sunness Capital India Limited**.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Ten weeks. I also declare that this project is based on original study undertaken by me and has not been submitted for the award of any Degree/Diploma from any other university/Institution

Place: Bangalore
Date : 24.05.2018


Avinash.P.Naik
USN:11A16MBA07

TABLE OF CONTENTS

<u>Chapter No's</u>	<u>Chapter Name</u>	<u>Page Numbers</u>
1	EXECUTIVE SUMMARY Introduction 1.1 Introduction 1.2 Industry profile and company profile 1.3 Vision, mission and quality policy 1.4 Products profile 1.5 Competitor's information 1.6 Future Growth and prospects 1.9 SWOT Analysis 1.10 Financial statement	2-14 2 4 5 6 8 10 11 13
2	Conceptual background and Literature review 2.1 Theoretical Background of the Study 2.2 Literature Review	15-28 16 26
3	Research Design 3.1 Statement of the problem 3.2 Hypothesis 3.3 Objectives of the study 3.4 scope of the study 3.5 Research design 3.6 Limitations	29-34 29 29 30 31 32 34
4	Data Analysis and Interpretation	35-64
5	Summary of Findings, Suggestions and Conclusion 5.1 Findings 5.2 Suggestions 5.3 Conclusion	65-67 66 66 67
	Bibliography	
	Annexure	

LIST OF TABLES

TABLE NO	TITLE	PAGE NO
1.1	Table showing Financial Statement	13
4.1	Table showing Age of respondent	36
4.2	Table showing Educational background	37
4.3	Table showing About Company	38
4.4	Table showing Familiarity of respondent	39
4.5	Table showing Sources of awareness	40
4.6	Table showing Awareness about the product	41
4.7	Table showing Brand image	42
4.8	Table showing Awareness about competitors	43
4.9	Table showing Tagline for the brand	44
4.10	Table showing Specialty aspect	45
4.11	Table showing Most liked service	46
4.12	Table showing General Loyalty	47
4.13	Table showing Loyalty about sunness	48
4.14	Table showing Brand image Suggestion	49
4.15	Table showing Products and services	50
4.16	Table showing Share value	51
4.17	Table showing Expectation	52
4.18	Table showing Creation of brand awareness	53
4.19	Table showing Acceptance of the brand awareness	54
4.20	Table showing Loyalty factor	55
4.21	Table showing Reference about the brand	56
4.23	Table showing Rating about sunness	57

4.24	Table showing Overall opinion	58
4.25	Table showing Satisfaction of brand	59
4.26	Table showing Suggestions	60
4.27	Table showing Correlation analysis	61-64

LIST OF GRAPHS

CHART NO	TITLE	Page No
4.1	Graph showing Age of respondent	36
4.2	Graph showing Educational background	37
4.3	Graph showing About Company	38
4.4	Graph showing Familiarity	39
4.5	Graph showing Sources of awareness	40
4.6	Graph showing Awareness about the product	41
4.7	Graph showing Brand image	42
4.8	Graph showing Awareness about competitors	43
4.9	Graph showing Tagline of Brand	044
4.10	Graph showing Specialty aspect	45
4.11	Graph showing Most liked service	46
4.12	Graph showing General Loyalty	47
4.13	Graph showing Loyalty about sunness	48
4.14	Graph showing Brand image	49
4.15	Graph showing Products and services	50
4.16	Graph showing Share value	51
4.17	Graph showing Expectation	52
4.18	Graph showing Creation of brand awareness	53
4.19	Graph showing Acceptance of the brand awareness	54
4.20	Graph showing Loyalty factor	55
4.21	Graph showing Reference about the brand	56
4.23	Graph showing Rating about sunness	57
4.24	Graph showing Overall opinion	58

4.25	Graph showing Satisfaction	59
4.26	Graph showing Suggestions	60
4.27	Graph showing Correlation analysis	61-64

EXECUTIVE SUMMARY

The project titled “A STUDY ON BRAND AWARENESS” is undertaken at SUNNESS CAPITAL Ltd, Bangalore. Researcher has opted for this topic because progress is a continuous process and it cannot be stopped, for the progress of a company awareness regarding their brand is very much important in current organization situation.

In Today’s corporate world, it is the biggest challenge for any organization to find and retain their customers, as there is lot of competition and greater opportunities for them in other companies as well.

The motivation behind brand awareness and observation evaluations is to track changes in awareness and impression of an association's image, frequently in connection to contending brands. These evaluations happen over a stretched out timeframe to illuminate business procedure and promoting strategies.

Brand awareness depicts the popularity of the company, more the awareness more the popularity and in turn more profitability with betterment in the products according to customers.

From this study, researcher understood that more brand awareness created by the company more the customers can be attracted and can retain existing customers.

CHAPTER- I
INTRODUCTION

INTRODUCTION



SUNNES CAPITAL Ltd is India's upcoming and most comprehensive stock tips company. We give securities exchange proposals to intraday, stock prospects, options in BSE and NSE commodities including bullions, vitality, metal and agri-commodities, exchanged MCX, NCDEX.

It is notable for its huge involvement in technical examination for a long time. Presently has succeeded astoundingly well in all fields of here and now share advertise voyaging. Our group gives stock tips survive SMS and visit room. Our SMS office is extremely productive guaranteeing the moment conveyance of message with no loss of time.

We always keep our team ahead by providing sufficient and accurate knowledge so as to keep our investors well updated on the same and minimize the risk involved in their investment.

The exploration group at SUNNES CAPITAL Ltd Tips involves exceptionally experienced and qualified analysts who are expert and immaculate in their examination. These analysts, utilizing their experience and front line specialized instruments, are skilled to anticipate the developments in Share Market ahead of time and with famous exactness. Our inside and out examination ensures the Share Market Recommendations everlastingly hit the dead center. Subsequently, you secure the best comes back from the Share Market utilizing our tips.

SUNNES CAPITAL Ltd tip is an Investment Advisory Company which renders secure suggestions for your profitable interests in the Share Market. We give the Top Stock Tips If you have questions like Where to contribute? At the point when to contribute?

You've gone to the correct place. We'll enable you to answer every one of these inquiries giving you best returns for your ventures. Keeping a proper mix of development and in addition security at the top of the priority list, we at SUNNES CAPITAL Ltd tips give Share Market Tips survive SMS, email and talk room. Our SMS office is exceptionally capable, guaranteeing moment 100% conveyance of message.

INDUSTRY PROFILE

Business	Security Issue
Status	Indian Non-Government Company
Founded	India, 2009
Headquarters	Bangalore, Mangalore
Key people	Pramod.B.K : Regional Head
Website	www.sunness.in

Vision Statement

"To provide world-class Wealth Management Services by arranging all conceivable financial services under one-roof at affordable costs through cost effective delivery systems, and to achieve organic growth in business by adding newer lines of business, with the help of self-motivated and aggressive team of young professionals"

Mission Statement

Providing long term value addition to clients, while maintaining the highest standards of excellence, ethics and professionalism. We believe our success is related to belief in our guiding principles.

Quality policy:

"Quality Policy: To accomplish and hold administration, SUNNESS Capital ltd should go for finish consumer loyalty, by joining its human and mechanical assets, to give predominant quality budgetary administrations. Simultaneously, SUNNESS will endeavor to surpass Customer's desires.

Quality Objectives: As per the Quality Policy, SUNNESS will:

Working inside the organization will ensure direct and genial relationship with its customers and examiners to give high gauge of organizations.

Set up an accessory relationship with its financial authority organization administrators and traders that will help in keeping up its obligations to the customers.

Give high bore of work life for each one of its delegates and outfit them with agreeable learning and capacities keeping in mind the end goal to respond to customer's needs.

Keep on maintaining the estimations of trustworthiness and respectability and endeavor to set up unparalleled benchmarks in business morals.

Use cutting edge data innovation in growing new and creative monetary items and administrations to meet the changing needs of financial specialists.

Products & Services profile

Equity

Putting resources into offers or stock market is inarguably the best course to long haul riches collection. Sunness Capital India Pvt. Ltd gives direction in the energizing universe of stock market with appropriate exchanging arrangements and esteem added apparatuses and administrations to improve your exchanging knowledge.

Organization services

- 1. Online Trading:** Superb online items customized for dealers financial specialists
Modified single screen Market Watch for various trades, MCX & NCDEX with BSE, NSE & MCX-SX.

Gushing statements

Constant rates

Streak news and intra-day Research reports

Intra-day historical diagrams with specialized apparatuses

Online research

- 2. Quality Research:** Extensive variety of day by day, week after week and unique
Research reports.

Master Sector Analysts with professional industry experience.

- 3. Advisory:** Constant market data with News refreshes

Venture Advisory administrations

Dedicated Relationship Managers.

4. The Derivative: The derivative fragment is an exceptionally lucrative market that gives investors an opportunity to gain superlative profits (or losses) by paying a nominal amount of edge. Over recent years, Future Options section has developed as a popular medium for exchanging financial markets. Future contracts are accessible on Equities, Indices, Currency and Commodities. Sunness with its participation as Trading and Clearing Member of NSE F&O Segment and BSE Derivatives Segment, provides you an entryway to the energizing world of derivative market. Sunness plans to saddle the immense potential of the Commodities showcase by providing you a straightforward yet effective interface, research and knowledge.

Our Services

- Availability of all IPO frames.
- Guidance for all new IPO's by experienced professionals
- Distribution and collection of structures up to 5 pm
- Facility of HNI funding.
- Prompt New Demit account opening for IPO speculators Facility to educate about allotment in.

Demat a/c through SMS

- Facility of telephonic request of demat balance
- Competitive service tariff in the business

Mutual fund:

Invest-safely and safely, at a decreased cost, in a differing scope of securities, spread over an extensive variety of industries and sectors.

Government securities:

Government securities guarantee reimbursement of principal upon maturity and also coupon or intrigue installments periodically. Cases of government securities incorporate investment funds securities, treasury bills and notes. Since they are okay, the arrival on the securities is for the most part low.

Corporate bonds:

A corporate security is a security issued by a partnership. It is a security that an enterprise issues to fund-raise effectively keeping in mind the end goal to grow its business. The term is typically connected to longer-term obligation instruments, by and large with a development date falling no less than a year after their issue date.

INFRASTRUCTURAL FACILITIES

Company provides the state of art facilities by providing the following facilities

- ❖ Parking facilities.
- ❖ Canteen facilities.
- ❖ Waiting hall.
- ❖ Conference room.
- ❖ Computers and accessories.
- ❖ Wi-Fi(3G) facility.

Competitors Information

1. Sharekhan

Sharekhan is one of the main retail breakage of Citi Venture which is running effectively from 1922 in the nation. Sharekhan renders its clients a broad assortment of significant worth related administrations including trade execution on BSE, NSE, Derivatives, store administrations, web trading, wander direction et cetera.

2. Angel Broking Limited

Angel Broking, Ltd. provides retail personal financial services in India. The company offers e-broking, portfolio management, mutual fund, private client group, commodities broking, investment advisory, wealth management, IPO, and depository services. The company was founded in 1987 and headquarters in Mumbai, India.

3. Karvy Broking Stock Limited

Karvy Broking Stock Limited gives Broking stock and research admonitory organizations in India. The organization offers portfolio examination, safe part, and cash related arranging and organization organizations for individuals and institutional clients. Additional to that, a month to month magazine, Fin polis, which surrenders dated business part information on business segment designs, theory options, and suppositions. The organization was set up in 1990 and is arranged in Hyderabad, India. Karvy Stock Broking Ltd. works as an auxiliary of Karvy Consultants Limited.

4. MotilalOswal Securities Ltd

MotilalOswal Securities Provide guidance based broking both with values and subsidiaries, portfolio management services(PMS), e-broking, store administrations, items exchanging, IPO and mutual fund speculation consultative administrations, has seen fast natural growth. Financial Year 2005 and FinancialYear 2006 see in the organization become inorganically through acquisition of three basic nearby broking firms from Andhra Pradesh, Karnataka and Kerala.

5. VLS FINANCE LTD

VLS Group is a multi-faceted multi-divisional incorporated monetary administrations bunch with significant vicinity in every aspect of money related administrations, for example, Asset Management, Strategic Private Equity Investments, and Arbitrage and more especially in Stock broking and Corporate Consulting and Advisory Services. The current business sector capitalization remains at Rs 177.07 crore.

6. BNK SECURITIES PRIVATE LTD

BNK Securities Pvt. Ltd. (ISO 9001:2008 Certified) is the individual from National Stock Exchange, Bombay Stock Exchange, DP with CDSL and the organization is additionally the individual from MCX-SX and Calcutta Stock Exchange (CSE). It gives broking and vault administrations to a great deal of high total assets speculators, corporate and business houses, money related establishments, banks and common assets. It is likewise included in circulation of money related items. The present business sector capitalization remains at Rs 48.85 crore.

7. R K GLOBAL AND SECURITIES LTD

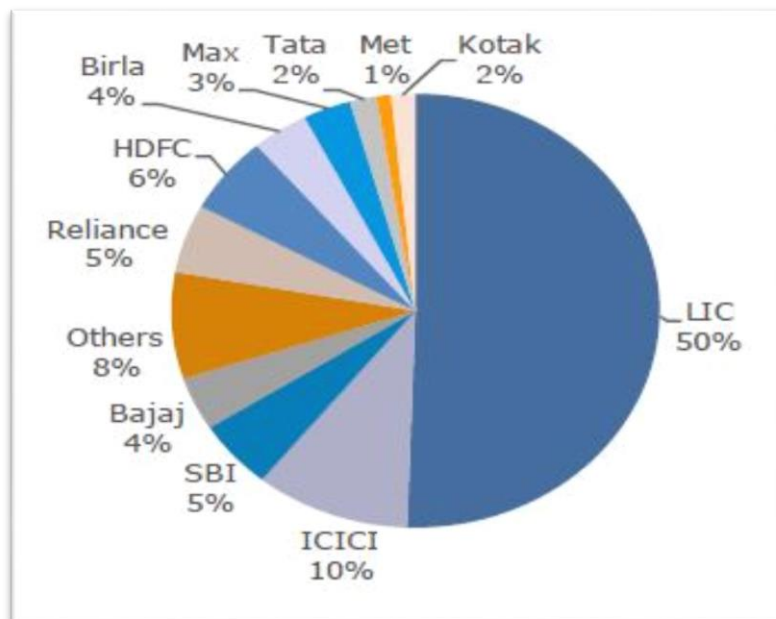
Is India based quickest developing Share and Commodity Broking Company. RK Global propelled its retail facilitating business in year 2004 and from that point forward become exponentially. RK Global today has Pan India vicinity with its item offerings in more than 150 urban communities crosswise over India however its business partners.

9. ZERODHA Zerodha is a Bangalore, India based Flat Free Share Broker for exchanging Stock, Commodity and Currency Derivative. It charges financier of 0.01% or Rs 20 perexecuted request, whichever is lower, independent to number of shares or their costs . Zerodha is first and No. 1 markdown specialist in India by volume, number of clients and development. Like other online stock exchanging organizations, Zerodha offers exchanging administrations to purchase and offer stocks, fates and alternatives (in Equity, Currency and Commodity portions). Zerodha's offer exchanging stage is fueled by Omnesys 'Home Trader'

FUTURE GROWTH AND PROSPECTS

In an always advancing business sector, they continually look for worth for their customers and they mean to add more administrations to their current Investment Banking bunch and be the favored decision for customers for their raising support and counseling needs. Some of their arrangements are:

- Value-based proactive Portfolio Management Services (PMS) to Resident and NonResident Indians.
- Significant bit of the general business in Commodities Futures Trading Segment in India.
- Value based Global Portfolio and Asset Allocation access to Resident Indians.
- Clearing, execution and guardian organizations for Non-Resident Indians, Foreign Institutional Investors and Overseas Corporate Bodies.
- Debt market exchanging both Retail and Whole-deal portion for inhabitant financial specialists and also abroad bodies.



SWOT Analysis

Strengths:

1. **Brand name:** SUNNESS has a very good name in the market due to its prominent services as well as with the big clients under its belt. Moreover, because of its 66 prolonged years of excellent services to the clients.
2. **Original research:** According to the analysis based on facts, theories, ideas which have not yet been subject to peer review by experts which are reliable publication.
3. **The organization has a coordinated innovation:** It is a met arrangement with the issues identifying with framework and innovation. The innovation as a great deal instrument to upgrade the learning zone in a multidisciplinary and compelling reconciliation to accomplish the data in convenient way breaks down and introduce professionally
4. **.One stop shop for all the clients:** It is the company which has an umbrella of services to its customers where they can get all they need in just one shop.

Company has a growing turnover and profitability as per balance sheet analysis.

Sound financial condition gives the advantage over the competitors as they have high profits and turnover as compared to other firms.

Satisfying the need of the clients

Meeting up the client requirement in time

Innovation & creative in advertisement segment

Quality in advertisement

Efficient team work environment

Expertise and experienced workforce

Weaknesses:

Turnover of employees: At SUNNESS it is the process of replacing one worker to other when it comes to performance or any other reason within a given time. This leads to the higher rates of employees.

High cost structure in IT department: Venture on exorbitant programming's and programming gadgets expands the cost for the organization.

Opportunities:

1. Decentralized basic leadership is useful as nearby promoting needs shift starting with one locale then onto the next. Came in the global market to attract global clients
- 2 Dissatisfied customers of competitors
- 3 Market growth for the firm's main product and services
- 4 Economy is expected to increase by 8% next year.
- 5 Well-equipped meet the ever changing challenges and esteemed clients give a constant endeavor for the company.

Threats:

1. New or expanded rivalry is one of the significant dangers to the organization in light of free government arrangements and directions make different firms to go into the market.
2. Adverse government policies: The change in economic and political policies or laws affects the Brokerage adversely which results the negative outcome of financial condition.
3. Increasing claims because of sheer carelessness in planning of promotions.
4. Recession may hit the business as cut is fundamentally on promoting spending plan of corporates.
5. Cut – throat rivalry offered by different players in the business.
6. Changes in the taste and inclinations of customers.

Financial Statement

Y/e 31 Mar (In .Cr)	Mar-2015	Mar-2014	Mar-2013	Mar-2012
Equity capital	35.30	35.30	35.30	35.30
Preference capital	51	51	51	51
Reserves	876	698	597	486
Net worth	962	785	683	572
Minority interest				
Debt	360	424	335	335
Deferred tax liabilities (net)	0.50	0.90	1.40	1.40
Total liabilities	1,323	1,210	1,019	909
Fixed assets	81	92	100	109
Intangible assets				
Investments	38	151	50.60	62.50
Deferred tax asset (net)	15	16.40	15.10	12.10
Net working capital	559	430	109	291
Inventories	240	264	266	661
Inventory Days	--	--	--	--
Sundry debtors	216	118	191	318
Debtor days	--		--	--
Other current assets	793	751	253	77.10
Sundry creditors	(578)	(607)	(482)	(691)
Creditor days	--	--	--	--

Y/e 31 Mar (In .Cr)	Mar-2015	Mar-2014	Mar-2013	Mar-2012
Other current liabilities	(113)	(95)	(118)	(74)
Cash	630	521	745	435
Total assets	1,323	1,210	1,019	909

CHAPTER II
THEORITICAL BACKGROUND & CONCEPTUAL
STUDY

THEORITICAL BACKGROUND

STOCK MARKET

STOCK MARKET OVERVIEW

The principle capacity of the stock market is to empower exchange the offers of open organizations, which thusly mirror the execution of the organizations whose offers are exchanged the stock market. Here is giving you a point by point Stock Market Overview. Stock markets are likewise an essential piece of an economy or the monetary arrangement of a nation. Today most economies around the globe are judged by the execution of their stock markets. The stock markets fill an indispensable need in the development and improvement of an organization that needs to grow. Such organizations with extension designs and new tasks need financing and the stock market fills in as the best stage from which an organization can 'pitch' itself to the perceiving open based on justify in addition to other things.

With more than 21 million investors, INDIA is the 3rd biggest speculator on planet. More than ten thousand organizations where recorded in the form of stock market, all willadjusted from around 9,230 stock brokers. The market capital of India are noteworthy regarding the level of advancement, more volume exchanging and will be huge development.

There will be 23 perceived capital stock exchanges in India, will be the Over the Counter Exchange of India (OTCEI) for little new organizations The National Stock Exchange (NSE) from which set up as a model exchange give across the country administrations to speculators.

India's market capitalization was among the most significant among the developingmarkets. Indicate advertise capitalization of the BSE as on July 31, 1997 was Rs 5,573.07 billion creating by 18 percent over a period of a year and as of August 2005 was over \$500 billion (about Rs 22 lakh crores). India has created as the world's fifteenth biggest esteem market after it added a couple of organizations to the billion dollar club as far as capitalization over the most late three months, taking the total to 81 organizations. India has transformed into the third biggest Asian market (notwithstanding Japan and Australia) in the wake of having toppled Korea, China and Singapore that have 80, 50 and 47 firms with billion – dollar

showcase capitalization exclusively. India is likewise crawling closer to outpacing Taiwan that has 84.

The end of March 2000, benefits will administration will be the Indian MF industry remained in a stunning Rs1,13,005crore. While wage stores represented resources of Rs 48,004crore, development reserves had resources of Rs30,611crore. Adjusted assets represented another Rs26,757crore of benefits as of end – March 2000. Fluid assets had Rs1,529crore , currency showcase stores Rs698crore, plated reserves Rs2,370crore and ELSS with Rs3,036crore made up the adjust.

The capital markets in India are controlled by the Securities and Exchange Board of India (SEBI) under the courses of action of the Securities Contracts (Regulations) Act, 1956 and Securities and Exchange Board of India Act, 1992. SEBI has issued clever coarse guidelines for capital issues, disclosure by open associations and money related specialist assurance.

NATIONAL STOCK EXCHANGE (NSE)

The headway of the Economy of India, was found unpreventable to lift the Indian stock market trading system practically identical to the worldwide models. In view of the proposition of effective Pertain Committee, the National Stock Exchange was combined in 1992 by Industrial Development Bank of India, Industrial Credit and Investment Corporation of India, Industrial Finance Corporation of India, all Insurance Corporations, picked business banks and others.

Exchanging at NSE will be ordered in 2 general classes:

(a) Whole sale obligation advertise

(b) Capital Market.

Discount commitment publicize exercises resemble cash feature assignments - organizations and corporate bodies go into high regard trades in money related instruments, for instance, government securities, treasury charges, open part unit securities, business paper, revelation of store, et cetera.

The two sorts of main in NSE:

(a) Trading individuals and

(b) Participants.

Seen people from NSE are called trading people who trade in light of a legitimate concern for themselves and their clients. Individuals consolidate trading people and considerable players like banks who accept facilitate settlement liability.

Exchanging at NSE happens through a completely mechanized screen-based exchanging component which receives the guideline of a request driven market. Exchanging individuals can remain at their workplaces and execute the exchanging, since they are connected through a correspondence organize. The costs at which the purchaser and vender will execute will show up on the screen. At the point when the costs coordinate the exchange will be finished and an affirmation printed in the slip at the workplace in the e exchanging part. NSE have a few favorable circumstances over the conventional exchanging. That are as per the following:

- NSE comes as incorporated Stock Market exchanging system in country over.
- Investors will exchange a similar cost from anyplace in the nation since between advertise tasks are streamlined combined with the countrywide access to thesecurities.

BOMBAY STOCK EXCHANGE (BSE)

Bombay Stock Exchange Limited (the Exchange) is the most settled stock trade in Asia with a rich heritage. Unmistakably known as "BSE", it was set up as "The Native Share and Stock Brokers Association" in 1875. It is the essential stock trade in the country to get never-ending affirmation in 1956 from the Government of India under the Securities Contracts (Regulation) Act, 1956. The Exchange's urgent and pre – celebrated part in the progression of the Indian capital market is extensively seen and its record, SENSEX, is chased after the world. Earlier an Association of Persons (AOP), the Exchange is by and by ademutualized and corporatized substance joined under the game plans of the Companies Act, 1956, as per the BSE (Corporatizationand Demutualization)Scheme, 2005 exhorted by the Securities and

Exchange Board of India (SEBI). Bombay Stock Exchange Limited got its Certificate of Incorporation on eighth August 2005 and Certificate of Commencement of Business on twelfth August 2005. The 'Due Date' for expecting control over the business and exercises of the BSE, by the Exchange was agreed to nineteenth August 2005, under the Scheme.

With demutualization, the trading rights and proprietorship rights have been de-associated sufficiently tending to worries concerning evident and authentic hostile circumstances. The Exchange is professionally administered under the general course of the Board of Directors. The Board includes celebrated specialists, operators of Trading Members and the Managing Director of the Exchange. The Board is far reaching and is expected to benefit by the participation of market go-betweens. To the extent affiliation structure, the Board figures greater procedure issues and exercises general control. The Exchange has a the country over reach with a closeness in 417 urban territories and towns of India. The structures and methodology of the Exchange are proposed to safeguard feature respectability and enhance straightforwardness in undertakings. In the midst of the year 2004 – 2005, the trading volumes on the Exchange showed lively improvement. The Exchange gives a beneficial and clear market for trading esteem, commitment instruments and backups. The BSE's On Line Trading System (BOLT) is a restrictive course of action of the Exchange and is BS 7799-2-2002 guaranteed. The perception and clearing and settlement components of the Exchange are ISO 9001:2000 guaranteed.

DERIVATIVES

In Indian setting, the power of subsidiaries use by institutional financial specialists (viz. Banks, Financial Institution; Mutual Funds, Foreign Institutional Investors, Life and General Insurers) rely upon their capacity and ability to utilize subordinates for at least one of the accompanying purposes:

- Risk regulation: utilizing subsidiaries for supporting and hazard control purposes

- Risk Trading/Market Making: Running subordinates exchanging book for benefits and arbitrage; as well as

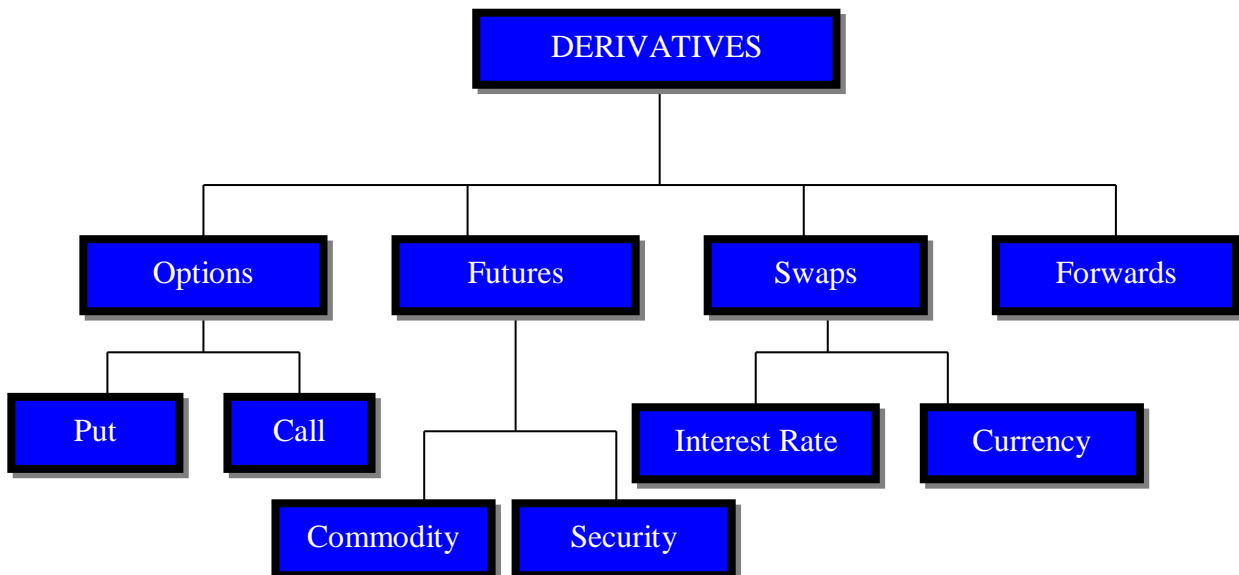
- Covered Intermediation: On – adjust – sheet subordinates intermediation for customer exchange, without holding any net – chance on the monetary record (aside from credit dangers).

SORTS OF DERIVATIVES

Subordinate as a term invokes dreams of complex numeric counts, theoretical dealings and seems to be an instrument which is the privilege of a couple of 'shrewd back experts'. Truly it isn't so. Truth be told, a subsidiary exchange enables cover to hazard, which would emerge on the exchanging of securities on which the subordinate is based and a little financial specialist can profit gigantically. "A subsidiary security can be characterized as a security whose esteem relies upon the estimations of other fundamental factors." Very regularly, the factors hidden the subordinate securities are the costs of exchanged securities.

Derivatives and fates are fundamentally of 3 composes::

- Forwards and Futures
- Swaps
- Options



FORWARDS:

A forward contract is the least demanding strategy for a subordinate trade. It is a consent to purchase or offer an advantage (of a predefined sum) at a particular future time at a particular cost. No cash is exchanged when the agreement is gone into.

FUTURES:

It is an understanding between two social affairs to purchase or offer an advantage at a particular time later on at a particular cost through exchange traded contracts.

A Future addresses one side to purchase or offer a standard sum and nature of an advantage or security at a predefined date and cost. Fates resemble Forward Contracts, however are standardized and traded on an exchange, and are regarded, or "Separate to Market" step by step. The Marking to Market gives the two social affairs a step by step accounting of their cash related responsibilities under the terms of the Future. Not in any way like Forward Contracts, the counterparty to a Futures contract is the clearing organization on the correct exchange. Fates much of the time are settled in genuine cash or cash reciprocals, instead of requiring physical movement of the key asset. Social occasions to a Futures contract may purchase or create Options on Futures.

OPTIONS:

An alternative is an agreement, which gives the purchaser the right, however not the sense of duty regarding purchase or offer offers of the concealed security at a specific cost at the most recent a specific date.

'OPTION', as the word suggests, is a choice given to the money related master to either regard the agreement; or in case he picks not to leave the agreement. There are two sorts of alternatives: Call Options and Put Options.

A Call Option is an alternative to purchase a stock at a specific cost at the exceptionally most recent a particular date. When you purchase a Call choice, the value you pay for it, called the alternative premium, secures your qualification to purchase that particular stock at a predefined cost called the strike cost. In case you pick not to use the alternative to purchase the stock, and you are not dedicated to, your selective cost is the choice premium.

A choice is an agreement, which gives the purchaser the right, however not the sense of duty regarding purchase or offer offers of the shrouded security at a specific cost at the most recent a specific date.

PUT OPTIONS can't avoid being choices to offer a stock at a specific cost at the exceptionally most recent a particular date. Thusly, put alternatives take after insurance systems. With a Put Option, you can "ensure" a stock by settling an offering cost. In case something happens which influences the stock cost to fall, and thusly, "hurts" your advantage, you can hone your choice and offer it at its "ensured" value level. If the cost of your stock goes up, and there is no "damage," by then you don't need to use the security, and, before long, your solitary cost is the premium.

In fact, a choice is an agreement between two social events. The purchaser gets an advantage for which he pays a premium. The dealer recognizes a dedication for which he gets a charge.

CALL OPTIONS

Call alternatives give the taker the right, yet not the dedication, to purchase the shrouded shares at a fated cost, at the most recent a destined date.

PUT OPTIONS

Put Option gives the holder of the benefit to offer a specific number of offers of an agreed security at a settled cost for a time allotment.

Brand mindfulness is the level of buyer attention to a brand and its related things. Making brand mindfulness is one of the key walks in progressing and exhibiting a thing. Brand mindfulness is particularly essential while moving new things and organizations. It empowers an association to isolate themselves from relative contender offered things and organizations. Brand awareness and observation appraisals

The motivation behind brand awareness and observation evaluations is to track changes in awareness and impression of an association's image, frequently in connection to contending brands. These evaluations happen over a stretched out timeframe to illuminate business procedure and promoting strategies.

Brand awareness and observation evaluations are intended to answer the accompanying inquiries:

What is the awareness of our image?

What are the view of our image?

It is safe to say that we are gaining ground toward key recognition change objectives?

How would we comprehend the estimation of our image and what adds to or subtracts from it?

Analysts can evaluate mark awareness and discernments utilizing both supported and unaided inquiries. With a supported inquiry, the respondent is furnished with the name of your association in the inquiry and additionally answer scale. For instance, one supported inquiry would be: "Would you say you are mindful of XYZ Computers' contributions in the Workstation?" A case of an unaided inquiry, where your association isn't named, may be: "Which single PC phone strikes a chord first?"

Brand awareness is the initial phase in making brand value. Awareness compares to online activity and having imminent purchasers appear at your stores. Building a brand is a procedure: What starts with mark awareness moves toward becoming brand affiliations and, if those affiliations are reliably positive, mark steadfastness.

Separating 'Brand Awareness'

Things and organizations that keep up an irregular condition of brand mindfulness are likely going to create more arrangements. Consider the pop business in which various soft drinks are hazily near. Associations, for instance, Pepsi and Coca-Cola, use their picture to show off their things and drive bargains. Consistently, these associations have used systems to grow stamp mindfulness among purchasers, which have direct changed over into higher arrangements. This higher rate of brand mindfulness usually fills in as a financial trench which shields contenders from expanding additional bit of the pie.

Brand mindfulness suggests how much customers can survey or see a brand. Brand mindfulness is a key idea in customer lead, advancing organization, check organization and method progression. The buyer's ability to see or audit a brand is imperative to getting essential initiative. Procuring can't proceed unless a client is first aware of a thing order and a brand inside that class. Mindfulness does not by any stretch of the imagination suggest that the buyer must have the ability to audit a specific brand name, yet he or she ought to have the ability to survey satisfactory perceiving features for getting to proceed. For instance, if a customer asks for that her buddy get her some gum in a "blue pack", the sidekick would be required to know which gum to buy, in spite of the way that neither one of the companions can survey the correct brand name at the time.

Brand mindfulness is a key marker of a brand's locked in showcase execution. Given the importance of brand mindfulness in client acquiring choices, marketing experts have created diverse estimations proposed to assess check mindfulness and unmistakable measures of brand flourishing. These estimations are everything viewed as known as Awareness, Attitudes and Usage (AAU) estimations.

To ensure a thing or brand's market accomplishment, mindfulness levels must be directed over the entire thing life – go from thing dispatch through to publicize rot. Various promoters routinely screen check mindfulness levels, and if they fall underneath a predestined edge, the publicizing and exceptional effort is expanded until the point that the moment that mindfulness returns to the pined for level.

LITERATURE REVIEW

1. As per MacDonald, E. K., & Sharp, B. M. (2000), Learning of the thing is similarly to a great degree basic for the all-inclusive community because if they don't know handiness of the thing they won't ask for the thing. Finding out about the thing makes a positive or negative photo of the thing in the cerebrum of the customer so it's amazingly critical to consider the thing.
2. As per Gustafson & Chabot (2007), if people consider the features of the thing, it exhibits the inspirational state of mind of the thing among people.
3. Chaudhuri, A., & Holbrook, M. B. (2001) examined that item picture among individuals demonstrates its prominence in their environment.
4. Lassar, W., Mittal, B., & Sharma, A. (1995) portrayed that impression of the items among clients isn't relying on any single factor.
5. Keller (1993) discovered that a few people purchase just those items which are mainstream among them. Hypothesis identified with our examination is flagging hypothesis.
6. Flagging hypothesis of brand additionally develops the significance of brand believability build into mark value (Erdemand Swait, 1998).
7. According to Aaker, 2002. A brand cooperates and establish connections on clients, workers, and different partners.
8. According to Davis and Dunn, 2002, p. 232 there are a few manners by which a brand can reach or touch its clients. Each of these touches is called mark touchpoints. "Touchpoint is the interface of an item, an administration or a brand with clients, non-customers, representatives and different partners – previously, amid, and after an exchange, separately".
9. According to Jean-Noel-Kapferer in his book, "the new strategic brand management" , Brand awareness is a tool to partly measure the Brand Equity. Brand mindfulness measures the quantity of individuals who comprehend what the brand remains for.
10. According to Tapan K Panda in his book 'Building Brands In Indian Markets, "Brand awareness is not a series of advertisements or sales promotionl programmes that will bring customers to the sales counter or to the website at a certain point of time.

11. According to Harsh V Verma in his book, 'Brand Management' 2nd edition, "Brand Awareness is the communication to the consumers regarding the brand, the most prominent hazard of communicators of today is correspondence itself. Nature is loaded with a lot off correspondence which is over conveyed.

12. According to S A Sherlekar in his book, 'Marketing Management' 1981, " Brand Awareness is what you do to the mind of prospect. That is you create and build up brand equity in the minds of prospects"

13. According to David Gilbert in his Retail Management book 2005, "creating awareness of brand is one of the biggest challenges of marketers to put product in customer's 'evoked set' of brand options"

14. According to Mastering Marketing a Pearson education associated book 2003, "The pressure on a brand today is intense. Brand awareness is a awakening of customer's mindset with respect to a particular brand"

15. According to Micheal J Etzel – marketing 13th edition, "brand awareness the process of creating awareness towards the brand of a company which creates affection of the people for the brand"

16. Keller and Davey (2001) express that building a solid brand mindfulness with a solid value will get more steadfast client devotion. They include that brand Awareness will infer bigger edges, better client reaction to value changes, more prominent help from clients and higher notoriety"

17. According to Murphy (2007), It is vital to mull over the brand touch point demonstrate as it can enable increment to mark mindfulness as clients typically see the brand before the buy choice (e.g. site, verbal, suggestion), amid the buy (while buying), and after the buy (by giving a post-purchase administration to clients).

CHAPTER-III
RESEARCH DESIGN

RESEARCH METHODOLOGY

PROBLEM STATEMENT

In the emerging knowledge based economy it has turned out to be important to know how much market control lies with brand name. The investigation of brand awareness is basic in marketing planning. Customer need and affirms continue changing where brand at last summon customer's dependability.

Numerous individuals invest in securities exchange however the greater part of the investors trading on equity.

Not very many individuals who are exchanging subordinates and item while there is tremendous open doors for creating of these sections.

So this study is undertaken.

HYPOTHESIS

Ho: There is no significant relationship between brand awareness and brand loyalty.

H1: There is significant relationship between brand awareness and brand loyalty.

According to analysis (Correlation), between brand awareness and brand loyalty shows a positive correlation of 0.69. This implies that according to the respondents more the creation of Brand awareness more the Loyalty towards the brand.

OBJECTIVES OF THE STUDY

- To study various Factors affecting Brand Awareness
- To measure the loyalty of the customers with regard to the Brand
- To evaluate the level of Awareness created by the brand Sunness
- To offer valuable suggestions to improve Brand Awareness amongst customers

SCOPE OF THE STUDY

- The examination that will be driven the important in a going with appreciation.
- This will be used to help the organization, making individual's knowledge about Market by Equity giving best training.
- It will be helpful the organization to get to know the essence of numbers and turns towards Market by equity.
- It will be helpful the organization for outline powerful Strategy's in marketing.
- It will likewise choose the correct media for promoting to make mark awareness and to give learning of the items
- Mind offer of SUNNES CAPITAL LTD can be known.
- This will likewise choose the right way to exchanging Equity section.
- It will be more helpful for organization for diminish to deterrents will become in the route to advancement of equity fragment.

.
.

DATA COLLECTING

PRIMARY DATA COLLECTION : Questionnaire is the tool used as Primary data collection

SECONDARY DATA COLLECTION: Websites, company journals, articles are used as secondary data collection source

SAMPLING DESIGN:

The type of sampling used by the researcher was Snow ball sampling, it is referred as snow ball sampling because once the ball is rolled over more snow is collected.

Sampling size is 100

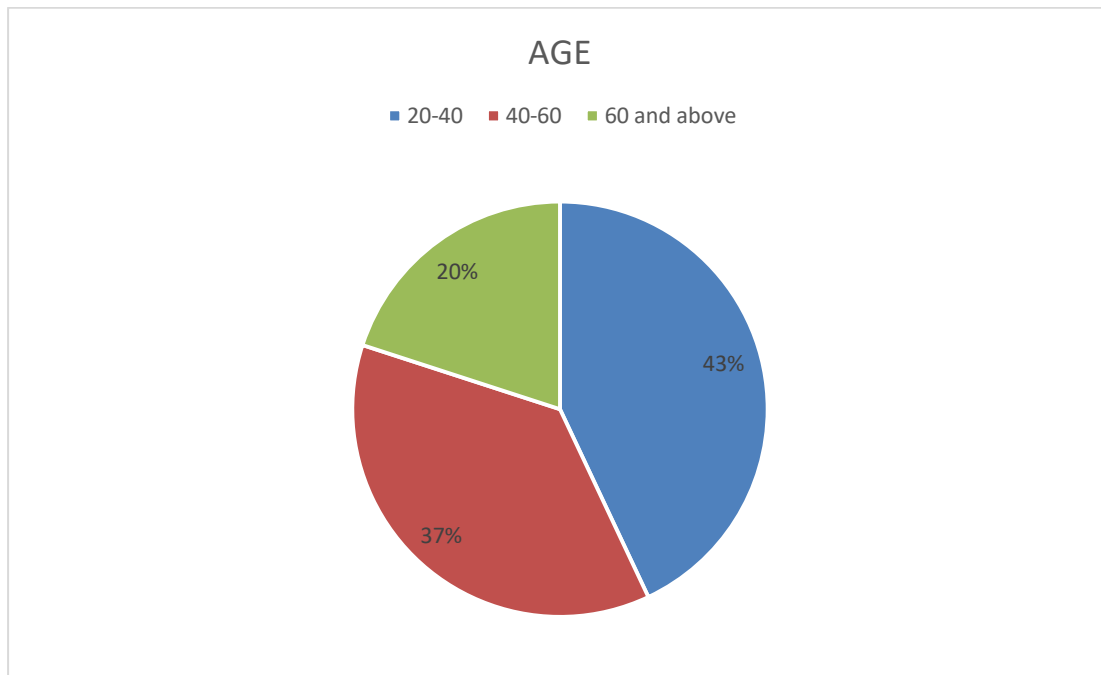
LIMITATION OF THE STUDY

1. People might not have given true and honest opinions as they may have a personal favorite investment companies or decisions
2. The provided time limit to conduct the research was 10 weeks. True and fair results may not be obtained due to time constraints
3. The sampling size considered was 100,so it was restricted only to 100 respondents and their opinions
4. The research output is only with respect to Bangalore Branch..

CHAPTER – IV
ANALYSIS AND INTERPRETATION

ANALYSIS OF DATA

1. Age
 - a. 20-40
 - b. 40-60
 - c. 60 and above



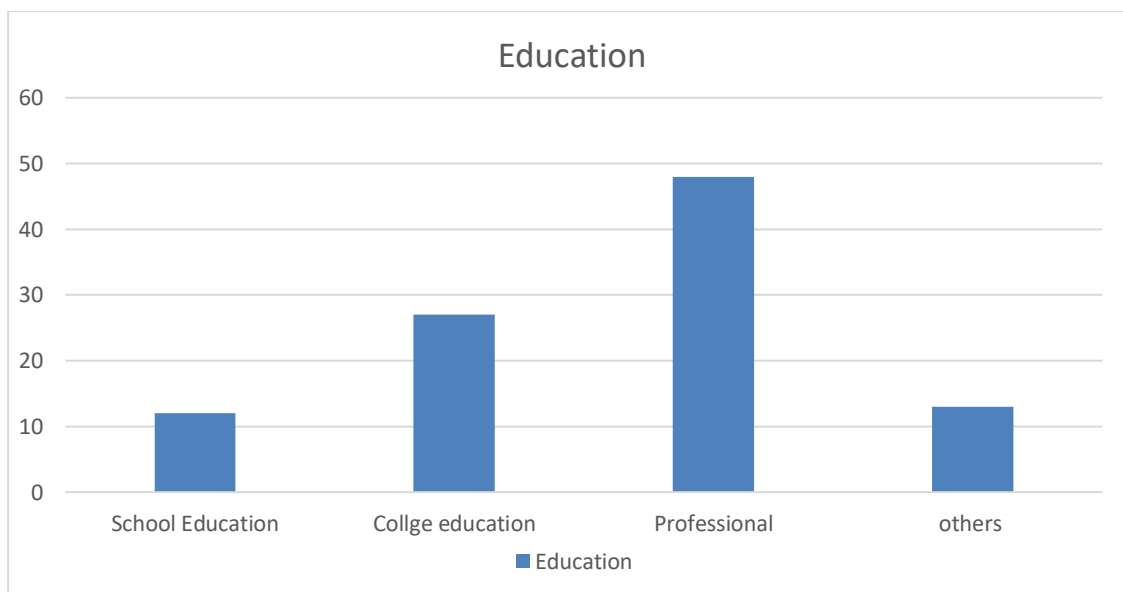
AGE	20-40	40-60	60 and above
	43	37	20

INTERPRETATION

From the above mention chart it can be interpret that 43% of respondents were of the age 20-40 and 37% were of age 42-60 and rest 20% were of the age 60 and above

2. Educational Background

- a. School education
- b. College education
- c. Professional
- d. Others



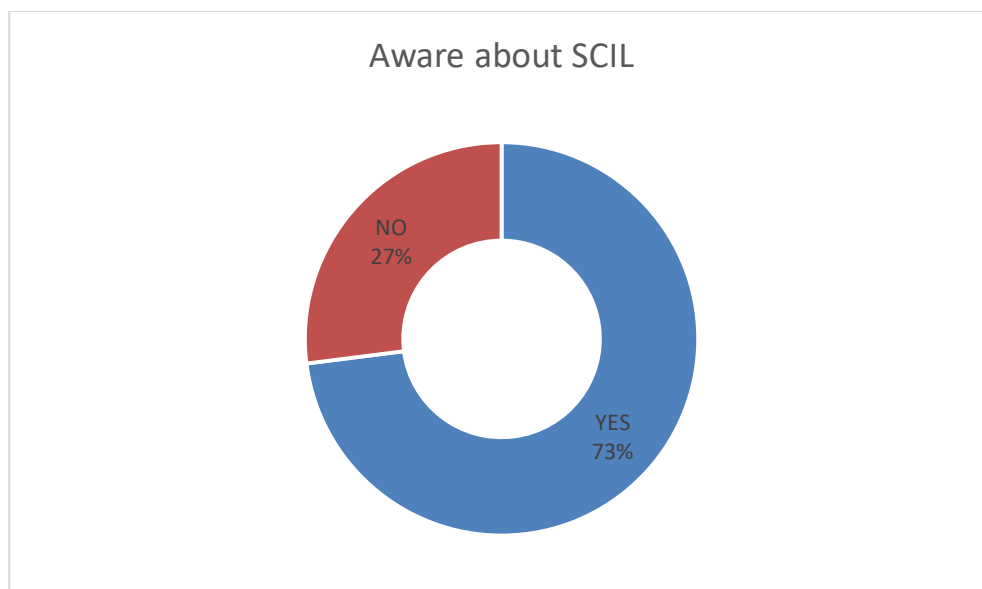
Education	School education	College education	Professional	Others
	12	27	48	13

INTERPRETATION

More number of respondents were from professional background, 12% were from school, 27% from college and 13% were from other backgrounds.

3. Are you aware of the brand Sunness Capital Limited?

- a. Yes
- b. No

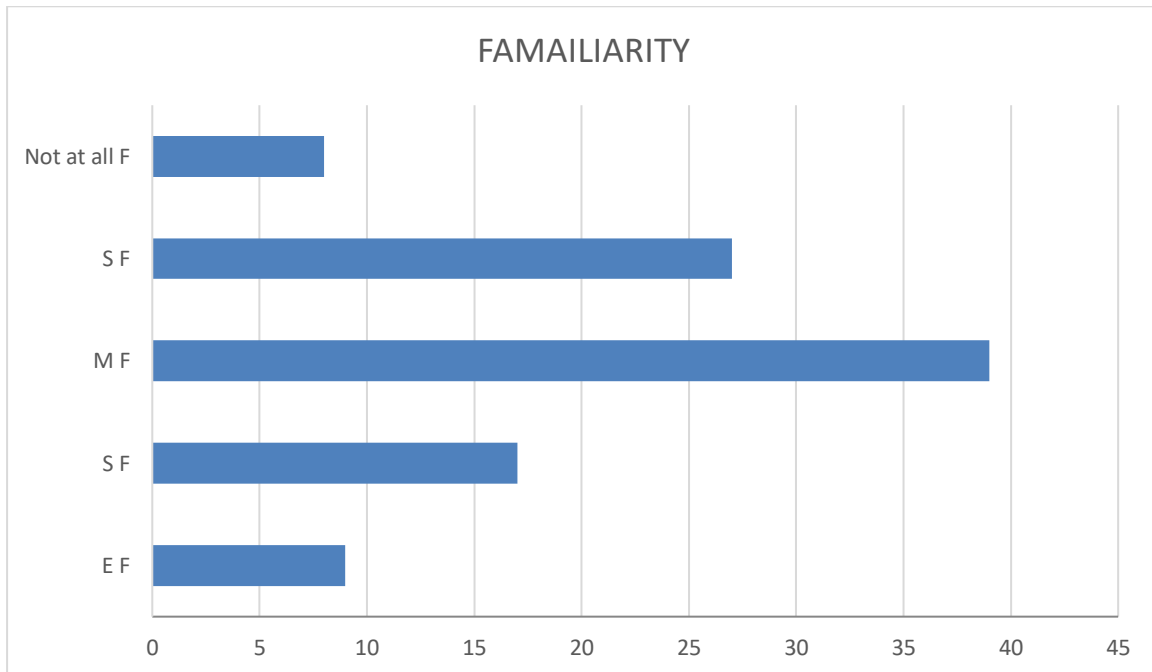


Aware about SCIL	YES	NO
	73	27

INTERPRETATION

From 100 respondents 73% of them knew about SCIL (Sunness Capital India Ltd) and 27 were not aware about the brand.

4. How familiar are you with sunness capital India Ltd?
- a. Extremely familiar
 - b. Very familiar
 - c. Moderately familiar
 - d. Slightly familiar
 - e. Not at all familiar



FAMAILIARITY	E F	V F	M F	S F	Not at all F
	9	17	39	27	8

INTERPRETATION

From the 100 respondents 39% of them were moderately familiar, 27% of them were slightly familiar, 9% of them were extremely familiar, 8% of them were not at all familiar and rest were very familiar.

5. How do you know about the brand Sunness Capital?

a. Friends

b. Website

By Sunnes.com Wikipedia Pop up window others

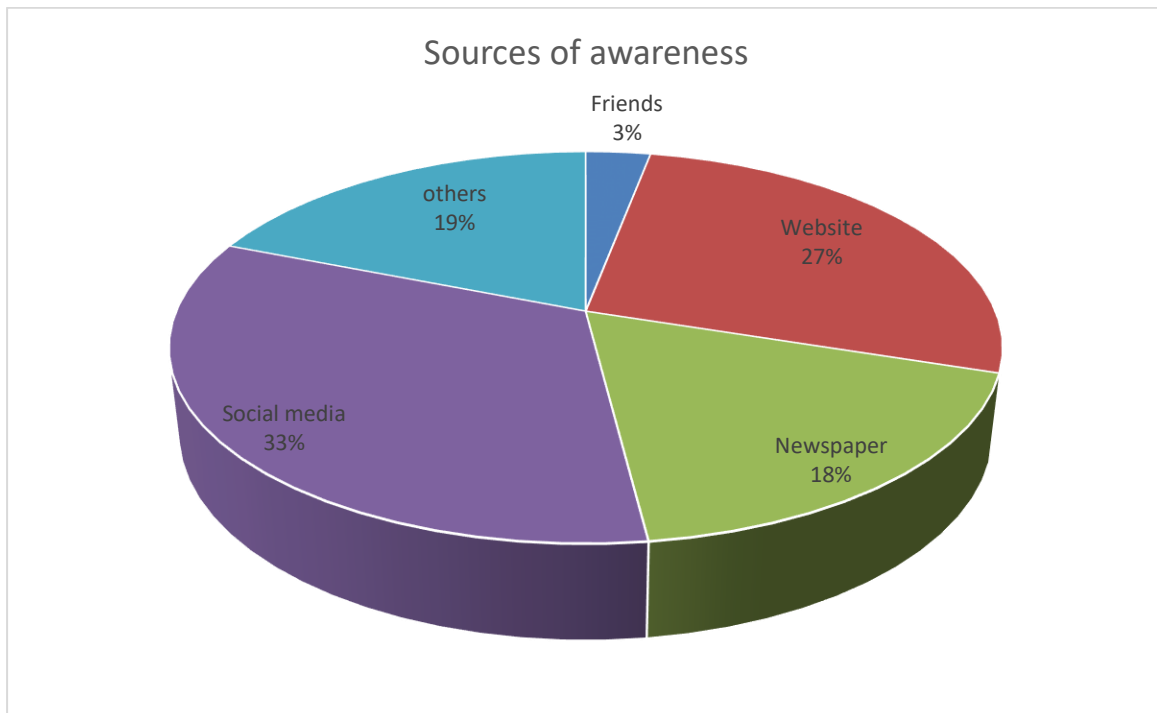
c. Newspaper

Times now Deccan herald others

d. Social media

(Facebook) (Whatsapp) (Linkedn) (Youtube)

e. Others

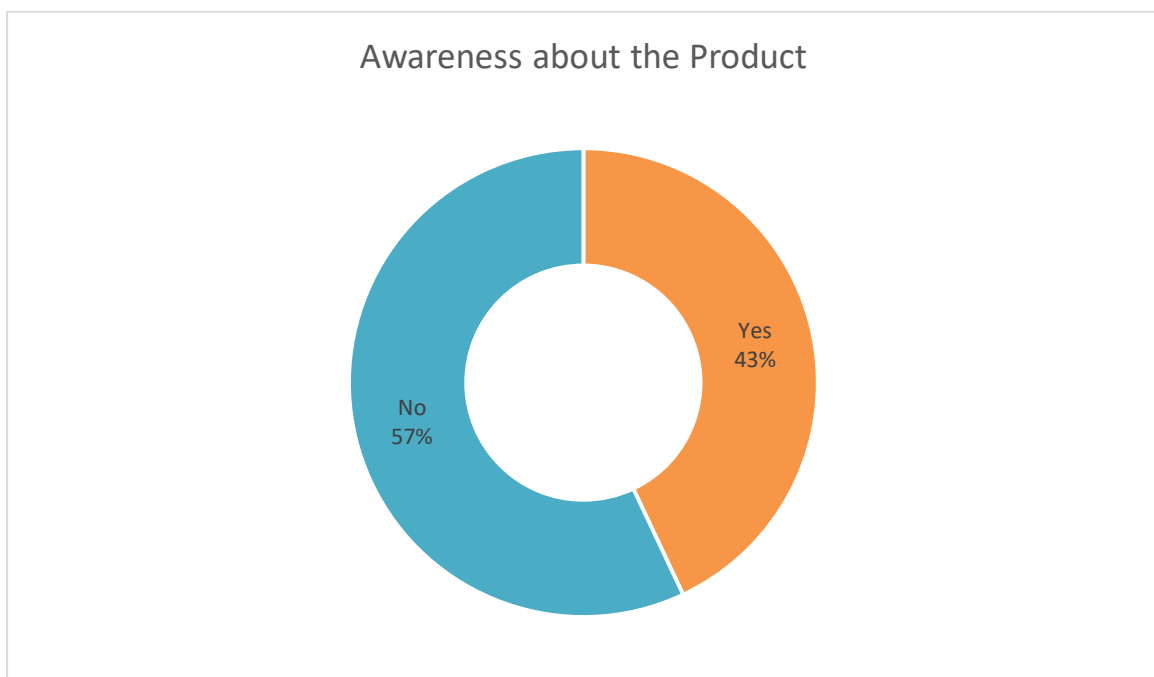


Sources of awareness	Friends	Website	Newspaper	Social Media	Other
	3	27	18	33	19

INTERPRETATION

As most of them belonged to age group of 20-40 27% and 33% were the responses for website and social media and 18% were for newspaper and 19% from other sources.

- 6. When you hear the brand Sunness, can you recall our products/services?
 - a. Yes
 - b. No



Awareness about the Product	YES	NO
	43	57

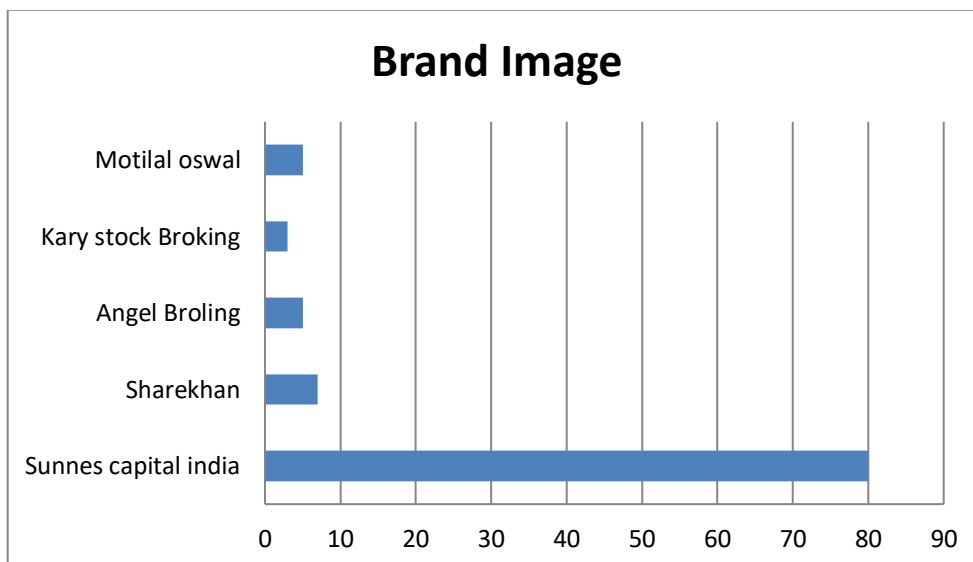
INTERPRETATION

As per the chart, it can be interpreted that even though 73%. Knew about SCIL only 57% of 100 respondents could recall our product and services.

7. By this image which brand you recall?



- a. Sunness capital India
- b. Share khan
- c. Angel Broking
- d. Kari Stock Broking
- e. Motilal Oswal

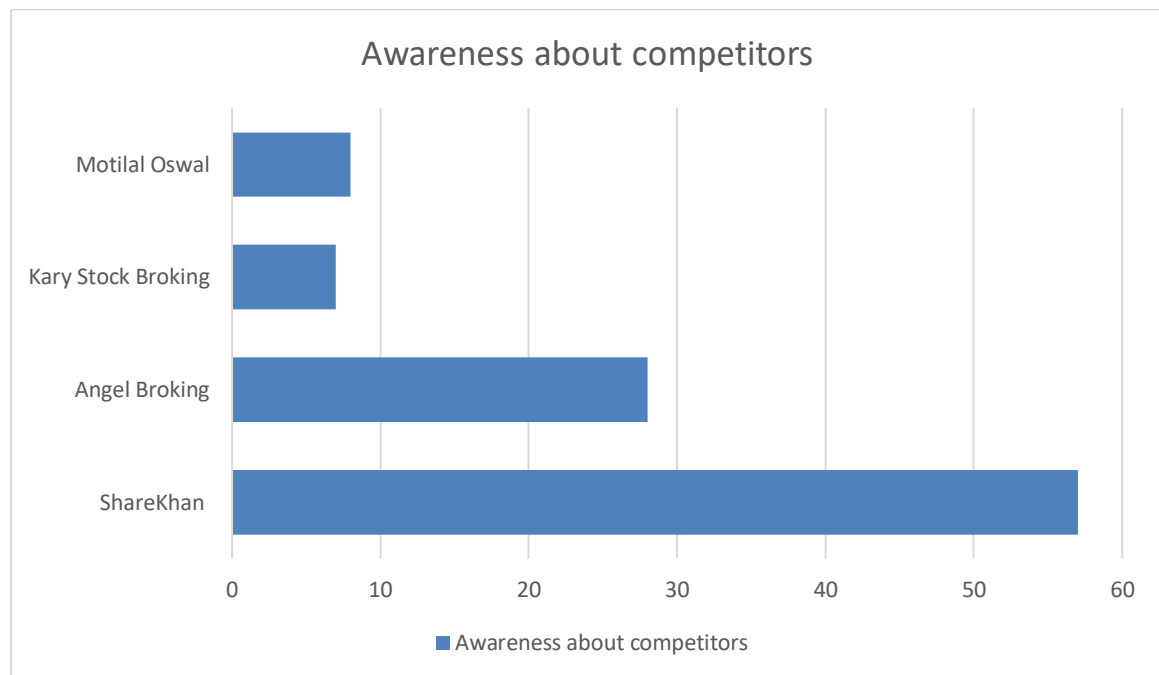


Brand Image	Sunness Capital India	Share Khan	Angel Broking	Kary Stock Broking	Motilal Oswal
	80	7	5	3	5

Interpretation

According to the survey, respondents mostly chose Suness Capital India through which it can be understood that 80% of the respondents are aware about the brand.

8. Which of the brands have you heard other than Sunness Capital?
- Sharekhan
 - Angel Broking
 - Kary Stock Broking
 - Motilal Oswal

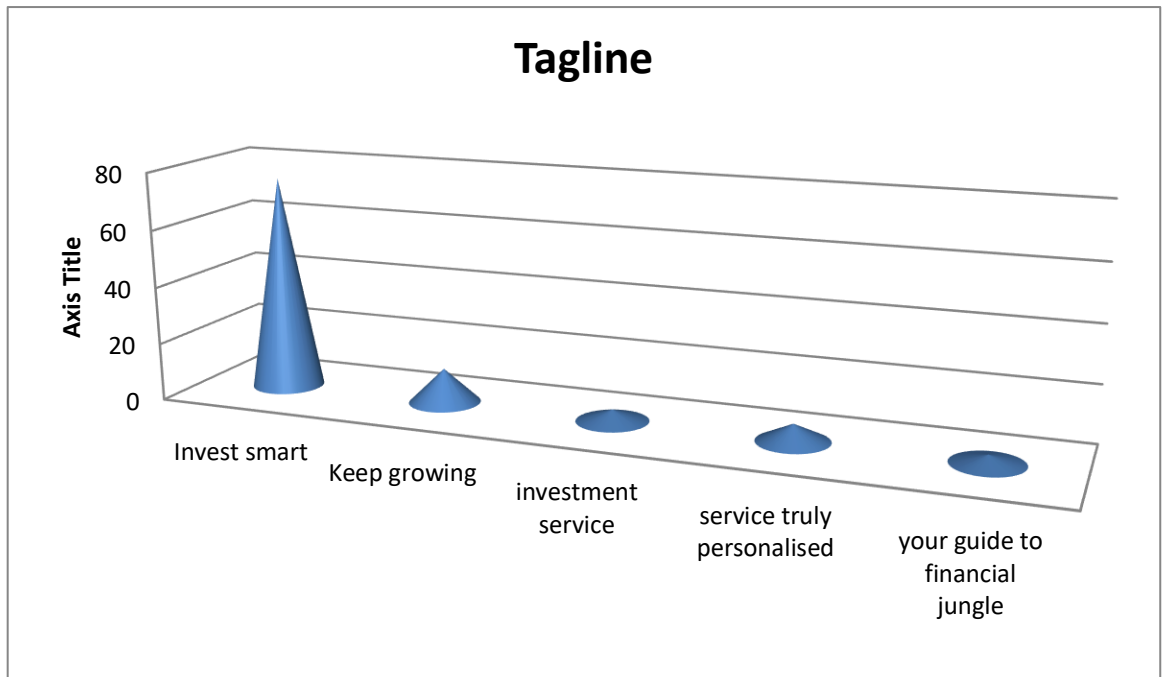


Awareness about Competitors	Sharekhan	Angel Broking	Kary Stock Broking	Motilal Oswal
	57	28	7	8

INTERPRETATION

As per the survey, 47% of respondents were aware about Sharekhan, and 18% about Angel broking and 7% and 8% about Kary and Motilal respectively

9. Which among these Taglines will you choose for Sunness?
- Invest smart
 - Keep growing
 - Investment service
 - Service truly personalized
 - Your guide to the financial jungle

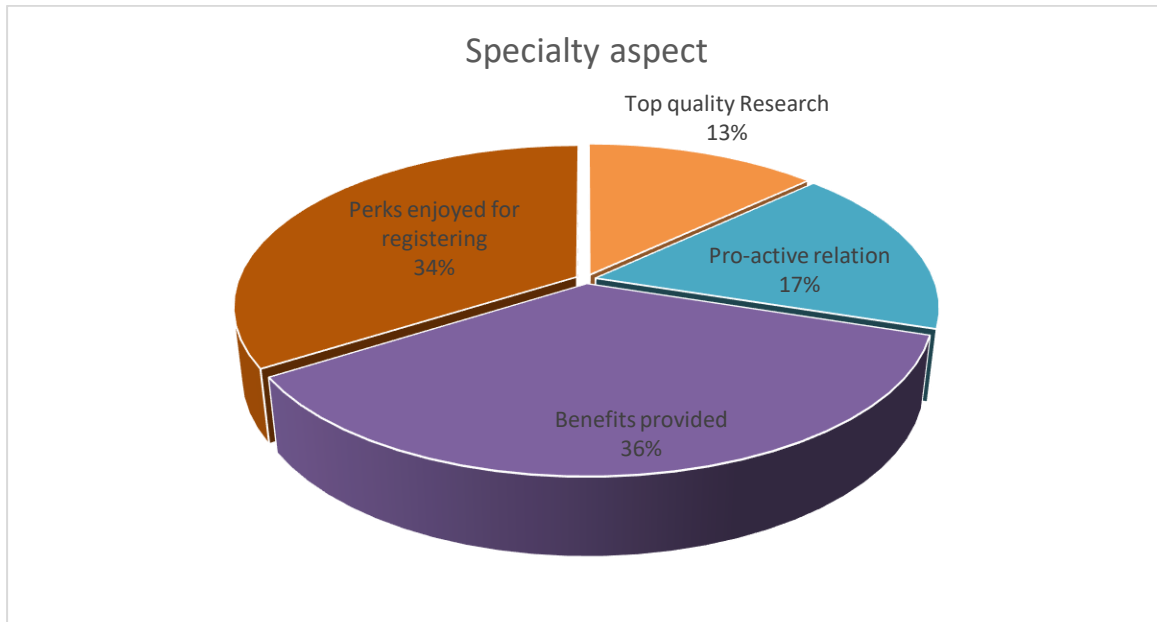


Tagline	Invest Smart	Keep Growing	Investment Service	Service Truly personalised	Your guide to financial jungle
	75	12	4	6	3

Interpretation

According to the survey, most of the respondents that is 75% of the respondents chose 'Invest smart' as the suitable tagline for Sunness Capital India

10. What makes you choose suness over other brands?
- a. Top quality Research
 - b. Pro-active relation
 - c. Benefits provided
 - d. Perks enjoyed for registering



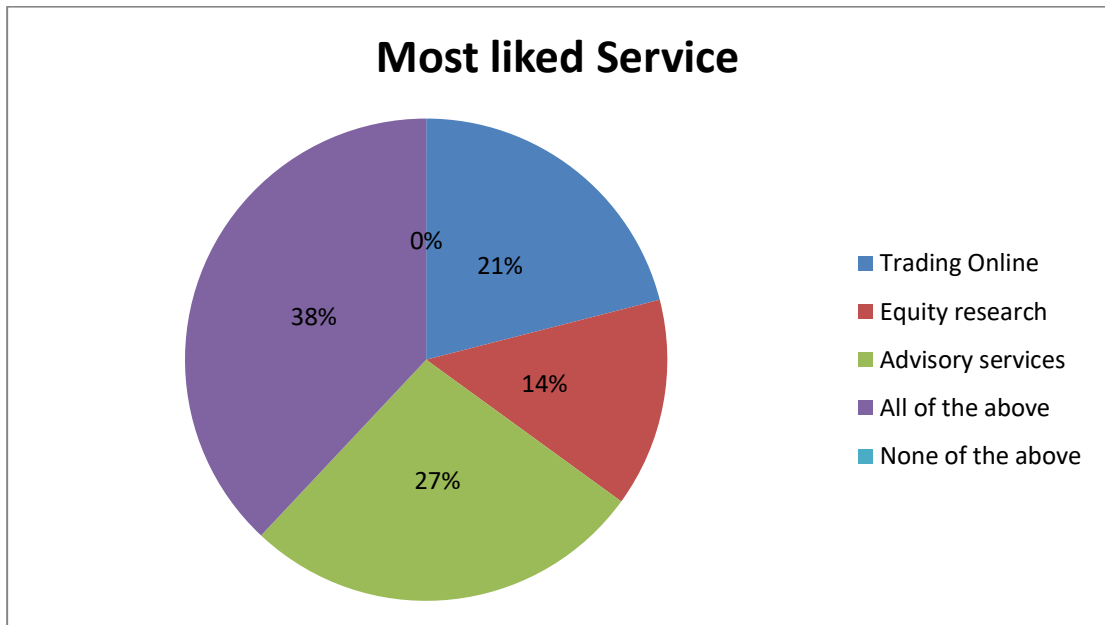
Specialty Aspect	Top quality research	Pro-active relation	Benefits provided	Perks enjoyed for registering
	13	17	36	34

INTERPRETATION

Form the survey it can be interpreted that 36% and 34% of the respondents chose SCIL becomes of the benefits and perks respectively and 13% and 17% chose for top quality research and pro-active research respectively.

11. Which among our services do you like the most?

- a. Trading online
- b. Equity research
- c. Advisory services
- d. All of the above
- e. None of the above



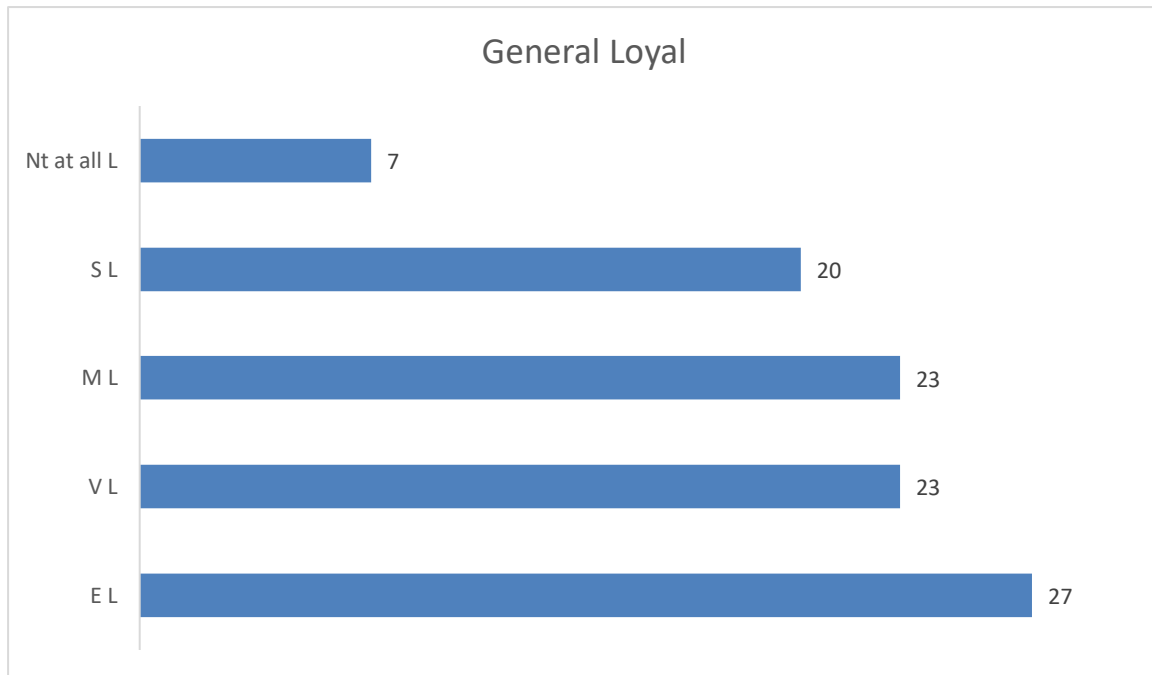
Most liked Service	Treading online	Equity research	Advisory services	All of the above	None of the above
	21	14	27	38	00

INTERPRETATION

From the above chart, it can be interpreted that most of the respondents chose all of the above and little part of the total respondents chose different options but no one chose none of the above.

12. How loyal are you towards the brand you use for general purposes?

- a. Extremely loyal
- b. Very loyal
- c. Moderately loyal
- d. Slightly loyal
- e. Not at all loyal



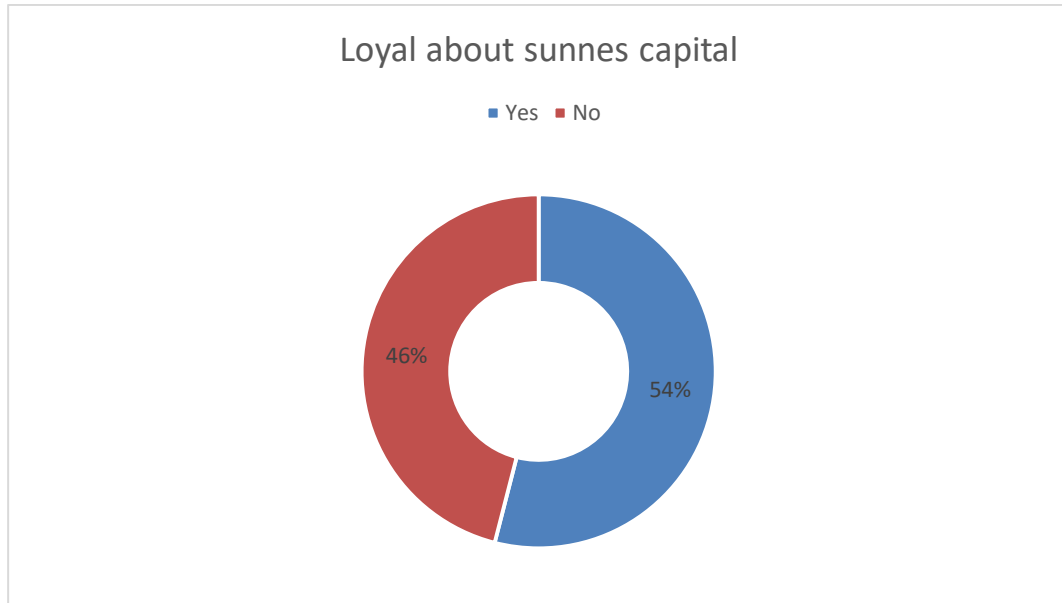
General Loyal	E L	V L	M L	S L	Nt at all L
	27	23	23	20	7

INTERPRETATION

From the survey, respondents have equally chose the options for all the given option only 3 of the 100 respondents are not at all loyal.

13. Are you loyal towards suness capital?

- a. Yes
- b. No



Loyal about sunness capital	YES	NO
	54	46

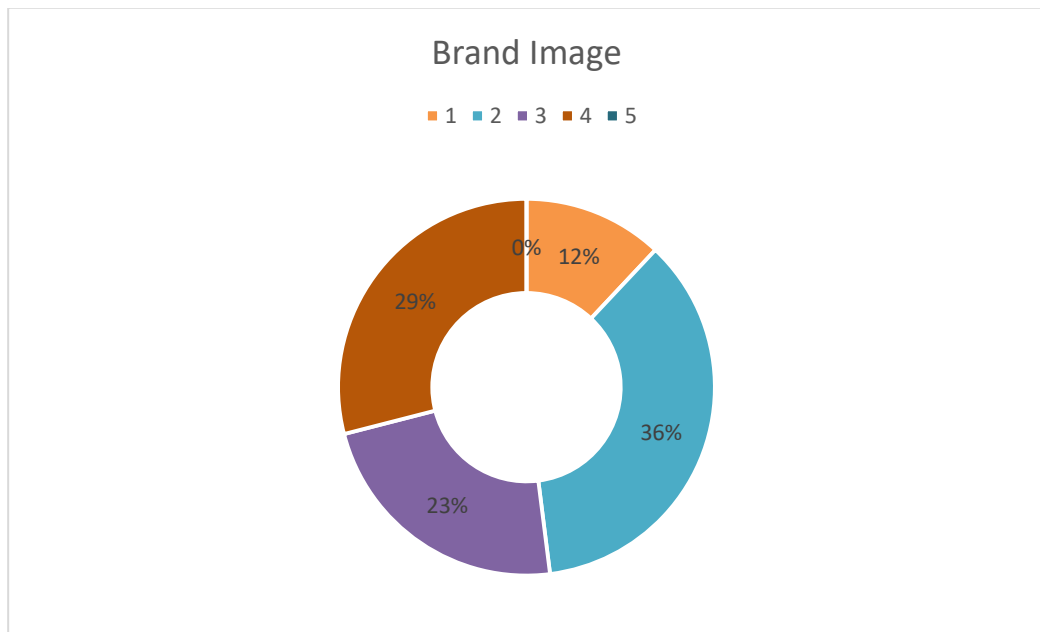
INTERPRETATION

All of the respondents are not loyal 46% of 100% respondents said they were not loyal to SCLC.

14 .Rate the reason for your loyalty towards sunness from 1-5, 1 being the best and 5 being the worst

	1	2	3	4	5
Brand Image	12	36	23	29	-
Products & services	47	23	14	7	9
Share value	79	3	14	2	2

a. Brand Image

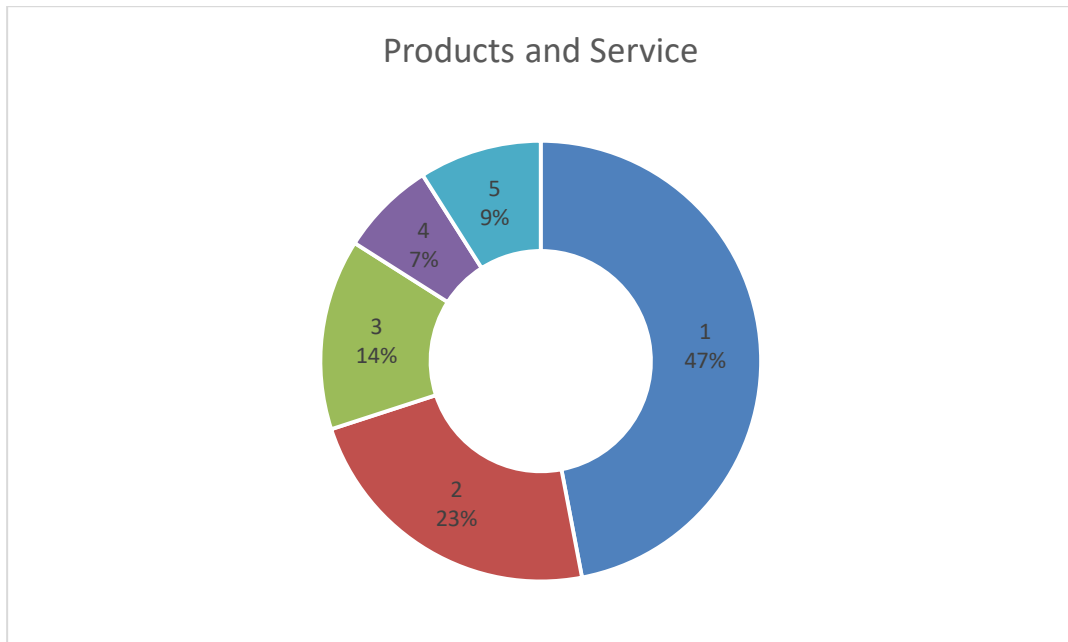


Brand Image	1	2	3	4	5
	12	36	23	29	0

INTERPRETATION

From the above chart respondents chose the ranking from 1-4, none of respondents chose 5th i.e. worst case.

b. Products and services

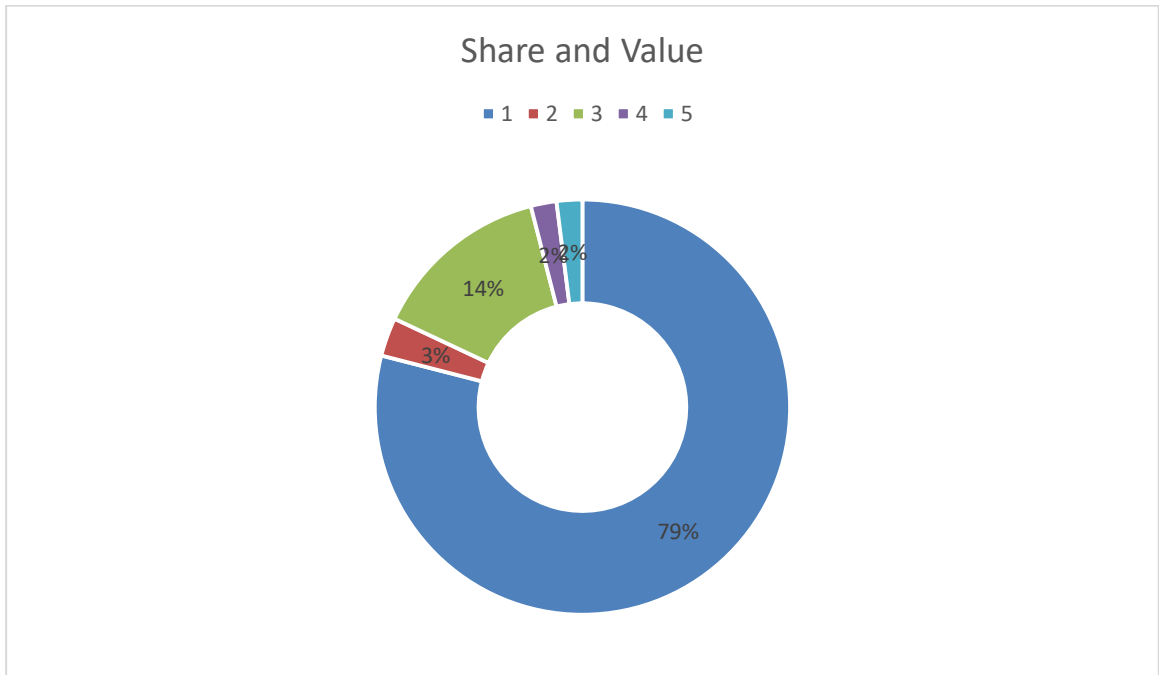


Products and Services	1	2	3	4	5
	47	23	14	7	9

INTERPRETATION

From the above chart, respondents chose all the options and this interprets the loyalty of most of the respondents are because of the product and services.

c. Share Value



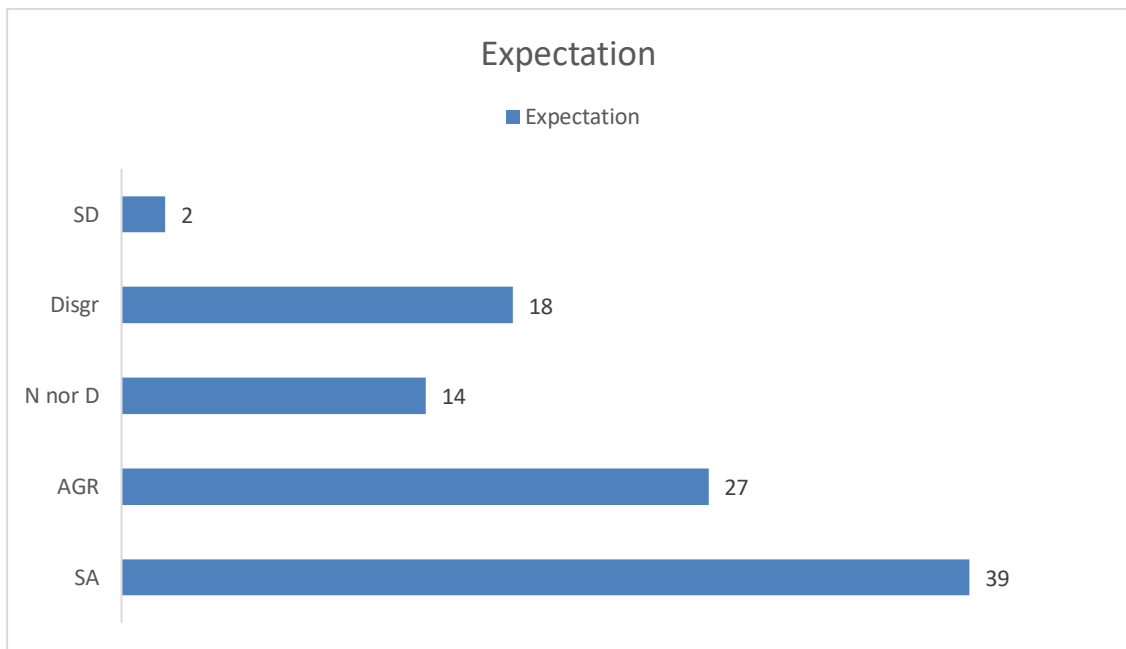
Share Value	1	2	3	4	5
	79	3	14	2	2

INTERPRETATION

From the chart it can be interpreted that share value creates a great impact on loyalty of the customers regarding the brand is 79% of respondents chose 1.

15. Sunness Capital India Limited are reaching your Expectations

- a. Strongly agree
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Strongly disagree



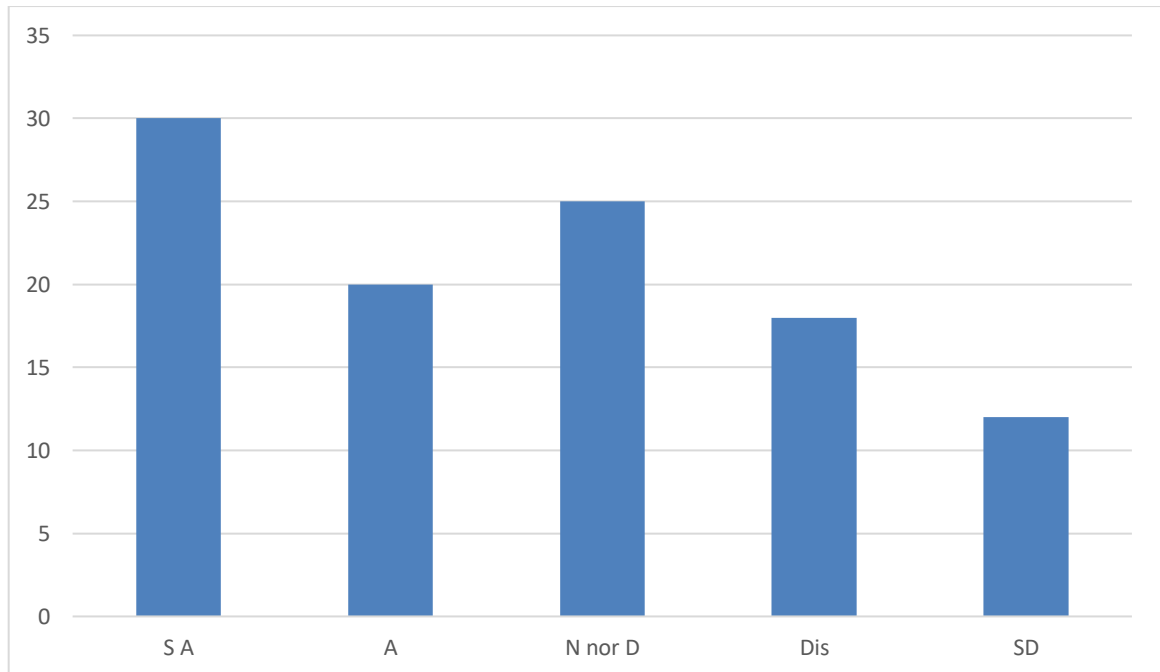
Expectation	S D	Disgr	N nor D	AGR	SA
	39	27	14	18	2

INTERPRETATION

This can be interpreted as, very less % of the respondents are disappointed with the brand i.e., 18% disagree with statement and 2% strongly disagree.

16. Suness Capital Limited is creating better brand awareness when compared to other stock brokerages

- a. Strongly agree
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Strongly disagree



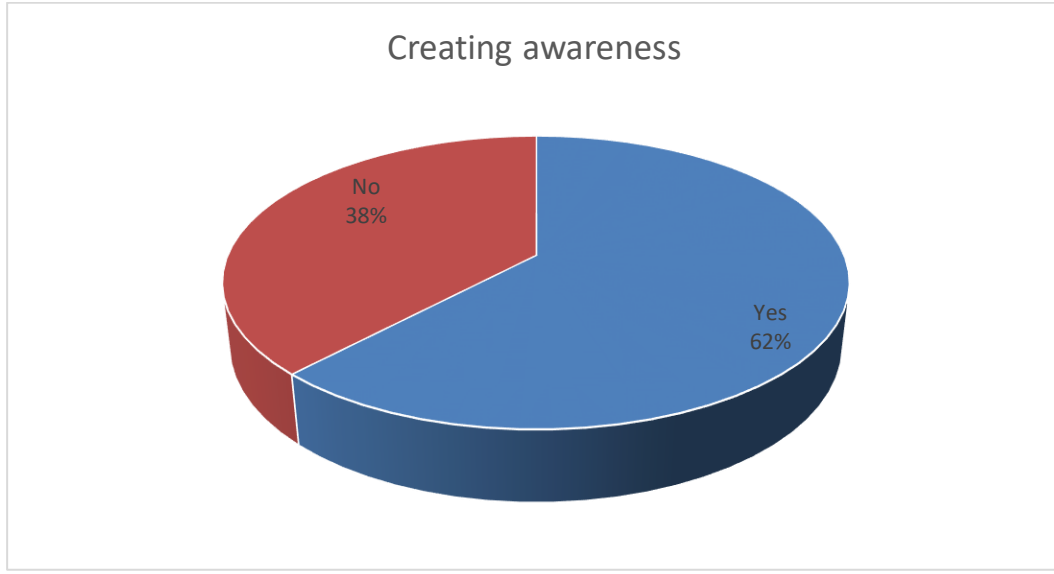
Brand Awareness	SA	A	N nor D	Dis	SD
	30	20	20	18	12

INTERPRETATION

Brand creating more awareness for the company which compared by the other company's 30% is more strongly agree 20% are agree 20% are both and some says 18% disagree and 12% strongly disagree.

17. Do you think suness Capital Limited is creating better brand awareness when compared to other stock brokerages

- a. Yes
- b. No



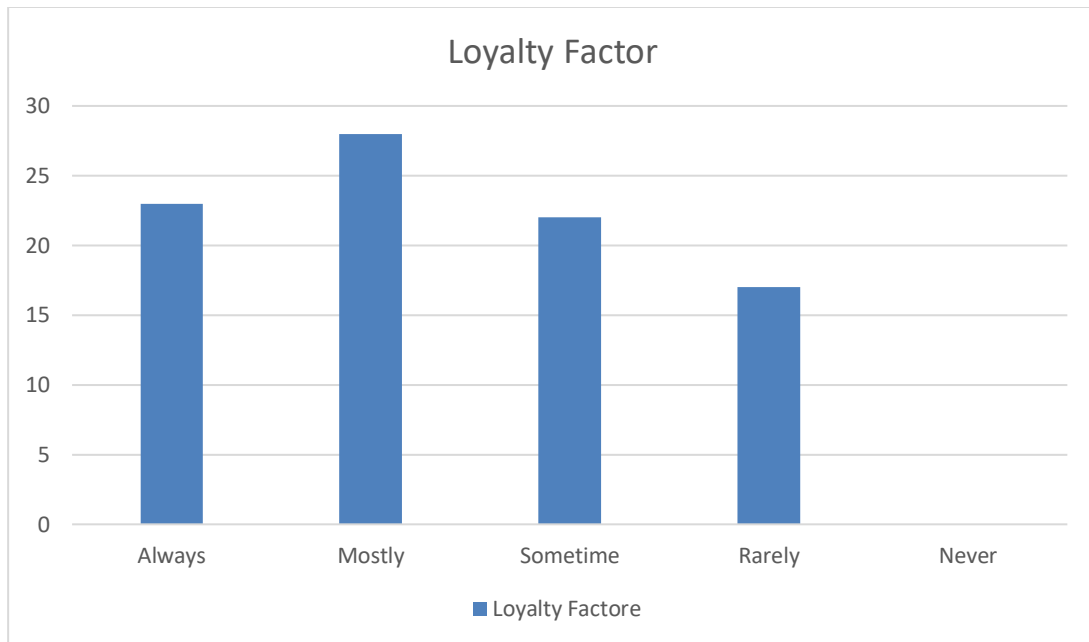
Creating awareness	YES	NO
	62	38

INTERPRETATION

Brand awareness effects can be based on age group as well. Some respondents chose “Yes” as they were aware of the brand. And for the rest 38% company had to put more efforts.

18 Does your loyalty depend on the awareness of the brand?

- a. Always
- b. Mostly
- c. Sometimes
- d. Rarely
- e. Never



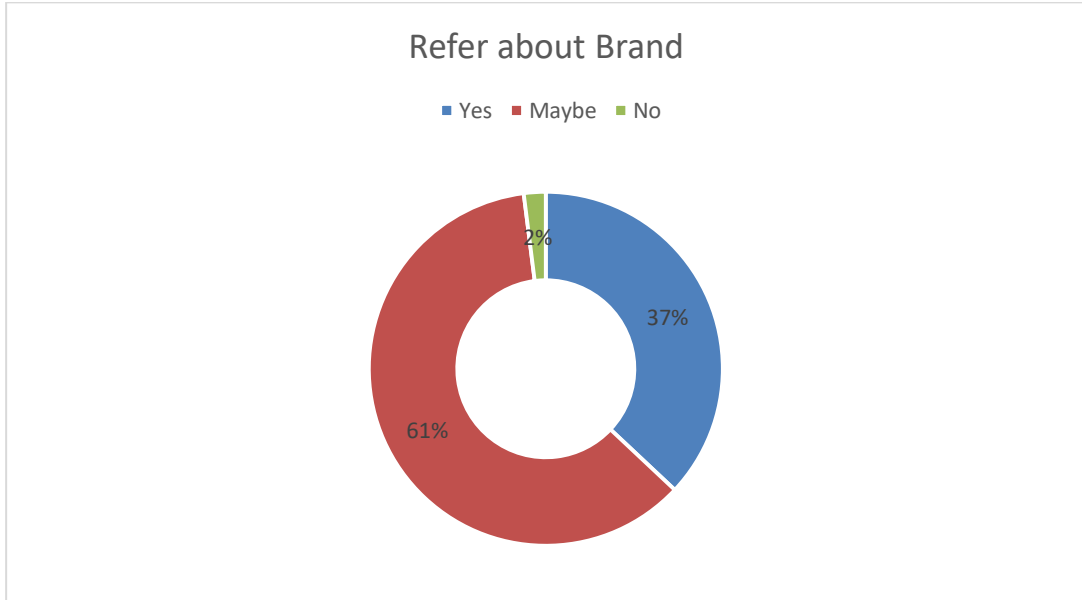
Loyalty Factor	Always	Mostly	Sometime	Rarely	Never
	23	28	22	17	0

INTERPRETATION

According to chart, most of the respondent's loyalty are based on brand awareness created by the company. Only 10% said brand awareness does not affect their brand loyalty.

19 Would you refer Sunness Capital to any of your friends/family?

- a. Yes
- b. Maybe
- c. No



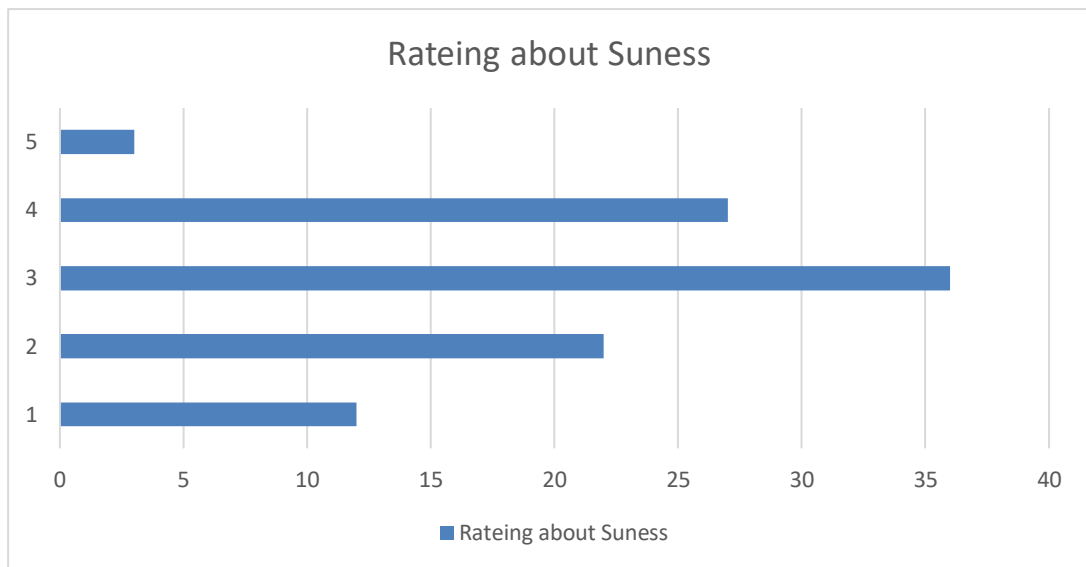
Refer about brand	YES	MAYBE	NO
	37	61	2

INTERPRETATION

According to the chart, 37% of the respondents said that they would definitely recommend and 61% said that they may recommend and 2% said they would definitely not recommend.

20 How do you rate the brand awareness created by suness Capital from 1-5, 1 being best and 5 being worst?

	1	2	3	4	5
Suness Capital India Limited					



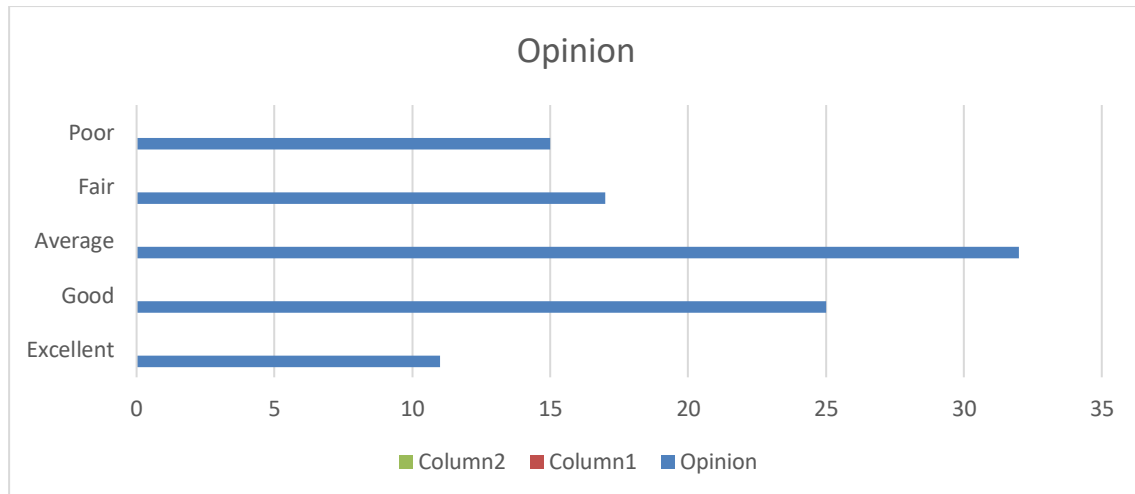
Sunness Capital India Limited	1	2	3	4	5
	12	22	36	27	3

INTERPRETATION

According to the ratings given by the respondents chose 1, 2, 3 the most which is likely to be positive 27 chose 4 and 3 chose 5.

21 What is your overall opinion about brand awareness created by Sunness Capital Ltd

- a. Excellent
- b. Good
- c. Average
- d. Fair
- e. Poor



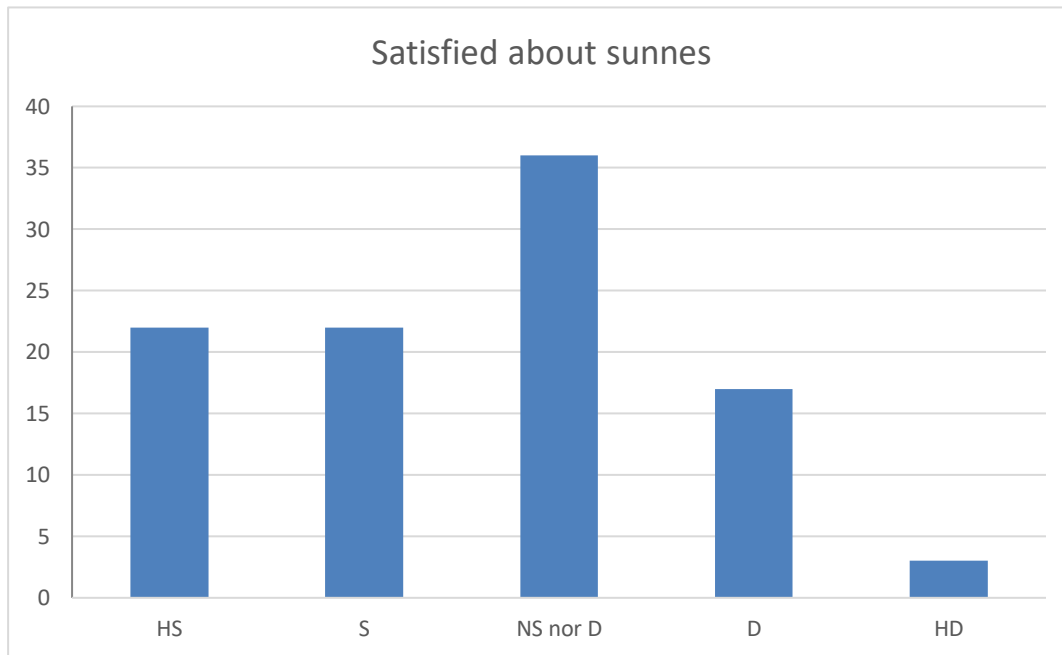
Opinion	Excellent	Good	Average	Fair	Poor
	11	25	32	17	15

INTERPRETATION

According to the above chart, the company has to put in more efforts with regard to creation of brand awareness.

22 How satisfied are you with suness capital ltd?

- a. Highly fulfilled
- b. Satisfied
- c. Neither fulfilled nor disappointed
- d. Dissatisfied
- e. Highly disappointed



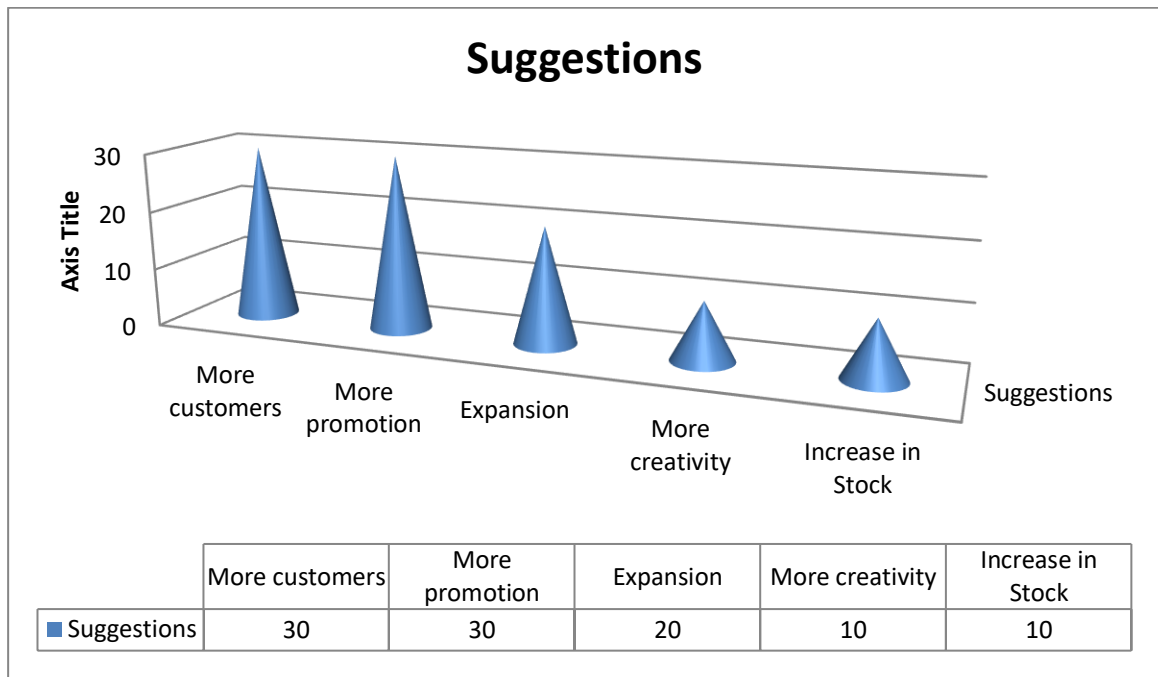
Satisfaction about sunness	HS	S	NS nor D	D	HD
	22	22	36	17	3

INTERPRETATION

According to this respondents are satisfied with the product 20 respondents with the brand and 3 amongst 20 said they were highly disappointed.

23 Which among these would you suggest which helps in the growth of sunless capital ltd?

- a. By attracting more customer
- b. By more promotional activities
- c. Expansion of office in different area
- d. More creativity
- e. Increase in stocks



Suggestions	More customers	More promotion	Expansion	More creativity	Increase in Stock
	30	30	20	10	10

INTERPRETATION

According to the survey, respondents suggested to attract customer, more promotion, expanding the business, more Creativity, Increase in stock with 30%, 30%, 20%, 10% and 10% respectively.

CHAPTER V
FINDINGS, CONCLUSION AND SUGGESTIONS

FINDINGS AND SUGGESTIONS

1. SUNNES CAPITAL LTD needs to influence its showcasing to group solid and furthermore it should build advertising exercises, for example, limited time battles.
2. SUNNESS CAPITAL LTD should teach the monetary pros in the Derivatives and Commodities to masterminding classes, corporate presentations, partaking in client fairs, dealing with events.
3. Organization should demonstrate the advantages of exchanging on Derivatives and Commodities
4. SUNNESS CAPITAL LTD can likewise utilize the different ways of promotion which helps in get promote.
5. SUNNES CAPITAL LTD may likewise utilize its helpline number for giving instruction on securities exchange.
6. Organization may designate exceptional group for giving instruction and drawing in individuals towards exchanging securities exchange.

CONCLUSION

According to analysis (Correlation), between brand awareness and brand loyalty shows a positive correlation of 0.69. This implies that according to the respondents more the creation of Brand awareness more the Loyalty towards the brand.

Thus the Hypothesis below:

H1: There is a significant relationship (positive) between brand awareness and loyalty towards the brand.

Ho: There is no significant relationship between brand awareness and loyalty towards the brand.

Has been proven significantly to the extent of 0.69, as per the correlation analysis.

BIBLIOGRAPHY

WEBSITES:

NAMES OF THE SITS

- bseindia.
- nseindia
- ncdex
- mcx.
- slideshare

ARTICLES

1. Gustafson & Chabot ,(2007),Brand Awareness

2. Chaudhuri, A., & Holbrook, M. B. ,(2001)
Brand Equity

3. W. L. Lassar. B. Mittal, & Sharma.,(1995),Brand Management

4. Keller,(1993),Marketing Management

5. Erdemand Swait,(1998),Marketing Management

6. Aaker,2002, Brand Interaction

ANNEXURE

QUESTIONNAIRE

MBA Research Project Questionnaire

Topic – A STUDY ON BRAND AWARENESS at SUNNESS CAPITAL INDIA

Hello, I am AVINASH NAIK pursuing MBA in Acharya Institute of Technology. I am conducting a survey on the above mentioned Topic. This overview is led as my examination venture, which should be submitted as a feature of satisfaction of the Master of Business Administration degree. If it's not too much trouble endeavor to answer the greater part of the inquiries as sincerely and precisely as could reasonably be expected. The discoveries from this review is only for scholastic reason

The overview will take under 15 minutes. Your interest is especially valued

Age

- a. 20-40
- b. 40-60
- c. 60 and above

2. Educational Background

- a. School education
- b. College education
- c. Professional
- d. Others Specify _____

3. Are you aware of the brand Sunness Capital Limited?

- a. Yes
- b. No

4. How familiar are you with suness capital India Ltd?

- a. Extremely familiar
- b. Very familiar
- c. Moderately familiar

- d. Slightly familiar
- e. Not at all familiar

5. How do you know about the brand Sunness Capital?

- a. Friends
- b. Website

By Sunnes.com Wikipedia Pop up window others

- c. Newspaper

Times now Deccan herald others

- d. Social media

(Facebook) (Whatsapp) (Linkedn) (Youtube)

- e. Others

6. When you hear the brand Sunness, can you recall our products/services?

- a. Yes
- b. No

7. By this image which brand you recall?



- a. Sunness capital India
- b. Sharekhan
- c. Angel Broking
- d. Kary Stock Broking
- e. Motilal Oswal

8. Which of the brands have you heard other than Sunness Capital?

- a. Sharekhan
- b. Angel Broking
- c. Kary Stock Broking
- d. Motilal Oswal

9. Which among these Taglines will you choose for Sunness?

- a. Invest smart
- b. Keep growing
- c. Investment service

- d. Service truly personalized
 - e. Your guide to the financial jungle
10. What makes you choose suness over other brands?
- a. Top quality Research
 - b. Pro-active relation
 - c. Benefits provided
 - d. Perks enjoyed for registering
11. Which among our services do you like the most?
- a. Trading online
 - b. Equity research
 - c. Advisory services
 - d. All of the above
 - e. None of the above
12. How loyal are you towards the brand you use for general purposes?
- a. Highly loyal
 - b. Very loyal
 - c. Neither loyal nor not loyal
 - d. Not loyal
 - e. Not at all loyal
13. Are you loyal towards suness capital?
- a. Yes
 - b. No
14. Rate the reason for your loyalty towards suness from 1-5, 1 being the best and 5 being the worst

	1	2	3	4	5
Brand Image					
Products & services					
Share value					

15. Suness Capital India Limited are reaching your Expectations
- a. Strongly agree
 - b. Agree

c. Neither agree nor disagree

d. Disagree

e. Strongly disagree

16. Sunness Capital Limited is creating better brand awareness when compared to other stock brokerages

a. Strongly agree

b. Agree

c. Neither agree nor disagree

d. Disagree

e. Strongly disagree

17. Does your loyalty depend on the awareness of the brand?

a. Strongly Agree

b. Agree

c. Neither agree nor disagree

d. Disagree

e. Strongly disagree

18. Would you refer Sunness Capital to any of your friends/family?

a. Yes

b. Maybe

c. No

19. How do you rate the brand awareness created by suness Capital from 1-5, 1 being best and 5 being worst?

	1	2	3	4	5
Sunness Capital India Limited					

20. What is your overall opinion about brand awareness created by Sunness Capital Ltd

a. Highly satisfied

b. Satisfied

c. Neither satisfied nor dissatisfied

d. Dissatisfied

e. Highly dissatisfied

21. Do you think Sunness capital Ltd should have more promotional activities?

- a. Yes
- b. No

22. How satisfied are you wit suness capital ltd?

- a. Highly satisfied
- b. Satisfied
- c. Neither satisfied nor dissatisfied
- d. Dissatisfied
- e. Highly dissatisfied

23. Which among these would you suggest which helps in the growth of Sunness capital ltd?

- a. By attracting more customer
- b. By more promotional activities
- c. Expansion of office in different area
- d. More creativity
- e. Increase in stocks

THANK YOU



**ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
WEEKLY PROGRESS REPORT (16MBAPR407)**

Name of the Student: Avinash P Naik

Internal Guide: Prof. Reena Mahesh



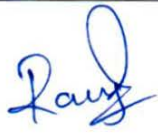



USN No: 11A16MBA07

Specialization: Marketing

Title of the Project: A Study on Brand Awareness

Company Name: Sunness Capital India Limited

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Introduction about Sunness Capital India Limited and its products		
22-01-18 to 27-01-18	Learning about different types of stock and commodities by Sunness capital India Limited		
29-01-18 to 03-02-18	Orientation and gathering information about the growth of the company		
05-02-18 to 10-02-18	ANALYSIS of the position of the company		
12-02-18 to 17-02-18	Research problem identification		
19-02-18 to 24-02-18	Preparation of the research instrument for data collection		

26-02-18 to 03-03-18	Theoretical background of the study		
05-03-18 to 10-03-18	Data collection and data analysis		
12-03-18 to 17-03-18	Interpretation of the data gathered during the survey		
19-03-18 to 24-03-18	Final report preparation and submission	