

A Study on Effectiveness of Branding Activities on Customer Awareness

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Abstract: *This study is attempted to evaluate the adequacy of marking exercises following by the Gokak Materials Plants Ltd., and its viability on client mindfulness about the items delivered by the Gokak Materials Factories Ltd is imperative in this examination. To gather the essential information independently employed survey was followed. Non-probabilistic helpful examining strategy was followed to choose 100 clients. Pearson's relationship and ANOVA was utilized to careful SPSS 20.0 to examine and decipher the information. It has been found that as expansion in the marking exercises prompts expansion in the client mindfulness*

Keywords: Branding, Client, Mindfulness, GTL