A STUDY ON IMPACT OF BRANDING ON SALES AT SHELL APPARELS PRIVATE LIMITED MASTER UNIT-1

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1. Abstract:

This study looks into the significant impact branding techniques have on sales results in the fast-paced company environment of today. Branding has become a vital strategy for businesses to create a competitive edge in the face of globalization and rising competition. This research explores the complex link between branding efforts and sales results using a multidisciplinary approach that includes promotional activities, psychology, and consumer behavior. This study intends to shed light on the complex ways in which branding influences customer purchasing decisions and, as a result, the sales revenue of an organization through a combination of survey techniques, interviews with respondents, and data analysis. The results of this research project are anticipated to offer insightful analysis and useful suggestions for companies looking to increase sales through strong branding initiatives.

KEY WORDS: Branding, sales efficiency, Marketing techniques, company image, consumer choices in purchase.

Introduction:

Branding has become a critical element in influencing consumer impression and purchasing choices in the constantly changing environment of modern business. The conception, distribution, and perception of a brand have the power to significantly affects sales results. This research is aimed at shedding some insight into how effective marketing techniques may promote customer engagement, develop trust, and eventually results in higher sales numbers by examining the many facets of branding, from appearances to emotional resonance. Recognizing the subtleties of branding's effects on customer behavior is crucial for firms aiming to preserves a competitive advantage and promote long-term success in a time of strong rivalry.

Meaning of Branding on Sales:

Meaning of Impact of Branding on sales since branding is a potent tool that can affect consumer behavior and inferences, It has an important effect on sales. A brand is higher than a name or a logo; it's a collection of association and option that customer have about a good or service. Multiple strategies for effective branding can boost sales. First, a good brand can provide consumers a favorable impression of the product or services, increasing their trust and confident in it. Customers may be more inclined to buy the good or servicesas a result, even if it is greater expensive than alternatives.

Limitations:

1.   The study may be limited by the size and representativeness of the sample used to collocet data. For instance, if the study only focuses on a small number of textiles companies, the findings may not be generalized to the broder industry.

2.   The study may rely on self-reported data from companies, which could be subject to bias or error.

3.   This could limit the reliability and validity of the findings.

4.   The study may be limited to establish a causal relationship between branding and sales. Other factors, such as economic conditions or changes in consumer behaviour, could also influence sales performance.

5.

LITERATURE REVIEW:

1.   Title: "Impact of product Branding on sales revenue of listed Companies in Ghana"

Author: Michael YeboahYear:2016

URL: http://dx.doi.org/10.6007/IJARBSS/v6-i9/229DOI: 10.6007/IJARBSS/v6-i9/2297

This study evaluates the impact of Ho Product branding on Unilever (Ghana) Limited's sales revenue. Product branding is a crucial marketing tactic for businesses to set their rivals. With over 400 brands, Unilever (Ghana) Limited continuously strives to brand its products. The study examines whether branding significantly impacts Unilever's profit or sales income. The four components of the PCDL Method in Brand

Building are brand positioning, message communication, performance delivery, and equity leveraging. The results show that advertising cost and sales revenue were stationary after the first differences, but trademark cost, advertising cost, and revenue were not examined.

2.   Title: "Impact of Brand on Sales performance"

Author: Kamay Jaswant   Year: 2019

This study examines the impact of branding on sales performance for businesses, focusing on factors like self-image, brand image, authenticity, and local relevance. Brand authenticity and sales success have a good relationship, but self-image has a significant effect on the market. Effective marketing strategies should capitalize on localness and brand authenticity. Brand orientation is crucial for boosting sales performance. Traditional brand management focuses on fulfilling customer needs and desires, maintaining a competitive advantage, and achieving desired goals for profitability.

3.   Title: "Branding is fictional and Virtual Environment and how it is affected sales"

Author: Mary Lambkin   Year: 2012

DOI: http://dx.doi.org/10.1108/03090561211214618

This research explores the application of the brand concept to hypothetical products in made-or digitally generated contexts. Reverse product placement is suggested as a way for protobrands to become registered trademarks and generate income for their owners. Abela (2003) distinguished between inclusive and addicted brand interpretations, with this study suggesting a new typology with sales affect. Protobrand identification and protection are crucial at a young age, as virtual brands are depicted in both made-up and computer-generated .

4.   Title: "The Impact of Brand credibility On Consumer price sensitivity & Sales"
Author: Joffer Swait   Year: 28-Aug-2001

This research investigates the impact of brands on consumer choices and attribute perceptions when they are unclear about a product's features. It focuses on the relationship between sales and brand trust, particularly when there is uncertainty about a product's qualities. The study uses four product categories to represent potential uncertainty and sensitivity to uncertainty, examining how brand reputation affects price sensitivity and sales differently across product categories. The more uncertainty a consumer feels, the longer they need to analyze a product's attributes or reduce trustworthiness to price sensitivity.

5.   Title: "The Impact of Brand, Product quality and Price on Sales Volume of Samana Mart store"
Author: Ketut suardika, Mertyani sari sewi.

Year: 2021

https://ejournal.undiksha.ac.id/index.php/IJSSB/index

This research explains about the Impact Of brand, product quality, price, and sales volume on samana mart store's sales volume is covered in this article.previous research has indicated that the quality influences sales volume while price functions as a tactical component of the marketing mix. Quantitative data They took part in the study. framework, and a Likert scale was Used To produce the questionnaire. To ascertain the, Impact of brand, product quality, and price on sales volume at Samana mart stores, Using multivariate linear regression, utilised. The brand, product quality, and price variables' respective regression coefficient where the findings indicates that while product has a major impact on sales volume, brands have a beneficial impact as well. At the Samana Mart store, the relationship between sales volume There is Documentation to Support Product Quality is favourables And It Is shown Importance of the Branding research and How much Impacting On the sales volume and Product quality.

Objectives of the study:

1.   To Understand The Roles, it plays in Branding on Boosting Sales at Shell apparels Private limitedmaster unit one.

2.   To analyse the impact, Of Branding On sales In Shell apparels Private limited master unit one.

3.   To Evaluate The relationship Between branding and sales in Shell apparels Private limited masterunit one.

4.   To assess and provide the best brands strategy to increase sales in Shell apparels Private LimitedMaster Unit one.

RESEARCH METHEDOLOGY

The research approach for investigating a consequence of branding on sales at shell apparels Private limited Master unit-one. I can Implementing a quantitative Research design Approach was employed to gather data and analyse the impact of branding on sales. The study utilized survey questionnaires to collect relevant data from a representative sample of Customers or buyers and Primary data was Collected through structured questionnaires distributed to customers of Shell apparels. The survey included Questions related to brand perception, brand awareness, brand loyalty, purchase behaviour, and Impacts of the sales how raising the sales and overall satisfaction regarding the company's name. details questionnaire was administrated both online and offline to ensure a diverse and comprehensivedata set.

Analysis:

Chi - Square Tests

	value	df	asymptotic significance (2 -sided)
Pearson Chi-Square	8.086ᵃ	12	.778
Likelihood Ratio	9.598	12	.651
Linear-by-Linear Association	.011	1	.915
N of Valid Cases	110		

Interpretation: The connections between variables were looked at using the chi-square tests. As a result, there is no data to support the null hypothesis that there is no link. It's crucial to keep in mind that which in Pearson Chi-Square test, 15 cells (75.0%) had expected counts levels was less in 5, with the lowest expected count being 0.09, which may have a bearing on the validity of the findings.

Correlations

		Q1	Q14	Q27	Q40
Q1	Pearson Correlation	1	.712**	.775**	.910**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	110	110	110	110
Q14	Pearson Correlation	.712**	1	.624**	.689**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	110	110	110	110
Q27	Pearson Correlation	.775**	.624**	1	.687**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	110	110	110	110
Q40	Pearson Correlation	.910**	.689**	.687**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	110	110	110	110
**Correlation Is, Significant At the 0.01 level, (2-tailed).					

Interpretation: According To the table, each and every elements are strongly related to one another, and Q1 and Q40 in particular show A very Strong positive correlation. These correlations could be utilised to inform future research and decision-making by offering insightful information about the relationships between various survey or study variables.

T-TEST TABLE 4.2.50

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	To What extent you believe branding plays a significant role in boosting sales	4.65	110	.830	.079
	How effective do you find the brands visual identity(logo, color, topography) in capturing attention and creating brand recognition	4.61	110	.939	.090
Pair 2	Overall how satisfied you with the Impact of branding on sales	4.71	110	.770	.073
	How much does a brand's advertising and marketing Impact your purchase choices	4.69	110	.798	.076
Pair 3	How likely are you to engage with our brands marketingcampaigns	4.50	110	1.147	.109
	How well does our brand Align with your Personal Values andbeliefs	1.62	110	1.292	.123

Interpretation: According to the statistics from the matched samples, participants typically think branding has a big impact on sales and that the brand's visual identity does A Good job of attracting attention and being recognised They like how well branding affects sales.

Paired samples test

		Paired Differences					t	df	Significance	
		Mean	Std. Deviation	Std. Error Mean	95%, confidence interval Of the difference. Lower	Upper			One-Sided p	Two-Sided p
Pair 1	To What extent you believe branding plays a significant role in boosting sales - How effective do you find the brands visual identity(logo, color, topography) in capturing attention and creating brand recognition	.036	.812	.077	-.117	.190	.470	109	.320	.639
Pair 2	Overall how satisfied you with the Impact of branding on sales - How much doesa brand's advertising and marketing Impact your purchase choices	.018	.524	.050	-.081	.117	.364	109	.358	.717
Pair 3	How likely are you to engage with our brands marketing campaigns - How Well does our brand Align With Your Personal Values and beliefs	2.882	2.274	.217	2.452	3.311	13.294	109	<.001	<.001

Interpretation: The paired differences analysis reveals no statistically significant differences in opinions concerning the influence of branding on increasing sales, the influence of advertising and marketing on consumer decision-making, and the alignment of brands with personal values.

Findings:

1.   According to the majority of respondents (82.7%), branding significantly affects sales by having a"Very high impact" on them.

2.   With 82.7% of respondents rating branding as "Extremely important," it is clear that good brand positioning is necessary if one is to project a positive image.

3.   A significant number of respondents (69.1%) believe that a strong brand identity has a "Very strong positive influence" on customer loyalty, underlining the opportunity for enduring customer relationships.

4.   82.7 percent of respondents said they are "Very likely" to pick a well-known brand over a less well-known rival, demonstrating the benefit of brand recognition.

Suggestions:

1.   The survey emphasises how branding has a big impact on sales. Spend money developing a strong, recognisable brand identity that appeals to your target market.

2.   Because a sizable portion of respondents evaluated branding as being crucial, be sure that your brand positioning is clear & in line with your beliefs and target audience.

3.   Customer loyalty discovered to be positively impacted by a strong brand identity. Spend money on developing long-lasting relationships with clients by providing superior goods and services, individualised interactions, and dependable communication.

4.   Most respondents that they would decide to Buy a well-known brand over a lesser-known competitor. Utilise the identification of your brand to acquire a benefit over competitors and draw in additional clients.

Conclusion:

The outcome is, this study offers verifiable proof of the significant influence branding has on sales performance. Businesses are better positioned to succeed in today's fiercely competitive marketplace when they invest in creating a strong and good brand image, encouraging brand loyalty, and raising brand awareness. Branding still contributes a vital part in influencing consumer behaviour and purchasing decisions as the consumer landscape changes. Companies should proactively use branding strategies to

achieve long-term success and growth by acknowledging the critical role branding plays in generating sales. This study acts as a wake-up call for companies to prioritise and elevate their branding initiatives as a crucial part of their overall sales and marketing strategy. To have an impact on branding and sales, textile firms must engage in learning about the tastes, desires, and objectives of their target market. By modifying branding strategies to appeal to each target audience's distinct demographics, messages will become more persuasive and personalised.

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