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**Impact of Brand Awareness on the Choice of Retail Stores  
in India**

Gouthem Karthik Palani  
Great Lakes Institute of Management

Swati Arora  
Great Lakes Institute of Management

Paul Prabhaker  
Northern Illinois University

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## ABSTRACT

Perception is defined as "the process by which an individual receives, selects, organizes, and interprets information to make a choice". A customer forms an image of a brand, in his mind, based on his/her first exposure to that brand. This is what defines the customer perception of the brand. In the last few years, consumer perception of quality, service and expectations has been undergoing a radical change. A retail store is defined as a large store organized into departments offering a variety of merchandise and selling items mostly through direct interaction with the customer. A consumer's choice of a retail store is highly dependent on his/her perception of this retail store. To meet up to the expectations of consumers, retail stores are constantly evolving and moving from the traditional sales-centric approach to the modern customer-centric approach. The retail stores have started investing more into the ambience of the stores to give the customer a lasting experience and attract them back into the store. In this study, we measure the effectiveness of a retail store brand in terms of shopping experience, customer- friendliness, post-purchase service and loyal repeat customer base and how these factors affect the brand awareness of the retail store amongst its customers.

***Keywords.*** Brand perception, retailing

[For full text of the paper, please contact Paul Prabhaker <prabhaker@niu.edu>]