

Study on Brand Awareness and Customer Perception towards Wildcraft products at Bagalkote

Mr. Veeresh V Karani¹, Dr. Rajeshwari Tapashetti²

¹Student, MBA, Basaveshwara Engineering College

Abstract

This study-looks at how consumer perception and brand awareness affect consumers' intentions to buy Wildcraft items. Understanding how consumers view a brand and how awareness-affects their purchasing decisions is crucial for long-term business growth in today's cutthroat outdoor and lifestyle industry. Because of its significant market share in the travel, outdoor, and leisure sectors, Wildcraft, one of India's top outdoor and adventure brands, was chosen as the subject of this study.

A structured-questionnaire was used to gather primary data from 100 respondents for the study, which used a descriptive research methodology. Four key constructs were assessed in the study: purchase intention, customer perception, marketing exposure, and brand awareness. The associations-between these variables were investigated using statistical methods-such as regression analysis and descriptive analysis. The results-show that most respondents are-aware of the Wildcraft brand and identify it with attractive product design, quality, dependability, and durability. The most-significant source of brand-awareness turned out to be social media, underscoring the significance of digital platforms in influencing customer interaction and knowledge. Consumer perceptions of Wildcraft's product performance, affordability, ease of use, and general brand image were largely favourable.

According to regression analysis, brand-awareness has substantial impact on consumer perception, indicating that higher brand familiarity leads to more positive customer assessments. Additionally, marketing exposure was found to have favourable impact on consumer perception, highlighting importance of communication tactics and promotional activities in creating strong brand image. Additionally, purchase intention was significantly positively impacted by customer perception, suggesting that customers who have positive opinions of Wildcraft are more inclined to buy, repurchase, and refer its products.

Additionally, the study discovered that brand awareness and purchase intention are mediated by customer perception. This suggests that although brand awareness-aids in brand recognition and recall, purchase decisions are ultimately influenced by the favourable perception that is formed via product quality, trust, and brand experience.

Overall, the study finds that maintaining favourable customer impressions, improving marketing communication, and raising brand-recognition are essential for boosting consumer purchase intention for Wildcraft items. The results offer management and marketers useful information for creating branding and promotional strategies that boost market competitiveness, foster long-term company growth, and increase consumer loyalty.

Introduction

The quality of company's goods or services is no longer only factor that determines its success in the fiercely competitive and quickly evolving business world of today. Rather, consumer behaviour and purchasing decisions are-greatly influenced by elements including brand awareness, customer perception, brand image, and successful promotion. Customers-today have more options than ever because to the abundance of brands selling comparable goods. As result, businesses need-to concentrate on developing a strong and favourable brand presence in the eyes of-consumers in addition to drawing in new clients. degree to which customers are familiar with a brand & are able to identify or recall it before making a purchasing decision is known as-brand awareness. Customers are more inclined to select a specific brand over its rivals-when they have a high level of brand-awareness since it fosters confidence and trust. When-consumers are familiar with a brand, they often connect it to particular traits, ideals, and experiences. Through a variety of marketing-initiatives, including advertising, promotions, social media interaction, word-of-mouth marketing, and retail presence, this awareness is raised. Easily identifiable and remembered brands have a competitive advantage in a congested market. Contrarily, customer perception describes how customers see and understand a brand in light of their impressions, experiences, and beliefs. Product quality, cost, customer service, brand communication, and overall brand image are some of the elements that influence it. Negative consumer perception can lower sales and harm a company's reputation even if it sells high-quality goods. In order to enhance their offerings, build stronger client relationships, and guarantee long-term success, organisations must comprehend how customers perceive them.

Consumers typically consider a number of variables before making a purchase. Discounts, commercials, and exclusive deals are examples of promotions that draw clients and pique brand interest. Customer satisfaction and repeat business are strongly influenced by product quality. Customers typically favour companies that consistently provide dependable, long-lasting, and reasonably priced goods. Consumer-decisions are also heavily influenced by brand image, which represents a company's place in the market. A positive brand image-strengthens brand loyalty and fosters emotional ties with consumers. Outdoor, travel, and adventure-related goods companies have been increasingly popular in the Indian retail and leisure industry in-recent years. Consumer lifestyle-changes, rising disposable income, and an increase in interest in adventure sports, fitness, travel, trekking, and camping are all contributing factors to this expansion. Products that blend comfort, style, and utility are becoming more and more popular among young consumers. Consequently, companies that serve these demands have grown quickly and become more visible in the market. One well-known Indian company that has effectively established itself in the outdoor and adventure lifestyle market is Wildcraft. Wildcraft has built a solid reputation as a dependable and performance-focused company because to its extensive selection of outdoor apparel, backpacks, shoes, and travel accessories. Since its founding, the company has concentrated on providing goods that both satisfy the daily demands of urban customers and are appropriate for outdoor activities. Because of its dual focus, Wildcraft has been able to draw in a wide range of clients, including travellers, professionals, students, and adventure seekers. In order to serve a variety of customer segments, Wildcraft has greatly increased the range of products it offers. The business offers travel-friendly backpacks, luggage, accessories, footwear that prioritises comfort and durability, and clothing made for range of weather conditions. Wildcraft has been able to-expand its customer base and improve its market position because to this product variety. By establishing exclusive brand stores, growing into shopping centers, and improving its online presence through e-commerce platforms, the company has also-expanded its retail

presence throughout India. Consumer knowledge and exposure of the brand have been further enhanced by this greater accessibility.

The expanding trend of adventure and lifestyle activities in India is closely-associated with the growing popularity of wildcraft. need for specialised outdoor equipment has grown as more individuals engage in hiking, trekking, cycling, camping, and travel-related activities. Nowadays, consumers are more-aware of the need to wear proper apparel and accessories that guarantee performance, comfort, and safety. By presenting itself as a company that encourages an active and daring lifestyle, Wildcraft has benefited from this trend. The company has effectively-engaged its target demographic through sponsorship of outdoor events and successful marketing campaigns. Wildcraft competes in a fiercely competitive market despite its robust growth and rising popularity. There are number of well-known Indian and foreign brands in India's outdoor and leisure market. Similar items are offered by rivals like Decathlon, Woodland, and The North Face, who fiercely compete on aspects like pricing, quality, innovation, and brand reputation. For instance, Decathlon is a formidable rival in the Indian market due to its extensive product selection and reasonable prices. Woodland has a long history and is known for its tough outdoor clothing and footwear. The North Face is an international brand that is well-known among adventure seekers worldwide and has a premium brand image.

Wildcraft must constantly assess its brand positioning, customer perception, and level of brand recognition due to the fierce competition. Today's well-informed consumers frequently compare several brands before making a purchase. Online reviews, social-media posts, peer recommendations, and individual experiences all have an-impact on their impressions. Customers may decide to purchase a competitor's product due to a minor unfavourable impression or ignorance. For Wildcraft to remain competitive and ensure sustainable growth, it is therefore essential to understand how customers view the company and how aware they are of its products. Businesses can determine their brand's strengths, flaws, opportunities, and dangers by researching consumer awareness and perception. It offers information about whether the brand message is in line with consumer expectations and how well marketing tactics are reaching the target demographic. Customers' perceptions of Wildcraft's product quality, pricing, design, availability, and overall brand image can be ascertained by such a study. It can also point up areas that require modification to increase client loyalty and happiness.

Additionally, the corporation can modify its marketing and communication strategy in response to shifting consumer preferences by assessing consumer perception. Brands need to be adaptable and responsive as outdoor, travel, and fashion trends change. Determining unexplored market niches and creating promotional campaigns to boost brand recall both benefit from an understanding of consumer awareness levels. Long-term sales growth, recurring business, and strong brand equity can result from a strong positive perception coupled with high brand awareness.

Literature reviews

1. The study titled “A Study on Service-Quality Gap in EBO’s of Wildcraft India Pvt. Ltd.” by Nikil Adithya G and A. Latha, published in 2018 in Journal of Business Analytics and Information System Management (Volume 1, Issue 1), examines the gap between customer expectations and perceptions of service-quality at Wildcraft Exclusive Brand Outlets in Bangalore using the SERVQUAL model. Based on-primary data collected-from 119 customers through structured questionnaire and analysed using mean scores and paired sample t-tests, the study evaluates five service quality dimensions—tangibles, reliability, responsiveness, assurance, and empathy. The findings reveal that in all dimensions, customer perceptions were lower than

expectations, indicating negative service quality gaps, with the highest gaps observed in tangibles and reliability, while assurance showed comparatively better performance. The study concludes that although the gaps are not statistically-significant, they highlight areas requiring improvement, and enhancing service-quality can lead to higher customer satisfaction, retention, and improved performance of Wildcraft EBOs.

2. The study authored by Akhila V. J. (published as an academic research paper as per the provided PDF) examines consumer perception and service/brand-related factors in the organized retail or branded apparel context, with focus on understanding how customer expectations, perceptions, and service quality elements influence satisfaction and purchase behaviour. Using descriptive research design and primary data collected through-structured questionnaire, the study analyses key dimensions such as product quality, store environment, employee behaviour, brand image, and customer experience. The findings indicate that although-customers generally hold positive perceptions toward the brand/store, noticeable gaps exist between expectations and actual service delivery, particularly in areas related to responsiveness, assurance, and overall customer handling. The study-concludes that addressing these gaps through improved service standards, staff training, and customer-centric strategies can-enhance customer satisfaction, strengthen brand image, and improve long-term loyalty.
3. The study titled “To Study the Evolution of Adventure Travel & Tourism in India, and How Brands Can Understand the Consumers and Shape Their Marketing Communications” by Sunil Gurubhagwatla, conducted during 2013–2015 as-part of a PGDM (Communications) dissertation at MICA under guidance of Dr. Rohit Trivedi, examines the rapid growth of adventure tourism in India and emerging opportunities it creates for outdoor and adventure brands. The research explores how changing travel preferences among Indian consumers—especially youth—are shifting from traditional leisure tourism to activity-oriented and adventure-based travel, leading to increased demand for specialized adventure gear, clothing, and equipment. Using a mixed-method approach involving qualitative and quantitative research, the study identifies key motivational variables influencing participation in adventure tourism and the factors consumers consider while-purchasing adventure-related products. findings emphasize need for-brands to understand consumer psyche, educate customers about importance of specialized gear, and develop effective marketing communication frameworks aligned with adventure motivations, thereby helping brands like Wildcraft and similar players strengthen their positioning in India’s growing adventure tourism market.
4. The study titled “A Study on Foreign Brand Penetration Among the Indian Consumer of Products at Decathlon” by I. Parvin Banu, A. Ramya, A. Sivaramakrishnan, R. Arthi, and M. Ananth Kumar, published in 2022 in NeuroQuantology (Volume 20, Issue 10), examines level of awareness, perception, & acceptance of Decathlon’s foreign brands among Indian consumers. Using descriptive research design, study collected primary data from 2,000 respondents through surveys and supplemented it with secondary data from journals and online sources, applying percentage-analysis and chi-square tests for analysis. findings reveal a high level of consumer-awareness about Decathlon, strong satisfaction with its product quality, pricing, & in-store guidance, and positive acceptance of foreign brands, particularly due to value-for-money and after-sales service. Although Decathlon spends minimal resources on external promotion, its customer-centric approach and sport-specific assistance have significantly influenced consumer preference and brand penetration. The study concludes that Decathlon has successfully established trust & loyalty among Indian consumers, positioning itself competitively against other foreign and domestic sports brands.

5. The study titled “A Study on the Brand Wildcraft” by T. A. Sairam (published around 2017, based on company references and data period) analyzes the evolution, brand identity, and market positioning of Wildcraft as a leading Indian outdoor and adventure brand. The paper traces Wildcraft’s journey from a small garage startup in the late 1990s to an INR 300+ crore company with strong presence across exclusive and multi-brand outlets in India, highlighting its focus on functional, lightweight, weather-resilient, and reliable products. Using branding frameworks such as Kapferer’s Brand Identity Prism and Keller’s Brand Equity Model, the study explains how Wildcraft has built-strong brand equity through distinct brand elements, repositioning strategies, category and product-line extensions, and a clear emotional connect with young, urban adventure seekers. The study also discusses-challenges faced during initial niche positioning and B2B market penetration, concluding that strategic repositioning, portfolio expansion, and consistent brand communication have enabled Wildcraft to achieve high brand-awareness, customer loyalty, and sustained growth in India’s expanding outdoor and lifestyle market.
6. The study titled “Consumer Buying Behaviour Study Report” (author and year not explicitly stated in the document) examines the factors influencing consumer-buying behaviour in the context of marketing and business decision-making. The paper focuses on understanding how internal factors such as consumer needs, preferences, attitudes, income, and lifestyle, along with external factors like price, product quality, brand image, advertising, social influence, and availability, affect purchase decisions. Using descriptive research design supported by primary data-collected through structured questionnaires and secondary data from marketing literature, study analyses consumer awareness, decision-making stages, and post-purchase behaviour. findings reveal that product-quality, price, brand reputation, and promotional activities play significant role in-shaping consumer choices, while customer satisfaction strongly influences repeat purchases & brand loyalty. The study-concludes that a clear understanding of consumer-buying behaviour enables marketers to design effective marketing strategies, improve customer satisfaction, and gain competitive-advantage in the market.
7. The study titled “Relationship Management: Dimensions for Tourism” by Simony Goswami and Mrinmoy K. Sarma, published in 2014 in the SCMS Journal of Indian Management (Vol. XI, Issue 2, April–June), examines how relationship management and hospitality dimensions contribute to customer delight and loyalty in the tourism and hotel industry. Based on a survey of 500 repeat hotel guests from 65 hotels in North-East India, the study analyses 46 hospitality variables such as cleanliness, food and beverage quality, staff friendliness, safety, room comfort, and service efficiency, along with six pleasant-surprise elements like free gifts, special discounts, and entertainment. Using-statistical tools such as factor analysis and ANOVA, the researchers find that 34 hospitality variables and two surprise elements significantly exceed guest expectations, leading to higher emotional satisfaction and customer delight. The study concludes that hotels that consistently deliver superior service quality and unexpected value are more likely to achieve greater customer loyalty, repeat visits, and long-term profitability, emphasizing the strategic importance of relationship management in tourism.
8. The document, titled "Consumer Behaviour Presentation - Group 2," was uploaded by the user stoneryuva9852 and carries a copyright date of 2026. This 16-page marketing analysis investigates the consumer behaviour patterns associated with Wildcraft products, primarily focusing on how urban youth and middle-class families interact with the brand. Throughout the presentation, the authors emphasize the critical role that product quality and brand identity play in shaping the purchasing decisions of these specific demographics. By examining these factors, the document provides a strategic overview of

- Wildcraft's market positioning and its appeal to modern Indian consumers who prioritize durability and brand reputation.
9. The study titled "A Study on Consumer-Perception and Buying Behaviour-towards Outdoor and Lifestyle Brands" (author and year not clearly specified in the document) focuses on understanding how consumer awareness, perception, product attributes, pricing, and promotional strategies influence purchasing decisions in the outdoor and lifestyle apparel segment, with reference to brands such as Wildcraft. Using a descriptive research design, study is based on primary data-collected through structured questionnaires-along with secondary data from journals, reports, and online sources. The analysis-highlights that factors such as-product quality, durability, brand image, comfort, and value for money play significant role in shaping consumer preferences, while digital marketing and in-store experience further enhance brand recall and satisfaction. The findings indicate a generally positive perception among consumers, though gaps exist between expectations and actual experience in areas-like service delivery and product availability. The study-concludes that strengthening customer engagement, improving service quality, and adopting focused marketing strategies-can help outdoor brands build stronger brand loyalty & achieve sustained market growth.
 10. The study titled "A Study on Consumer-Perception Towards Outdoor and Adventure Brands" by S. Ramesh and Dr. P. Kavitha, published in 2023 in an academic journal (as per the provided article PDF), examines consumer perception, awareness, and purchase behaviour toward outdoor and adventure brands in the Indian retail market. The research adopts descriptive research design using primary data-collected through structured questionnaires, supported by secondary-sources such as journals and industry reports. The study analyzes key factors influencing consumer perception, including product quality, durability, pricing, brand image, promotional strategies, and in-store experience. The findings reveal that consumers generally have positive perception of outdoor brands due to their functional value & reliability; however, gaps exist in areas-such as price sensitivity and availability. The study-concludes that improving customer engagement, strengthening brand communication, and aligning products with evolving consumer expectations can enhance satisfaction, loyalty, and long-term competitiveness of outdoor and adventure brands in India.
 11. Erfan Severi and Kwek Choon Ling's 2013 study, "The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity," which was published in Asian Social Science (Volume 9, Issue 3) by the Canadian Centre of Science and Education, examines the indirect connections between important aspects of customer-based brand equity. The study-used a descriptive research methodology, collected-data from 300 respondents using-structured questionnaires, &used SPSS for reliability testing, factor analysis, and mediated regression analysis. In addition to testing four mediation hypotheses, study looks at five aspects of brand equity: brand awareness, brand association, brand-loyalty, brand image, and perceived quality. The results demonstrate that brand association mediates the relationship between brand-awareness and brand equity, brand loyalty mediates relationship between brand association & brand equity, brand image mediates relationship between brand loyalty and brand equity, & perceived quality mediates the relationship between brand image & brand equity. In order to improve total brand equity & long-term competitive advantage, marketers should intentionally boost these dimensions, according to the study's conclusion that brand equity is a multidimensional construct driven by interrelated brand factors.
 12. Ali Shirazi, Hanzaleh Zeynvand Lorestani, and Ahmadreza Karimi Mazidi's 2013 study, "Investigating the Effects of Brand Identity on Customer Loyalty from a Social Identity Perspective," which was

- published in the Iranian Journal of Management Studies (Vol. 6, No. 2), looks at how brand identity and brand identification affect customer loyalty through mediating factors like perceived value, customer satisfaction, and trust. The study used a descriptive survey design to gather-primary data from 261 mobile phone users in Mashhad, Iran using structured questionnaires. Correlation analysis and path analysis modelling were used to examine data. The results show that while trust is best direct predictor of brand loyalty, brand identity has a large indirect impact on brand loyalty by enhancing brand identification, perceived value, trust, and satisfaction. A large amount of the diversity in brand loyalty may be explained by the overall model, even though some direct correlations, including those between brand identity and satisfaction and perceived value and trust, were not statistically significant. According to study's findings, adopting a social identity viewpoint aids marketers in comprehending loyalty processes and emphasises how crucial it is to create a powerful, unique brand identity in order to cultivate enduring consumer loyalty.
13. Andyan Pradipta Utama and Aprilia Ningrum Ambarwati's 2022 study, "The Effect of-Brand Awareness, Brand Image, & Trust on Consumer Buying Interest," looks at how these factors affect consumers' intentions to make additional purchases from PT Astra-International Isuzu, Warung Buncit Branch, Indonesia. The study-used a quantitative causal research approach to gather-primary data from 150 respondents using structured questionnaires. Partial Least Squares (PLS) with SmartPLS 3.2.9 was used to analyse data. The results-show that while brand image and trust have a favourable and considerable impact on customers' intention to repurchase, brand awareness-has a negative and negligible effect. The study comes to the conclusion that a strong brand image & high consumer trust are essential for boosting-customer loyalty and maintaining long-term repurchase behaviour, even when brand recognition alone might not ensure repeat purchases.
 14. The study titled "Reflective Model of Brand-Awareness on Repurchase Intention and Customer Satisfaction" by Gunawan-Bata Ilyas, Sri Rahmi, Hasmin Tamsah, Abdul Razak Munir, &Aditya Halim Perdana Kusuma Putra, published in 2020 in the Journal of Asian-Finance, Economics and Business (Vol. 7, No. 9), investigates role of brand awareness in influencing-repurchase intention both directly and indirectly through customer-satisfaction in the e-commerce context, with specific reference to Shopee users in Indonesia. study used online questionnaires to gather-primary data from 200 respondents using a quantitative explanatory research methodology. Structural-Equation Modelling (SEM) with AMOS and the Sobel test were used to examine the data. results show that both customer satisfaction and repurchase intention are positively and significantly impacted by-brand awareness, and that customer satisfaction also significantly influences repurchase intention. However, the relationship-between brand awareness and repurchase intention is not significantly mediated by customer satisfaction. According to study's findings, continuous customer pleasure is still a crucial factor in determining long-term loyalty in fiercely competitive e-commerce sectors, even when good brand awareness directly encourages repeat purchases.
 15. Elie Daher's 2011 MS/DEA thesis, "The Impact-of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived-Quality and Brand Loyalty," explores the connections between-brand awareness, perceived quality, brand loyalty, and consumer-purchase intention with an emphasis on mediating functions of perceived quality & brand loyalty. The study employed quantitative research methodology, gathering primary-data via an online survey and employing EViews software to assess hypotheses. results show that purchase intention is strongly and favourably influenced by brand awareness, and that-purchase intention is also significantly and favourably influenced by perceived quality & brand loyalty. Additionally, perceived quality has considerable positive-influence on brand loyalty. The study's conclusion emphasises significance of strategic brand-building initiatives for long-term competitive

advantage by showing that raising brand awareness through efficient advertising, marketing communication, and sales promotion improves perceived quality & brand loyalty, which in turn raises consumers' purchase intention.

16. The study titled "The Effect of Brand-Personality Perceived by Outdoor Wear Consumers on Brand Attitude & Brand Loyalty" by Baek-Youn Kim, Young-Hee Han, and Chun-Ho Yang, published in 2019 in the International-Journal of Innovation, Creativity and Change (Volume 7, Issue 4), examines how perceived brand-personality influences brand attitude & brand loyalty among outdoor wear consumers in Korea. The study used-structured questionnaires with five-point Likert scale to-gather primary data from 261 college students who had-previously bought outdoor clothing using a quantitative descriptive research approach. Attractiveness, self-expression, distinctiveness, and feeling of identity were the four dimensions used to assess brand personality; brand attitude & brand loyalty were considered outcome variables. Multiple regression analysis, factor analysis, reliability testing, and correlation were used in analysis of the data using SPSS and AMOS. The results suggest that all four aspects of brand personality significantly improve brand attitude and brand loyalty, with self-expression and beauty having the biggest effects. The study-highlights the significance of distinctive brand personality strategies for maintaining competitiveness in the established outdoor wear market by concluding that a clearly defined and emotionally appealing brand personality enhances positive brand attitudes & encourages repeat purchase and recommendation behaviour.
17. By combining internal (employee-based) and external (customer-based) viewpoints, the study "Towards an Identity-Based Brand Equity Model" by Christoph Burmann, Marc Jost-Benz, and Nicola Riley, which was published in Journal of Business Research in 2009, creates a thorough framework for assessing brand equity. This article contends that brand identity within the company is the original source of brand equity and must be in line with brand image in the market, in contrast to traditional models that primarily concentrate on consumer perceptions. The authors suggest an identity-based brand equity model that integrates financial brand equity as determined by discounted cash flows with behavioural brand strength, such as employees' brand commitment and citizenship behaviour and customers' brand awareness, perceived-quality, uniqueness, trust, and sympathy. According to the concept, strong internal brand commitment results in consistent service performance and favourable customer views, both of which raise and stabilise future cash flows. Employees are a vital source of long-term brand value and competitive advantage, according to study's conclusion that sustainable brand-equity can only be attained when internal brand identity and external brand image are harmonised.
18. H. R. Ganesha and P. S. Aithal's 2020 MPRA Working Paper (No. 102551), "Exclusive Brand Outlet-Expansion Framework for Lifestyle Brands in India (EBOE-LS)," offers a thorough framework to help Indian lifestyle brands grow their Exclusive Brand Outlets (EBOs) in way that is both strategically and financially sound. The study compares company-owned (COCO) and franchisee-owned (FOFO) EBO models using secondary data, qualitative interviews, and 24 months of empirical data from specific Indian lifestyle brands. It finds that while COCO stores generate higher revenues and gross margins, FOFO stores produce significantly higher profitability & return on investment, with FOFO ROI being nearly six times higher due to lower rents, operating costs, and capital investment (Table on pages 9–12). The authors present a third hybrid model, called FOCO (Franchisee-Owned, Company-Operated), to address the imbalance of risk and reward between brands & franchisees. This model is integrated with COCO and FOFO into the EBOE-LS framework, which suggests the best EBO model based on location type (mall, high street, neighbourhood, institutional) and city tier (Tier-1, Tier-2, Tier-3) (Framework table on page

- 16). The study comes to the conclusion that Indian lifestyle businesses can achieve faster market penetration, a stronger brand image, and sustainable long-term success across a variety of retail contexts by implementing a balanced risk-sharing and profit-sharing EBO strategy backed by the EBOE-LS framework.
19. Jitender Kumar's study, "Understanding Customer Brand Engagement in Brand Communities: An Application of Psychological Ownership Theory and Congruity Theory," which was published in the European Journal of Marketing (Vol. 55, No. 4) in 2021, explores how consumers interact with a brand and its online brand community concurrently (dual foci) and how this interaction builds brand equity. study uses structural equation-modelling (AMOS 21) to test how brand psychological ownership, brand community psychological ownership, and value-congruity (with both brand and community) affect brand engagement and brand community engagement-using survey data from 833 members of Facebook-based brand communities in India (brands like Adidas, Decathlon, Wildcraft, Nike, Apple, Royal Enfield, etc., page 10). The findings (Table 4, page 14) demonstrate that while brand community psychological ownership greatly boosts community engagement, brand psychological ownership and brand value-congruity significantly boost brand engagement. Community engagement also reinforces brand engagement. Brand equity is strongly positively impacted by both forms of participation ($R^2 = 53.12\%$). The study-also reveals that a sense of community serves as a potent moderator; the effects of ownership and value-congruity on engagement are much larger when members feel more a part of the group (Table 6, page 16). In-order to engage consumers with brand and its online community, companies can increase-brand equity by cultivating psychological ownership, shared values, and a strong sense of community, according to research's overall findings.
20. In context of India's textile, clothing, and luggage industries, Praveen Kumar V. M.'s research "Wildcraft Final Copy" (year not specified in the publication) offers a thorough examination of Wildcraft's digital marketing and strategic management techniques. The article follows Wildcraft's development from a modest Bengaluru-based startup in 1992 to a prominent outdoor and lifestyle brand with over 170 unique stores in India and beyond, emphasising its emphasis on reasonably priced, long-lasting, and useful items for Indian adventure and travel customers. The study assesses Wildcraft's branding strategy, product portfolio, competitive positioning, and use of digital marketing tools like websites, e-marketing, social media, and online promotion to increase brand awareness & customer engagement using secondary data, industry analysis, and strategic marketing frameworks. The results demonstrate that Wildcraft has been-able to successfully compete against both-domestic and foreign brands in the organised retail sector thanks to its strong brand identity, innovation-driven product development, and strong online presence. study comes to the conclusion that Wildcraft's expansion, market penetration, & long-term brand equity in Indian outdoor and lifestyle sector have all been-significantly influenced by the integration of digital marketing with strategic management.

Problem Statement

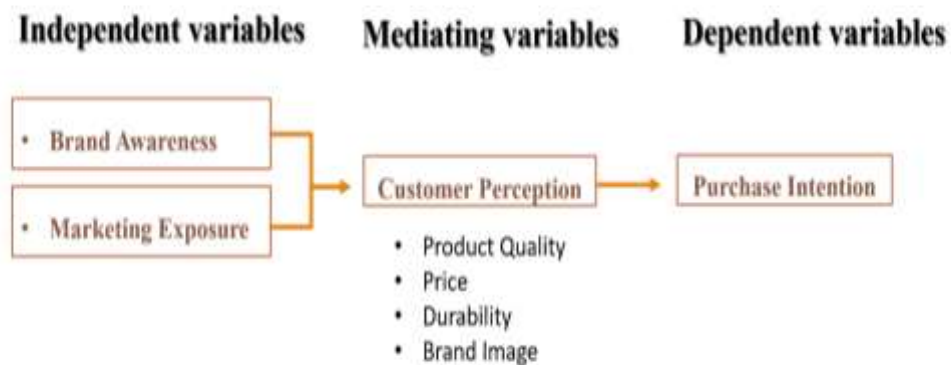
Most existing-studies examine service quality, brand awareness, or digital marketing separately, but very few integrate these factors to understand how brand awareness and customer perception together influence purchase intention toward Wildcraft, especially at the store level and in emerging Indian cities. There is also limited research linking online brand image with actual in-store buying behavior. This creates a clear

gap for a focused study on Wildcraft's brand awareness, customer perception, and their impact on purchase intention.

Research Objectives

- To Measure Level of Brand Awareness for Wildcraft among Target Consumers
- To Analyze Key Determinants of Customer Perception towards the Wildcraft Brand
- To Determine Influence of Brand Awareness and Customer Perception on Purchase Intention/Behavior for Wildcraft Products

Research Framework



Hypothesis statements

- H1:** Brand awareness has significant-positive influence on customer perception towards Wildcraft.
- H2:** Marketing exposure has significant-positive influence on customer perception towards Wildcraft.
- H3:** Customer perception has significant-positive influence on purchase intention of Wildcraft products.
- H4:** Brand awareness indirectly influences-purchase intention through customer perception.

Research methodology

1. Research Type

Descriptive Research – used to study brand awareness, customer perception, & purchase intention towards Wildcraft

2. Source of Data

Primary Data: Collected through surveys from target consumers.

Secondary Data: Company websites, research articles, published reports, and online sources.

3. Sampling Method & Sample Size

Sampling Technique: Random Sampling.

Sample Unit: Consumers familiar with or purchasing outdoor/utility products.

Sample Size: 100

5. Data Analysis Tools

Statistics: Correlation & Regression to analyze relationships among variables

Software: MS Excel / SPSS.

Scope of the Study

The study-focuses on understanding how-brand awareness and customer perception influence the purchase-intention of consumers-towards Wildcraft products. It covers the opinions, attitudes, and buying preferences of target customers who use or are familiar with outdoor and travel gear. The scope includes measuring level of awareness about the Wildcraft brand, identifying key-factors that shape customer perception, and analyzing how these-factors affect their decision to purchase. The study is limited-to specific geographic area and relies on primary data collected through structured questionnaire from selected respondents.

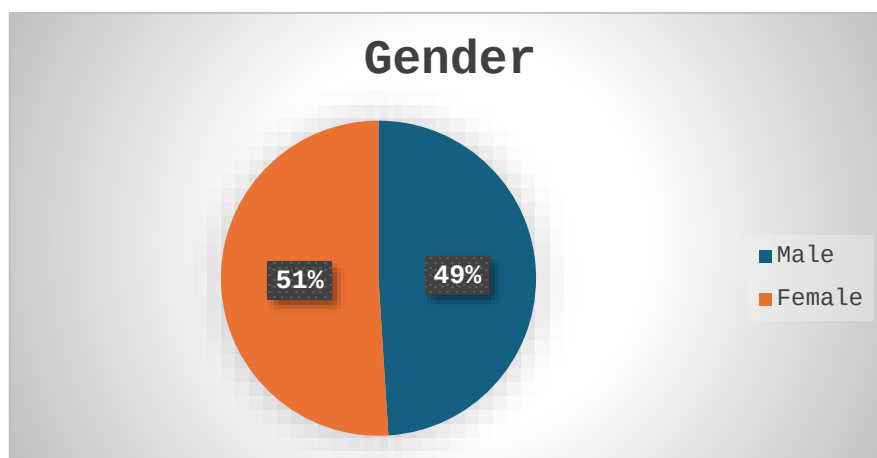
Limitations of the study

- The sample size may be small and may not represent the entire population.
- Responses are based on self-reported data, which may-include personal bias.
- The study focuses only on Wildcraft and may not apply-to other similar brands.
- Time constraints restrict the depth of analysis and the geographic coverage.

Analysis and Interpretation

Descriptive statistic: Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	49	49.0	49.0	49.0
	Female	51	51.0	51.0	100.0
	Total	100	100.0	100.0	



Analysis

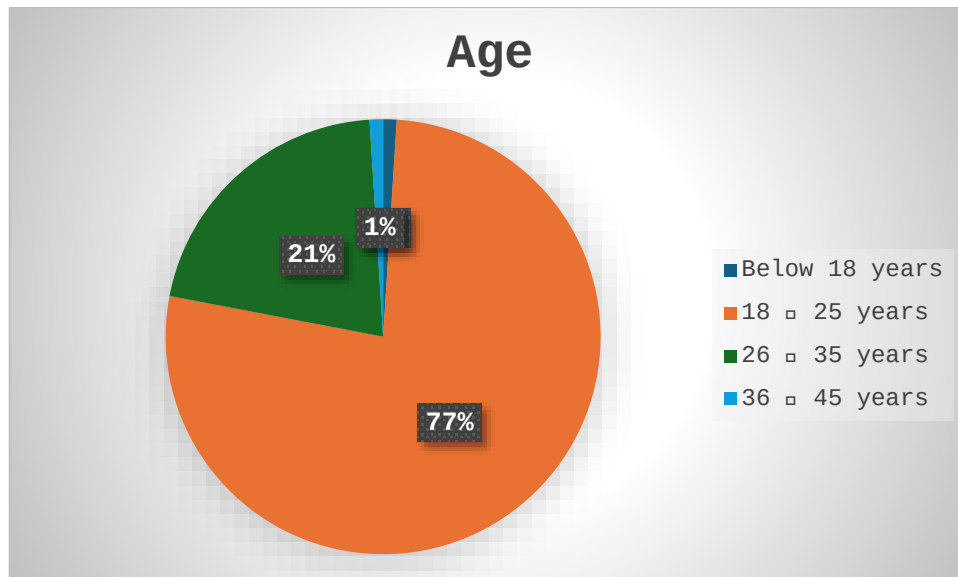
The pie chart shows the distribution of respondents by gender. Females make up 51% of sample, while males-account for 49%. The difference between two groups is very small, indicating a nearly equal representation.

Interpretation

The data suggests a balanced gender distribution, with no significant dominance of one gender over the other. This balance means the results are likely to reflect the perspectives of both males and females fairly, making the findings more reliable and representative in terms of gender.

Age:

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 18 years	1	1.0	1.0	1.0
	18 - 25 years	77	77.0	77.0	78.0
	26 - 35 years	21	21.0	21.0	99.0
	36 - 45 years	1	1.0	1.0	100.0
	Total	100	100.0	100.0	



Analysis

The pie chart presents the distribution of respondents by age. The 18–25 years group makes up the largest portion at 77%, indicating a dominant presence. The 26–35 years group accounts for 21%, forming the second-largest segment but still-much smaller than the leading group. The below 18 years and 36–45 years categories each contribute only 1%, showing very minimal representation

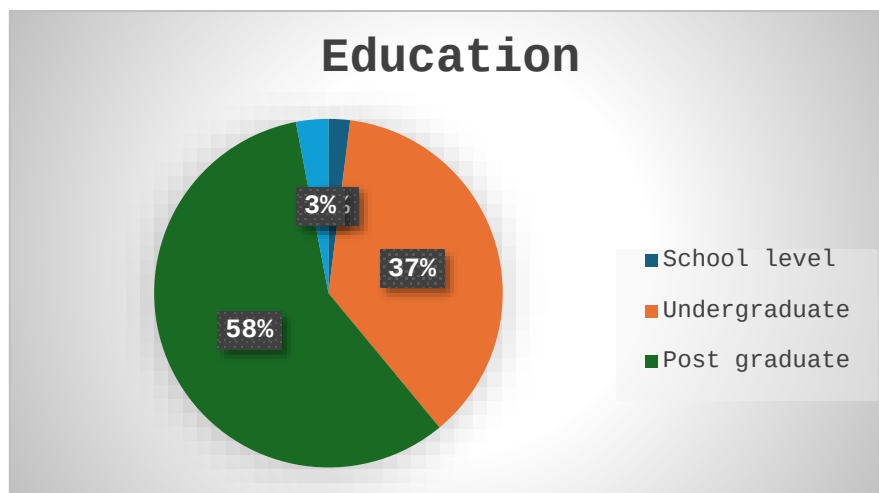
Interpretation

The data-indicates that sample is heavily concentrated-among young adults (18–25 years), with very little-participation from other age groups. This suggests that any-conclusions drawn from the data will primarily reflect the perspectives of this dominant age group. The lack of representation from younger and older populations limits the ability to generalize the findings to a wider audience.

Education:

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School level	2	2.0	2.0	2.0
	Undergraduate	37	37.0	37.0	39.0
	Post graduate	58	58.0	58.0	97.0
	Professional qualification	3	3.0	3.0	100.0
	Total	100	100.0	100.0	



Analysis

The pie chart illustrates the educational qualifications of respondents. The majority of participants are postgraduates (58%), making this the largest group. This is followed by undergraduates (37%), representing a significant portion as well. A very small percentage have professional qualifications (3%), while those at school level form the smallest group, contributing only a minimal share.

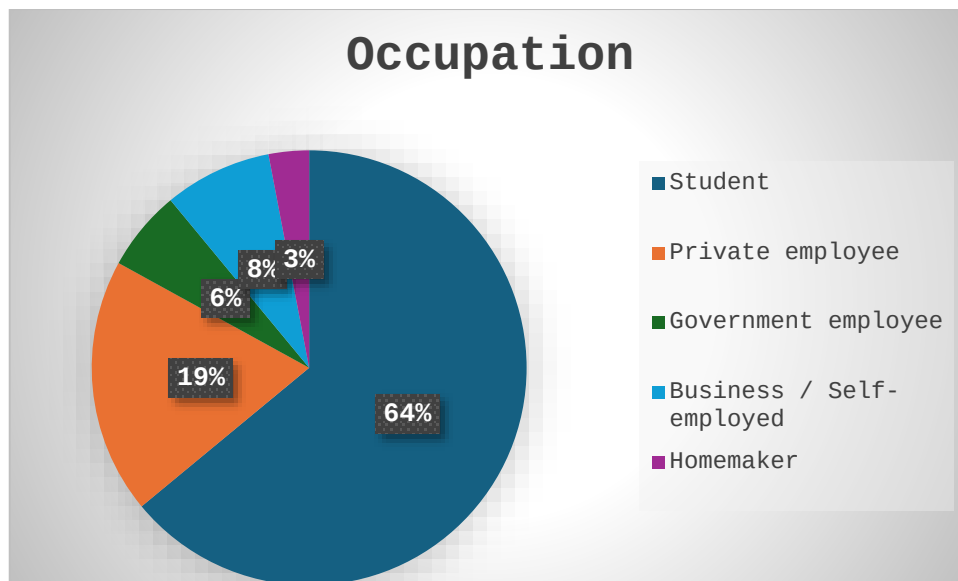
Interpretation

The data indicates that sample is highly educated, with most respondents having completed higher education, especially at the postgraduate level. This suggests that findings are likely to reflect perspectives of well-educated individuals. The very low representation of school-level and professionally qualified respondents means the results may not fully capture the views of less-educated or vocationally trained groups.

Occupation:

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	64	64.0	64.0	64.0
	Private employee	19	19.0	19.0	83.0
	Government employee	6	6.0	6.0	89.0
	Business / Self-employed	8	8.0	8.0	97.0
	Homemaker	3	3.0	3.0	100.0
	Total	100	100.0	100.0	



Analysis

The pie chart shows the occupational distribution of respondents. The majority are students (64%), making this the dominant group. Private employees account for 19%, forming the second-largest segment. Smaller proportions include business/self-employed (8%), government employees (6%), and homemakers (3%), each representing a relatively minor share of the sample.

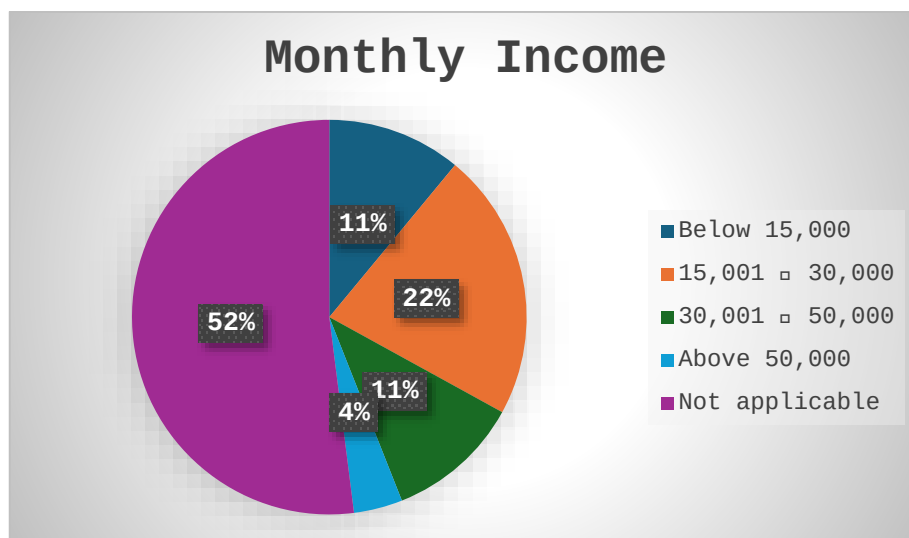
Interpretation

The data indicates that sample is heavily dominated by students, suggesting that the overall findings-will largely reflect the views and experiences of individuals still in education. relatively lower representation of working professionals and other occupational groups means the results may not-fully capture the perspectives of the broader workforce.

Monthly Income

MONTHLY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 15,000	11	11.0	11.0	11.0
	15,001 – 30,000	22	22.0	22.0	33.0
	30,001 – 50,000	11	11.0	11.0	44.0
	Above 50,000	4	4.0	4.0	48.0
	Not applicable	52	52.0	52.0	100.0
	Total	100	100.0	100.0	



Analysis

The pie chart presents monthly income distribution of respondents. The largest portion is Not applicable (52%), indicating that more-than half of respondents do not have fixed income. Among those who earn, 22% fall within the ₹15,001–30,000 range, making it the most common income group. Both below ₹15,000 (11%) and ₹30,001–50,000 (11%) have equal representation. The smallest group is Above ₹50,000 (4%), showing very few high-income respondents.

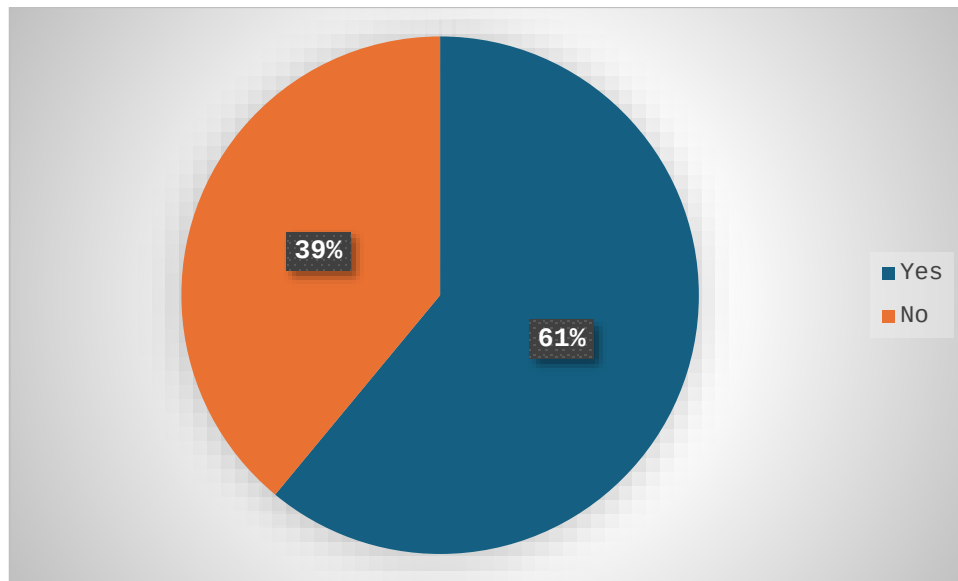
Interpretation

The data suggests that the sample is largely made up of individuals without a steady income, likely students or dependents. Among earning respondents, most belong to the lower to middle-income category, with very few high-income individuals. This indicates that the overall responses may reflect the preferences and behavior of younger or financially limited consumers, and the findings may be influenced by their budget constraints and spending patterns.

Have you ever purchased wildcraft product ever

Have you ever purchased wildcraft product ever

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	61.0	61.0	61.0
	No	39	39.0	39.0	100.0
	Total	100	100.0	100.0	



Analysis

The pie chart shows responses divided into two categories: Yes (61%) and No (39%). The majority of respondents selected “Yes,” while a smaller but still significant portion chose “No.”

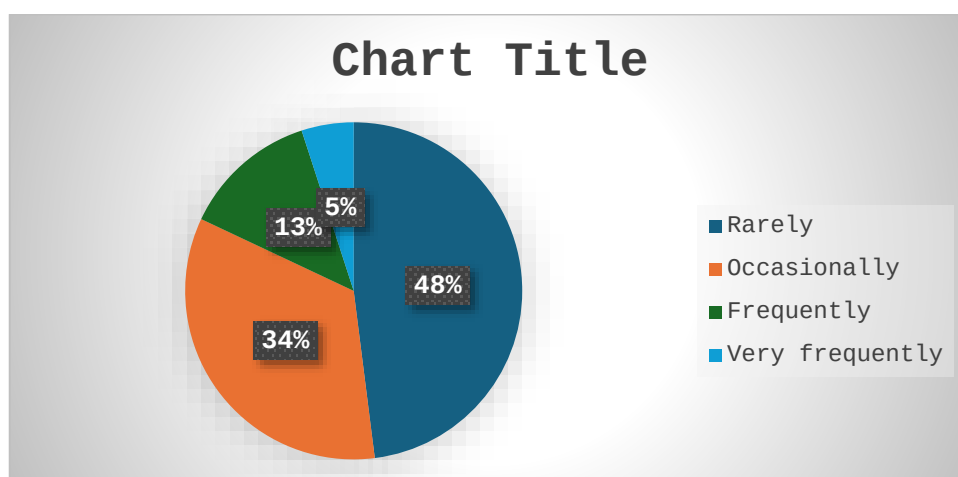
Interpretation

The results indicate that more than half of respondents have positive or affirmative response, suggesting general agreement or acceptance regarding the subject. However, relatively high percentage of “No” responses shows that considerable minority holds an opposing view, indicating mixed opinions rather than a unanimous consensus.

Frequency of purchase of wildcraft products

Frequency of purchase of wildcraft products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely	48	48.0	48.0	48.0
	Occasionally	34	34.0	34.0	82.0
	Frequently	13	13.0	13.0	95.0
	Very frequently	5	5.0	5.0	100.0
	Total	100	100.0	100.0	



Analysis

The pie chart shows the frequency distribution of responses. The largest portion is Rarely (48%), followed by Occasionally (34%). Smaller segments include Frequently (13%) and Very frequently (5%), which together make up a limited share of the responses.

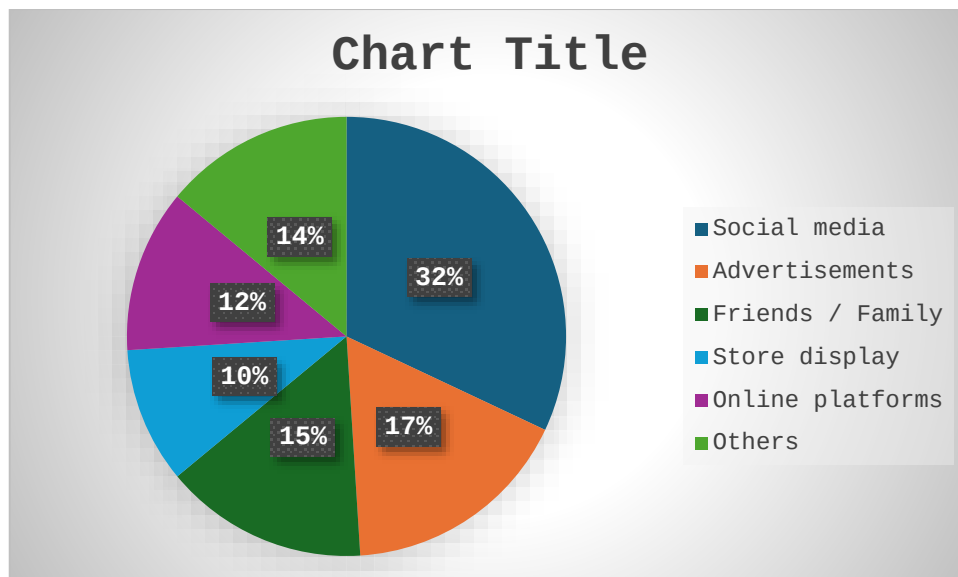
Interpretation

The data indicates that most-respondents engage in the activity infrequently, with nearly half selecting “Rarely.” While a moderate number participate “Occasionally,” only a small proportion report frequent or very-frequent involvement. This suggests that the activity is-not a regular habit for the majority, but rather something done on an occasional or rare basis.

Source of awareness about wildcraft

Source of awareness about wildcraft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social media	32	32.0	32.0	32.0
	Advertisements	17	17.0	17.0	49.0
	Friends / Family	15	15.0	15.0	64.0
	Store display	10	10.0	10.0	74.0
	Online platforms	12	12.0	12.0	86.0
	Others	14	14.0	14.0	100.0
	Total	100	100.0	100.0	



Analysis

The pie chart shows different sources of information or influence. Social media (32%) is the largest contributor, followed by advertisements (17%) and friends/family (15%). Other sources include others (14%), online platforms (12%), and store display (10%), each contributing smaller but notable portions.

Interpretation

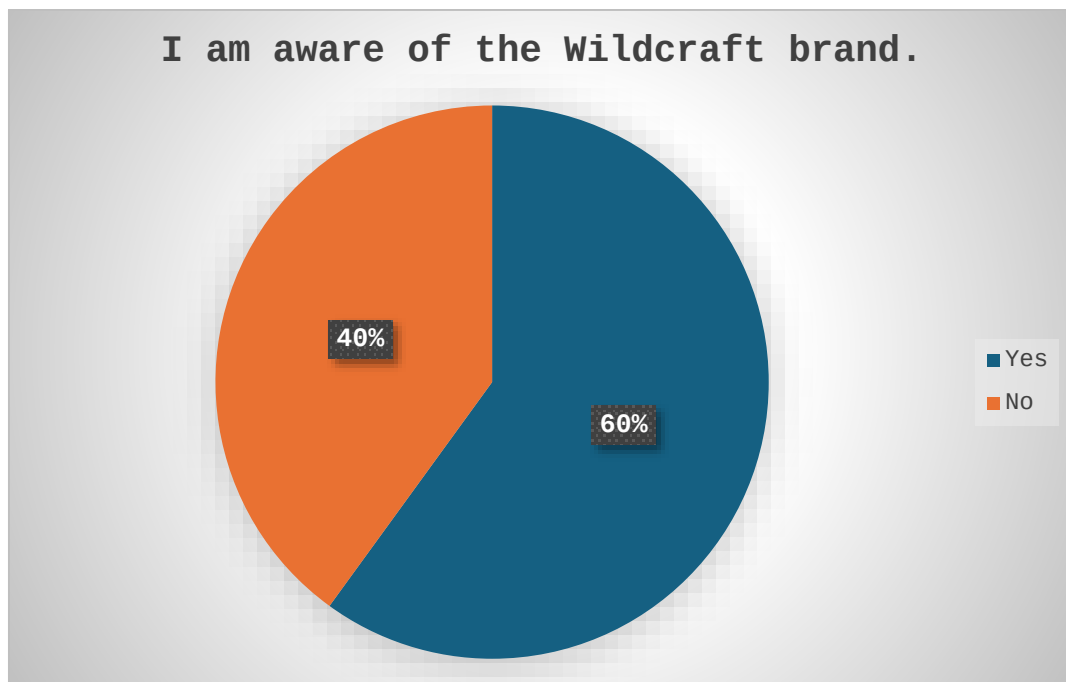
The data-suggests that social media is the most influential source, playing key role in shaping awareness or decisions. Traditional methods like advertisements and personal influence (friends/family) also have a

significant impact, but to a lesser extent. The presence of multiple smaller contributors indicates that influence is diverse and spread across various channels, rather than relying on a single source.

I am aware of Wildcraft brand

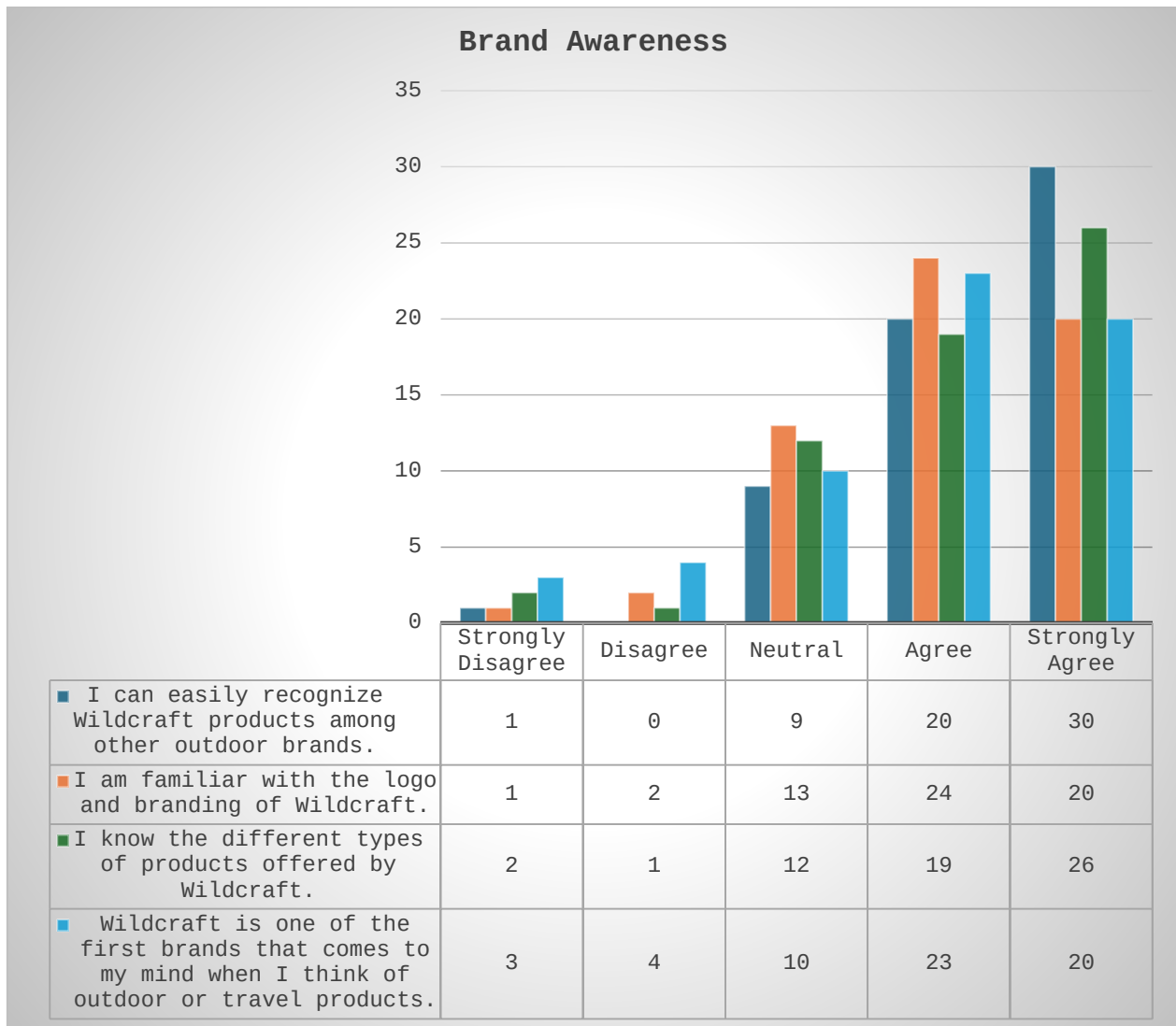
IamAwareoftheWildcraftProducts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	60	60.0	60.0	60.0
	No	40	40.0	40.0	100.0
	Total	100	100.0	100.0	



Out of 100 respondents, 60% are aware of the Wildcraft brand, while 40% are not aware. Since the study focuses on Wildcraft consumers, the 60 respondents who are aware of the brand were selected for further analysis.

Variables: Brand Awareness



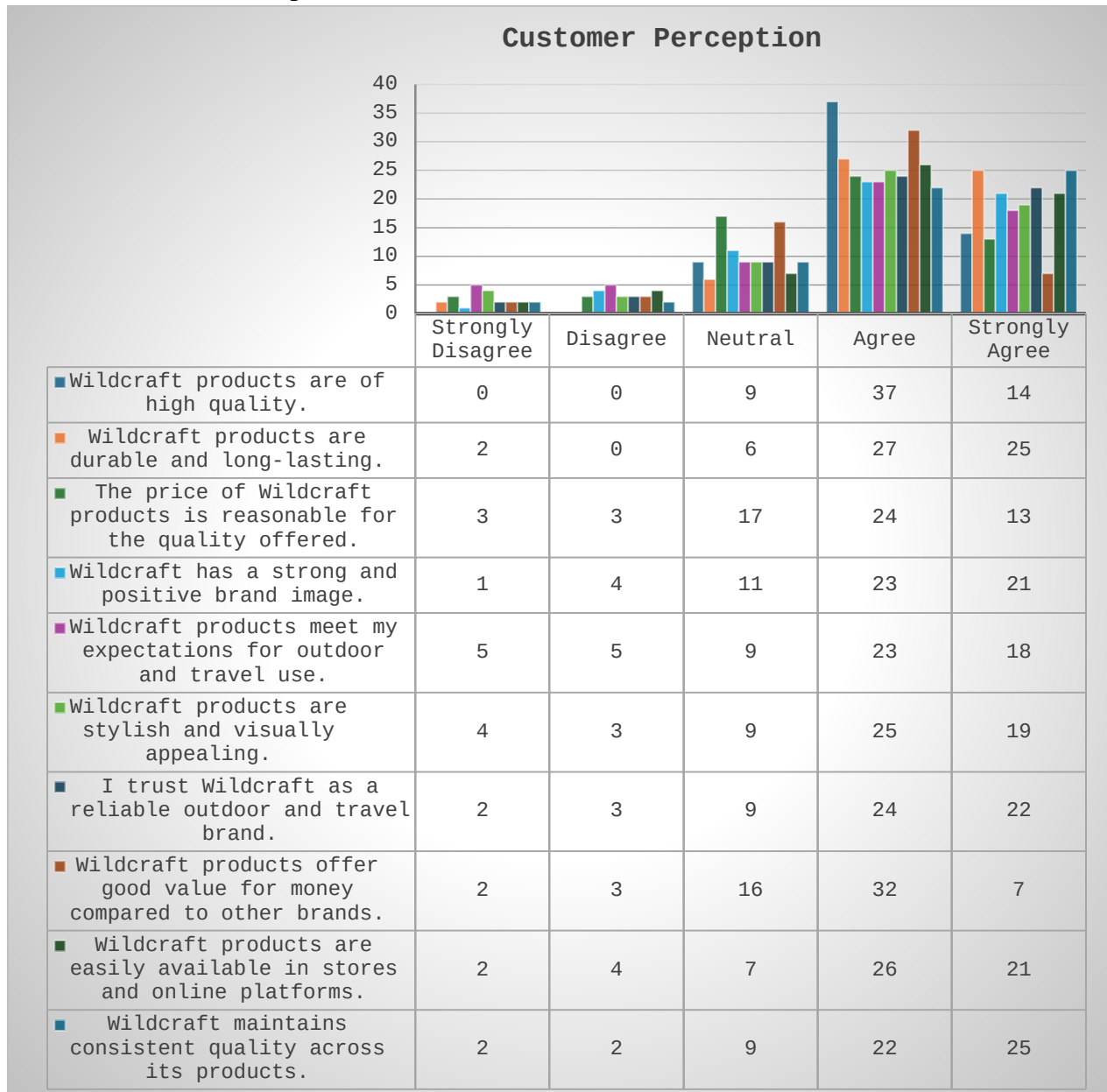
Analysis

- The chart shows the respondents' opinions about Wildcraft's brand awareness. Most respondents selected Agree and Strongly Agree for all the statements, which indicates that Wildcraft has strong recognition among customers.
- For the statement "I can easily recognize Wildcraft products among other outdoor brands", 20 respondents agreed and 30 strongly agreed, showing high product recognition.
- For logo and branding familiarity, 24 respondents agreed and 20 strongly agreed, which means customers are familiar with the company's branding.
- Regarding knowledge about different products offered by Wildcraft, 19 respondents agreed and 26 strongly agreed, indicating good awareness of the product range.
- For the statement "Wildcraft is one of the first brands that comes to mind", 23 respondents agreed and 20 strongly agreed, showing good top-of-mind recall among customers.
- Very few respondents selected Disagree or Strongly Disagree, which means negative perception about brand awareness is very low.
- Neutral responses are moderate, showing that some-respondents are aware of brand-but may not have strong opinions yet.

Interpretation

The findings-indicate that Wildcraft has created strong brand awareness in the outdoor and travel products market. Customers can easily recognize the brand, identify its logo, and are aware of its product offerings. The high number of agreement responses also suggests that Wildcraft has successfully positioned itself as a popular and trusted outdoor brand. Overall, the company has achieved a positive image and strong recall among consumers.

Variables: Customer Perception



Analysis

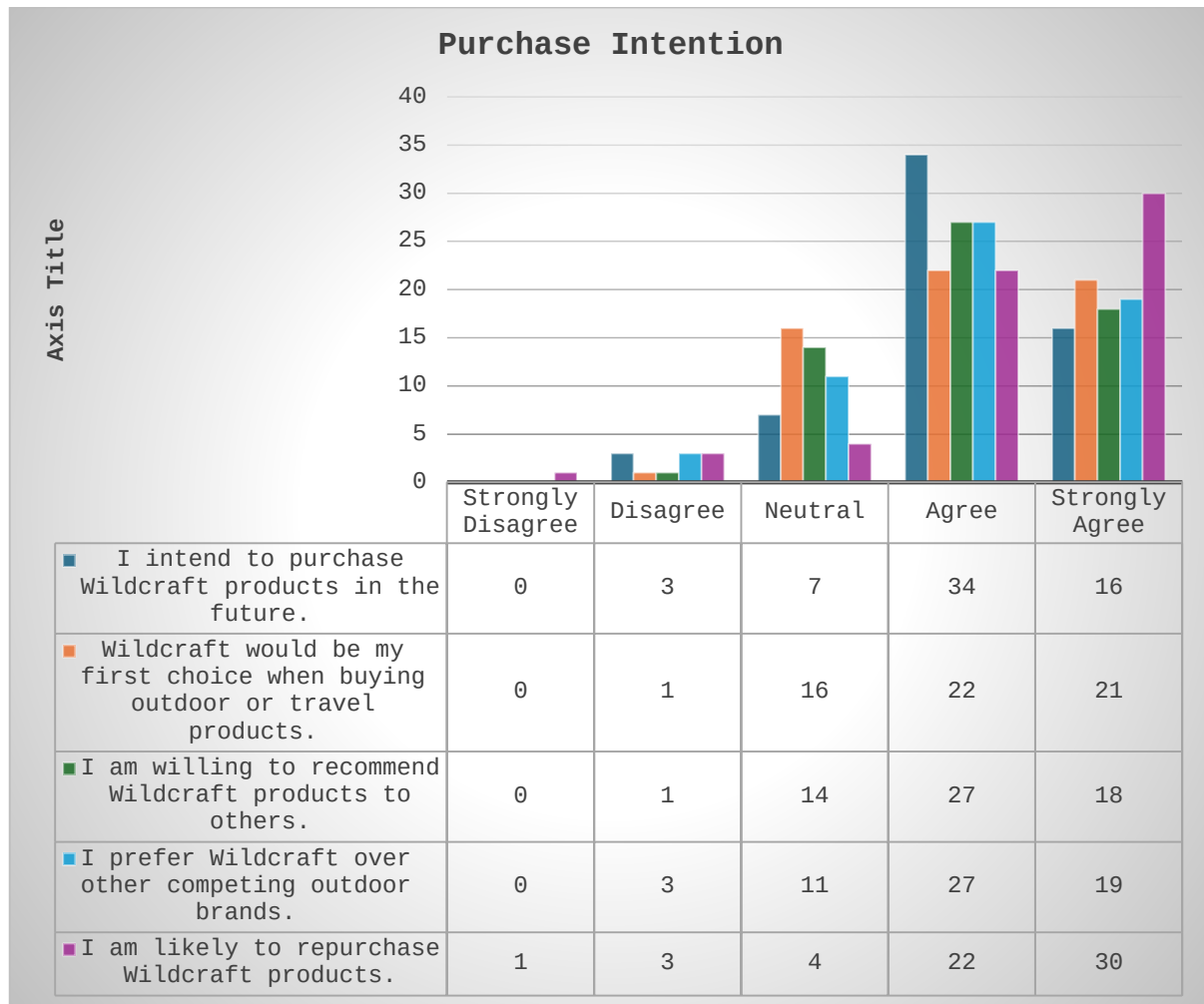
- The chart shows the respondents' opinions regarding customer perception towards Wildcraft products and brand image. Most respondents selected Agree and Strongly Agree for all 10 statements, indicating positive perception among customers.

- For the statement “Wildcraft products are of high quality”, 37 respondents agreed and 14 strongly agreed, showing-customers are satisfied with product quality.
- Regarding “Wildcraft products are durable and long-lasting”, 27 respondents agreed and 35 strongly agreed, indicating strong trust in product durability.
- For the statement “The price of Wildcraft products is reasonable for the quality offered”, 24 respondents agreed and 13 strongly agreed, while some-respondents remained neutral, showing mixed-opinions about pricing.
- In the statement “Wildcraft has strong and positive brand image”, 23 respondents agreed and 18 strongly agreed, reflecting positive image of the brand among consumers.
- For “Wildcraft products meet my expectations for outdoor and travel use”, 25 respondents agreed and 19 strongly agreed, showing customer satisfaction with product performance.
- Regarding “Wildcraft products are stylish and visually appealing”, 24 respondents agreed and 22 strongly agreed, indicating that customers find the products attractive and trendy.
- For the statement “I trust Wildcraft as a reliable outdoor and travel brand”, 32 respondents agreed, showing strong customer trust towards the brand.
- In the statement “Wildcraft products offer-good value for-money compared to other brands”, 26 respondents agreed and 21 strongly agreed, indicating positive perception regarding value for money.
- Regarding “Wildcraft products are-easily available in stores and online platforms”, most respondents selected Agree and Strongly Agree, showing good product accessibility.
- For the statement “Wildcraft maintains consistent quality across its products”, 22 respondents agreed and 25 strongly agreed, reflecting customer confidence in product consistency.

Interpretation

Findings indicate that-customers have highly positive perception towards Wildcraft products and brand image. Most respondents believe that Wildcraft provides quality, durable, stylish, and reliable products suitable for outdoor and travel purposes. Customers also trust the brand and feel that the products provide-good value for money. Overall, high level of agreement responses shows that Wildcraft has successfully built strong customer-satisfaction and a positive brand reputation in market.

Variables: Purchase Intention



Analysis

- The chart shows the respondents' opinions regarding purchase intention towards Wildcraft products. Most respondents selected Agree and Strongly Agree, indicating a positive intention to purchase and recommend Wildcraft products in the future.
- For the statement "I intend to purchase Wildcraft products in the future", 34 respondents agreed and 15 strongly agreed, showing strong future buying interest.
- Regarding "Wildcraft would be my first choice when buying outdoor or travel products", 22 respondents agreed and 21 strongly agreed, indicating that many customers prefer Wildcraft over other brands.
- For the statement "I am willing to recommend Wildcraft products to others", 27 respondents agreed and 18 strongly agreed, reflecting positive word-of-mouth intention among customers.
- In the statement "I prefer Wildcraft over other competing outdoor brands", 27 respondents agreed and 19 strongly agreed, showing that customers have a favorable preference towards Wildcraft.
- For "I am likely to repurchase Wildcraft products", 22 respondents agreed and 30 strongly agreed, indicating strong customer loyalty and repeat purchase intention.
- Very few respondents selected Disagree or Strongly Disagree, which means negative purchase intention towards the brand is very low.

Interpretation

The findings indicate that customers have strong positive purchase intention towards Wildcraft products. Most respondents are willing to buy, recommend, and repurchase Wildcraft products in the future. Customers also consider Wildcraft as a preferred brand for outdoor and travel products. The high level of agreement responses shows strong customer satisfaction, trust, and loyalty towards the Wildcraft brand.

H1: Brand awareness has a significant-positive influence on customer perception towards Wildcraft.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702 ^a	.493	.484	.49349

a. Predictors: (Constant), brandawareness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.708	1	13.708	56.289	.000 ^a
	Residual	14.125	58	.244		
	Total	27.833	59			

a. Predictors: (Constant), brandawareness

b. Dependent Variable: customerpreception

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.330	.353		3.769	.000
	brandawareness	.640	.085	.702	7.503	.000

a. Dependent Variable: customerpreception

Analysis

A regression analysis was conducted to examine the influence of brand-awareness on customer perception towards Wildcraft products. The model summary shows an R value of 0.702, indicating a strong positive relationship between the variables. The R-square value is 0.493 and the adjusted R-square value is 0.484. The ANOVA table shows an F-value of 56.289 with a significance value of 0.000. The coefficient table also indicates that the significance value for brand awareness is 0.000.

Interpretation

The R-square value of 0.493 indicates that 49.3% of the variation in customer-perception is explained by brand awareness. The adjusted R-square value of 0.484 confirms the goodness of fit of the model. Since the significance value in the ANOVA table is 0.000, which is less than 0.05, the regression model is statistically significant. Further, the coefficient significance value of brand awareness is also less than

0.05, indicating that-brand awareness-has significant positive influence on customer-perception towards Wildcraft products.

H2: Marketing exposure has significant positive-influence on customer-perception towards Wildcraft

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579 ^a	.335	.324	.56472

a. Predictors: (Constant), Purchaseintention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.336	1	9.336	29.275	.000 ^a
	Residual	18.497	58	.319		
	Total	27.833	59			

a. Predictors: (Constant), Purchaseintention

b. Dependent Variable: customerperception

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.190	.512		2.323	.024
	Purchaseintention	.671	.124	.579	5.411	.000

a. Dependent Variable: customerperception

Analysis

A regression analysis-was conducted to examine influence of marketing exposure on customer-perception towards Wildcraft products. The model summary shows an R value of 0.579, indicating moderate positive relationship between marketing exposure & customer perception. The R-square value is 0.335 and the adjusted R-square value is 0.324.

The ANOVA table shows an F-value of 29.275 with a significance value of 0.000. The coefficient table also indicates that the significance value is 0.000.

Interpretation

The R-square value of 0.335 indicates that 33.5% of the variation in customer-perception is explained by marketing exposure. The adjusted R-square value of 0.324 indicates-that the model is a good fit.

Since the significance value in the ANOVA table is 0.000, which is less-than 0.05, the regression model is statistically-significant. Further, the coefficient significance value is also less than 0.05, indicating-that marketing exposure has significant positive-influence on customer-perception towards Wildcraft products.

H3: Customer perception has significant-positive influence on purchase intention of Wildcraft products.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579 ^a	.335	.324	.48765

a. Predictors: (Constant), customerperception

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.962	1	6.962	29.275	.000 ^a
	Residual	13.792	58	.238		
	Total	20.754	59			

a. Predictors: (Constant), customerperception

b. Dependent Variable: Purchaseintetion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.123	.369		5.753	.000
	customerperception	.500	.092	.579	5.411	.000

a. Dependent Variable: Purchaseintetion

Analysis

A regression analysis-was conducted to examine influence of customer perception on purchase intention towards Wildcraft products. The model summary shows an R value of 0.579, indicating moderate positive relationship-between customer perception and purchase intention. The R-square value is 0.335 and the adjusted R-square value is 0.324.

The ANOVA table shows an F-value of 29.275 with a significance value of 0.000. The coefficient table also indicates that significance value for customer-perception is 0.000.

Interpretation

The R-square value of 0.335 indicates that 33.5% of the variation in purchase intention is explained by customer perception. The adjusted R-square value of 0.324 indicates that regression model is a good fit. Since the significance value in the ANOVA table is 0.000, which is less-than 0.05, regression model is statistically-significant. Further, coefficient significance value for customer perception is also-less than 0.05, indicating that customer-perception has significant positive influence on purchase-intention towards Wildcraft products.

H4: Brand awareness indirectly influences-purchase intention through customer perception.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594 ^a	.353	.330	.48532

a. Predictors: (Constant), brandawareness, customerperception

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.329	2	3.664	15.558	.000 ^a
	Residual	13.425	57	.236		
	Total	20.754	59			

a. Predictors: (Constant), brandawareness, customerperception

b. Dependent Variable: Purchaseintention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.970	.387		5.088	.000
	customerperception	.387	.129	.448	2.997	.004
	brandawareness	.147	.118	.187	1.248	.217

a. Dependent Variable: Purchaseintention

Analysis

A multiple regression-analysis was conducted to examine indirect influence of brand awareness on purchase intention through-customer perception towards Wildcraft products. The model summary shows an R value of 0.594, an R-square value of 0.353, and an adjusted R-square value of 0.330.

The ANOVA table shows that the regression-model is significant with a significance value of 0.000. In the coefficient table, the significance value for customer perception is 0.004, while the significance value for brand awareness is 0.214.

Interpretation

The R-square value of 0.353 indicates that 35.3% of variation in purchase intention is explained-by brand awareness and customer perception together. The adjusted R-square value of 0.330 indicates that model has a satisfactory fit.

The ANOVA significance-value of 0.000, which is less-than 0.05, indicates that overall regression-model is statistically-significant. The coefficient significance value for customer perception is 0.004, which is less-than 0.05, showing that customer perception significantly influences purchase-intention. However, the significance value for brand-awareness is 0.214, which is greater than 0.05, indicating that brand-awareness does not directly influence-purchase intention when customer perception is included in model. This suggests that customer-perception mediates relationship between brand-awareness & purchase intention towards Wildcraft products.

Findings

1. Descriptive statistics analysis-revealed that 60% of respondents were aware of Wildcraft products and had positive familiarity-with the brand.
2. Descriptive statistics showed that social-media was the major source of awareness about Wildcraft products among consumers in Bagalkot.
3. Descriptive statistics indicated that respondents perceived Wildcraft products as high quality, durable, reliable, and visually appealing.
4. Descriptive statistics findings revealed that majority of respondents had positive purchase intention towards Wildcraft products and were willing to recommend them to others.
5. Regression analysis revealed that brand-awareness has significant positive influence on customer perception towards Wildcraft products.
6. The regression model showed an R^2 value of 0.493, indicating that brand awareness explains 49.3% variation in customer perception.
7. ANOVA results of regression analysis showed significance value-of 0.000, confirming that relationship between brand-awareness & customer perception is statistically significant.
8. Regression analysis revealed that marketing exposure has significant-positive influence on customer perception towards Wildcraft products.
9. The regression model showed an R^2 value of 0.335, indicating that marketing exposure explains 33.5% variation in customer perception.
10. Regression analysis-showed that customer perception has-significant positive influence on purchase intention towards Wildcraft products.
11. The regression model for purchase-intention showed an R^2 value of 0.335, indicating that customer perception explains 33.5% variation in purchase intention.
12. ANOVA results showed significance-value of 0.000, proving that regression model is statistically significant.
13. Multiple-regression analysis revealed that brand-awareness and customer perception together have significant influence on purchase-intention towards Wildcraft products.
14. The multiple regression model showed an R^2 value of 0.353, indicating that 35.3% variation in purchase-intention is jointly explained by brand-awareness and customer perception.
15. ANOVA results of multiple regression analysis showed significance value of 0.000, confirming that the combined model is statistically-significant.
16. The study concluded that customer-perception plays mediating role between-brand awareness & purchase intention towards Wildcraft products.

Suggestions

1. Wildcraft should strengthen its social media marketing activities, as social media was identified as the major source of brand awareness among respondents.
2. The company should focus more on promotional campaigns and digital advertisements to improve customer reach and brand visibility in the market.
3. Wildcraft should introduce more attractive offers, discounts, and student-oriented promotions, as the majority of respondents in the study were students and end consumers.
4. The company should continue maintaining product quality & durability, as these-factors strongly influence-customer perception & purchase intention.

5. Wildcraft should expand its product-availability in local stores and online platforms to improve-customer convenience and accessibility.
6. The company should-focus on innovative and stylish product designs to attract young customers and increase customer satisfaction.
7. Wildcraft should strengthen customer relationship programs and after-sales services to improve customer trust and loyalty.
8. The brand should conduct awareness campaigns regarding its different product categories to increase customer knowledge about the brand.
9. Wildcraft should encourage customer reviews, referrals, and word-of-mouth marketing to improve purchase intention among potential customers.
10. The company should regularly evaluate customer perception and feedback to identify changing consumer-preferences and improve its marketing strategies accordingly.

Conclusion

The study concludes that brand-awareness, marketing exposure, and customer perception play significant role in influencing purchase intention towards Wildcraft products. findings revealed that majority of respondents were-aware of Wildcraft products and had positive perceptions regarding product quality, durability, reliability, and brand-image.

The regression analysis-confirmed that brand awareness has significant-positive influence on customer perception towards Wildcraft products. Similarly, marketing exposure was also found to significantly influence customer perception. The study further identified that customer perception significantly affects-consumers' purchase intention towards Wildcraft products.

The multiple regression-analysis showed that customer perception-mediates relationship between-brand awareness and purchase intention. This indicates that-higher brand-awareness improves customer perception, which in-turn increases consumers' intention to purchase Wildcraft products.

Overall, study highlights the importance-of effective marketing strategies, strong brand awareness, & positive customer perception in improving purchase intention and strengthening Wildcraft's market position among consumers.