



Study on Brand Awareness of Hindustan Coca-Cola Beverages Pvt. Ltd. Srikalahasti

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ABSTRACT

According to theory, customers choose a brand they recognize, before an unfamiliar brand. If the consumers do not choose according to theories, what are the factors that have a greater effect on the buying behaviour There is not much research about the effect of brand awareness on brand choice, which is why this subject is investigated. One of the purposes of this paper was to do a research about brand awareness; to see to what extent it matters when purchasing the first time in an unfamiliar environment. One of the objectives was to determine if there were any differences in buying behaviour between the chosen or different cultures. The research group is limited to students from China, India and Iran. The Conclusion of research paper was that all investigated factors had some importance for choice of brand, while quality had a greater effect on brand choice than brand awareness. Further, there was no difference in buying behaviour between the cultures.

Introduction

Brand awareness is a marketing term that describes the degree of consumer recognition of a product by its name. Creating brand awareness is a key step in promoting a new product or reviving an older brand. Ideally, awareness of the brand may include the qualities that distinguish the product from its competition. **Brand awareness** is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percent of the taadvertising in the early months or years of a product's introduction.

Importance of brand awareness

It is a proven fact that customers prefer known brands over unknown ones. Brand awareness is that first step to make the brand known. But the importance of brand awareness doesn't end there. It is like a diamond, the more you polish, the more it'll shine.

REVIEW OF LITERATURE

A brand is an important aspect of marketing. It creates a cognitive relationship between the consumers and the products, through which emotions are created and value is derived. Physiological dimension includes the logo or the symbol that creates a long lasting impression on people's minds. Branding is a popular topic with academics and researchers who find it essential to creating new products and increasing brand awareness. A branded logo can help people develop a positive reaction to your product, which is more profitable than selling an unbranded item. The research shows that brands can increase brand awareness by showing off their logo to consumers. Brands use various strategies such as advertising and reviews to maintain their brand awareness. New products increase awareness by advertising themselves, while existing brands might instead choose attitude advertising or holding up their good image. The behavior of customers is largely influenced by the elements of their value framework. A brand's experience, class association, price and awareness level in the market are among these values. Further research has shown that brands with higher levels of awareness are more prone to be re-purchased. Brand Awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percent of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

Brand awareness is the extent to which the consumer associates the brand with the product he desires to buy. It is the brand recall and the brand recognition of the company to the consumers. Brand recall is the ability of the consumer to recollect the brand with reference to the product whereas brand recognition is the potential of the consumer to retrieve the past knowledge of the brand when enquired about the brand or shown an image of the brand logo. Brand awareness is an essential part of brand development which helps the brand to stand out from the others in this monopolistically competitive market importance

Objectives of the study

Lime

Lime n lemony Limca, the drink of that can cast a tangy refreshing spell on anyone, anywhere. Born in 1997, limca has been the original thirst choice, of millions of consumers for over 3 decades.

Fanta

The orange drink of the Coca-Cola Company lies seen as one of the favorite drinks since 1940's. Fanta entered the Indian market in the year 1993.

Maaza

Maaza was launched in 1976. Here was a drink that offered the same real taste of fruit juices and was available throughout the year. In 1993, Maaza was acquired by Coca-cola India. Maaza current6ly dominates the fruit drink.

Sprite

Worldwide Sprite is ranked as the No.4 soft drink and is sold in more than 190 countries. In India, Sprite was launched in year 1999 and today it has grown to one of fastest growing soft drinks, leading the Clear lime category

The non-carbonated market

Fruitopia A line of fruit flavored dringet market, brand awareness is the primary goal of

Research methodology

The study through 'primary data' was collection from different website and Research articles

Data Collection

Data refers to information or facts. Often researches understand by data as only numerical figure. It also includes descriptive facts, on numerical information, qualitative and quantitative information. Collection of data is an important stage in research. In fact that qualities of the data collected determine the quantity of the research.

Collection of data is done by 2 methods.

- Primary data Collection
- Secondary data Collection.

1. Primary Data Collection

Primary data is also known as the data collected for the first time through the field survey. Such data are collected with specific set of objectives to assess the current of any variable studied.

- Interviews
- Questionnaires
- Informal talk
- The brand awareness of coca cola in the neighbouring district of Nellore has to be proved by collection of data in original from a sample of 100 numbers in Nellore town

2. Secondary Data Collection

The secondary data, which is needed for my study was collected from the various record reports, publications and companies database.

Scope of the study

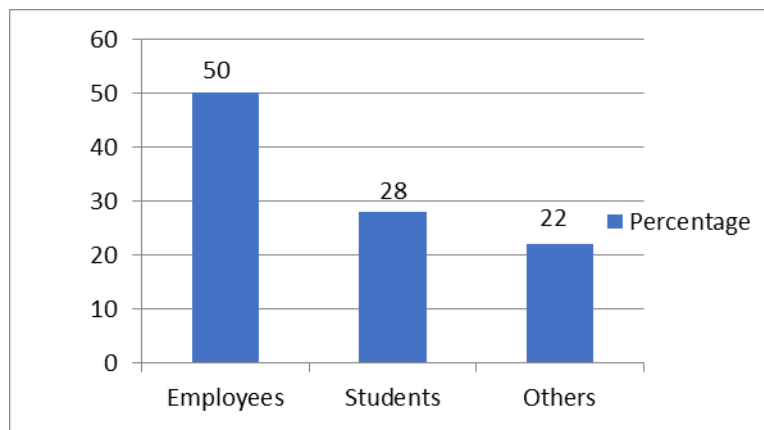
The main concern of my study is to have knowledge and an idea about the Marketing strategies of Coca Cola and suggest measures for improving promotional activities

Data analysis and interpretation

Consuming coca cola, tell me your profession ?

Category	No. of Respondents	percent
Employees	50	50
Students	28	28
Others	22	22
Total	100	100

GRAPH NO:



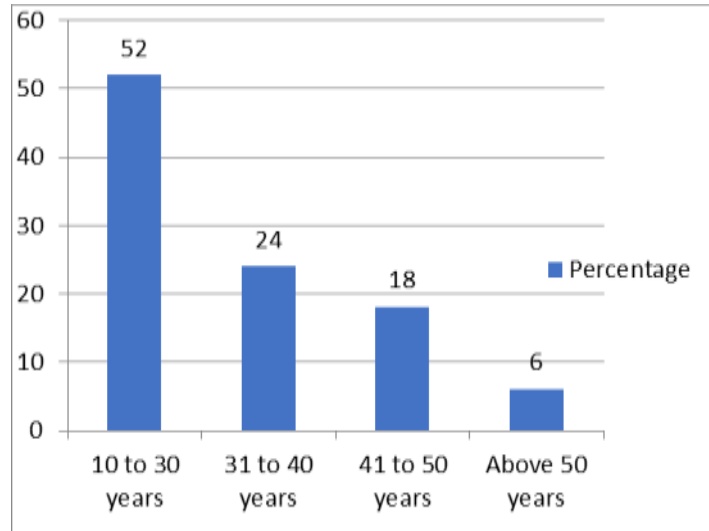
INTERPRETATION: From the above table 4.1 Out of 100 Respondents 50 Percent are Employees, 28 Percent are students & 22 Percent are others.

It is observed that the brand awareness of coca cola is having no relationship with occupation of respondents.

Age Group of Respondents

Category	No. of Respondents	percent
10 to 30 years	52	52
31 to 40 years	24	24
41 to 50 years	18	18
Above 50 years	6	6
Total	100	100

GRAPH NO:

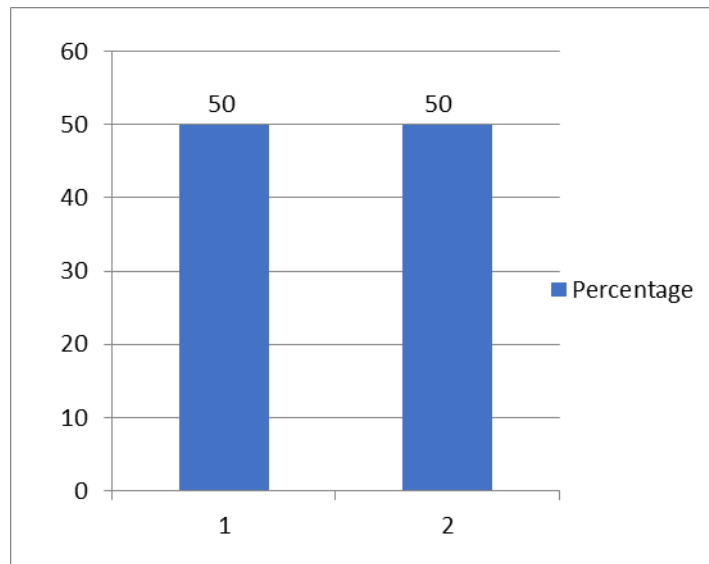


INTERPRETATION: From the above table 4, 2, around 52 respondents are about 10-30 years, 24 respondents are about 31-40 years, 18 respondents are about 41-50 years, 6 respondents are above 50 years. Maximum numbers of people surveyed are 15-30 years.

Gender of Respondent

Category	No. of Respondents	Percent
Male	50	50
Female	50	50
Total	100	100

GRAPH NO:



INTERPRETATION: From the above table 4, 3 Out of 100 Consumers, 50 Percent are male and 50 Percent are Female.

Findings

Most of the Consumers have clear idea on Coca-Cola Brands.

Brand Name plays major role in consumer buying behavior besides advertising and sales promotions.

From the study it has been observed that most of the customers of Coca-Cola are very satisfied with service provided to them.

It has been observed from the study that brand ambassadors have a major influence in brand awareness, especially sports persons & Film Actors

Almost 90Percent of the consumers accept that Coca-Cola is the leading brand in the market compared to remaining soft drinks.

Suggestions

According to the study, at the outset, it has been observed that the brand awareness of Coca-Cola among the customers is very satisfactory. However, there are few suggestions made by the customer when interacted while the study was conducted.

The respondents stated that the advertisement has to be important so it has to be further improved.

For their advertisement they can also introduce a brand ambassador, because most of the consumers remember advertisement because of their brand ambassador.

A strong watch should be kept on retailers also, because in some cases they are found to be cheating the Customers and affecting the goodwill of the BRAND.

Conclusion

The awareness levels of the Coca-Cola Brands are Low among the customers. They think that thumps up, sprite, limca, coke etc are all from different soft drink companies. So, company has to create awareness on coca cola brands to the consumers.

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