

## **A STUDY ON BRAND AWARENESS AND BRAND PERCEPTION OF BISLERI INTERNATIONAL PRIVATE LIMITED DEVANAHALLI**

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### **ABSTRACT**

The study examines factors influencing brand awareness and perception, including marketing strategies, product quality, and consumer experiences. The findings of this study provide valuable insights into the effectiveness of Bisleri's branding efforts and its position within the competitive market. This research contributes to a deeper understanding of how brand awareness and perception impact consumer behaviour and preferences, which can guide strategic decisions for the company's future growth and success.

### **INTRODUCTION**

#### **MEANING OF BRAND AWARENESS AND PERCEPTION**

By understanding both brand awareness and brand perception, companies like Bisleri can make informed decisions about their marketing strategies, product improvements, and customer engagement efforts to enhance their overall brand image and maintain a strong position in the market.

#### **Factors influencing Brand awareness and perception**

1. Product Quality
2. Trustworthiness
3. Competitor Comparison

## IMPORTANCE OF THE BRAND AWARENESS AND BRAND PERCEPTION

Brand awareness and brand perception are two crucial components of a successful branding strategy. They play distinct yet interconnected roles in influencing consumer behavior and shaping a brand's image in the market. Here's why they are of paramount importance:

### Brand Awareness:

1. **Recognition:** Brand awareness ensures that consumers recognize a brand's name, logo, and other visual elements. This recognition lays the foundation for any interaction with the brand.
2. **Trust Building:** Familiarity breeds trust. When consumers are familiar with a brand, they are more likely to trust its products or services.
3. **Consideration:** Brands that are top-of-mind have a higher chance of being considered by consumers during the decision-making process.
4. **Market Share:** Higher brand awareness often correlates with a larger market share, as more consumers are drawn to well-known brands.
5. **Competitive Edge:** In a competitive market, strong brand awareness can provide a distinct advantage, making the brand stand out.
6. **New Product Introductions:** Existing brand awareness can expedite the acceptance of new products or offerings.

## LITERATURE REVIEW

1. **Ong Huang, Emine Sarigöllü**, (31 Jan 2014), Understanding Brand Awareness Connects the Market Outcome, Fairness in the Brand, and the Promotional Mix, Journal of Professional Study, 70 number, China College of Finances, Finance, and Management, Shanghai, China. This investigation, which combines analysis data with true marketplace data, investigates recognition of brands, which aligns with buyer behaviors and wellbeing, from three perspectives. To commence, it explores the association between reputation and market result.
2. **Wayne D. Hoyer and Steven P. Brown**, (1<sup>st</sup> September ) The inspiration of the Alertness of a Creation on Collection for a Commons, Repeat-Purchase the product, Journal from Consumer Studies, Size 17, Results of a measured study into the character of responsiveness of the creation in customer conclusion creation showed the statistic that brand alertness was a principal action heuristic among subjects in the alertness group. On the latter selection, topics with no information of the creation exemplified more product and picked an excellent product.

3. **Cassandra L. Telligent Michael S. Humphreys, T. Bettina Cornwell, Clinton S. Weeks, Angela M. Maguire** (November 2, 2006), Communicating and Memories in Sponsorship- Linked Marketing. Volume 33 of the Periodical of Buyer Examine. Irregular Company protection mostly improves marketing goals, variety exposure, as evaluated by backing event remembrance & acknowledgement pairings.

4. **Emma Byron MacDonald MS harp** (Apr 2000), Product Awareness's Effects on Buyer Range for a Mutual, Frequent Purchase The outcome is A Replication, (April 2000), Volume 48 of the Periodical of Corporate Studies This item is a reproduction of Brown and Hoyer's study, which used a controlled assessment to observe the bearing of product awareness on a buyer's decision-making process. The results corroborate the first study's findings that recognizing a product is a dominating choicemethod among awareness group respondents. Topics who observed many companies with significant awareness differentials revealed a startling preference unpaid to their high level of awareness variety, value differentials, and notwithstanding value. In conclusion, awareness differentials appear to consume a important effect on brand selection in a regular buying shopper item context. Customers demonstrate a strong proclivity to utilize awareness.

5. **Kenneth Lane Keller** (1 Mar 2003), Journal of Customer Explore, Size 29, Brands Analysis: On Multidimensionality of Product Knowledge. Recently, the increased emphasis on marketing by marketers provides a chance for purchasing predictors to offer valuable experiences and guidance. In a hyper-targeted market, marketers must frequently connect the varieties to other materials, for specimen, people, seats, stuffs, or extra varieties, to increase brand value. comprehension this using technique necessitates a comprehension of customer company data & in what way it varies from such an association.

## RESEARCH GAP

There might be a lack of comprehensive academic research specifically examining the brand awareness and brand perception of Bisleri International Private Limited in the context of Devanahalli. Existing literature may not provide a deep exploration of this specific geographic area and company.

## **RESEARCH DESIGN**

Information accumulation is an approach that falls in between information gathering and information analysis. Characterizations as healthy as summaries are created as part of the knowledge gathering process with the resolve of making information easier to examine. Following the selection of a sample, information from the larger population must be acquired to handle the problem. In general, they may be split into two categories. Two sources of information are described in detail: Primary data information.

### **Primary data collection.**

The basic information was grouped, and the straight data was completed. Separate meetings and assessments with the purchasers. This information is the greatest. Key data creation analyses of mutually beneficial behavior consumers.

### **Questionnaire technique.**

The approach to data collection is one involving interaction and explicit review. In compared to other detailed outlines, accused is the record usually used. The strategy is critical, especially when near is a high demand.

A standard poll is made up of several issues that are created and clearly organized upon a form or grouping of forms.

### **Secondary data of information collection**

Secondary material for the exam was obtained from several flyers and brochures about organizations provided throughout the examination.

## **TOOLS FOR ANALYSIS**

The data collected is analysed with the following tools

- A. Simple random technique
- B. Charts
- C. Tables

## SAMPLING

The information may be separated into two groups: customers and stores. A vote was organised, which followed by a discussion with consumers and store owners. Before deciding on the number of tests, the sample element must be chosen. It might remain geometric and attract more people.

## RESEARCH OBJECTIVES

- To assess customer knowledge of Bisleri bottled drinking water.
- To study the elements that impact the range of Bisleri water.
- To learn about the consumer's issues
- To regulate the level of satisfaction among consumers with Bisleri bottled drinking water.

## DATA ANALYSIS

Reliability Statistics	
Cronbach's Alpha	N of Items
.805	40

## Interpretation

The reliability coefficient (Cronbach's Alpha) for the items in the survey is 0.805. This coefficient indicates the internal consistency or reliability of the items as a scale. Generally, a value above 0.7 is considered acceptable, suggesting that the items in the survey have a reasonably high level of internal consistency.

## chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.342 <sup>a</sup>	1	.558		
Continuity Correction <sup>b</sup>	.145	1	.704		
Likelihood Ratio	.339	1	.560		
Fisher's Exact Test				.683	.349
Linear-by-Linear Association	.341	1	.559		
N of Valid Cases	203				

- a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.57.  
b. Computed only for a 2x2 table

## Interpretation

The chi-square tests assess the association between categorical variables. In this case, it seems there was an analysis performed using a 2x2 table. The results show various chi-square test statistics and associated significance levels. However, the chi-square values are low, and the p-values are quite high, indicating that there isn't a significant association between the variables being tested.

## Correlation

		How frequently do you consume bisleri packaged drinking water?	Which factor plays a significant role in your decision to choose bisleri water?	Are you influenced by promotional offers or discounts when choosing bisleri water?	How satisfied are you with the packaging of bisleri package d drinking water ?	How satisfied are you with the taste of bisleri package d drinking water?	How likely are you to recommend bisleri packaged drinking water to others?
How frequently do you consume bisleri packaged drinking water?	Pearson Correlation	1	-.375**	-.046	.425**	.352**	.182**
	Sig. (2-tailed)		<.001	.511	<.001	<.001	.010
	N	203	203	203	203	203	203
Which factor plays a significant role in your decision to choose bisleri water?	Pearson Correlation	-.375**	1	.284**	-.163*	-.191**	.049
	Sig. (2-tailed)	<.001		<.001	.020	.006	.485
	N	203	203	203	203	203	203
Are you influenced by promotional	Pearson Correlation	-.046	.284**	1	.055	.112	-.131

offers or discounts when choosing bisleri water?	Sig. (2-tailed)	.511	<.001		.434	.110	.063
	N	203	203	203	203	203	203
How satisfied are you with the packaging of bisleri packaged drinking water ?	Pearson Correlation	.425**	-.163*	.055	1	.472**	.286**
	Sig. (2-tailed)	<.001	.020	.434		<.001	<.001
	N	203	203	203	203	203	203
How satisfied are you with the taste of bisleri packaged drinking water?	Pearson Correlation	.352**	-.191**	.112	.472**	1	.141*
	Sig. (2-tailed)	<.001	.006	.110	<.001		.045
	N	203	203	203	203	203	203
How likely are you to recommend bisleri packaged drinking water to others?	Pearson Correlation	.182**	.049	-.131	.286**	.141*	1
	Sig. (2-tailed)	.010	.485	.063	<.001	.045	
	N	203	203	203	203	203	203

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).



## Interpretation

The correlation coefficients measure the strength and direction of the linear relationship between pairs of continuous variables. Each cell in the correlation matrix provides the Pearson correlation coefficient and its associated p-value.

## SUMMARY OF FINDINGS

1. **Brand Recognition and Trust:** Bisleri packaged drinking water enjoys high brand recognition and trust among consumers. A significant percentage of respondents (81.8%) prefer Bisleri due to its trusted brand, which is considered superior by 67.5% of respondents.
2. **Consumer Preferences:** The majority of respondents (53.6%) regularly consume Bisleri water, and 43.5% consume it occasionally. This indicates a strong consumer preference for Bisleri's packaged drinking water.
3. **Health Benefits and Quality:** A significant number of respondents (58.9%) are aware of Bisleri's health benefits, while quality and purity are also important factors. Respondents' preference for Bisleri water is influenced by factors such as brand reputation, health benefits, and quality.
4. **Marketing and Awareness:** Bisleri's promotional efforts are noticed by a substantial number of respondents (62.2%), which highlights the efficiency of its marketing strategy. Recommendations from friends, family, or acquaintances play a significant part in influencing consumer choices.
5. **Packaging and Accessibility:** While the majority of respondents are satisfied with Bisleri's packaging and availability, a notable percentage (61.2%) experience packaging issues, and challenges in finding preferred sizes or quantities (61.7%) indicate room for improvement.
6. **Consumer Satisfaction:** Overall, there is a high level of consumer satisfaction with Bisleri's quality (83.3%), availability (74.6%), packaging (53.6%), and taste (56.9%).

## **SUGGESTIONS**

1. **Enhance Packaging Quality:** Address the packaging issues faced by a significant portion of respondents (61.2%) to ensure a better consumer experience.
2. **Expand Availability:** Work on improving availability and accessibility of Bisleri water to meet consumer preferences and avoid challenges faced by a majority of respondents (61.7%).
3. **Highlight Health Benefits:** Continue emphasizing Bisleri's health benefits, given that a notable percentage of respondents are uncertain (36.8%) about the potential benefits.
4. **Promote Environmental Sustainability:** Capitalize on the interest in environmental sustainability by providing more information about Bisleri's packaging's eco-friendliness.
5. **Offer Diverse Bottle Sizes and Types:** Respondents prefer diverse bottle sizes and types (61.7%), indicating a need for variety to cater to different consumer needs.

## **CONCLUSIONS**

The survey findings demonstrate that Bisleri packaged drinking water has a strong brand recognition and trust among consumers. Consumer preferences are influenced by factors such as brand reputation, health benefits, and quality. While Bisleri's marketing efforts are effective, there is room for improvement in packaging quality and availability. The majority of consumers are satisfied with Bisleri's quality, availability, packaging, and taste, indicating a positive overall consumer experience. By addressing packaging issues, enhancing availability, and continuing to emphasize health benefits, Bisleri can further solidify its position in the market and maintain high levels of consumer satisfaction.

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## WEB LINKS

<https://www.bisleri.com>    <https://www.bisleri.com/product-listing>    -    <https://www.bisleri.com/vision-mission-values>