

A STUDY ON BRAND AWARENESS AND CUSTOMER SATISFACTION AT REDBULL PVT LTD BANGALORE

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ABSTRACT

In the fiercely competitive environment of today's business world, building and maintaining strong brand recognition has become essential for businesses hoping to see long-term success and development. This study explores the complex relationship that exists between brand recognition and customer satisfaction in order to determine how closely these two important factors are related to one another and how they affect an organization's performance as a whole.

INTRODUCTION

Brand recognition and customer happiness have become crucial variables impacting the success of businesses in a variety of industries in today's fiercely competitive business environment. Brand recognition and association with certain goods or services are measured by brand awareness, which is how well-known a brand is among potential customers. Customer satisfaction, on the other hand, has to do with how happy and fulfilled customers feel after using a brand's products.

FACTORS INFLUENCING A STUDY ON BRAND AWARENESS AND CUSTOMER SATISFACTION

1. Competitive landscape
2. Economic factors
3. Technological advancements
4. Customer expectations

IMPORTANCE OF A STUDY ON BRAND AWARENESS AND CUSTOMER SATISFACTION

1. **Strategic Decision-Making:** Knowledge of customer satisfaction and brand awareness levels provides useful insights for making tactical choices. Organizations may use it to pinpoint their advantages and disadvantages and then modify their strategy to strengthen the position of their brand in the marketplace.
2. **Competitive Advantage:** A competitive advantage can be produced through strong brand recognition and pleased customers. Customers who are happy with a company are inclined to stay loyal and promote good word of mouth, which draws in new clients and increases revenue.
3. **Customer Retention:** Customers who are happy with a brand are more inclined to stick with it and keep buying its goods or services. It is frequently less expensive to keep your current clients than to find new ones.
4. **Improved Products/Services:** Feedback from consumers is essential for learning what customers value and what may use improvement. This assists companies in improving their goods and services to better match client requirements.
5. **Targeted Marketing:** Knowing brand awareness aids in determining a company's reach inside its target market. Potential clients can be reached with marketing initiatives that are more efficient and focused thanks to this information.

LITERATURE REVIEW

1. Kapferer (2019)

Recommended that brand awareness be understood from the perspective of depth and breadth. When an individual purchases an item, width denotes their conclusion, and depth indicates their level of thought on encouraging motivate customers.

2.Rafi Jai 2010

Most businesses' primary goal is to increase sales and profits through brand recognition. In an ideal scenario, you should attract new customers to your products and encourage repeat purchases. The primary aims are to focus on promoting the brand of "get it information administrations" among small and medium-sized businesses..

3.Larry Percy and John R. Rossite, Article first published in: 6 SEP 2022

A model is presented that aids the marketing procedure by paying close attention to brand knowledge and brand disposition. A critical distinction is made in this session between recognition of a company and review awareness of the brand. The brand mental state mind approach is considered that reflect an interaction among prospective consumer inclusion in the purchase decision and the basic motivation to purchase.

4.Keller (2021)

States that awareness of a brand is an important component of the brand information edge that plays a role in client perception, throwing cluster their abilities to perceive the brand amid unmistakable settings.

5.Laurent, kapferer and rousset (2021)

Improve three academic areas of understanding the brand in a specific item type. Unrestricted awareness, top-of-mind consciousness, and aided awareness.

RESEARCH DESIGN

SOURCE OF DATA:

Data sources: Both primary and secondary sources are employed as needed for the study's objectives.

- (1) The main data source: The thoughts of the people gathered utilizing questionnaires and schedules are the focal foundation of data.
- (2) Secondary data source: Secondary data sources are utilized to supplement primary data sources. Reference is made to subordinate data that has been accessible in periodicals like magazines, journals, enquiry reports, articles, websites, etc.

TOOLS FOR ANALYSIS

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

SAMPLING

In simple random technique 210 customers are chosen for analysis.

RESEARCH OBJECTIVES

- To measure the level of brand awareness among consumers.
- To assess the effectiveness of marketing campaign.
- To Identify the factors that influence customer satisfaction.
- To Compare the brand awareness and satisfaction levels of different brands.

DATA ANALYSIS

Case Processing Summary			
		N	%
Cases	Valid	160	75.8
	Excluded ^a	51	24.2
	Total	211	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	N	of Items
.772	38	

Data Interpretation:

The results indicate that poll participants think favorably of Red Bull's most recent advertising campaign, image as a company, and satisfaction with the product, at significant levels of being acquainted and satisfaction across multiple facets of the brand's products and services, which leads to a The criterion Alpha of 0.772, indicating good internal coherence among the items.

Correlations

Correlations									
		Q4	Q5	Q13	Q14	Q25	Q26	Q36	Q37
Q4	Pearson Correlation	1	.323**	.165*	.195**	-.090	-.084	.048	-.158*
	Sig. (2-tailed)		<.001	.017	.005	.194	.228	.488	.022
	N	209	209	209	209	209	209	209	209
Q5	Pearson Correlation	.323**	1	-.105	.152*	-.051	.179**	.225*	.023
	Sig. (2-tailed)	<.001		.129	.028	.459	.009	.001	.736
	N	209	209	209	209	209	209	209	209
Q13	Pearson Correlation	.165*	-.105	1	.214**	-.050	.006	.097	.069
	Sig. (2-tailed)	.017	.129		.002	.469	.927	.163	.318
	N	209	209	209	209	209	209	209	209
Q14	Pearson Correlation	.195**	.152*	.214**	1	-.058	.137*	-.114	.193**
	Sig. (2-tailed)	.005	.028	.002		.405	.048	.101	.005
	N	209	209	209	209	209	209	209	209
Q25	Pearson Correlation	-.090	-.051	-.050	-.058	1	.198**	.007	.046
	Sig. (2-tailed)	.194	.459	.469	.405		.004	.918	.505
	N	209	209	209	209	209	209	209	209
Q26	Pearson Correlation	-.084	.179**	.006	.137*	.198*	1	.197**	.290*
	Sig. (2-tailed)	.228	.009	.927	.048	.004		.004	<.001
	N	209	209	209	209	209	209	209	209

Q36	Pearson Correlation	.048	.225**	.097	-.114	.007	.197*	1	.168*
	Sig. (2-tailed)	.488	.001	.163	.101	.918	.004		.015
	N	209	209	209	209	209	209	209	209
Q37	Pearson Correlation	-.158*	.023	.069	.193**	.046	.290*	.168*	1
	Sig. (2-tailed)	.022	.736	.318	.005	.505	<.001	.015	
	N	209	209	209	209	209	209	209	209
** Correlation reaches statistical significance at the 0.01 (2-tailed) level.									
*. Correlation has significance at the level of 0.05 (2-tailed).									

Data Interpretation

The correlation following table shows substantial positive correlations within certain factors, such as familiarity with Red Bull drinks and general assessment of the promotion labor, as well as contentment with the power drink's engagement with promoting incidents and the likelihood of suggesting Red Bull The author Edition, and adverse relationships have been noted among others, such as overall happiness with Red Bull beverages and satisfaction with Red Bull's pricing.

Chi-Square Test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.750 ^a	3	.432
Likelihood Ratio	3.283	3	.350
Linear-by-Linear Association	2.635	1	.105
N of Valid Cases	209		
a. Two cells (25.0%) had predicted counts that were fewer than five. The predicted count must be at least .48.			

Data Interpretation:

All of the Chi-Square tests conducted on the collected information suggested any significant connections between the variables in question in every case where the p-value was above 0.05, suggesting that there is little variation between what was seen and expected frequencies, with the exception of two cells via projected counts below five.

FINDINGS

- Red Bull familiarity: Statistics show that 63.6 percent of respondents are very familiar with the beverage, while 36.4 percent of them are not.
- Source of Hearing About Red Bull: TV commercials were the most common source of hearing about Red Bull (43.1%), followed by online ads (40.8%) and social media (15.2%).
- Frequency of Hearing About Red Bull: A significant portion of respondents (44.5%) reported encountering or having spent the last month thinking about Red Bull many times every day, with 48.3% hearing about it once a day and 6.2% once a week.
- Associations with Red Bull: The majority of responders (51.2 percent) link Red Bull to the term "High quality" followed by "Affordable" (38.9%) and "Trustworthy" (8.1%).
- Overall Impression of Marketing Campaign: The overall impression of Red Bull's marketing campaign is largely positive, with 45.5% of respondents reporting a very positive impression and 44.5% reporting a somewhat positive impression.
- Most Active Social Media Platform: Respondents perceive Red Bull to be most active on Facebook (49.8%), followed by Instagram (45.0%) and Twitter (5.3%).
- Target Age Group: Red Bull is primarily perceived to target young adults (54.1%), followed by teenagers (34.0%) and middle-aged adults (11.0%).
- Perception of Brand Image: The brand image of Red Bull is perceived as fun, entertaining, adventurous, and daring by a significant proportion of respondents (47.9%), while a smaller portion sees it as professional and serious (6.6%).

SUGGESTIONS

- Target Young Adults and Teenagers: According to the research, young adults and teens are thought to be Red Bull's primary target market. The business should concentrate on these age categories in order to improve its marketing approach, and tailor its campaigns to resonate with their preferences and interests.
- Reinforce Positive Brand Image: The brand image of Red Bull is perceived as fun, entertaining, adventurous, and daring. To maintain and strengthen this positive perception, the company should continue emphasizing these aspects in its marketing communication and branding efforts.

- **Highlight High-Quality and Affordability:** Since a significant proportion of respondents associate "High quality" and "Affordable" with Red Bull, the company should emphasize these attributes in its marketing messages to further differentiate itself from competitors.
- **Use TV Advertisements and Online Advertisements:** The biggest methods of learning about Red Bull were television commercials and online advertisements. To reach a larger audience, the corporation should continue to leverage these media and spend on innovative and compelling marketing.
- **Increase Social Media Visibility:** While Instagram and Facebook are viewed as Red Bull's most popular social networking channels, The company should concentrate on increasing its presence on Twitter, as it is a developing platform with opportunities for engagement.
- **Improve Taste Perception** While Most responders call Red Bull's flavor "delicious and refreshing," a sizable number describe it as "bitter and bitter." To appeal to varied tastes, the corporation might investigate ways to enhance the taste or develop new flavor varieties.
- **Profit from Positive Promotional Impact:** The marketing effort has piqued the attention of the majority of responders to the good or services. To analyze the campaign's efficacy, Red Bull ought to continue to produce powerful efforts and explore evaluating actual conversion percentages of interested responders into consumers.
- **Address Reservations About Purchasing:** A significant proportion of respondents reported considering purchasing but with some reservations. Red Bull should address these reservations through targeted marketing efforts that address potential concerns and showcase the value proposition of their products.

CONCLUSION

The study on brand awareness and customer satisfaction for Red Bull revealed several important findings. Firstly, a significant majority of respondents (63.6%) demonstrated high familiarity with the Red Bull brand, indicating a strong presence in the market. The primary sources of hearing about Red Bull were TV commercials (43.1%), online ads (40.8%), and social media (15.2%), highlighting the effectiveness of their advertising strategies.

Moreover, the data indicated a high frequency of exposure to the brand, with 44.5% of respondents encountering or hearing about Red Bull multiple times a day in the past month. This frequent exposure reflects the brand's strong marketing presence and the ability to reach a wide audience.

Red Bull's brand image was perceived positively, with associations such as "high quality" (51.2%) and "affordable" (38.9%) dominating respondents' perceptions. The majority of respondents (45.5%) reported a very positive impression of the marketing campaign, suggesting that Red Bull's marketing efforts have

resonated well with its target audience.

According to the report, Red Bull predominantly targets young people (54.1 percent) and teens (34.0%), emphasizing its concentration on the younger market. This targeting technique corresponds to Red Bull's impression as a lively, exciting, adventurous with, and adventurous brand, as stated by 47.9% of interviewees.

In terms of product satisfaction, the majority of respondents found Red Bull's taste to be "sweet and refreshing" (51.2%), but a significant portion (46.9%) also perceived it as "bitter and tangy." This indicates the need for continued product innovation and diversification to cater to different taste preferences.

The study further demonstrated that Red Bull's marketing campaign significantly sparked interest in the product or service for a majority of respondents (67.5%). Moreover, a substantial proportion of respondents (66.0%) reported considering purchasing or using the product or service advertised, with 34.0% expressing definitive interest.

Overall, the findings suggest that Red Bull has successfully established strong brand awareness and a positive brand image among its target audience. The company's marketing strategies have been effective in capturing customer interest and consideration for its products. However, to maintain and improve customer satisfaction, Red Bull should continue to focus on enhancing product quality, addressing taste perceptions, and sustaining its engaging marketing campaigns to retain its position as a preferred energy drink brand in the market.

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WEB LINKS

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