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A Study On Brand Awareness On Hindustan Coca-Cola Beverages Pvt. Ltd., Srikalahasti.

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ABSTRACT

This study focuses on analysing brand awareness of Hindustan Coca-Cola Beverages Pvt. Ltd. in Sri kalahasti. Brand awareness plays an important role in influencing consumer purchasing decisions, customer loyalty, and brand preference in the competitive beverage industry. The main objective of this study is to understand the level of awareness among consumers regarding Coca-Cola products and to identify the factors influencing their buying behaviour. The study is based on both primary and secondary data. Primary data was collected through a structured questionnaire from 100 respondents using a simple random sampling method in the Sri kalahasti area. Secondary data was collected from company reports, websites, journals, and previous research studies. The collected data was analyzed using the percentage method to understand consumer opinions, preferences, and awareness levels. The findings reveal that younger consumers show higher awareness of Coca-Cola brands, and brand name, availability, and advertising significantly influence purchasing decisions. Posters, billboards, and television are found to be the most effective media for creating brand awareness. The study also indicates that many consumers recognize individual brands such as Thumps Up, Sprite, and Fanta but are not fully aware that these brands belong to the Coca-Cola company. The study concludes that while Coca-Cola has a strong brand presence in the market, the company needs to increase promotional activities, strengthen brand communication, and improve digital marketing strategies to enhance overall brand awareness and customer loyalty.

Key words:

Brand recognition, Brand recall, Brand visibility, Brand identity

INTRODUCTION

Brand awareness is a marketing term for the degree to which customers recognize a product by its name. Ideally, brand awareness means customers recognize and view the product positively compared to competitors. Studies show consumers pay more attention to products they recognize, helping them remember these brands. Entrepreneurs can build brand awareness by creating thought leadership content, volunteering, and building a strong network.

Brand awareness is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions. Brand awareness includes brand recognition and brand recall performance. Brand recognition refers to the ability of the consumers to correctly differentiate the brand they previously have been exposed to. This does not necessarily require that the consumers identify the brand name. Instead, it often means that consumers can response to a certain brand after viewing its visual packaging images. Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory.

Company profile

Hindustan Coca-Cola Beverages Pvt. Ltd. (HCCB): operates a major manufacturing plant in Srikahalasti, Chittoor District, Andhra Pradesh, specifically located in Kapugulleri Village (517640). Established around 2014, this facility is a key, high-capacity bottling unit producing a wide range of beverages, including cool drinks and juice.

Location: Survey No. 127–134, Kapugulleri Village, Sri Kalahasti Mandal, Chittoor District, Andhra Pradesh.

Company Structure: It is a bottling partner unit of Hindustan Coca-Cola Beverages Pvt. Ltd.

Operations & Awards: The plant is known for high-quality production, winning the “BEST ORGANISATION AWARD-2020” from the Quality Circle Conference of India (QCFI).

In India, the Coca-Cola system comprises of a wholly owned subsidiary of The Coca-Cola Company namely Coca-Cola India Pvt Ltd which manufactures and sells concentrate and beverage bases and powdered beverage mixes, a Company-owned bottling entity, namely, Hindustan Coca-Cola Beverages Pvt Ltd; thirteen authorized bottling partners of The Coca-Cola Company, who are authorized to prepare, package, sell and distribute beverages under certain specified trademarks of The Coca-Cola Company; and an extensive distribution system comprising of our customers, distributors and retailers.

Industry profile

The global beverage industry, encompassing alcoholic and non-alcoholic drinks, is a fast-moving, multi-trillion dollar sector driven by innovation, health trends, and in 2026, a strong focus on prebiotic and probiotic products. Valued significantly, the market is experiencing growth in ready-to-drink (RTD) options and premium, low-sugar alternatives. The global beverage industry is a massive \$1.4 trillion sector experiencing significant transformation driven by health-consciousness, premiumization, and sustainability. The market is rapidly evolving from traditional mass-produced sugary drinks toward “better-for-you” options, including functional beverages, low or no-alcohol alternatives, and plant-based drinks.

Many companies in the domestic food and beverage industry were established during the post 1970's, as part of the Government's import substitution regime. The ISI or Import Substitution Industry model as it came to be known, focused on substituting foreign products with locally manufactured items.

Review of literature

Macdonald & Sharp(2000): Brand awareness can help consumers to recognize a brand from a product category and make purchase decision. Brand awareness plays a crucial role in influencing consumer choice by enabling individuals to recognize and recall a brand within a product category.

Davis, Golitic & Marquardt (2008): If a product owns brand depth and brand width at the same time, consumers will think of a specific brand when they want to buy a product. That is, the product has higher brand awareness. Moreover, brand name is the most important element in brand awareness.

Jin Zhao(2022): Every marketing plan must include consumer purchasing patterns in order to get the most out of the market. By taking into account mediator between brand awareness and the moderating effect of perceived quality, this study seeks to understand how advertisements impact consumer buying behaviour and brand loyalty. This study specifically focuses on the expanding cosmetics sector for this goal.

Dr. Kumar V Hemanth (2016): Marketers have begun to recognise the potential of footwear as the key item in men's clothing. Understanding the connection between brand preference and brand selection, which influences purchasing decisions, is essential. Understanding consumer preferences across demographic groups is a crucial component of creative marketing techniques.

Krugman (2018): as the workouts, viewpoint, and consequence, all by deciding on a conclusion, which might realise a buy. External conditions, look new things and individual qualities are some of the main components in buyer lead, which are impacted by the buyer concept sound is wonderful items, characteristics, an perspectives.

Need for the study

The study is conducted to know the brand preference regarding Hindustan Coca-Cola Beverage Industry from the different Soft drink customers. The study totally revolves around the opinions and feedback from the consumers. The study is Awareness today emerged as a tool for an individual to explore and gather information's tenable and to set goals and to take actions. The need for awareness now a days for an individual is protects from uncertainties and makes the individual confident enough.

Scope of the study

The scope of the study on brand awareness defines the boundaries and coverage of the research. It focuses on understanding the extent to which consumers are aware of a particular brand and how that awareness influences their perception and buying behavior.

OBJECTIVES OF STUDY

1. To analysis the factors influencing brand awareness.
2. To understand the consumers awareness about Coca-Cola advertisement.
3. To study the level of brand awareness in Hindustan Coca-Cola beverages pvt. Ltd sri kalahasti.
4. To compare brand awareness of the company with its competitors.

RESEARCH METHODOLOGY

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

2. Secondary Data Collection:

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

SAMPLE SIZE:100

$$\text{percentage method} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

SAMPLE METHOD: Simple Random Sampling

SAMPLE AREA: Sample area in Sri kalahasti.

RESEARCH INSTRUMENT: Structured questionnaire

RESEARCH DESIGN: research Process

ANALYSIS TECHNIQUE: Percentage method

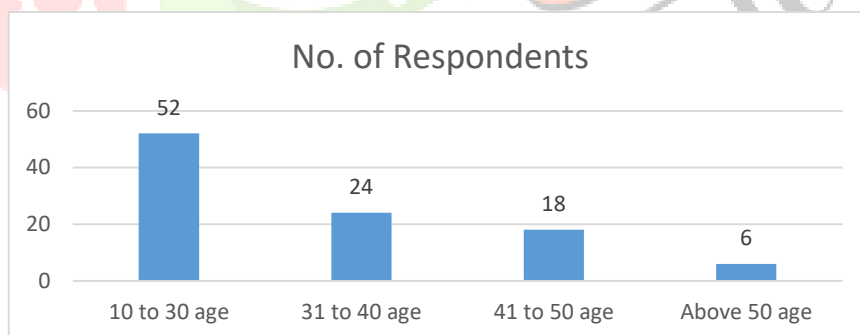
Limitations of study

1. Some of the respondents refused to fill the questionnaires.
2. The people were busy in their own work so they might not have given actual responses.
3. The responses may vary as some people did not want to come up with real answers.
4. The survey is conducted in srikahalasti areas.
5. Small sample size of 100 respondents

DATA ANALYSIS AND INTERPRETATION

1. Age Group of Respondents

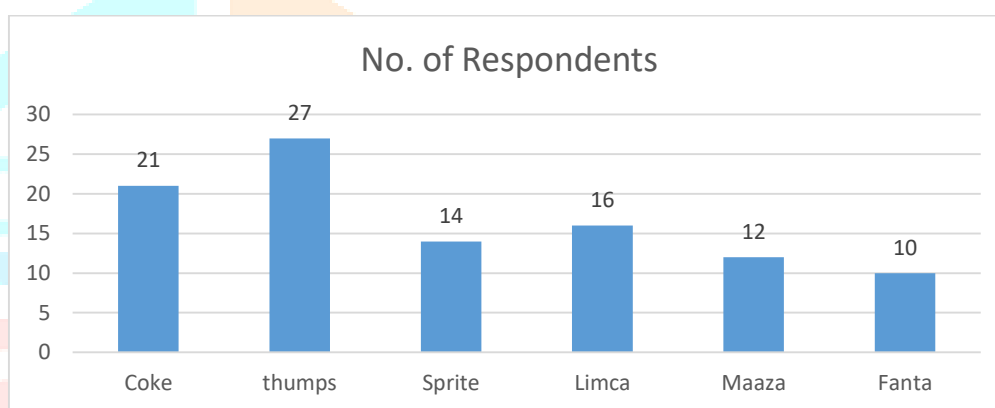
Category	No. of Respondents	percent
10 to 30 age	52	52
31 to 40 age	24	24
41 to 50 age	18	18
Above 50 age	6	6
Total	100	100



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

2. Respondents Preference Towards brands of Coca-Cola

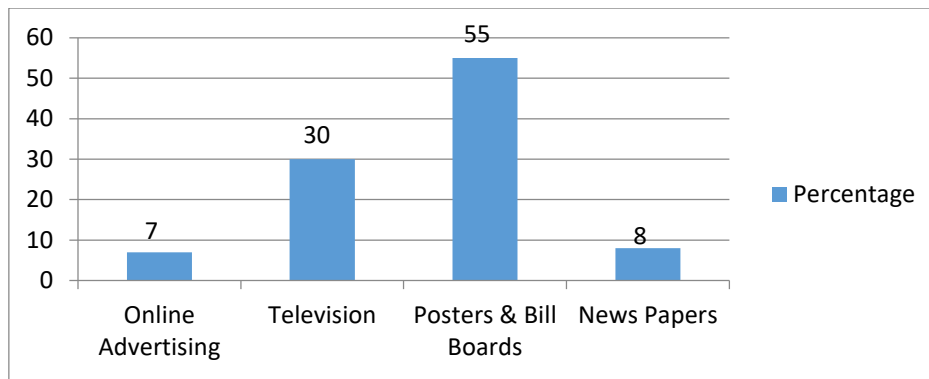
Brands	No. of Respondents	percent
Coke	21	21
thumps	27	27
Sprite	14	14
Limca	16	16
Maaza	12	12
Fanta	10	10
Total	100	100



INTERPRETATION: From the above graph shows 27 Percent respondents prefer Thump, 21 Percent prefer Coke, 16Percent Limca, 14 Percent of them prefer Sprite, 12Percent Maaza & 10Percent Fanta. Are respondents.

3. Which media will attract your attention to Coco-Cola?

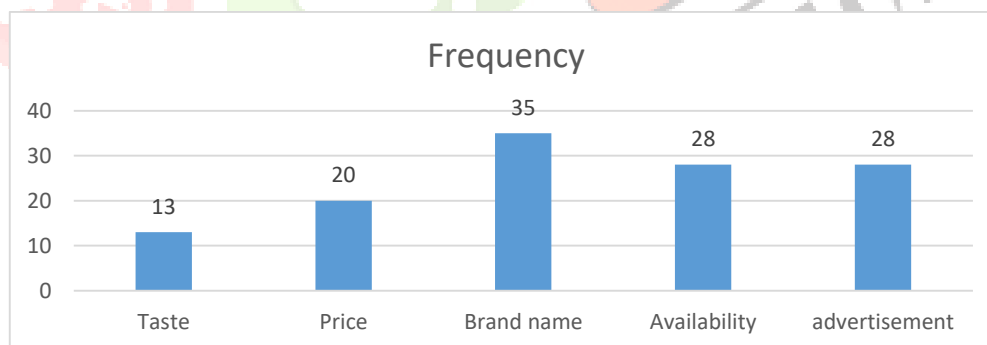
Media	No. of Respondents	percent
Online Advertising	7	7
Television	30	30
Posters & Bill Boards	55	55
News Papers	8	8
Total	100	100



INTERPRETATION: From the above graph shows, 30 Percent of the consumers are attracted by Television, 55 Percent are Posters & Bill Boards, 8Percent are News Papers and 7Percent are Online Advertising. Are respondents

4. What factors influence your choice of soft drink

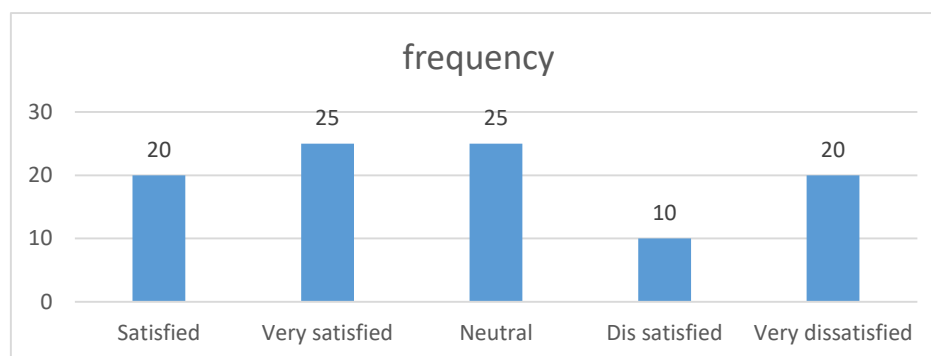
Scale	Frequency	percent
Taste	13	13
Price	20	20
Brand name	35	35
Availability	28	28
advertisement	28	28
Total	4	100



INTERPRETATION: From the above graph shows, it is observed that out of 35% consider **brand name** as the main factor influencing their choice of soft drink. This is followed by 28% who are influenced by **availability**, and 20% who consider **price** as an important factor. Only 13% of the respondents choose soft drinks based on **taste**, while 4% are influenced by **advertisement**. Are respondents.

5. Overall, how satisfied are you with Coca-Cola products

Scale	frequency	percentage
Satisfied	20	20
Very satisfied	25	25
Neutral	25	25
Dis satisfied	10	10
Very dissatisfied	20	20
Total	100	100



Interpretation ; From the above graph, 20% are **satisfied** and 25% are **very satisfied** with Coca-Cola products. This means that a total of 45% of respondents have a positive level of satisfaction. About 25% of respondents remain **neutral**, indicating neither satisfaction nor dissatisfaction. On the other hand, 10% are **dissatisfied** and 20% are **very dissatisfied**, making a total of 30% respondents who express negative satisfaction levels.

FINDINGS

1. 52% of Respondents indicating that brand awareness is strongest among younger consumers.
2. 27% of respondents preferred Thumps Up, indicating it most preferred brand
3. 55% The highest number of respondents is for Posters & Billboards with showing it is the most effective media for reaching people about brand awareness.
4. 35% Brand Name has the highest percentage of respondents making it the most important factor influencing consumer choice.
5. . 55% percentage of respondents are Very Satisfied with Coca-Cola products.

SUGGESTIONS

1. The company should increase promotional activities among other age groups to improve brand awareness beyond younger consumers.
2. Coca-Cola should develop stronger strategies to compete with Thumps Up, which is the most preferred brand among respondents.
3. The company should continue using posters and billboards, as they are the most effective media for creating brand awareness.
4. More focus should be given to strengthening the brand image and brand name since it strongly influences consumer choices.
5. Coca-Cola should maintain product quality and consistency to keep customers highly satisfied. Encouraging satisfied customers to share their experiences can also enhance brand loyalty and attract new buyers.

CONCLUSION

The Awareness levels of the Coca-Cola Brands are Low among the customers. They think that thumps, sprite, lima, coke etc. are all from different soft drink companies. So, company to create awareness on coca cola brands to the consumers. However, the awareness level of these brands under the parent company is relatively low among many customers. Most consumers believe that these drinks belong to different companies because each brand is marketed separately with its own advertisements, packaging, and brand image. As a result, customers tend to recognize the individual brand rather than the company behind it. This lack of awareness may affect the company's ability to build a strong corporate image and encourage customers to try other products within the same portfolio. Therefore, it is important for The Coca-Cola Company to create greater awareness about its range of brands through effective marketing strategies such as corporate advertising, clear labeling on packaging, retail promotions, and digital media campaigns. Increasing awareness about the connection between these brands can help strengthen consumer trust, improve brand loyalty, and promote higher sales across the company's entire product range.

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