

Bisleri

Date:26/March/2018

TO WHOM IT MAY CONCERN

This is to certify that **Mr.SHIVA SHANKAR K J(USN-1AY16MBA74)** student of **Acharya Institute of Technology, Bangalore**. Pursuing MBA, has successfully completed his project work on the topic “**A study on brand awareness**” from **15th January 2018 to 24th march 2018** under our guidance.

We wish him all the success in his future endeavours.

Bisleri International Pvt Ltd,



Mohan Kumar M

General Manager



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

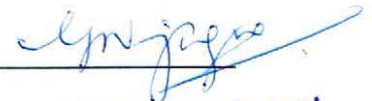
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CERTIFICATE

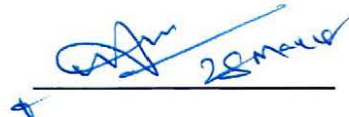
This is to certify that **Mr. Shivashankar K J** bearing USN **1AY16MBA74** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Internship report on "**A Study on Brand Awareness at Bisleri International Pvt. Ltd.** " **Bangalore** is prepared by him under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.


28/5/18

Signature of Internal Guide



Signature of HOD
Department of MBA
Acharya Institute of Technology
Solevanahalli, Bangalore-560 107



Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Solevanahalli Bangalore-560 107

DECLARATION

I, **SHIVASHANKAR K J**, hereby declare that the Project report entitled "**A Study on brand awareness**" with reference to "**Bisleri International Pvt.Ltd**" prepared by me under the guidance of **Prof.Suhaspatel**, faculty of M.B.A Department, **Acharya Institute of Technology** and external assistance by **Mohankumar M**. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of ten weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bengaluru

Date: 28/05/2018


Signature of the student:

ACKNOWLEDGEMENT

I have taken continuous efforts in my project. However, it wouldn't be possible without the constant support and help of individuals and organizations. I would like to pull out my honest thanks to all of them.

I am very grateful to **MR MOHAN KUMAR.M** for their assistance and regular control as well as for as long as necessary information regarding the project & also for their support in completing the project.

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EXECUTIVE SUMMARY

The study was entitled as “A Study on brand awareness of packaged drinking water” at Bisleri international pvt ltd. The main objective the study is to create a brand image among customers.

The Brand image should increase so that customers can identify from other brands. The primary objective of the study is to how the customer preference the water bottle, what kind of water they needed like how packaging should be, labeling etc.

The study focused on retail shop customers and their behavior towards buying water bottles. The Competitors for Bisleri like Kinley, Aqafina and Kingfisher etc. Become good competitors against them. Bisleri should have a maximum market share and it should become customer’s first choice.

The study get 100 respondents in some other retail shop across the Bengaluru. Questionnaire and direct personnel interview conducted with customers. The customers has given the answer for our question and give some suggestion to us.

CHAPTER -1

INTRODUCTION

1. 1 Introduction about the Internship

The internship sequencer is required to express alternates engaged by ground participation through casual to portion instants of information, consider the influences among substitutes' learnt arrangement and their ground work, supports membership in creation deed the real researches extend which will serves to come fully circle their internship encounter. Internships are personalized and modified to the requirements and interests of every understudy in the programs. As a component of the internship encounters, understudies are required to play a dynamic part under finding a proper internships for themselves. Internship propositions changed occurrences to substitutes amid internship development to outspread recognitions the pick region of an effort..

Internship at Bisleri international private limited, Bangalore was focused on analyze and understand the brand awarenes of the customers about the products of company the study focused on analyzing necessity of industry the organization and understanding existing market condition and expectation of the customer to increase the awarenes equal of company increases sales and earn supreme profit.

The current business consequence is massively competitive. Customer in present days more than excited to switch brand in search of well value service. To attract and hold customer organization are necessitates to focus on providing what customer needs and values. Any business does'nt controls customer since customer is king. Every business object aim is increases

1.2 INDUSTRY PROFILE

Bisleri International Pvt. Ltd. is a chief ISO 9001 BIS and W.H.O confirmed mineral water Company in India and second most put stock in brand for icy refreshments in India. It is a four decade organization creating mineral water for India. The significant rivals in the filtered water industry are: AQUAFINA, KINLEY, BAILLEY, KINGFISHER, MC DONALD, and ROYAL CHALLENGE. Every one of these organizations have sound rivalry between them.

Bisleri International Pvt. Ltd., Bangalore unit is a private segment whose head office is in Mumbai. Basler's real clients are Nokia, programming – organizations, Government workplaces, Indian railroads, and family unit/basic – individuals. So rivalry between the organizations in the business is by all accounts solid. Bisleri controls 60% of the Indian piece of the overall industry in the bundled drinking water industry. What's more, others have the staying 40% piece of the overall industry in the water business. India is the tenth biggest filtered water customer on the planet. The business obligated expected income of Rs.Ten billion (Rs1000 Cr).Nowadays Indian's quickest developing modern parts. In the vicinity of 1999 and 2004.the Indian filtered water showcase developed composite yearly development rate 25 percent – the most astounding on the planet Per above a filtered water makers, the Indian filtered water manufacturing is enormous even international gauges. There are more than 200 brands, about eighty percent of the nearby. A vast majority of the little scale makers offer non marked items and serve little markets. Truth be told, making filtered water is today a bungalow industry in the nation. Take off unaccompanied, wherever filtered water producer, in each standard and little city and even some wealthy country regions there are filtered water makers.

pedals in each part. Bisleri won't just buy tops from affirmed merchants, additionally fabricate their own containers in – house. To be at with international principles, Bisleri have as of late obtained the most recent best in class hardware which has helped us enhance bundling quality as well as diminished crude material wastage and multiplied generation limit and guaranteed that is drinking protected and unadulterated water once customer Bisleri. Bisleri is allowed pollutions and 100% harmless- Like the honeyed perception virtue. Bisleri always persists to achieve larger amounts of execution for which Jayanti lal Mohan lal Chauhan has as of now packed away the perfection grant for their administration. Bisleri positions higher than numerous notorious brands, and has as of late gotten second most trusted brand grant in icy refreshments after GLUCON-D. Dedication to offer each Indian unadulterated drinking water. Bisleri water is set complete different phases refinement, ozonized and at long last pressed for utilization. Thorough Research and development of rigorous value panels devises completed marketplace to filtered water fragment. Stringent cleanliness situations are kept up happening all plants.

BISLERI INTERNATIONAL PVT LTD.AT GLANCE:

Name of the organization	Bisleri international pvt.ltd.
Address of the factory	29/33,Udayagiri village, Devanahalli Taluk,Bangalore-562110
Address of the office and the General Manager	General Manager 29/33, Udayagiri village Devanahalli, Bangalore -562110.
Constitution	Private Limited company
Year of Establishment	1969
Management control	Board of Directors who are nominated form Chairman and MD
Product Range	250ml, 500ml, 1ltr, 2ltr, 5ltr, 20ltr.
Slogan	Pure and safe
Production capacity	7000 units
Employees strength	40

1.3 Vision, Mission, Values & Goals

Vision

A goal description of association might want accomplishment or finish in the mid-term long haul future. It is strategic to fill in as a unique guide for picking present and upcoming strategies.

The water green insurgency started eager dream: an Indian in which each individual has continuous access experimentally cleaned and braced intake water, independent of land hindrances financial impediments.

Mission

A composed report of a memory's Centre reason and Centre that classically stays intact after some time. Appropriately created reports of determination are, Fill in as channels to separate what is critical from what is definitely not. Unmistakably State Which Marketplaces served and how. Also, impart a sensation of planned bearing to the full association. The water green upheaval urges us to develop persistently, to give each Indian access to logically decontaminated and strengthened drinking water that is promptly accessible and effectively reasonable; and to bolster activity that revive the world's normal wellsprings of unblemished consumption water.

Quality policy

Offering some incentive and fulfilment to our client on item and administrations. Keeping up convenient conveyance and aggressive. Accomplishing it through methodical preparing and advancement and inspiration of all representatives. Making great condition and solidarity in the association

1.4 PRODUCTS AND SERVICES PROFILE OF BISLERI:

PRODUCT:

We at Bisleri esteem our client and in this way have created 8 one of a kind box proportions ensemble in essential of the each person. The available in 250ML mugs, 250ML containers, 500ML, IL, L, 2L and 5L, and 20L are the returnable boxes.

Bisleri International pvt.ltd. Proposals Bisleri mineral water, each bead of Bisleri water is sanitized according to universal guidelines to guarantee the experience dependably stays immaculate and fulfilling for more. It experiences many water treatment procedures, for example, chlorination that slaughters microorganisms and to expel natural matter. Arkal channel to expel suspended matter and turbidity, carbon channel that evacuate leftover chlorine and smells, turn around osmosis that expels natural material and control add up to broke up solids' in the water. Expansion of mineral and smaller scale filtration is accomplished with the end goal of keeping up an adjusted mineral substance and certification's virtue. Ozonation guarantees water microscopic organisms free for longer life

Bisleri-Fizzy soda

It is another item presented by Bisleri in 2009 which has been generally welcomed in the market

1.5 Areas of operation:

Since 1995 Mr. Ramesh Chauhan has extending Bisleri processes suggestively income will repeated greater than 20 periods above a time of 10 years and normal development rate has around 40% above retro. By and by Bisleri is having 13 plants situated at Jagathpur (Cuttack), Ranchi (Jharkhand), Chandigarh, channihimmath (Jammu), pantnagar (uttarpradesh), Hubsiguda (Hyderabad), and vernasalcate (Goa). Andheri (Mumbai), Devanahalli (Bangalore), poonamalle (Chennai), Ghaziabad (UP), Jaipur, Shivajimarg (Delhi) & 11 establishments all over India. Bisleri is hoping to set up four more plants in 2009-2010. Bisleri summon 60% piece of the overall industry of the sorted out market. Overpowering prevalence "Bisleri" and way the Bisleri Founded filtered water in India, had manufacturing Bisleri identical to mineral water and an easily recognized name. When you consider sieved water, you think Bisleri. The organization working every one of its exercises in residential organization just and now it's wanting to go into worldwide operation.

1.6 Infrastructure facilities;

Bisleri has great infrastructural offices in all its operational zones. In Bangalore unit it is secured with a zone of 12acre and organization mostly has 7 office, for example, stores division, creation office, quality office, shipping office, HR office, promoting office and back office, giving all offices to its representatives, the real offices gave are: Company has provided restroom separately for both male and female employee.

- ✓ Company has given restroom independently to both male and female worker.

Security and firefighting facilities

Bisleri International pvt.ltd. is having great office with security and having present day offices to be prepared if there should be an occurrence of fire on the grounds that satisfactory terminate lighting gadgets and preparing would be given to workers in cluster astute and required number of security people are kept at each keeping in mind the end goal to give security to both men and material security is given both at section entryway and furthermore at leave door.

Provides Canteen facilities

Sustenance which is fundamental need of individual is served in the organization throughout the year at a sponsored rates and it likewise separates nutritious and clean nourishment. This container additionally Tea/Coffee at any rate twice per day uninhibitedly.

Welfare measure and fringe benefits

In the event that any mischance occurring at the workstation quick move will be make put like guide boxes and so forth. Bisleri International pvt. Ltd. giving many advantages to the labourers like reward, blessing, and motivating forces. The wages gave to the workers, especially to the lower level may not be adequate to address their issue like therapeutic youngsters instruction, maternity benefits and so forth., accordingly, administration of different nations demand the businesses to give security to their representatives against the social disasters. The welfare measure or offices impact the assessments of the laborers and add to the support of modern peace and furthermore makes among the specialists that they additionally the bucket of the business and they end up plainly settled and work all the more successfully.

Safety measures

Adequate wellbeing measure are taken to keep away from mischances, wounds amid the working hours by giving the accompanying security hardware's to them.

1.7 COMPETITORS INFORMATION

KINLEY WATER	
Company	Coco cola
Category	Water
Tagline/slogan	Boondboonedmeinviswaas
USP	Made with reverse-osmosis(RO) along with new technology to ensure purity.

HIMALAYAN MINERAL WATER	
Parent company	Tata group
Category	Food processing and products
Tagline/slogan	The natural mineral water
USP	Taste of pristine Himalayan water

1.8 SWOT analysis

Strengths:

- Bisleri items are all around put in the market, since the item is quick moving in nature.
- It has great group due which it has a gifted labor
- Bisleri has an immeasurable plant and possess foundation which makes advantageous for gigantic creation and capacity
- It has viable brand mindfulness among the aggregate section of the buyers
- Bisleri is a No.1 filtered water organization in India having 60% of piece of the pie and furthermore the most trusted brand No.2 for refreshments in India.

Weaknesses:

- Bisleri bombs in recognizing the need of enhanced promotion systems
- Smaller brands influence the market of Bisleri by offering their items requiring little to no effort to the retailers
- Government controls towards the creation of water, where they can't cross the point of confinement and deliver greater amount of water.
- Bisleri is putting additional endeavors in creating and enhancing the bundling
- Bisleri is as yet missing behind the brand faithfulness.

Opportunities:

- Bisleri has a wide territory of system to improve its piece of the pie by abandoning its real rivals
- Demand for bundled drinking water is expanding step by step, because of which bisleri is creating step by step.
- Since the item has great brand mindfulness, it can go for further extensions.
- New 25 suppressing plants are coming this year in India.
- Bisleri entering into new markets outside India i.e. U.S, Europe and U.A.E.,

Threats:

- Other brands contending the Bisleri items.
- They are losing the market in view of low net revenue proportion to the retailers.
- Delivering procedure is poor, where in time conveyance is unrealistic. Because of this reason contenders involve the market and activity calls-this prompts diminish in deals and dispatches likewise descends.
- Scarcity of underground water source.

1.9 Future Growth And Prospectus:

The future prospects of Bisleri is to produce mineral water with included flavors like strawberry Flavor, guava enhance, pineapple flavor and some different flavors. Parle Bisleri Limited is attempted a noteworthy extension plan to expand its assembling office as likewise to extend the dispersion arrange. The aggregate venture price is evaluated about Rs 260cr. Of this, Rs 60cr to be used to grow the current assembling offices wherein the packaging limit will be multiplied to 200 mn case for every day. Around Rs 200cr would be invested on expanding the dispersion organize 5 overlay throughout following 2 years. Therefore, organization would have 100000 retail shops

supported from an armada more than 5k vehicles. The Parle Bisleri additionally plans in order to obtain reusing plants from the Japan, for its containers, and set for no less than 2 such plants at Chennai & Delhi at the cost of Rs 5 crore each by year-end. Squashed bottles from various parts of the nation is transported to the 2 plants and high piece of the compacted PET will go into assembling polyester yarn. In spite of the fact that the organization arrangements to turn out to an IPO, 2 years down line, the current capital use idea would get financed completely by assistant.

1.10 Financial statement

BISLERI Annual Results :(crore).

	Mar '11	Mar '12	Mar '13	Mar '14	Mar '15
	December	December	December	December	December
	menus	menus	menus	menus	menus
Funding sources					
<u>Total Capital stock</u>	5.22	5.22	5.22	5.22	5.22
<u>Equity capital</u>	5.22	5.22	5.22	5.22	5.22
Sharing use for payment	0.00	0.00	0.00	0.00	0.00
Preference Shares capital	0.00	0.00	0.00	0.00	0.00
Reserves	-1.46	-1.80	-2.05	-2.02	-2.08
Revaluation reserve	0.00	0.00	0.00	0.00	0.00
Net worth	3.76	3.42	3.17	3.20	3.14
Mortgage loans	1.88	2.01	2.02	1.78	1.70
<u>Unsecured loans</u>	0.00	0.00	0.00	0.00	0.00
Total Debt	1.88	2.01	2.02	1.78	1.70
Total liabilities	5.64	5.43	5.19	4.98	4.84

CHAPTER -2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 Theoretical BACKGROUND

BRAND

Today the required capital many business is their brands. For considerable length period the estimation of the firm was examined as its land, the substantial sources, and plant and machinery. In any such case it has to be late been perceived that firms real esteem lie out of business in the potential shoppers. "A brand is immaterial and typical error free and imperceptible under applied condition that are financially noticeable for the firm"

(Kapferer /1983). The USA Marketing Association symbolizes; the expression of "Brand" as "A name, image or the mix of them, which expected to connect the merchandise of one vender / merchants and to separate them from other contenders." More importantly, a brand promises applicable advantages. Brand is developed from diligent long run. It can't be lessened to image on any other item or the small realistic and restorative exercise. The brand is mark on always rest abolished creative process earnings altered objects. Pieces remain showcased, they living end, anyways characters proceed. A continuity of action is the mechanism which offers a product their significance, its material: manufacture a brand needs period and nature.

- The association with the consumer
- The capacity to consumer
- The uniqueness of products & services
- The concept which is done inside mind of vision
- The entire of every purchaser's knowledge with corporate

BRAND AWARENESS

Brand awareness exhibits acknowledgment and review of its own. Brand acknowledgment refers to the capability of the shopper effectively and separate the brand that they already have been presented for buyer can react to a unique brand subsequent to survey its visual pressing pictures. Brand awareness is basic buying leadership its vital in customer's appraisal the brand with regards to a specified individual element class, awareness increasing the probability that the brand and specific from the thought set.

Importance of Brand Awareness

With the considerable measure of item alternatives, having the separate picture and a group of customers that recognize a firm brand from its rivals is critical. It can mean the contrast amongst achievement and disappointment for an organization. Whole showcasing efforts can be developed around advancing brand awareness. Spreading brand awareness is particularly essential in the early years of an organization when they are attempting to become well known. At the point when purchasers know about the item, rather than inquiring about different spots that they can get that item. Business with high brand awareness are seen as acknowledged by the market.

2.2. LITERATURE REVIEW

- **(Kapferer/ 1986)**
Recommend that brand awareness could be comprehended from the point of view of profundity and width. Width mean conclusion at the season of procurement of item by shopper and profundity expectation to pine for how to force clients to recall or perceive a brand without challenges.

- **Rafi Jai**

Brand awareness is a definitive objective of most business is to expand deals and salary. In a perfect world, you need to draw in new clients to your items and support rehash buys. The essential goals to concentrate the brand awareness of "get it data administrations" among little and medium scale ventures.

- **Larry Percy and John R. Rossite, Article first published in: 6 SEP 2000:**

A model is depicted that aides promoting procedure, based upon watchful regard for brand awareness and brand disposition. In this module, a vital refinement is drawn between acknowledgment brand awareness and review brand awareness. Brand state of mind technique is viewed as mirroring a communication between a potential buyer's inclusion with the buy choice and the basic inspiration to buy.

- **Keller (1993)**

States that brand awareness is the vital part of the brand data edge of reference in client apperception throwing cluster their capacities to perceive brand under unmistakable conditions

- **Laurent, kapferer and rousel (1995)**

Advanced three academic zone of brand awareness in a predefined item sort. Unconstrained awareness, top of mind awareness, helped awareness.

- **Gustafson & Chabot (2007)**

Analysed that brand awareness consent on the most proficient method to advise contemporary and promising client in course of the organization's item and administration.

- **Hoeffler & Keller (2002)**

Recommend that brand awareness could be comprehended from the point of view of profundity and width. Width mean conclusion at the season of procurement of item by shopper and profundity expectation to pine for how to force clients to recall or perceive a brand without challenge

- **Davis, Golicic & Marguardt (2008)**

Brings up that the item have more noteworthy brand awareness yet extreme huge angle in brand awareness is brand name.

- **Percy and Rossiter (1992)**

Concentrated that brand awareness can help clients to recognize a brand from different item class and assemble buy conclusion.

- **Hoyer & Brown (1990)**

Concentrated that brand awareness get an impressive control on decision and can go before essential figure item class.

- **Dodds, William B & Grewal D (1991)**

Broke down that brand awareness again venture as a requesting specialist in client buy intention and some brand will cumulate in clients cognizance to control client buy thought process .An item going with a gigantic level of brand awareness will secure more prominent client needs since it has more noteworthy component examination and piece of the overall industry.

- **Aaker DA & Keller (1990)**

Referred to that brand with honourable picture and higher awareness can advocate brand dedication to client and more prominent the brand awareness, better buy aim and better brand trust.

- **Dallolmo Riley FASC, Ehreberg .SB Castleberris TP Barwise and NR Barnard (1997)**

Concentrated that for top of mind review scope clients do not give distinctive answer more often than not. Once more. Extraordinary levels of predictable conduct in response have been recorded for various sign to deliver brand name reactions.

- **Manternach L (2011)**

Supported that top of mind awareness incorporates a brand that starts things out at the top of the priority list at all circumstances when a shopper normally consider an item or an administration created by a brand.

- **Hatch and schultz (2009)**

Studied the character of varieties as remained fluctuating over the history. They were a planned means to get and conserve customers.

- **Wayne D. Hoyer and Steven P. brown (1990)**

Analysed the brand value reference and shoppers chance discernment in store brands of nourishment items, store brands(SBs) have at present turned out to be united in the sustenance advertise, have accomplished a target quality like that of maker brands and an aggressive cost with brand awareness.

- **Gummesson (2002)**

Inspected one of the top objectives for any brand chief is to fortify the connection between clients with brands

- **Kotler (2006)**

Analysed a brand includes measurements and separates an item somehow from others items intended to full fill a similar need.

- **Hawes and barnhouse(1987)**

Considered in a domain of this kind, it might be that brands work uniquely in contrast to they do in the B2C markets. Specifically, the part of brands in lessening the apparent danger of a buy is probably going to best more grounded in light of the fact that purchasers confront two sorts of hazard: hierarchical hazard and individual hazard.

- **Ann Brewer and Jingsong Zhao (2010)**

Concentrated the motivation behind this paper is to investigate the impact that an imminent pathway school subsidiary to vast far reaching college in Sydney may have on the college's notoriety. Specifically, the relationship of notoriety with inclination for a pathway school, brand awareness and the sentiment of school brand are analyzed.

- **Natalia Rubio, Javier oubina and Nieves Villasenor(2014)**

Brand awareness, brand value reference shoppers chance discernment in store brands of nourishment items, store brands(SBs) have at present turned out to be united in the sustenance advertise, have accomplished a target quality like that of maker brands and an aggressive cos

CHAPTER -3
RESEARCH DESIGN

3.1.STATEMENT OF THE PROBLEM

The study on brand awareness at BISLERI the study is conducted to know the extent up to Which Bisleri brand name is reached to their customers and various factors which are have effect on the process of creating brand awareness

3.2.NEED FOR THE STUDY

- How the customers can differentiate the brand under diverse conditions.
- understand the prospective clients of an organization
- To examine the unique medium through which the notice achieve highest number of personalities in the market
- The competition in the mineral water

3.3. OBJECTIVES OF THE STUDY

- To study awareness level of customers towards Bisleri Product.
- To think the brand positioning of Bisleri.
- To Study the showcasing procedures of Bisleri like value, bundling and development exercises.

3.4. TOPIC CHOOSEN FOR STUDY

“A study on brand awareness of packaged drinking water at Bisleri international Pvt Ltd”.

3.5. SCOPE OF THE STUDY

- Internships give supportable envelopment to those hoping to examine or pick up the major information and abilities required to go into a exact vocation field.
- The preparing, despite the detail that it incorporates candid operation of the offices of the business, like what might be given in a expert school or learnt educational track.
- The learners do not uproot steady agents, yet work under their close perception.
- Internship are moderately here and now in nature with the vital focus on landing some on the position making and taking what is found out in the classrooms and applying it to this existing truth.

3.6. RESERCH METHODOLOGY

The appearance study is got intending to identify. The careful procedure which identify and characterized topics, exclusive strong-minded boundaries. critical thinking is which recognize variables and tests influences among them intelligible, so methods can be copied or realized by others tentative, so choices depends on information collected reduce, the examines tiny variety summed up to a huge populace replicable, the discovery in repeating it.

Research Methodology:-

The examination engaged by Experimental Study plan. The kind of study combines Qualitative and Quantitative methods.

Subjective experts mean to meet a categorized and ready understanding of social style and justifications that oversee manner. The subjective idea discovers the choices creating, not closely what, where, when. Later, lesser though involved examples are more frequently used than extensive samples.

Quantitative research mentions to careful observational exploration of public marvels above honest, scientific or mathematical statistics or computational organizations.

Sampling

The information raised be grouped from Customers and Shops. A poll was organized then meeting through Shops and Customers. A choice must opinion reserved regarding a sample element before choosing quantity of tests. It might stay geometrical and additional person.

Size of Sample

The quantity of things <Channels> near stay preferred after limited formation to create sample estimate. The study go on led of 20 passages in Bangalore and together spots.

Tools and instruments used for the study

The essential on behalf of scientist near characterized calculate organization which study its controlled. The capacity of study conformation is to accommodate the accumulation appropriate proof through least consumption endeavor's, time and cash.

The procedures for receiving data is concluded:

- a) Primary data collection.
- b) Secondary data collection.

Methods of data collection:

Information accretion is a mid of the road organize among information gathering and examinations. Information accretion includes characterizations and synopsis with exact end aim to make information agreeable to examinations. In managing the issue, once the sample has been chosen the informations must be collected from the example general public. They can be broadly grouped into 2 classes.

Two wellsprings of collect information are detailed:

1. Primary data information
2. Secondary data informayion

Primary data of collection.

The primary information grouped stood the straight data which got done. Separate meetings with the buyers and through reviews. This data offering the best. Key data construction examinations of mutual gaining conduct consumers.

Questionnaire technique.

The strategy for collecting information communicating and expressly appropriating review . Accused is greatest nearly utilized system different prudent outlines. The plan is really prominent, especially in the event of enormous request. A normal poll comprises various inquiries masterminded and imprinted in clear request on a shape or an arrangement of structures.

Secondary data of information collection

Secondary Information required examination stood the data that gathered complete a different brochures and leaflets on organization have given near amid the Examination.

Research design

The review which has been use in the venture report is expressive condition.

Design Sample

The specimen outline which has been use in this venture report is straightforward irregular inspecting.

Sampling unit:

The choice has to regarding model element earlier choosing the sum of models. It is geometrically glowing a specific, Bangalore constituency takes a geometrical element and retailer as a specific unit.

3.7. LIMITATIONS OF THE STUDY

- The study is restricted to 100 respondents.
- The study is based on the response of respondents and it is assumed that they are honest in their response.
- It is assured that the data provided by some of the respondents may be bios due to unqualified employees.
- The study was limited to Bangalore plant only due to time constraint.
- Since to interview timings given were during working hours, the time sport with respondents was less.

CHAPTER -4

DATA ANALYSIS AND INTERPRETATION

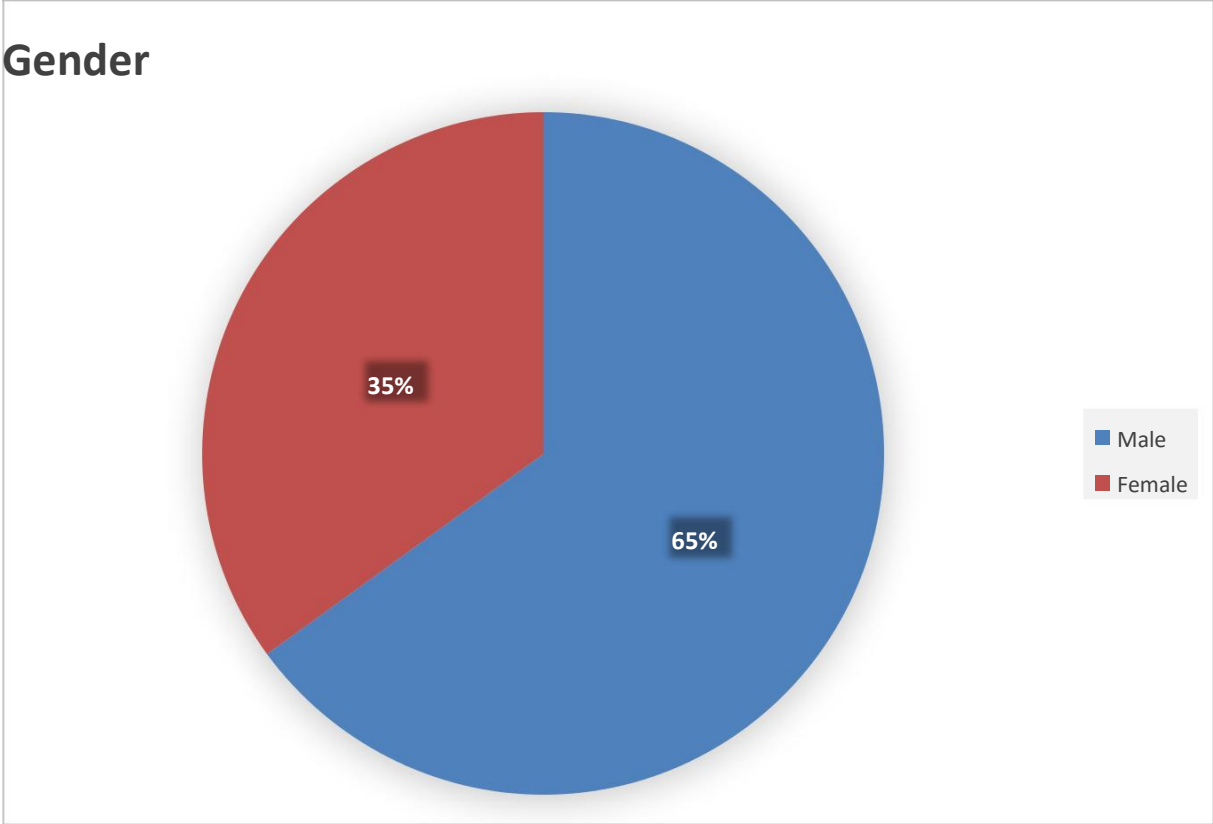
Table 4.1. Showing the classification of respondents based on their gender.

Particulars	Respondents	Percentage
Male	65	65%
Female	35	35%
Total	100	100%

Analysis:

The above table shows the classification of respondents based on gender 65% of males and 35% female.

Diagram 4.1 Showing the classification of respondents based on their gender.



Interpretation:

From the above survey it's observe that most of the respondent are male respondents are higher than female respondents.

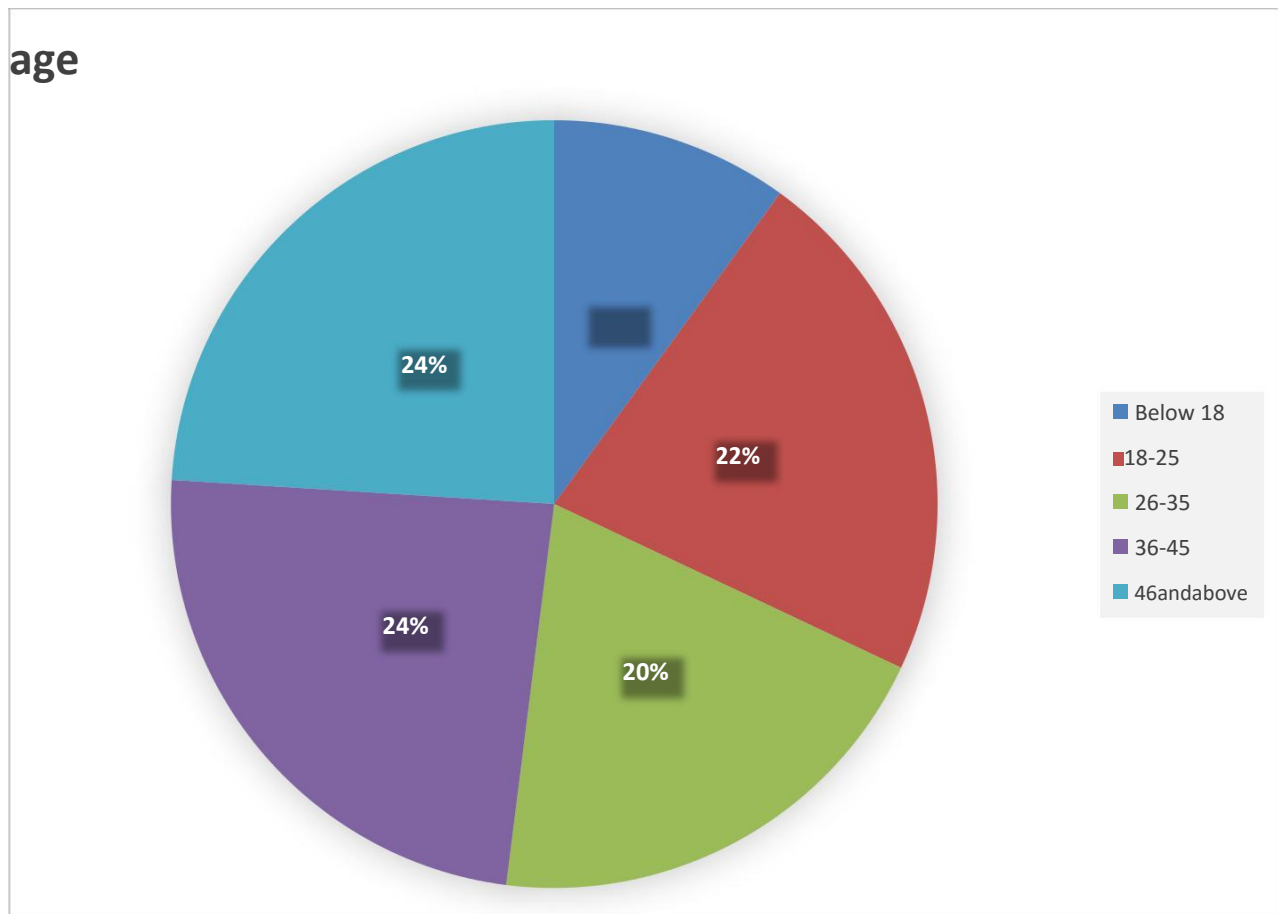
Table 4.2. showing classification of respondents based on their age.

Age	No of respondents	Percentage
Below 18	10	10%
18-25	22	22%
26-35	20	20%
36-45	24	24%
46andabove	24	24%
Total	100	100%

Analysis

The above table shows 10% of respondent fall under the age group of below 18-22% of respondent fall under the age group 18-25,20%of respondents fall under age group 26-35,24% of respondents fall under age group 36-45 and rest of 24% of respondents fall under the age group 46 and above category.

Diagram 4.2 Showing classification of respondents based on their age.



Interpretation:

From the above survey it's observe that Majority of respondents fall under the age group 36-45 above age, because this people are taking more care about health.

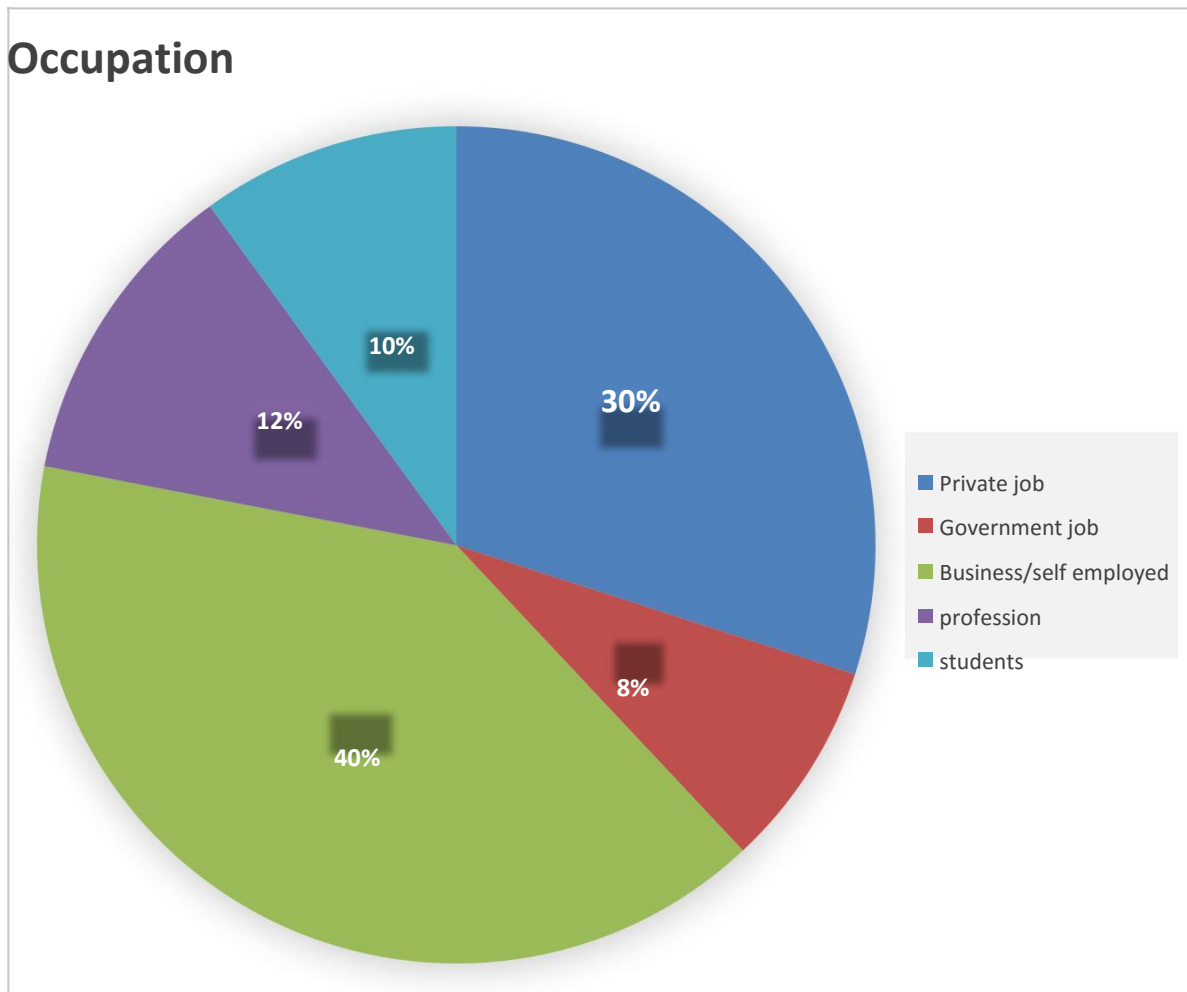
Table 4.3. showing classification of respondents based on their occupation.

Occupation	No of respondents	Percentage
Private job	30	30%
Government job	8	8%
Business/self employed	40	40%
profession	12	10%
students	10	10%
Total	100	100%

Analysis:

The above statistical table shows that 30% of respondents fall under the category private job; and 8% fall under the category government job; 40% fall under the category business/self-employed; 12% of respondents fall under profession and rest of respondents i.e. 10% fall under the category students.

Diagram 4.3 Showing classification of respondents based on their occupation



Interpretation:

From the above survey it's observe that Majority of respondents fall under the category business/self-employed, because they are the main target segments of the packaged drinking water companies.

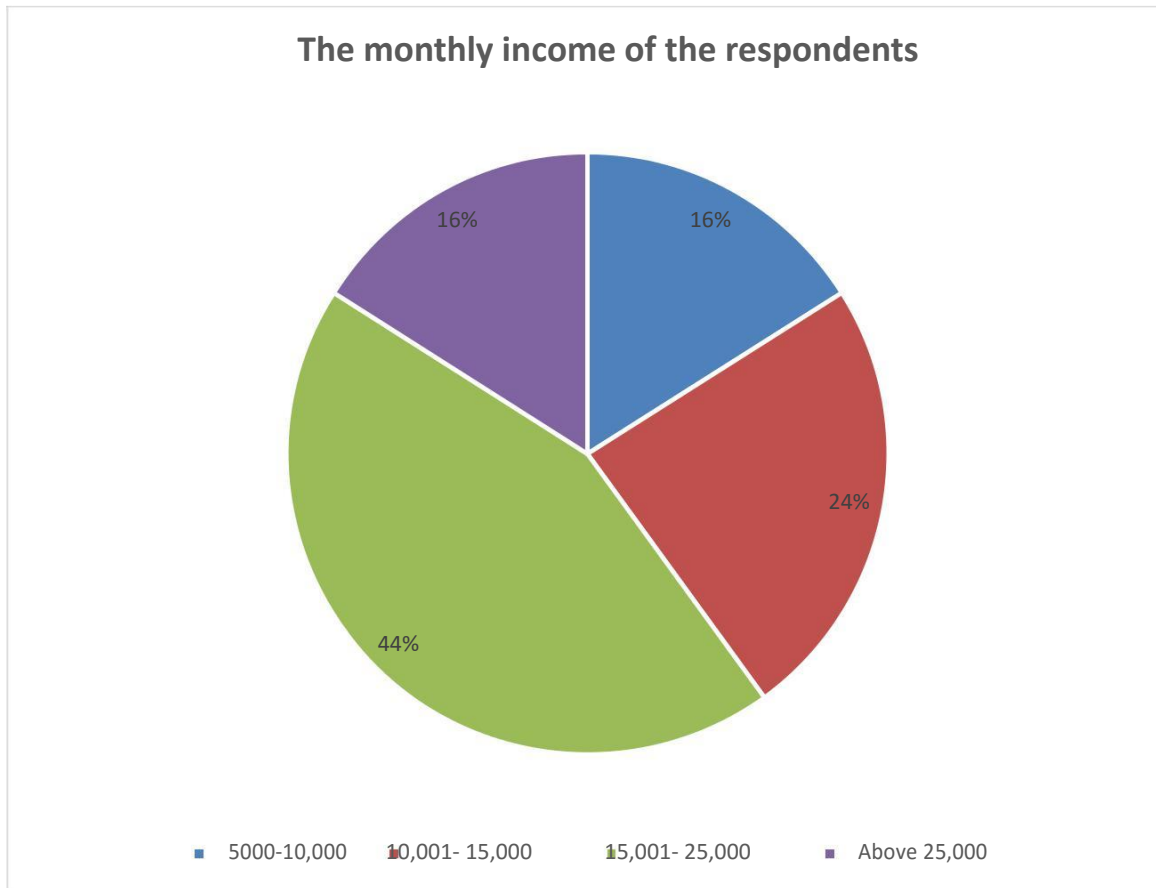
Table4.4 Showing the monthly income of the respondents

Income (Rs)	No. of respondents	Percentage
5000-10,000	16	16%
10,001- 15,000	24	24%
15,001- 25,000	44	44%
Above 25,000	16	16%
Total	100	100%

Analysis:

Out of 100 respondents it has been observed that 16% of the respondents have income less than 5000-10,000, 24% of the respondents have income of Rs.10,001- 15,000, 44% of the respondents have income of Rs.15,001- 25,000, and 16% Of the respondents have income of above 25,000 Rs.

Diagram 4.4 Showing the monthly income of the respondents



Interpretation:

From the above survey it's observe that the majority of the consumers who are consuming the Packaged Drinking water have family income of Rs.15, 001- 25,000 (44%).

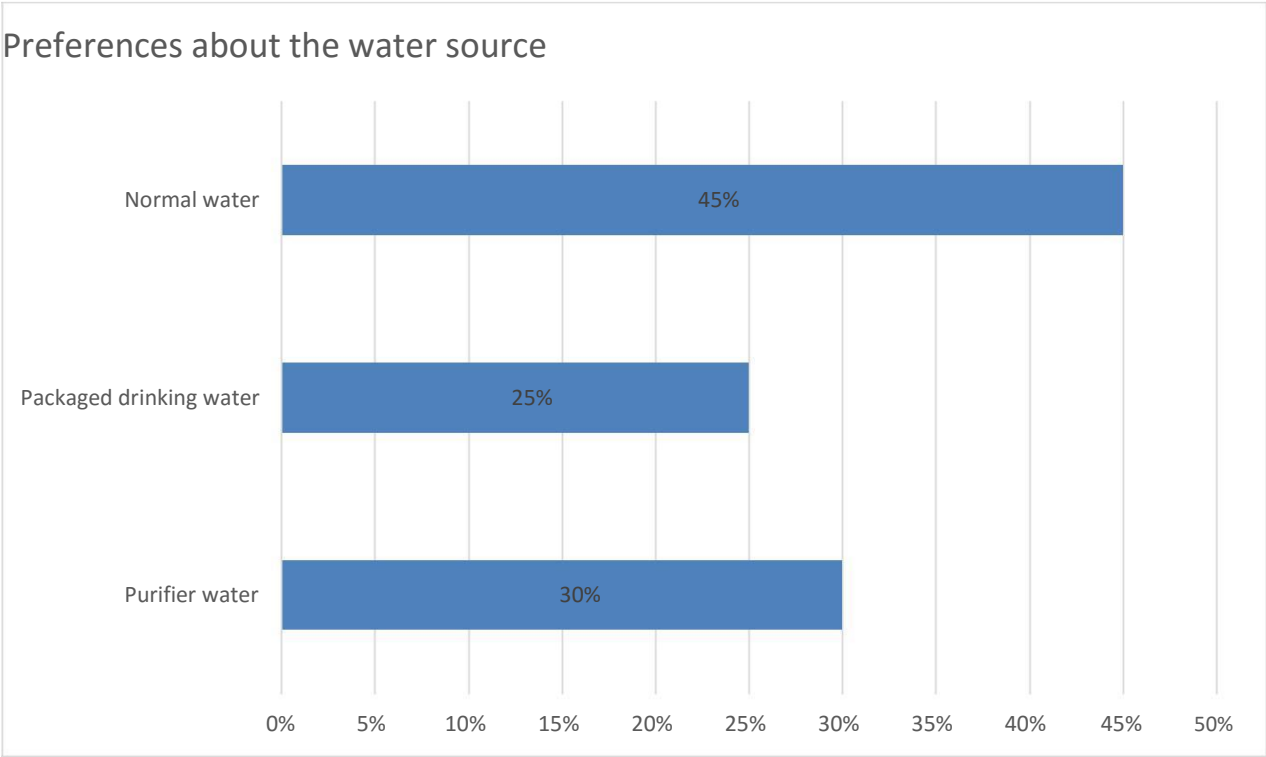
Table 4.5 Showing classification of respondents based on his/her preferences about the water source.

Particulars	No of Respondents	Percentage
Purifier water	30	30%
Packaged drinking water	25	25%
Normal water	45	45%
Total	100	100%

Analysis:

30% of respondents using purifier water, 25% of respondents using packaged drinking water and rest of 45% of respondents using normal water.

Diagram 4.5 Showing classification of respondents based on his/her preferences about the water source



Interpretation:

From the above survey it's observe that Majority of respondents are using normal water. Because due price mater and market availability so company has to look at this scenario.

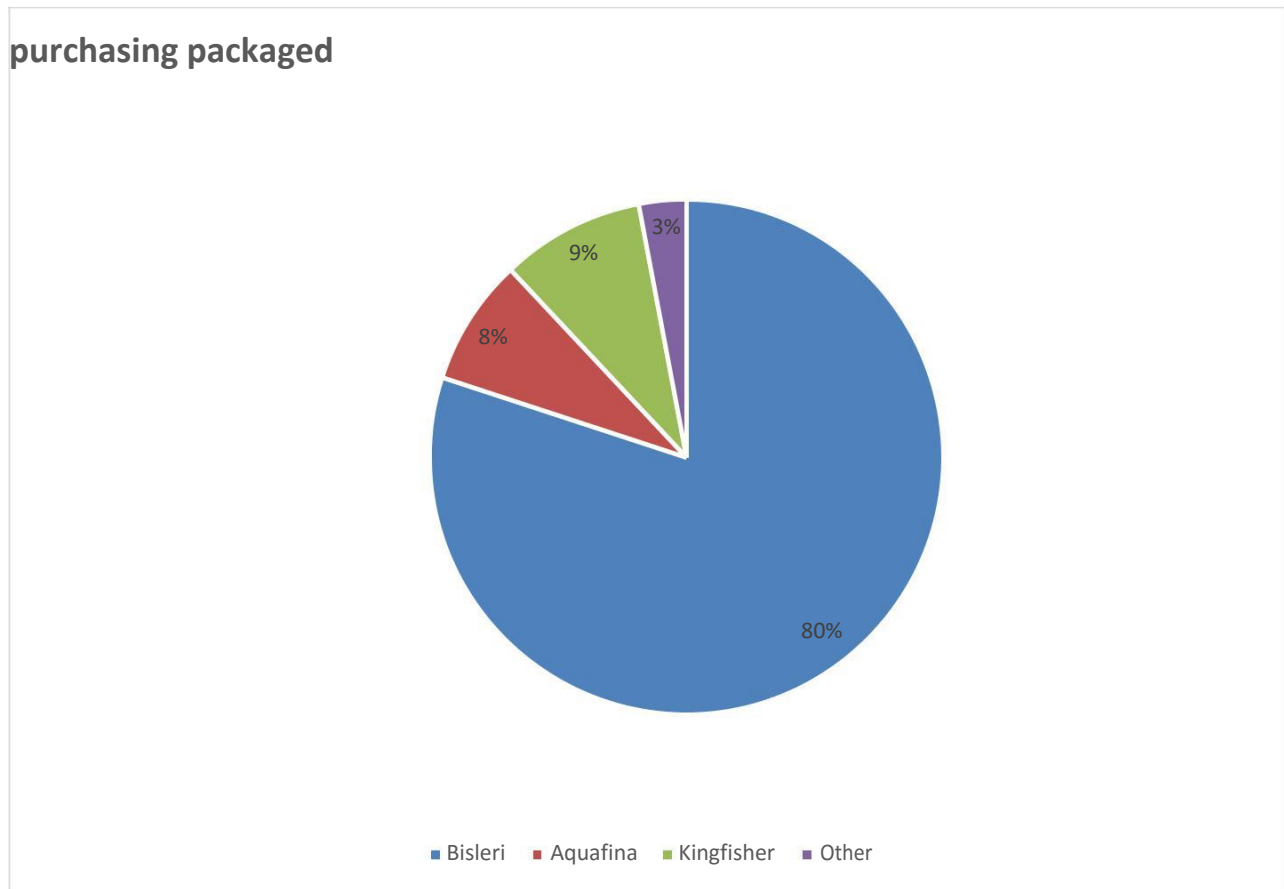
Table 4.6 Showing the respondent's first choice at the time of purchasing packaged drinking water.

Particulars	Number of respondents	Percentage
Bisleri	80	80%
Aquafina	8	8%
Kingfisher	9	9%
Other	3	3%
Total	100	100

Analysis:

The table shows the respondent's first choice at the time of purchasing packaged drinking water, 80% of respondents prefers Bisleri, 8% of respondents prefers Aquafina, 9% of respondents prefers kingfisher and rest of 3% respondents prefers bailey

Diagram 4.6 Showing the respondent's first choice at the time of purchasing packaged



Interpretation:

From the above survey Majority of respondents prefers Bisleri packaged drinking water it shows Bisleri is a very famous brand in the market and has good market base.

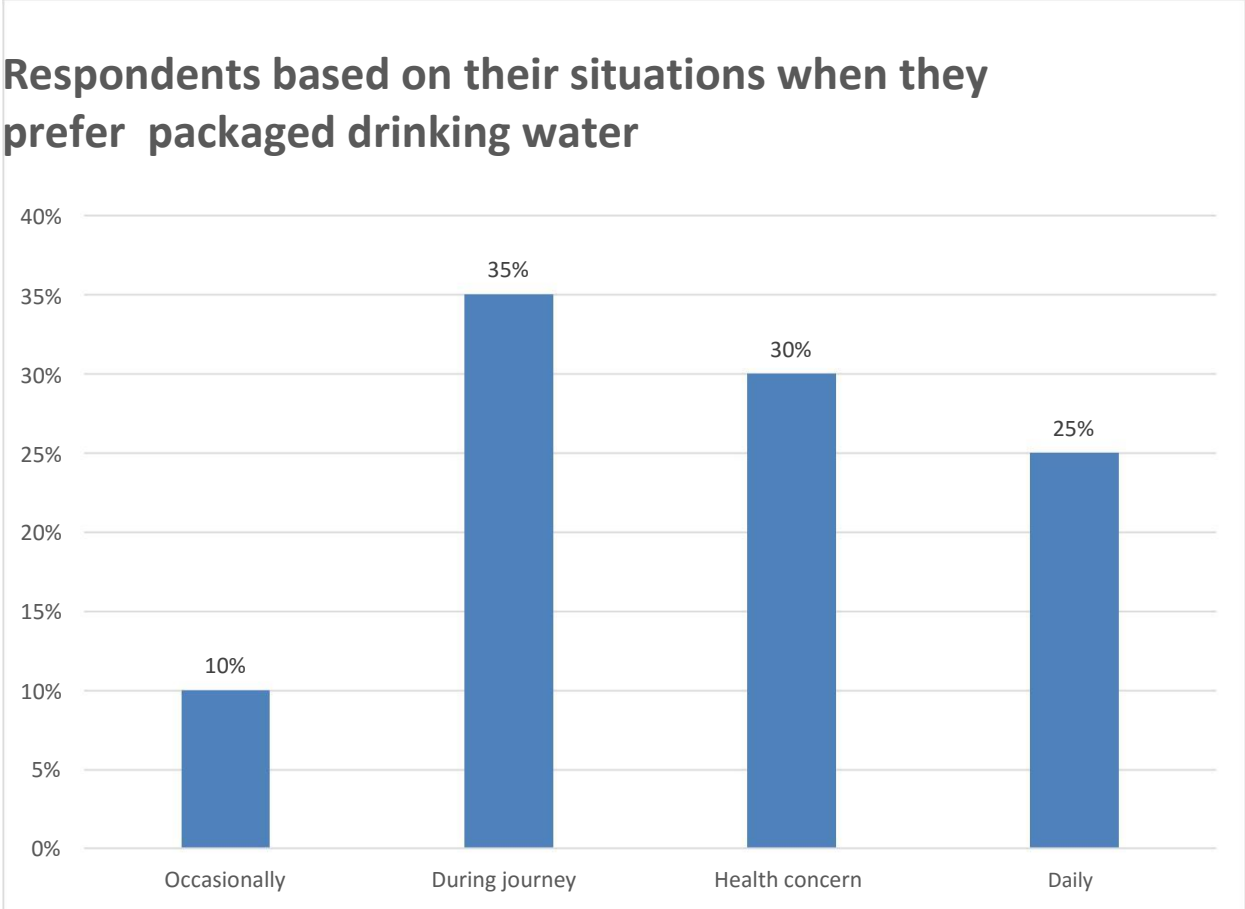
Table 4.7 Showing the classification of respondents based on their situations when they prefer packaged drinking water

Particulars	respondents	Percentage
Occasionally	10	10%
During journey	35	35%
Health concern	30	30%
Daily	25	25%
Total	100	100%

Analysis:

The above table showing the respondents preferring for packaged drinking water situations, 10% of respondents use occasionally, 35% of respondents use during journey, 30% of respondents use for health concern, and 25% respondents use daily.

Diagram 4.7 Showing the classification of respondents based on their situations when they prefer packaged drinking water



Interpretation:

From the above survey it is observed that Majority of respondents are used packaged water during journey because of easy availability and brand name.

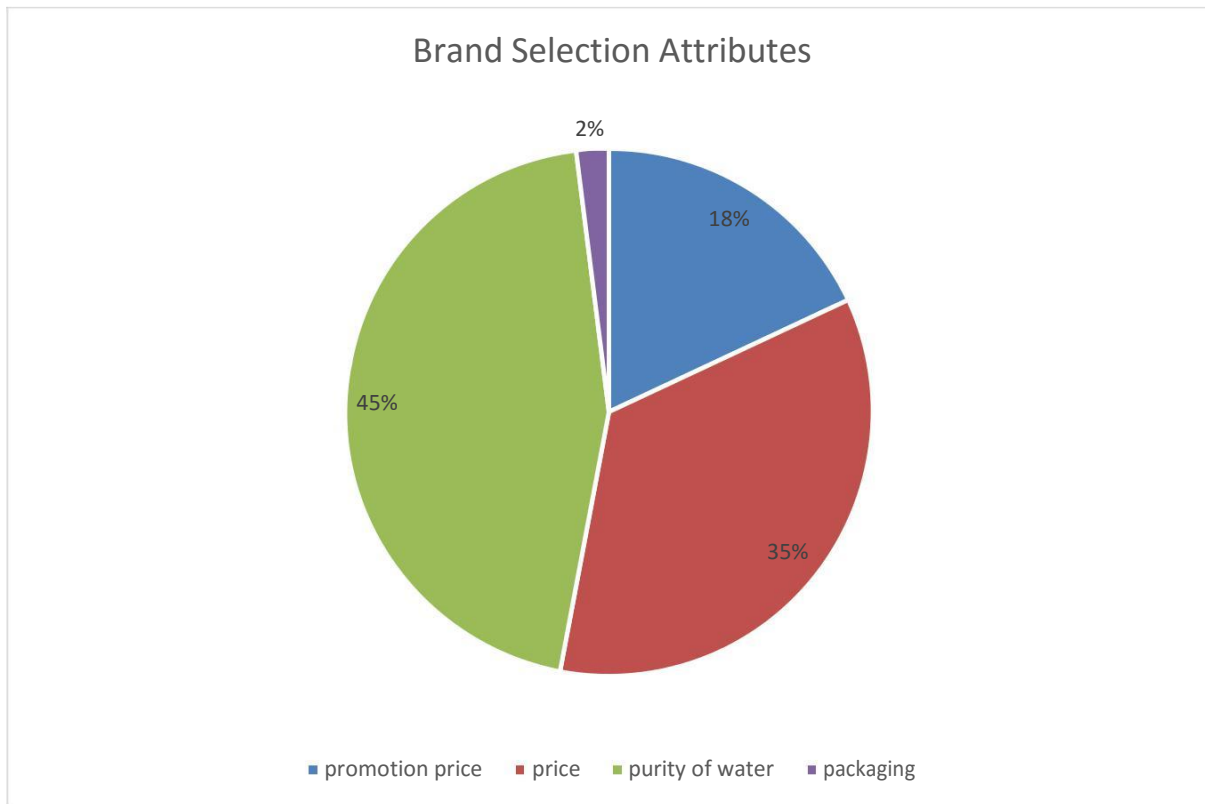
Table 4.8 Showing classification of respondents based on their brand selection attributes

Selection attributes	No of respondents	Percentage
Promotion activities	18	18%
Price	35	35%
Purity of water	45	45%
Packaging	02	02%
Total	100	100%

Analysis:

The above statistical data shows that important criteria used by respondents in selecting product: 18% of respondents use price: 35% respondents use price; 45% respondents use purity of water criteria and rest of respondents, 02% respondents packaging criteria.

Diagram 4.8 Showing classification of respondents based on their brand selection attributes



Interpretation:

From the above survey it is observed that Majority of respondents use purity of water. Because they are consider cleanness and health care factors.

Table 4.9 Showing classification of respondents based on their reasons for purchasing

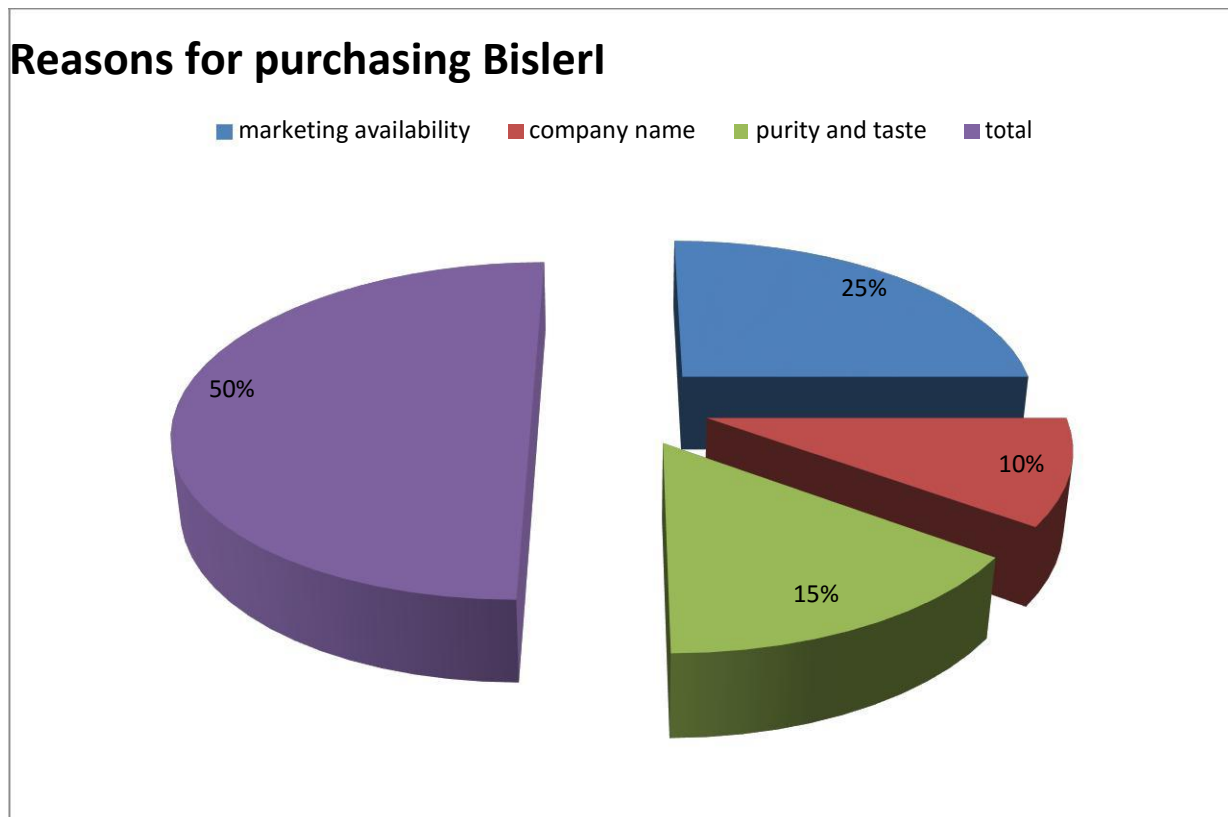
Bisleri

Reasons	Respondents	Percentage
Marketing availability	50	50%
Company name	20	20%
Purity and taste	30	30%
Total	100	100%

Analysis:

The above statistical data shows the main reason of respondents in choosing Bisleri water, 50% of respondents use market availability, 20% of respondents use company name and 30% of respondents use purity and taste of the water.

Diagram4.9 showing classification of respondents based on their reasons for purchasing Bisleri



Interpretation:

From the above survey it is observed that Majority of respondents use Bisleri water marketing availability purpose. Bisleri’s products are available more in market if compare with other brands.

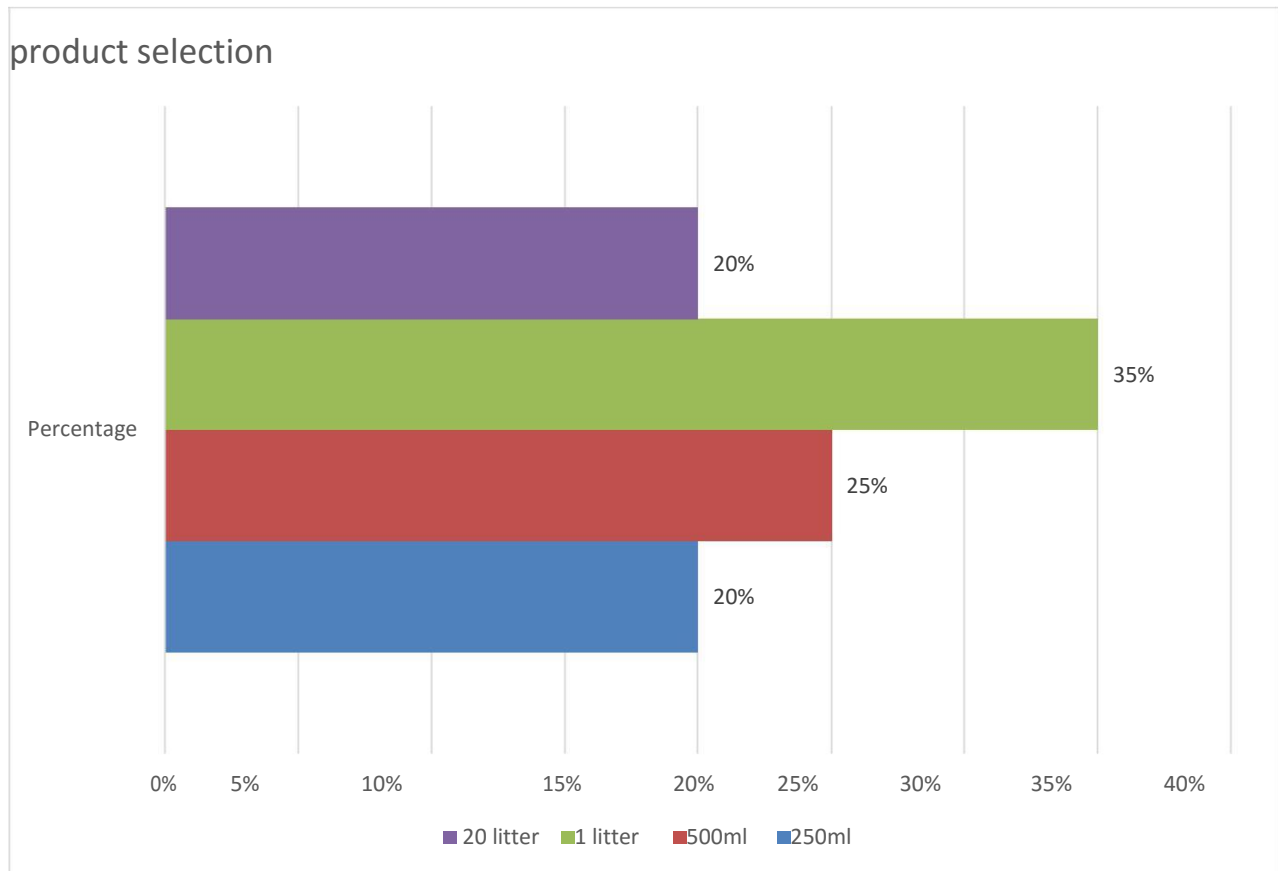
Table 4.10 showing the respondents based on product selection

Particular	Respondents	Percentage
250ml	20	20%
500ml	25	25%
1 litter	35	35%
20 litter	20	20%
Total	100	100

Analysis:

Above the table showing response about the Bisleri products: 20% of respondents preferring 250ml bottle's, 25% of respondents preferring 500ml bottles, 35% of respondents preferring 1 litter bottles, 20% of respondents prefer 20 litter cans.

Diagram 4.10 showing the respondents based on product selection



Interpretation:

From the survey it is observed that Majority of peoples preferring the one litter bottles because it is easy to use with reasonable price also.

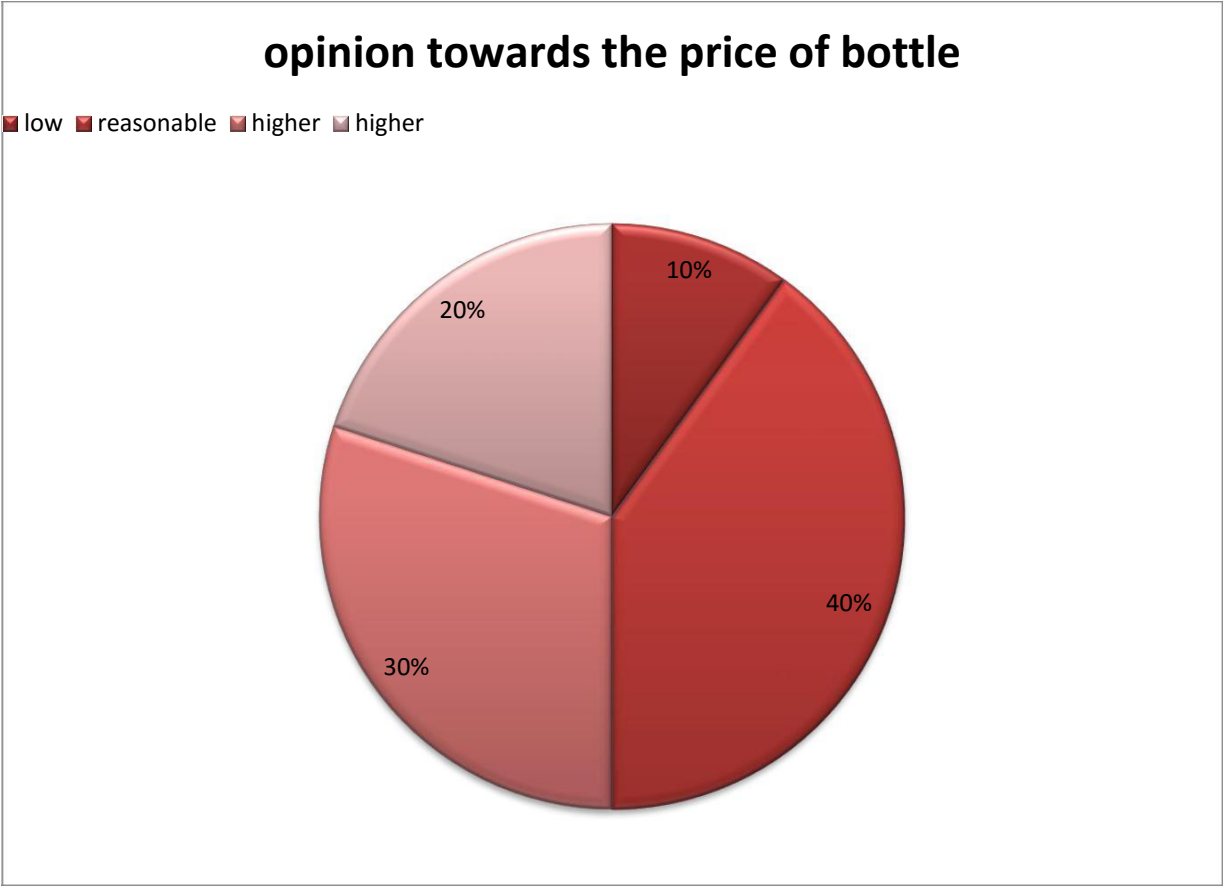
Table 4.11 showing classification of respondents based on their opinion towards the price of bottle.

Particulars	Number of respondents	Percentage
Low	10	10%
Reasonable	40	40%
High	30	30%
Higher	20	20%
Total	100	100%

Analysis:

This table shows the opinion of respondents towards the price of the Bisleri water: 10% of respondents think it is low: 40% of respondents think it is moderate; 30% of respondents think it is high and 20% of respondents think it is higher.

Diagram 4.11 showing classification of respondents based on their opinion towards the price of bottle.



Interpretation:

From the survey it is observed that Majority of respondents think that the prices of Bisleri water are moderate. Because Bisleri product price is reasonable with its quality

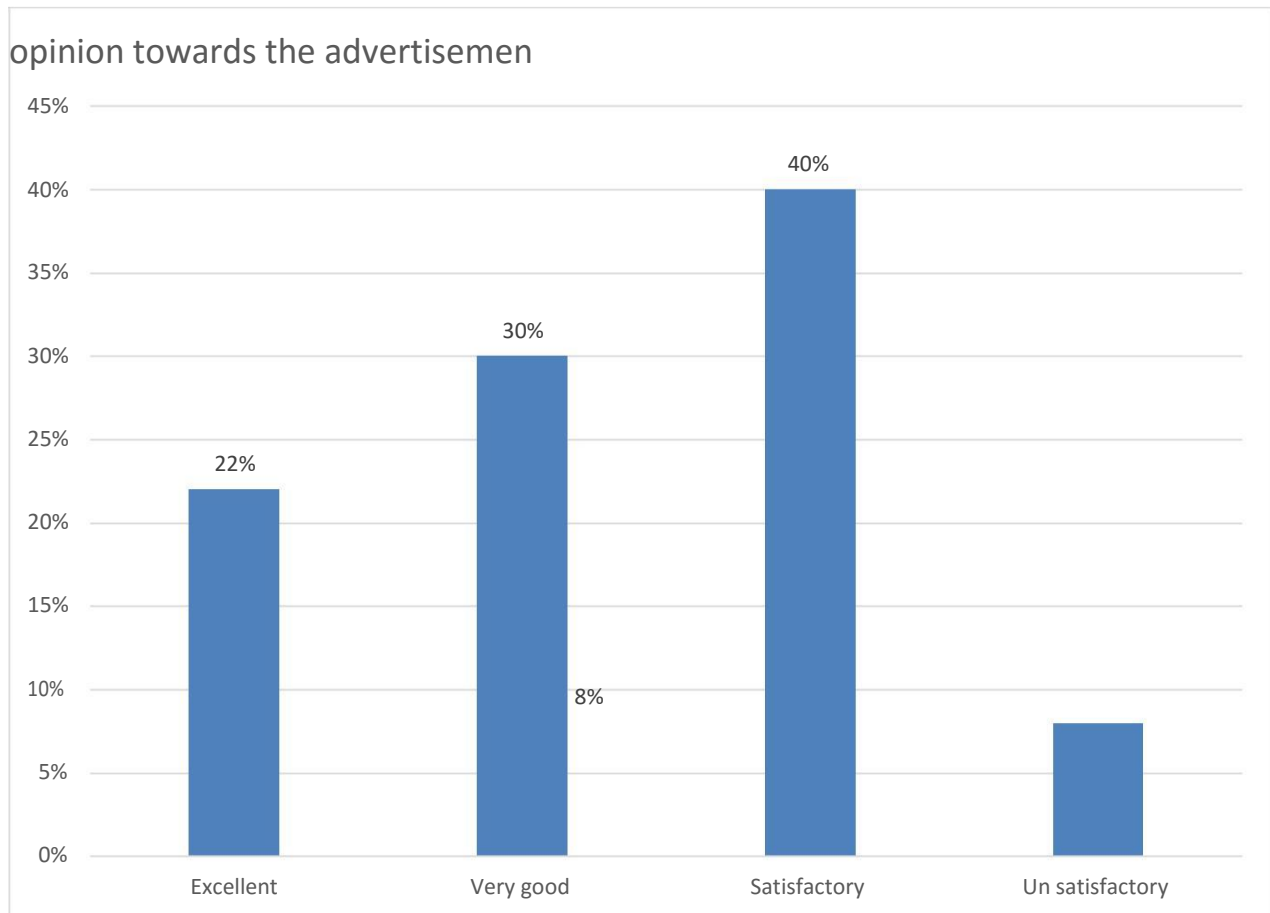
Table 4.12 showing classification of respondents based on their opinion toward advertisement

Particulars	No of respondents	Percentage
Excellent	22	22%
Very good	30	30%
Satisfactory	40	40%
Un satisfactory	08	08%
Total	100	100

Analysis:

The above statistical table shows the opinion of respondents towards the style and advertisement. 10% of respondents think it is excellent; 36% of respondents think it is very good; 48% of respondents think it is satisfactory and rest of 6% think it is unsatisfactory.

Diagram 4.12 showing classification of respondents based on their opinion toward advertisement



Interpretation:

From the survey it is observed that Majority of respondents think that the style and advertisement of Bisleri is satisfactory because Bisleri developing creative advertisement and marketing plans.

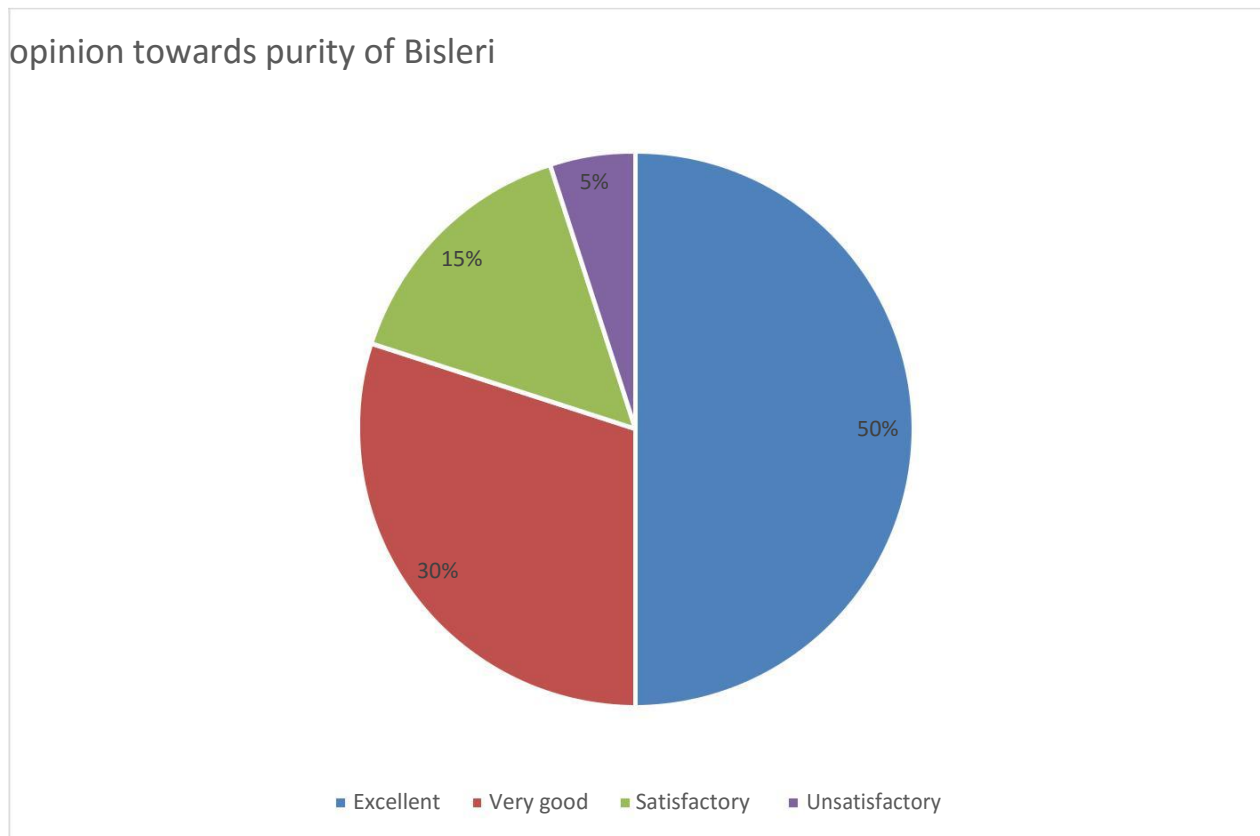
Table 4.13 showing classification of respondents based on their opinion towards purity of Bisleri water.

Particulars	No of respondents	Percentage
Excellent	50	50%
Very good	30	30%
Satisfactory	15	15%
Unsatisfactory	05	05%
Total	100	100%

Analysis:

The above table shows the opinion of respondents towards purity of Bisleri water; 50% of respondents think it is excellent: 30% thinks it is very good; 15% thinks it is satisfactory and rest of 05 % thinks it is unsatisfactory.

Diagram 4.13 showing classification of respondents based on their opinion towards purity of Bisleri water.



Interpretation:

From the survey it is observed that Majority of respondents think that the Bisleri water purity is excellent because Bisleri maintaining very good quality policies and procedures.

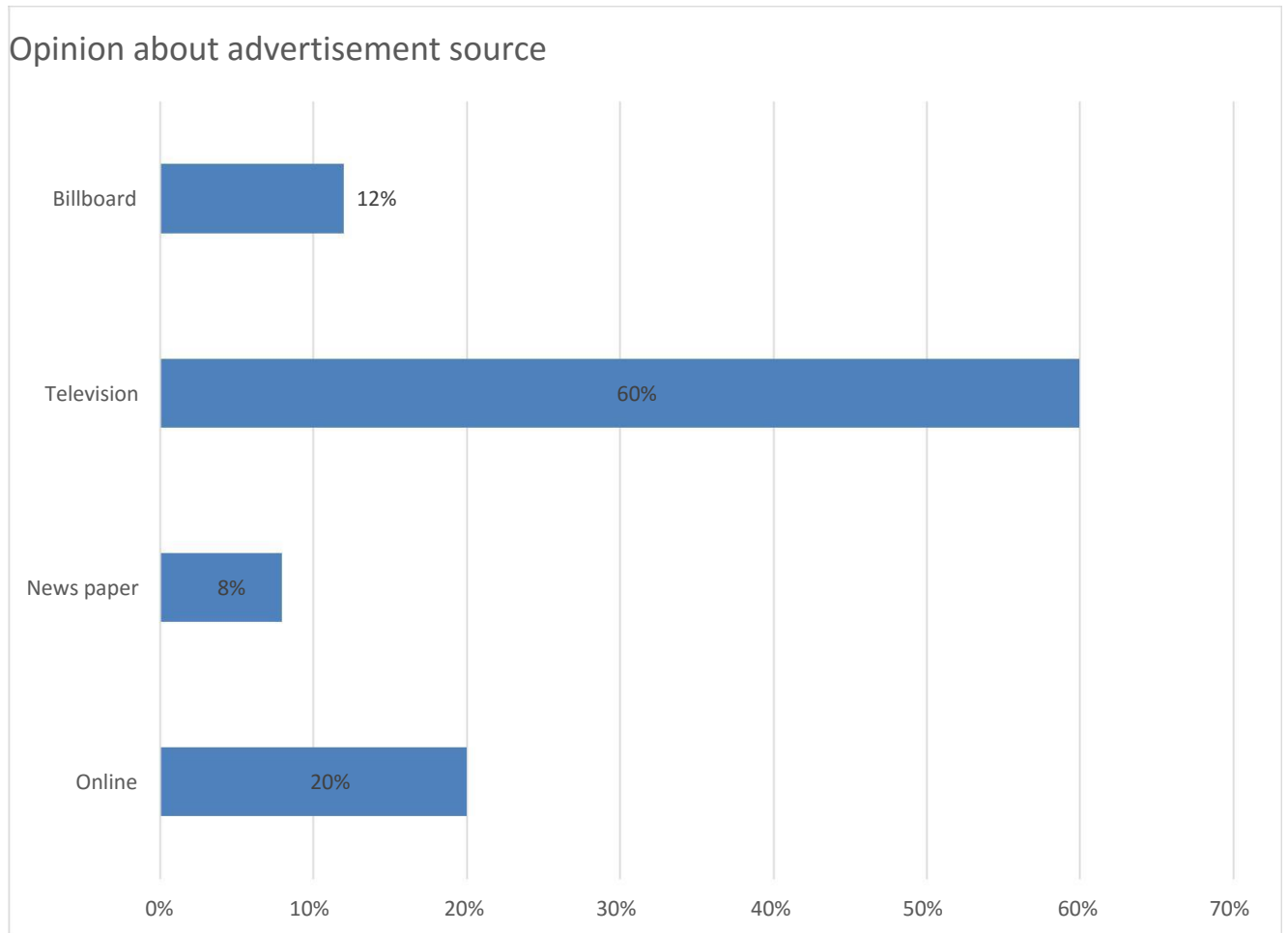
Table 4.14 showing classification of respondents based on their opinion about advertisement source.

Particulars	Number of respondents	Percentage
Online	20	20%
News paper	08	08%
Television	60	60%
Billboard	12	12%
Total	100	100

Analysis:

The above statistical table shows the opinion of respondents towards the advertisement source of the products, 08% of respondents watching in newspapers 60% of respondents watching in television; 12% of respondents watching in billboard and rest of 20% respondents watch in online.

Diagram 4.14 showing classification of respondents based on their opinion about advertisement source.



Interpretation:

From the survey it is observed that Majority of respondents think that TV ads are appreciable compared to other sources. Bisleri Company has developed good marketing plans.

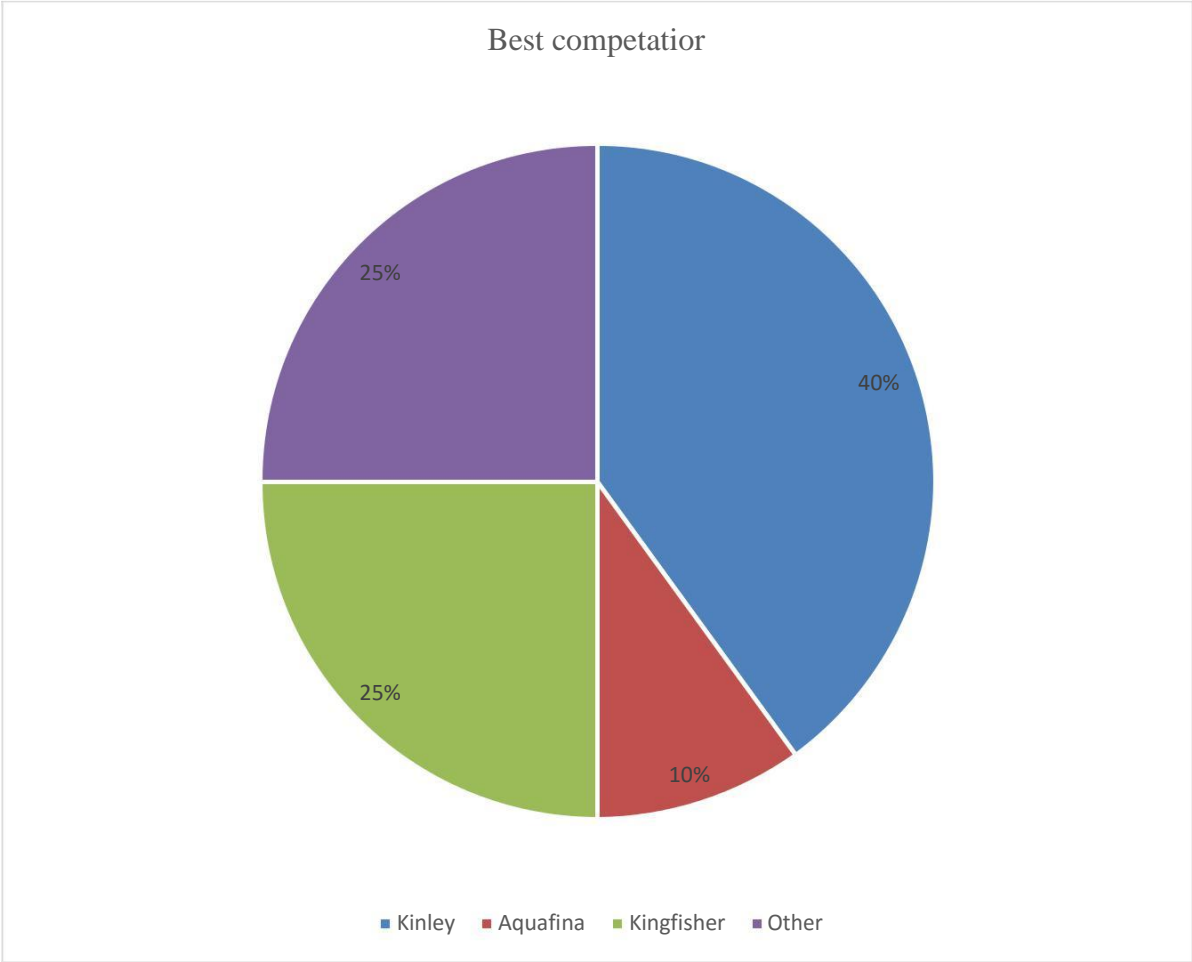
Table 4.15 showing classification of respondents based on their opinion about the best competitor of Bisleri water in the market.

Particulars	No of responds	Percentage
Kinley	40	40%
Aquafina	10	10%
Kingfisher	25	25%
Other	25	25%
Total	100	100%

Analysis:

The above statistical data shows the opinion of the respondents about better competitor of Bisleri. 2% of respondents think Kinley is better competitor; 10% of respondents think it is Aquafina; 25% of respondents think kingfisher, and 40% respondents think local other brands are giving more competition.

Diagram 4.15 showing classification of respondents based on their opinion about the best competitor of Bisleri water in the market.



Interpretation:

From the survey it is observed that Kinley is the best competitor for Bisleri because 40% of respondents think it is good brand in market and its quality conciseness.

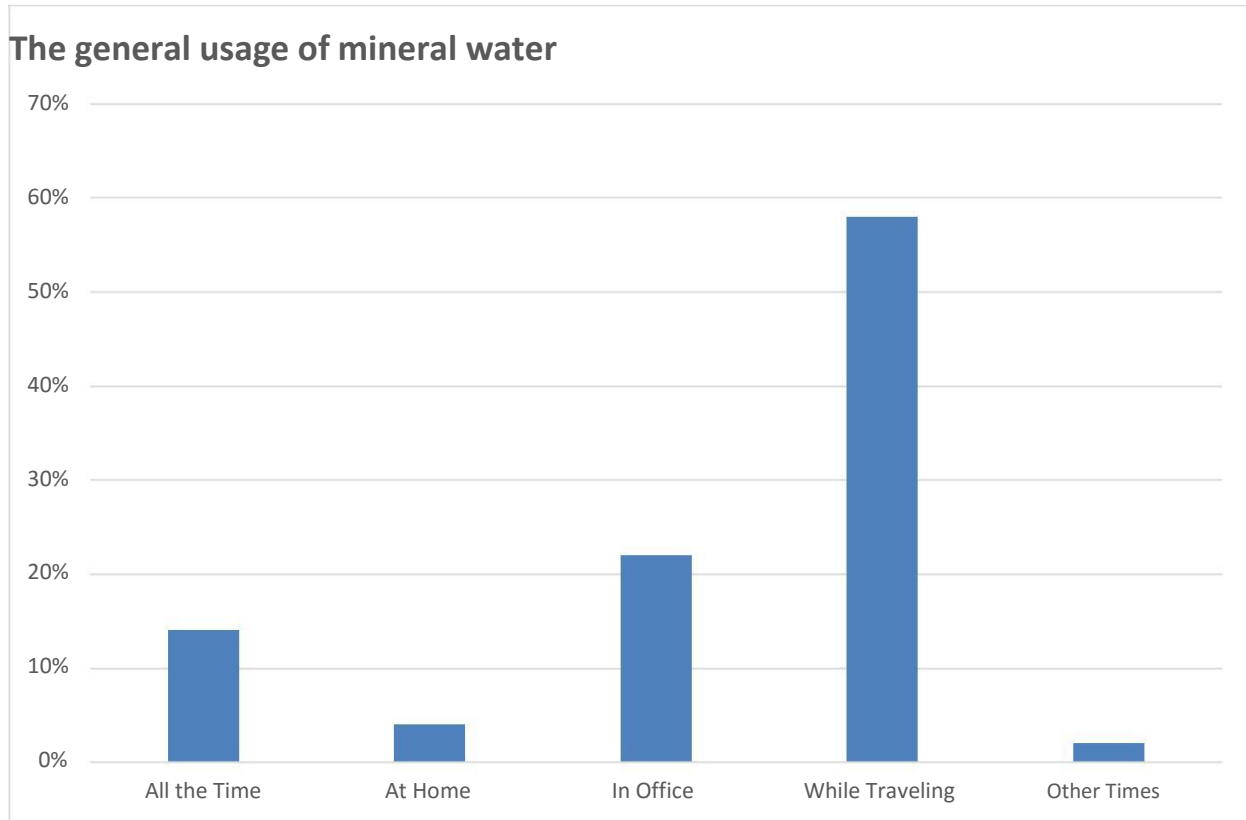
Table 4.16 showing the general usage of mineral water

Location	No. of respondents	Percentage
All the Time	14	14%
At Home	04	4%
In Office	22	22%
While Traveling	58	58%
Other Times	02	2%
Total	100	100%

ANALYSIS:

Table showing that out of 100 respondents it has been observed that 14% are generally use all the times, 4% are generally use at home, 22% are use in office, 58% are generally use while traveling, and 2% are generally use other times.

Diagram 4.16 showing the general usage of mineral water



Interpretation:

From the study it revealed that majority of the respondents generally use Bisleri while traveling (58%) and 22% in office both are plays a vital role in general usage.

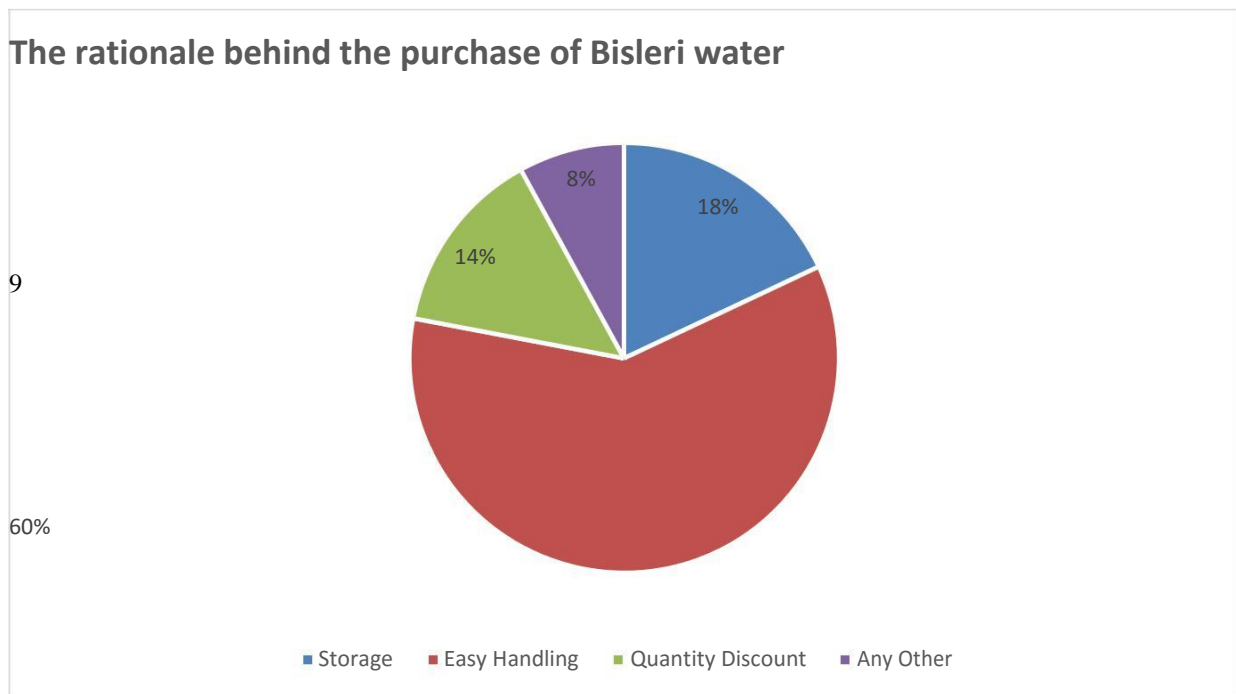
Table 4.17 showing the rationale behind the purchase of bisleri water bottle by various respondents

Reasons	No. of respondents	Percentage
Storage	18	18%
Easy Handling	60	60%
Quantity Discount	14	14%
Any Other	08	8%
Total	100	100%

Analysis:

From the above table indicates that 18% prefer to buy for the purpose of storage, 60% of the respondents prefer to buy for the purpose of easy handling, 14% prefer to buy mineral water for the purpose of quantity discount, and 8% prefer to buy for other reasons.

Diagram 4.17 showing the rationale behind the purchase of Bisleri water bottle by various respondents



Interpretation:

From the study revealed that majority of the respondents prefer to buy the Bisleri water for the purpose of Easy Handling (60%).

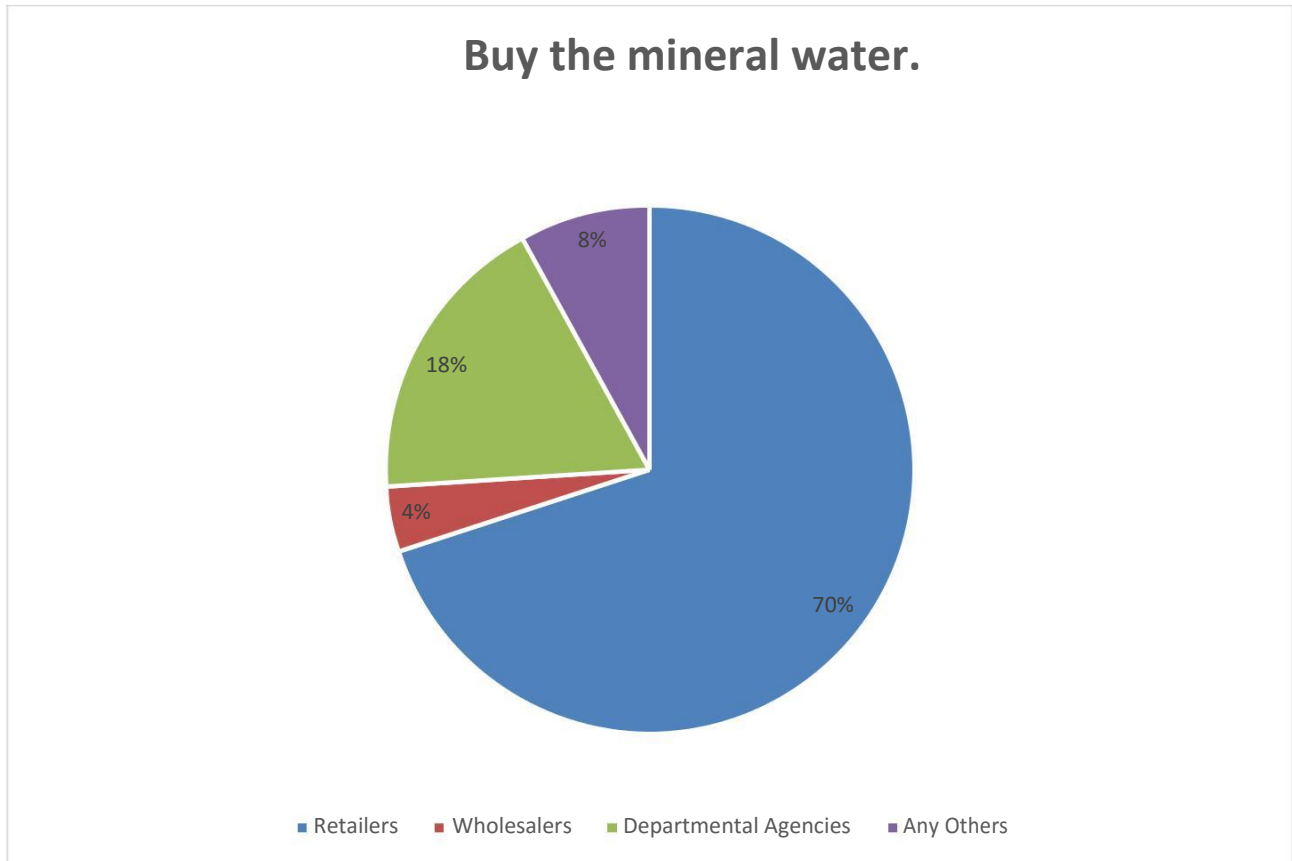
Table 4.18 showing the various places where the respondents prefer to buy the mineral water

Places	No. of respondents	Percentage
Retailers	70	70%
Wholesalers	04	4%
Departmental Agencies	18	18%
Any Others	08	8%
Total	100	100%

ANALYSIS:

From the above table represents that out of 100 respondents, 70% are prefer to buy the mineral water from the Retailers, 4% from the Wholesalers, 18% are from the Departmental agencies, and 8% are respondents are buy from other sources.

Diagram 4.18 showing the various places where the respondents prefer to buy the mineral water.



Interpretation:

From the study we can interpret that majority of the consumer are preferred to buy Bisleri drinking water from the retailers (70%) and 18% from the Departmental agencies because of easy availability.

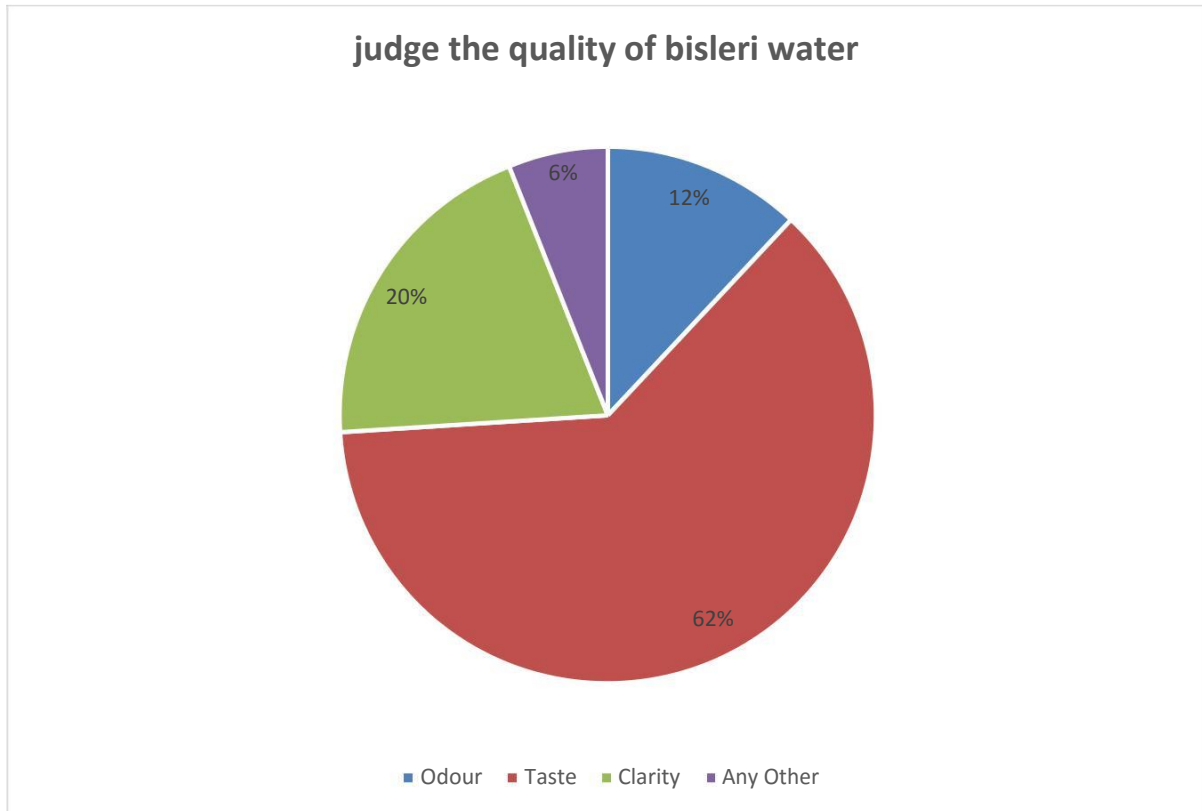
Table 4.19 showing the attributes used to judge the quality of Bisleri water

Attributes	No. of respondents	Percentage
Odour	12	12%
Taste	62	62%
Clarity	20	20%
Any Other	06	6%
Total	100	100%

Analysis:

From the table it has been observed that 12% of the respondents use odour as a attribute for judging the quality, 62% are use the Taste as a attribute, 20% are use viscosity as a attribute, and 6% are use other attributes for judging the quality of the Bisleri water.

Diagram 4.19 showing the attributes used to judge the quality of Bisleri water



Interpretation:

From the study observed that majority of the respondents (62%) are used Taste as an attribute in order to judge the Quality of the Bisleri water.

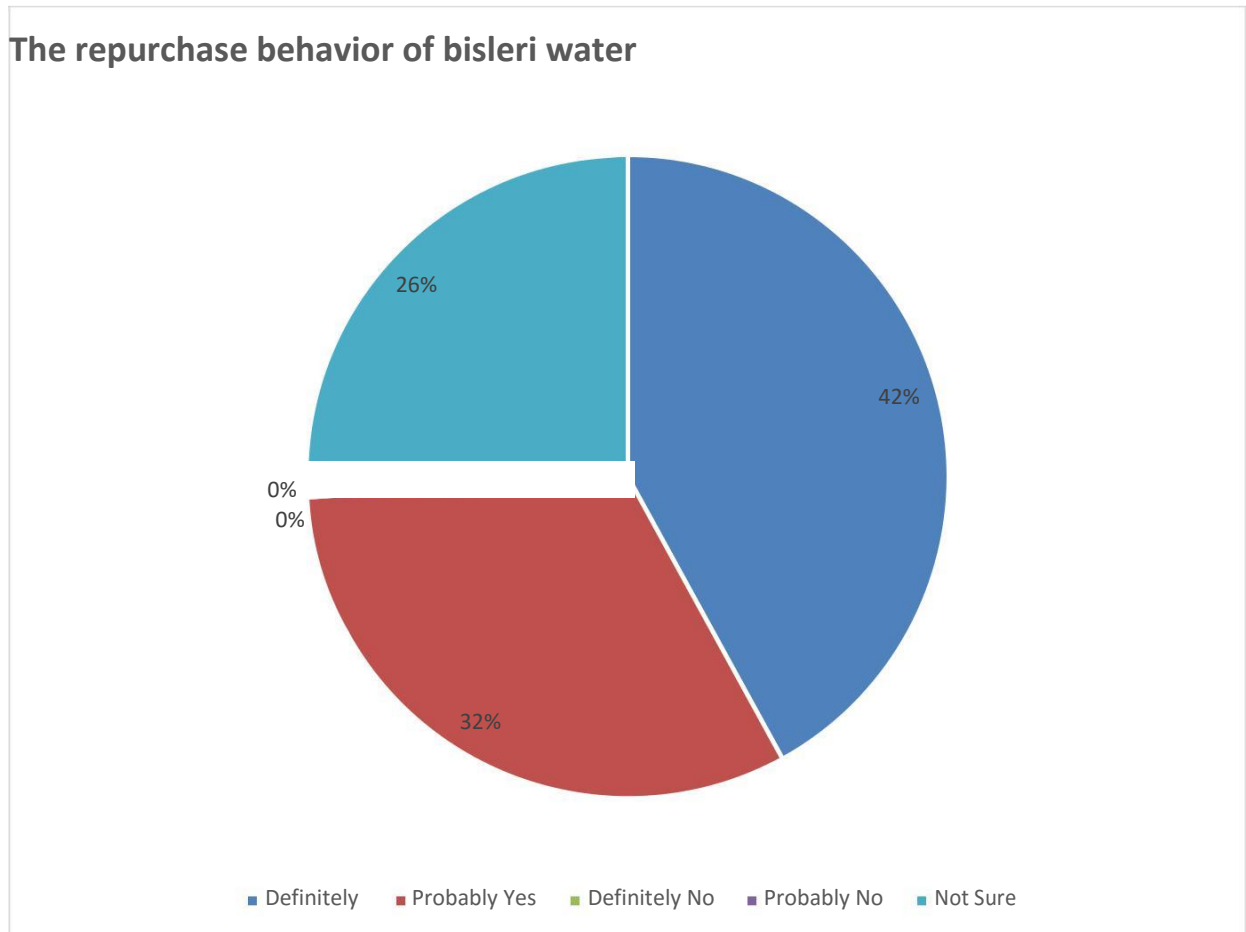
Table4.20 showing the repurchase behaviour of Bisleri water by the respondents

Behaviour	No. of respondents	Percentage
Definitely	42	42%
Probably Yes	32	32%
Definitely No	0	0%
Probably No	0	0%
Not Sure	26	26%
Total	100	100%

Analysis:

From the table it indicates that out of 100 respondents, 42% of respondents are definitely rebuy the Bisleri water, 32% are saying that probably they are going to repurchase the Bisleri, 26% are not sure about the repurchase of this brand.

Diagram 4.20 showing the repurchase behaviour of Bisleri water by the respondents



Interpretation:

From the survey it is revealed that majority of the respondents 42% are definitely repurchase the Bisleri and 32% are probably they make repurchase decisions. Totally 74% potentiality is having for Bisleri brand.

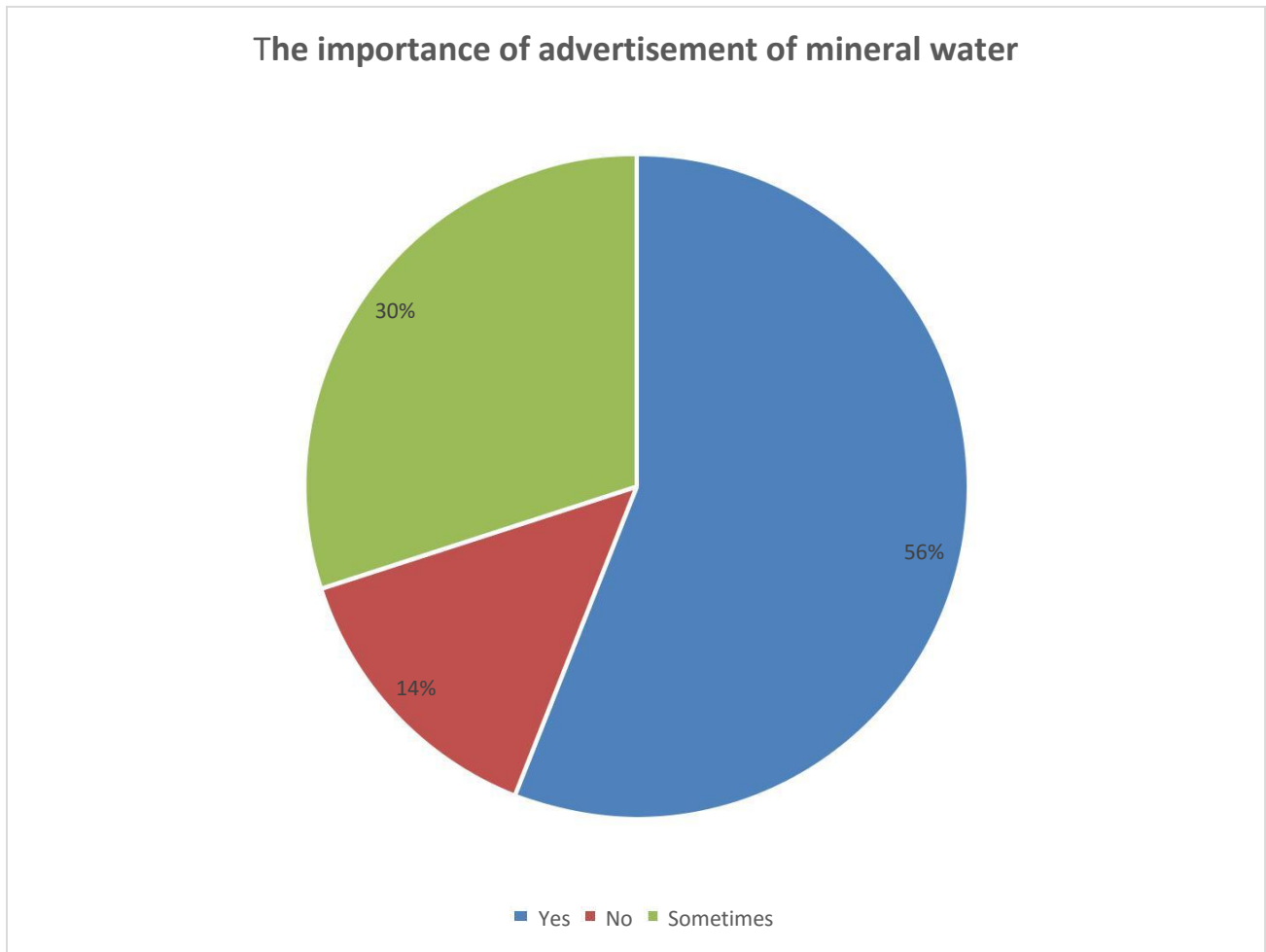
Table 4.21 showing the importance of advertisement of mineral water which would influence on choice of brand

Advertisement	No. of respondents	Percentage
Yes	56	56%
No	14	14%
Sometimes	30	30%
Total	100	100%

Analysis:

From the above table indicates that out of 100 respondents, 56% of the respondents are giving preference to the advertisement for their choice of brand , 14% are saying there is no influence on choice of the current brand with the advertisement, and 30% are saying that sometime it influence the choice of brand.

Diagram 4.21 showing the importance of advertisement of mineral water which would influence on choice of brand



Interpretation:

From the survey it is revealed that the majority of the consumers (56%) are giving preference to advertisement, from this we can say that advertisement of the mineral water influence of the choice of the other brand.

Chapter-5

SUMMARY OF FINDING, SUGGESTION, CONCLUSION

5.1 FINDINGS

- It is observed that most 65% of the male respondents are using Bisleri packaged drinking water.
- 40% of the respondent are business men /self-employed who prefer Bisleri.
- It is observed that most of the respondents prefer normal water then purify water because of price constraint and with 80%.
- It is observed that 35% of the respondents buy Bisleri package drinking water usually at the while in the journey.
- It is observed that 50% of the respondents purchase Bisleri package drinking water because of huge market availability of brand Bisleri
- 35% they purchase 1ltr package drinking water because of price constraint.
- 40%of the respondents are encouraged to buy Bisleri drinking water.
- It is observed that 50% of the respondentsbelieve in the purity of Bisleri water bottle.
- It is observed that 40% of the respondents have perception that Kinley would be the competitor of Bisleri.
- It is observe that 60% of the respondents purchase because it is easy to carry.

5.2 SUGGESTIONS:

- The channel of advertisement should be improved which influences the consumer to buy Bisleri water.
- Bisleri should make effective strategies to win over other competitive brands such as Kinley.
- Try to increase the sales of Bisleri water bottle by promising the purity.
- To expanding the offers of Bisleri items the organization must present some novel and new components in the mineral water and furthermore give new advantages to the clients.
- The organization ought to designate deals officials to keep great association with clients and help them to get Feedback from the clients.
- Company must present 200 ml water bottle for simple conveying of the considerable number of clients.
- The organization ought to give endowments and permit some markdown to customers for mass buy

5.3. Conclusion

It can be presumed that Bisleri is one such brand, which has entered the day by day life of the buyers. Minerals is one such association where it is endeavouring here for its consumer loyalty. Our general public comprises of heterogeneous individuals, their qualities, convictions, demeanours are not quite the same as each other, a few people will give inclination for quality and taste, some will give inclination for brand name, some will give inclination for ad, and some will give inclination for price. The organization ought to concentrate the demeanours of the diverse purchasers as needs be fulfil the requirements of the buyers, with respect to as could reasonably be expected. They ought to give significance for promotion, quality, price, and taste of the mineral water and fulfil all levels of the general population. Be that as it may, it is unrealistic to fulfil every one of the purchasers just through the organization however retailers ought to co-work with the organization and shoppers.

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Annexure

Dear sir/madam,

I am SHIVASHANKAR K J, a student of final year M.B.A, at Acharya institute of technology, Bangalore, I am doing survey on Brand awareness of Bisleri packaged drinking water, I am need of some information. I would be obligated if you could provide me with some of your valuable time answer to a few question. The information you give shall be used for education purpose only.

Name:

Contact :

Email:

1. Gender

- a) Male
- b) Female

2. Age

- a) 18 to 20
- b) 20 to 25
- c) 25 to 30
- d) above 40

3. Occupation

- a) Private job
- b) Government Job
- c) business
- d) profession student

4. Income per month

- a) 5000 to 10000
- b) 10001 to 15000
- c) 15001 to 25000
- d) Above 25000

5. What is your preferences about the water source?

- a) Purifier water
- b) Normal water
- c) packaged drinking water

6. What is the first company that comes to mind when you think about packaged drinking water?

- a) Bisleri
- b) Aquafina
- c) Kinley
- d) other

7. When do you prefer packaging drinking water?

- a) Occasionally
- b) During journey
- c) Health concern
- d) Daily

8. Which are the major attribute impacts more in purchasing Bisleri?

- a) Promotion activities
- b) Price
- c) Purity of water
- d) Packaging

9. What's there reason for purchasing Bisleri?

- a) Market availability
- b) Company name
- c) Purity and taste

10. Which size of Bisleri water bottle do you prefer more?

a) 250 ml

b) 500ml

c) 1ltr

d) 5ltr

11. What is your opinion about price of Bisleri products?

a) High

b) Reasonable

c) Low

d) Very low

12. What is your opinion about the advertisement of Bisleri?

a) Excellent

b) Very good

c) Satisfactory

d) Unsatisfactory

13. What is your opinion about the advertisement of Bisleri?

- a) Excellent
- b) Very good
- c) Satisfactory
- d) Unsatisfactory

14. Where have you seen Bisleri advertisements?

- A) Online
- b) Television
- c) Newspaper
- d) Billboard

15. According to your opinion which company do you think best the competitor Bisleri water in the market?

- A) Kinley
- b) Aquafina
- c) Kingfisher
- d) Other

16. When do you generally buy the mineral water?

- (a) All the time
- (b) At home
- (c) In office
- (d) While traveling
- (e) Other Time

17. The rationale behind purchasing the above mentioned pack?

- (a) Storage
- (b) Easy Handling
- (c) Quantity discount
- (d) Any other

18. Where do you prefer to buy your packaged drinking water from?

- (a) Retailers
- (b) Wholesalers
- (c) Departmental Agencies
- (d) Others

19. What attribute do you use to judge the quality of the above mentioned mineral water?

- (a) Odour
- (b) Taste
- (c) Clarity
- (d) Others

20. Would you buy this brand again?

- (a) Definitely Yes
- (b) Probably Yes
- (c) Definitely No
- (d) Probably No
- (e) Not sure

21. Does advertisement of mineral water influence your choice of the brand?

- (a) Yes
- (b) No
- (c) Sometimes

If you want to give any suggestions to improve Bisleri brand please give me here.

_____ Signature



ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student: Shivashankar k j







Internal Guide: Prof. suhas patel

USN No: 1AY16MBA74


Specialization: Finance and Market

Title of the Project: A Study On brand awareness at Besleri international pvt ltd

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Orientation with the company. Collection of secondary data relating to industry and organization.		1
22-01-18 to 27-01-18	Orientation with functional department of the organization and detailed study of department.		2
29-01-18 to 03-02-18	Finalization of problem area of the study and finalization of research objectives and methodology.		3
05-02-18 to 10-02-18	Finalization of data collection questionnaire instruments and formats. Etc...		4
12-02-18 to 17-02-18	Collection of primary data from the restaurants by administering the questionnaire.		5
19-02-18 to 24-02-18	Discussion with the external guide and internal guide. Formation of hypothesis. Classification and analysis of collected data.		6
26-02-18 to 03-03-18	Compilation of research data and interpretation of data.		7

05-03-18 to 10-03-18	Data analysis and Finalization Of report.		8 
12-03-18 to 17-03-18	Finalization of project report and approval of draft by company and college guide.		9 
19-03-18 to 24-03-18	Report submission to the Institution.		10 



HOD 
 Head of the Department
 Department of MBA
 Acharya Institute of Technology
 Biddevanahalli, Bangalore-560 107