

# “A Study on Assessment of Brand Awareness on Drunken Monkey.”

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## ABSTRACT

In this research work the brand assessment had been deeply described. The food industry had been selected with specialty food as specific food category. The consumers' awareness about Drunken Monkey had been examined with empirical investigation. The primary data had been collected through structured questionnaire and secondary data had been gathered from books, academic journals, reputed websites. The results of this research work had revealed that brand awareness of Drunken Monkey is high. Consumers are viewing food products from Drunken Monkey as more natural and healthy. The consumers are viewing Drunken Monkey as best choice for hanging out with friends. The marketing managers in specialty food industry and more specifically at Drunken Monkey are given some suggestions based on the findings from this research work.

The competitor analysis for Drunken Monkey had been performed and is found that in Smoothie segment it is top company. But in specialty food industry it had stiff competition from Star Bucks, Coffee Day, McDonalds, and Makers of Milkshakes. The international and national level companies are giving competition but no direct competition in smoothie markets. The brand image of Drunken Monkey had given strength for the company to reach top position in the industry.

**Keywords:** Brand awareness, brand assessment, Drunken Monkey, consumer behavior, brand image

## I. INTRODUCTION

A brand assessment gives an occasion to evaluate the strength of organization or business brand, to underline the worth of company brand with consumers, and to relocate the brand, if essential, to reproduce transformations in the marketplace. The mounting consequence of the product in the life of the corporation and in customer perceptions has led a lot of researchers to

stand their scrutiny on brand value relatively than the conventional approach in which its meaning, its purposes and its uniqueness were sufficiently developed. It is flattering more and clearer that the brand make value for the company: brand value is the worth of the insignificant cash flows created by a product owing to the information that it is recognized with a brand. Brand value is created by a sequence of multidimensional possessions which interrelate in a multifaceted way: faithfulness; consciousness; apparent quality; and distinctiveness.

A brand can be the mainly potent benefit businesses, but this may not essentially make it simple to define. Maybe this is for the reason that in the digital age, the description has increased in range to comprise not merely a corporation and its foundation produce but also citizens. The brand as per business management dictionary can be stated as sole design, sign, mark, terms or a mixture of these, working in developing a picture that recognizes a produce and distinguishes it from its rival companies. In excess of time, this picture becomes linked with a stage of trustworthiness, excellence and approval in the consumer's mentality. Therefore, brands of products help bothered customers in a packed and multifaceted bazaar by standing for convinced reimbursement and worth.

Brand position is mainly influential influence on customer behavior, but a lot of consumers feel a few additional brand influences previous to breach their wallet. From time to time, the manners are proportionate with the charge of the buy. Whether it's a fashionable purse, a Smartphone or automobile, an identifiable brand. Following evaluating the features of brand positioning it can be stated that approximately every business organization has a brand assurance that tells customers what they can wait for from their connections with that corporation. On the

other hand, Gallup mentioned that not each company has completed an effectual job of developing and expressing a sturdy brand assurance. Next to develop brand alignment; business must create a burly brand assurance to allow customers are familiar with what the

corporation stands for and what makes it sole and why they should decide it over its rivalry companies. A brand positioning support creates desires, turns out to be identical with status and prestige, authorizes self esteem, and developed a sense of belongingness.

Figure 1: Features of Brand



### 1.1. Need for the Study

The consumer behavior is dynamic and there is need to understand about perception, behavioral intention and brand recognition of companies which have entered into market with innovative products. Smoothies are perceived as healthy food items and Drunken Monkey had entered into this market. The brand recognition is more important for organizations in specialty food industry. The companies can persuade the customers with brand image. Hence from the viewpoint of Drunken Monkey a study had been conducted to know the brand awareness among consumers. This study provides insights for marketing practitioners in speciality food industry and more particularly for Drunken Monkey brand.

### 1.2. Scope of the Study

There are brands such as Drunken Monkey, McDonalds, KFC and Starbucks in specialty food industry. However this study is confined to Drunken Monkey brand. There are varieties of factors influencing consumer behavioral intention. But in this study the impact of brand image and brand recognition of consumers targeted by Drunken Monkey are considered. The brand recognition is very broad term and there is need for qualitative and quantitative research designs. This study uses quantitative research design to assess the brand of Drunken Monkey.

### 1.3. Research Objectives

- To analyze the brand awareness of Drunken Monkey.
- To study the impact of various factors on behavioral intention towards Drunken Monkey.
- To study the perception of consumers towards Drunken Monkey.
- To offer suggestions for improving effectiveness on Drunken Monkey.

### 1.4. Research Methodology

In this section of the research report the steps used in conducting this research work are briefly explained. The methodology implemented for conducting this research work had been detailed. The information related to sampling design, population of the study, statistical tools, process of data analysis and data collection procedure had been explained. The standard framework for research in social sciences had been implemented in this research work.

### 1.5. Hypothesis of the Study

The following hypothesis have been frame according to research gaps in the literature review. The hypothesis was empirically evaluated by using statistical test

**Table 1: Hypothesis of this Study**

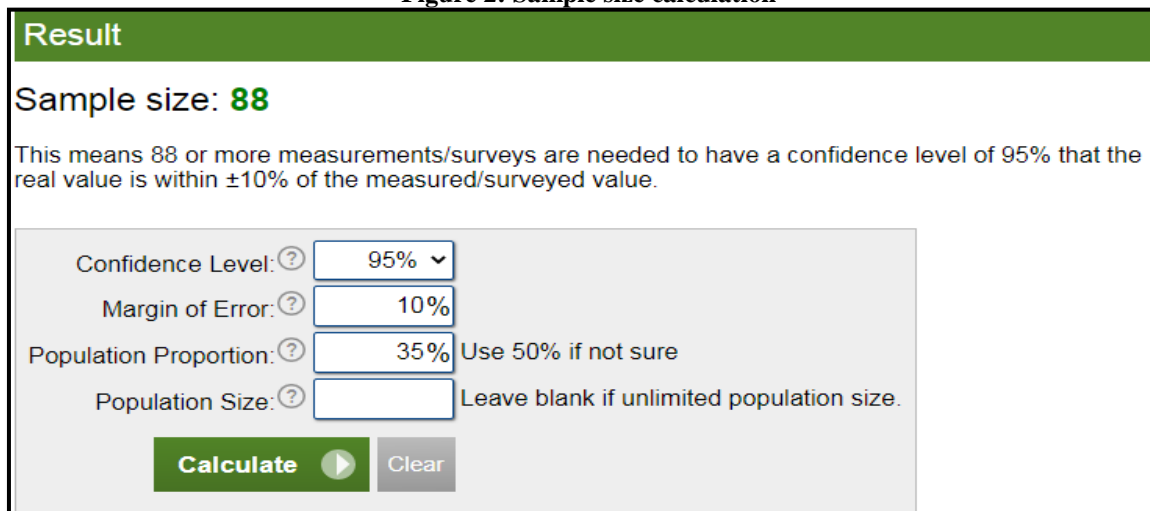
Hypothesis	Statement	Statistical Test
H1	There is an association between occupation and awareness on Drunken Monkey brand.	One-way ANOVA
H2	There is an impact of social influence on behavioral intention towards Drunken Monkey	Regression test
H3	There is an impact of personal norms on behavioral intention towards Drunken Monkey	Regression test
H4	There is an association between meeting spot and perceived image of Drunken Monkey	Chi-Square test

### 1.6. Sample Design

The Yemene’s method had been used for determining the sample size for this study. The population more than 20,000 is viewed as infinite population in social sciences research. The population proportion is taken as 35 percent because the youth and middle aged people are approximately 35%. The margin of error (ME =

10%) and the confidence level is 95%. Hence based on formula the required sample size is 88 but in this research the sample size of 100 had been taken. Many experts have agreed that sample size (n = 100) is enough to conduct research in social sciences and more particularly in consumer behavior area.

**Figure 2: Sample size calculation**



(Source: <https://www.calculator.net/sample-size-calculator.html?type=1&cl=95&ci=10&pp=35&ps=&x=70&y=19>)

Unlimited population:

$$CI = \hat{p} \pm z \times \sqrt{\frac{p(1-p)}{n}}$$

Finite population:

$$CI' = \hat{p} \pm z \times \sqrt{\frac{\hat{p}(1-\hat{p})}{n'} \times \frac{N-n'}{N-1}}$$

Where  
z is z score

$\hat{p}$  is the population proportion  
n and n' are sample size  
N is the population size

### 1.7. Data Collection

Primary Data

Primary data had been procured with structured closed ended questionnaire. The respondents have been selected through simple random sampling in combination with purposive sampling. The respondents have equal opportunity

to participate in the survey. The research instrument used in this research work had been kept in appendix section of this research report.

#### Secondary Data

The secondary is data collected by some others for their own purpose. But the relevant material had been used to find the data for this research work. The major secondary sources used for conducting this research work academic journals, books of marketing management, internet sources and company website.

#### 1.8. Process of Data Analysis

The data was initially tabulated in excel sheet and later it was transferred SPSS package. SPSS is software package with powerful inbuilt statistical tools for conducting data analysis. The objectives of the research work and hypothesis are used for selecting the appropriate statistical tools for each hypothesis. The following are the statistical tools adopted for conducting data analysis in this research work.

#### Statistical Tools

- Frequency Analysis
- Descriptive Statistics
- Bar Charts
- Pie Charts
- One-way ANOVA
- Regression Analysis
- Chi-Square Analysis

#### 1.9. Limitations of the Study

- The sample size is small to generalize the results.
- The study was confined to small time period.
- Some factors which are related to brand recognition might have been missed.
- The respondents might change their opinion in the long term and therefore the results in the long term may be changed.

- The respondent does not represent the entire geographical location where the company operates through its franchises.

## II. LITERATURE REVIEW

In this chapter the literature related to brand awareness, brand assessment, brand loyalty and its relationship with consumer behavior would be reviewed. The existing knowledge with regard to brand assessment and more precisely in specialty food industry would be reviewed. The research gap in this area would be identified and the models in the existing literature would be used.

#### 1.10. Drunken Monkey Company Profile

Drunken Monkey is founded in the year 2015 and started its operations in 2016. At the ends of 2015 the company got registered. The company had aggressively expanded through its franchises. The headquarters of Drunken Monkey are located in Hyderabad. The company has its franchises in more than one hundred locations across India. The company has plans to enter into overseas market. The company offers naturally high food products and often referred as smoothies. The smoothies are food products which are in solid form and liquid form. The major target customers segments of the company are youngsters who frequently hang outs and give preference for natural and healthy diet.

Drunken Monkey had launched smoothies for the first time in India by anticipating that people may get boredom with touch screens. The professionals who are busy with work schedules may like to meet friends during weekends and occasionally. The ambience in Drunken Monkey stores gives relaxation to the customers from routine life. There are above 200 flavors of products in Drunken Monkey menu.

Figure 3: Logo of Drunken Monkey



Drunken Monkey brand is highly recognized by its customers. It indicates the freedom and having naturally high food. The Drunken Monkey brand image is high among its target customers. The company does not use any kind of preservatives and always fresh products are prepared after taking order from the customers.

**Products from Drunken Monkey**

There are above 200 varieties of food products from Drunken Monkey under different categories. The benefit and ingredients of each

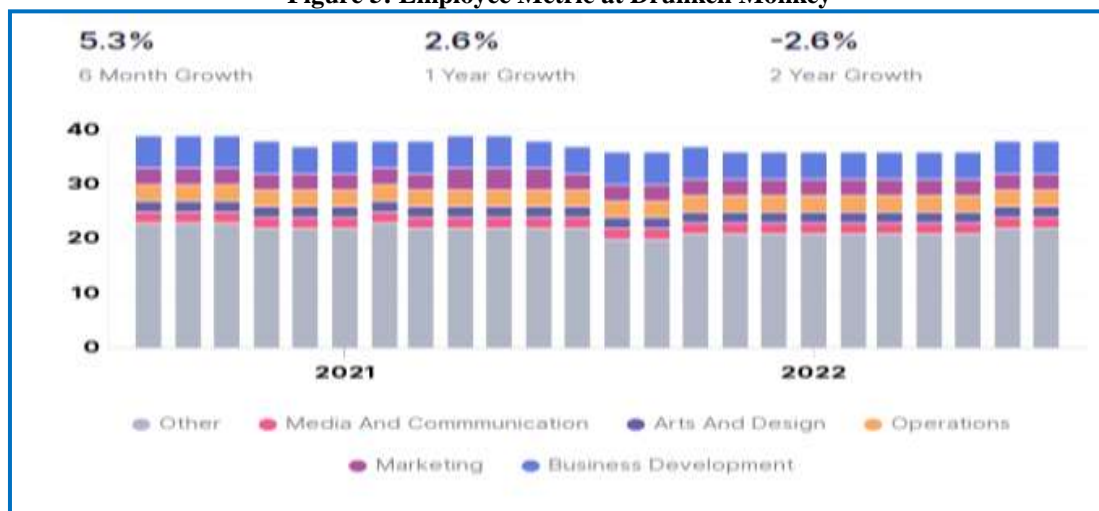
product are clearly explained to the consumers. The consumers can learn about importance of healthy diet.

- Cucumber Cooler
- Beet the Root
- Crazy Carrot
- Super Veggie
- Dates and Cereal Meal
- Coffee Meal
- Nutella Meal
- Dry Fruit Meal
- Iron Man Green Meal

**Figure 4: Product Categories from Drunken Monkey**



**Figure 5: Employee Metric at Drunken Monkey**



(Source: <https://www.apollo.io/companies/Drunken-Monkey/5a9d5d0bdf4706?chart=count>)

The employees in media and communication play a vital in promoting brand image of the company. The company invests on digital market and more precisely on electronic word-of-mouth communication. The employees are given training to update with external changes in the business environment of Drunken Monkey. The

head office plans for training and development programs for manpower in all the locations where the franchise operates.

**1.11. Hypothesis Testing**

H1: There is an association between occupation and awareness on Drunken Monkey brand.

**Table 2: Descriptive Statistics**

	N	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
Student	40	3.5250	1.26060	3.1218	3.9282
Employee	31	3.9355	.24973	3.8439	4.0271
Self-employed	23	4.7391	.61919	4.4714	5.0069
Others	6	4.0000	.00000	4.0000	4.0000
Total	100	3.9600	.97359	3.7668	4.1532

**Table 3: One-Way ANOVA**

Brand Awareness					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.559	3	7.186	9.545	.000
Within Groups	72.281	96	.753		
Total	93.840	99			

**Interpretation**

One-way ANOVA test evaluated the significant mean difference among the groups and within the groups. The association between occupation and brand awareness had been assessed with one-way ANOVA test. It is evident that brand awareness levels significantly differ among according to occupation ( $F(3, 96) = 9.545$ , Mean Square = 7.186,  $p = 0.000$ ) supporting H1. Hence

occupation helps in knowing the brand awareness among the respondents. The brand awareness of self-employed is high among the groups ( $M = 4.739$ ,  $SD = 0.619$ ).

H2: There is an impact of social influence on behavioral intention towards Drunken Monkey

H3: There is an impact of personal norms on behavioral intention towards Drunken Monkey

**Table 4: Descriptive Statistics**

	Mean	Std. Deviation
Behavioral Intention	3.3500	.86894
Social Influence	3.8100	.95023
Personal Norms	3.6900	.70632

**Table 5: Correlation Coefficients**

		Behavioral Intention	Social Influence	Personal Norms
Pearson Correlation	Behavioral Intention	1.000	.510	-.085
	Social Influence	.510	1.000	-.074
	Personal Norms	-.085	-.074	1.000
Sig. (1-tailed)	Behavioral Intention	.	.000	.201
	Social Influence	.000	.	.233
	Personal Norms	.201	.233	.
N	Behavioral Intention	100	100	100
	Social Influence	100	100	100
	Personal Norms	100	100	100

**Table 6: Regression Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.803	.523		3.444	.001
1 Social Influence	.463	.080	.506	5.785	.000
Personal Norms	-.058	.108	-.048	-.543	.588

a. Dependent Variable: Behavioral Intention

### Interpretation

The dependent variable behavioral intention is regressed with social influence and personal norms by conducting regression analysis. There is significant positive influence of social influence on behavioral intention supporting H2 (beta = 0.506, p = 0.000). There is no significant influence of personal norms on behavioral intention (beta = -0.048, p = 0.588) not supporting H2. Hence social influence can be used to predict the behavioral intention for consuming smoothies from Drunken Monkey.

## III. FINDINGS, SUGGESTIONS AND CONCLUSION

### 3.1 Findings

- The respondents are aware about brand of Drunken Monkey.
- The respondents perceive Drunken Monkey as a place for hang out.
- The brand awareness of Drunken Monkey is high among students and employees.
- The respondents are expecting Drunken Monkey to be present in multiplexes and shopping malls.
- The respondents with more health conscious are likely to consume products from Drunken Monkey.
- The respondents brand loyalty and perception to brand image is high.
- The respondents are satisfied and they have recommended Drunken Monkey to others.
- The social influence is having positive impact on behavioral intention towards Drunken Monkey.
- The personal norms have no significant impact on behavioral intention of respondents.
- The gender and occupation have relationship with consumption of products from Drunken Monkey.
- The respondents have agreed that Drunken Monkey is best choice for hang out with friends.
- The respondents have gained first time information on Drunken Monkey from friends followed by ads in social media.

- The youth and middle aged adults are target market for Drunken Monkey.
- Overall brand recognition is high among the respondents.

### 3.2 Suggestions

- Drunken Monkey is expected more stores in multiplexes and shopping malls.
- Drunken Monkey should introduce new products at affordable prices.
- The benefit with each product should be explained through its menu.
- The mobile advertisements should be increased.
- Drunken Monkey should give discounts for students for celebrating occasions such as birthday parties and alumni functions.
- Drunken Monkey should introduce products for kids and teenagers.
- Drunken Monkey should sponsor for corporate social responsibility activities.
- Drunken Monkey should improve its public relations with community development programs.
- The prices should be affordable for customers from middle income groups.
- The ambience should also increase intention among couples with kids.
- Drunken Monkey should supply the products for private parties.

### 3.3 Conclusion

Drunken Monkey is having brand recognition among youth, working professionals and self-employed. Drunken Monkey is viewed as synonymous to better place with friends. The products from Drunken Monkey are natural and healthy. The health conscious consumers are more likely to consumer products from Drunken Monkey. The brand image of Drunken Monkey presents healthy diet and more targeted for youth. The consumers are more likely to select Drunken Monkey are favorite spot for hang out with friends.

Drunken Monkey is expected to grow rapidly with its franchises in coming years. The

consumers are having positive behavioral intention for products from Drunken Monkey. The ambience in the stores is having positive influence on consumers. The youth have perceived that food products from Drunken Monkey are healthy. The youth got bored with touch screen life perceive Drunken Monkey as the best choice.

In this study the empirical investigation had been made with variables such as behavioral intention, social influence, personal norms, brand image, brand awareness. It is evident from this research study that consumers are aware about Drunken Monkey products. They are learning about menu and benefits about Drunken Monkey products from friends. The satisfied customers are recommending Drunken Monkey as the best choice for hangout with friends.

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