

Brand Awareness of Beverages in Urban and Rural Areas of Dharwad

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ABSTRACT

Most beverages contain a great deal of water. This does not add many nutrients to the diet, but it does play an important role in maintaining body balance by preventing dehydration. The study was conducted in three taluk's of Dharwad district during 2014-15. A total of 800 respondents such as home makers (400) and college students (400) were selected based on purposive random sampling technique. The three taluk's of Dharwad district are Dharwad, Hubli and Kalaghatagi. Pre-structured questionnaire was used to collect the required information. The study revealed that urban students were more knowledgeable regarding Pepsi, Coco-cola and Sunkist soft drinks. The students and home makers of Dharwad urban area, Hubli urban home makers were found more knowledgeable about tea brands and cent percent rural and urban Kalaghatagi students were found having knowledge about green tea. Hubli urban homemakers were having more knowledge of coffee brands than Dharwad homemakers and Kalaghatagi students. Among Dharwad, Hubli and Kalaghatagi respondents Hubli urban students were more aware of different types of fruit juices. It was concluded that, in all the three taluk's urban students were found more knowledgeable than home makers.

Key words: Awareness, Beverages, Brands, Home makers, Students.

INTRODUCTION

“Consumer is the king” in the market who can purchase anything from anywhere. Brand awareness means being aware of popular brands and wanting to buy particular brands rather than others. Brand loyalty is directly linked with the main factor like user experience.

Now a days consumer's are looking forward not only to improving upon eating habits but also improving their life style by

practicing healthy living. “A rising middle class, greater urbanization and increasing personal consumption expenditures in markets around the world will continue to drive greater demand for our beverages as consumers look for moments of refreshment. Our body would be perfectly content if we drank nothing but water. We would get all the fluid we need, and we would get all of our nutrients from food. But with so many choices available, most people drink a variety of beverages.

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In the beginning there was water abundant, refreshing, providing everything the body needs to replenish the fluids it loses. Humans relied on it as their only beverage for millions of years. Milk came next, with the advent of agriculture and the domestication of animals. Then beer and wine and coffee and tea, all drunk for taste and pleasure as much as for the fluids they provide. The newcomers, soft drinks, sports and energy drinks, and the like offer hydration but with a hefty dose of unnecessary calories that the body may have a hard time regulating.

Water provides everything the body needs to restore fluids lost through metabolism, breathing, sweating, and the removal of waste. It's the perfect beverage for quenching thirst and rehydrating our system. At least half of our daily fluid should come from water. For a person who needs two litres of water per day.

Soft drinks

These are non-alcoholic beverages, usually but not necessarily carbonated, normally contains natural or artificial sweetening agent, edible acids, natural or artificial flavors, and sometimes juice. Natural flavors are derived from fruits, nuts, berries, roots, herbs, and other plant sources. Indeed health concerns of modern consumers led to new categories of soft drinks emphasizing low calorie count, low sodium content, no caffeine, and all "all natural" ingredients. There are many speciality soft drinks. Top soft drink brands in India are Coco cola, Pepsi, mountain dew, Maaza and Nimbooz.

Tea and Coffee

Perfect start for our day is to have a cup of hot and fresh coffee or tea. We give a lot of importance to tea and coffee in our daily life. Coffee and tea have a defined space of our diet. Almost 80% of the people in the world have coffee or tea. Most of us are addicted these drinks. We have them to relax, refresh, relieve, and activate our body.

Tea is an aromatic beverage. It is prepared by pouring hot boiling water over the cured

leaves of camellia plant. After water, tea is the most consumed beverage in the world. On cooling it slightly gets bitter in taste. Tea has been promoted for having a variety of positive health benefits. Different types of tea are Black tea or red tea, Green tea, Premium or Delicate tea, Puerh tea, and Potentiality of tea. Black tea or Red tea: When the water reaches its boiling point, strongly blended tea leaves are added. It forms a dark reddish mixture, which is to be filtered. It has many active substances and the delicacy increases with decrease in temperatures. Green tea: This is a mild tea. Water is required to be hot and not necessarily boiling. The tea leaves used are of higher quality. Hotter water will produce bitter taste. It is appreciated to take with a light sweetness. Honey is preferred to sugar or other sweeteners used. Green tea specially helps us curing obesity. Premium or Delicate tea: The teas are generally steeped for shorter time. Premium or delicate tea needs more steeping time. Puerh tea: This tea requires boiling water. Rinsing of puerh is generally to remove the dust due to aging. Steeping for longer time is done. Boiling or steeping this tea frequently kills its taste. Potentiality of Tea are Bio-active chemicals, Flavinoids, Amino acids, Vitamins, Caffeine, polysaccharides. Advantages of consuming tea are they help us fight against Cancer. They condition the liver and colorectal. Improves digestion. Clears esophagul injuries and allergies. Top brands in India are Tata, Lipton, Tajmahal, Red label.

Coffee

This is a brewed beverage drink with a distinct aroma and flavor. It is prepared from the roasted seeds of coffee plant. These seeds are found to be growing like cherries do. Over 70 countries grow coffee plants and the number of consumers of coffee is increasing in number. It is the most traded agricultural commodities in the world. Coffee has been promoted due its energizing feature. It is said that coffee gives instant energy that can boost the activities of the body. Advantages of

consuming coffee are it increases the body metabolism, fights against type 2 diabetes, reduces the possibility of heart diseases, cancer to a certain extent can be cured. Moderate consumption of Caffeine improves our attention, memory performance, increases physical performance and muscular recovery.

Fruit juices

In india, many sweetened drinks are labeled as fruit juices like Tropicana, Real, Minute maid, all claimed to be 100% fruit juice but in reality some contain as little as 25% fruit content in them. If the drink is made using fruit concentrate it is labeled as fruit drink, beverage, or cocktail. Fruit drinks are usually calorically sweetened beverages with a small percentage of fruit juice or juice flavoring containing water. The fruit juices have sugar, artificial flavouring ingredients and preservatives apart from fruit juice concentrate in them. They are low in fibre and high in fructose and so should had in moderate quantity.

Sports drinks have fewer calories than soft drinks, and offer small amounts of sodium, chloride, and potassium. They aren't needed by casual athletes or daily walkers. The only people who really need them are endurance athletes who exercise for more than an hour at a stretch and who sweat a lot. Vitamin-enhanced waters, meanwhile, are not necessary for anyone who takes a daily multivitamin, and adding vitamins to a sugary drink does not make it a healthy choice.

Milk drinks

These are refreshing milk with delicious taste of saffron, cardmom, rose etc. it is an easy to use delicious drink that refreshes us immediately with goodness of milk. They instantly cools us down and energizes us from within. They have shelf life of six months and a unique taste. The milk is thicker and creamier as it's made from toned milk (3% fat) as against many competitors which use double toned milk. These are nutritious and fun drinks which targets people of all age groups from

kids to elderly who look for ready to drink , healthy beverages on the move or do not have time to prepare at home. Milk drinks are healthy, natural milk based drinks which provides an alternative to carbonated soft drinks. They have nearly 90 kcal/100 ml. Available in easy to use bottles and tetra pack. To be taken directly at move (small packs) or at home, parties, picnics etc.

“Milk beverage” is an alternative to traditional milk, but still contains more calcium, and less calories, sugar and fat. The different types of milk drinks are Nandini, Cavin's, GRB, Soya milk fassal, Amul milk drinks etc. The present study is aimed with the objective that to identify and assess consumer knowledge on FMCG products.

MATERIALS AND METHODS

The present study was conducted during the year 2014-15. A total of 800 respondents such as home makers (400) and college students (400) were selected based on purposive random sampling technique. The respondents are selected from three taluk's of Dharwad district viz, Dharwad, Hubli and Kalaghatagi. From each taluk a total of around 266 respondents comprising around 133 respondents from one village and 133 respondents from one town was considered. Pre-structured questionnaire was used to collect the required information. The data was coded, categorized, tabulated and statistically analyzed by calculating frequency and percentages.

RESULTS AND DISCUSSION

Table 1 indicated that, in rural area of Dharwad, majority (92.54%) of students were having knowledge of Pepsi followed by Coco-Cola 98.51 per cent and least 25.37 per cent of the students were having knowledge of Sunkist soft drinks. With respect to home maker cent per cent were having knowledge of Coco-cola because coco-cola is most popular among its users mainly because of its brand name,

innovativeness and the kind of star Endorsements used by them, followed by Pepsi (83.33%) and none of the homemakers were having knowledge of Sunkist soft drinks. Venkateswara Reddy *et.al.*⁵ revealed that (52%) of the respondents got awareness through television advertisement and (16%) respondents through news papers, (27%) respondents through friends and relatives and (5%) respondents through others.

The findings from urban area of Dharwad showed that, cent per cent of the students and home makers were found having knowledge of Pepsi because the visibility of the product plays an important role in making the consumer aware about the product and is vital for the growth and development of any product. Venkateswara Reddy *et.al.*⁵ observed that (48%) of respondents got awareness through TV advertisements and (19%) respondents through news papers, 27% respondents got through friends and 6% respondents got through others. Cent percent respondents were also having knowledge about Coco-cola and Sunkist followed by Bindu (Fizz jeera) (92.54%) and least (83.58%) of students were having knowledge of Tasty treat soft drink. Further, the findings from urban homemakers indicates that, cent per cent were having knowledge of Pepsi and Coco-cola followed by Bindu (92.42%) least knowledge (81.82%) was observed in Sunkist soft drinks. Comparing both rural and urban areas of Dharwad, it was noticed that rural and urban students were more knowledgeable regarding soft drinks.

Further, regarding rural area of Hubli taluk it was found that, cent per cent of the students were having knowledge of Pepsi and Coco-cola soft drinks followed by Sunkist (34.33%) and least (17.91%) of the students were knowledgeable regarding Bindu (Fizz jeera) soft drinks. And nearly cent per cent 98.51 of the homemakers were having knowledge of Coco-cola followed by Pepsi (82.09%) and least and negligible (1.49%) of

homemakers were knowledgeable about Tasty treat soft drinks.

In urban area of Hubli taluk, cent per cent of both students and homemakers were having knowledge of Pepsi and Coco-cola. and cent per cent of rural students were found having knowledge about Sunkist soft drinks and least (89.55%) were having knowledge of Tasty treat and 89.55 per cent and 83.58 per cent of homemakers were having knowledge regarding Tasty treat and Bindu respectively.

As per the data of Kalaghatagi rural area it was indicated that, cent per cent of the students were having knowledge about Pepsi and Coco-cola followed by Sunkist (22.39%) and least (2.99%) were having knowledge about Bindu. And similar results were found in the knowledge of Pepsi and Coco-cola in case of homemakers. And negligible (2.98%) were having knowledge about Tasty treat. None of the homemakers were having knowledge about Sunkist.

The finding from urban area of Kalaghatagi revealed that, cent per cent of urban students were found having knowledge about Pepsi, Coco-cola and Sunkist soft drinks followed by Tasty treat (74.62%) and least (73.13%) was observed in case of Bindu (Fizz jeera).

Among Dharwad, Hubli and Kalaghatagi respondents, Dharwad, Hubli and Kalaghatagi urban students were more knowledgeable regarding Pepsi, Coco-cola and Sunkist soft drinks.

A close review of table 2, Urban and rural consumer awareness of beverages regarding tea and coffee represents that, in rural area of Dharwad nearly cent per cent (98.51) of the students were aware of Green tea followed by Tajmahal (83.58%) and least (41.79%) were aware of Tata tea. However majority (89.39%) of homemakers were aware of Tajmahal followed by Lipton (71.21%) and least (35.31%) were aware of Green tea. Anupam Jain and Meenakshi Sharma¹ found that in case of tea, the average brand

awareness of respondents is (64%). Sweety Gupta and Manpreet Kaur (2013) observed that the average awareness of the respondents in the rural market is (52%) in case of tea. Shabir Majeed³ reported that the average brand awareness of respondents in the rural market is (57%) in case of tea.

And the recorded percentages of Dharwad urban area showed that, cent per cent of the students were aware of Green tea followed by Tajmahal (83.58%) and least (59.70%) were aware of Brook bond tea. Similar results were found in the awareness of Green tea of homemakers followed by Tajmahal (86.36%) and least (56.06%) of homemakers were aware of Brook bond. Comparing rural and urban areas of Dharwad, it was noticed that, urban students and homemakers were more knowledgeable regarding tea brands than rural student and homemakers.

The findings of Hubli rural area depicts that, majority 97.01 per cent of students were aware of Green tea followed by Brook bond 82.09 per cent, and least 25.37 per cent of students were aware of Tajmahal. And majority 89.55 per cent of homemakers were aware of Green tea followed by Lipton 83.58 per cent and least 37.31 per cent were aware of Tajmahal. And the findings of urban area of Hubli, depicts that, cent per cent of the homemakers were aware of Tata, Green tea and Tajmahal followed by Lipton 90.91 per cent and least 74.24 per cent were aware of Brook bond tea brand. Comparing rural and urban areas of Hubli it was observed that, urban homemakers were more knowledgeable than others.

The results of Kalaghatagi rural area indicated that, cent per cent of the students were having knowledge about Green tea, followed by Brook bond 37.31 per cent and only 13.43 per cent were found to have knowledge about Tajmahal. In case of homemakers, greater 38.81 percentage were having knowledge about Brook bond followed

by Green tea 35.82 per cent and least 17.91 per cent were having knowledge about Tajmahal tea brand. And the results of urban area of Kalaghatagi showed that, cent per cent of the students were having knowledge about Green tea followed by Tajmahal 68.66 per cent and least 31.34 per cent were having knowledge about Lipton. Results regarding urban homemakers of Kalaghatagi revealed that majority 83.30 per cent were aware of Tajmahal followed by Green tea and least 31.82 per cent homemakers were aware of Brook bond tea. Comparing rural and urban Kalaghatagi it was noticed that cent percent students from both rural and urban areas were aware of green tea.

Among the three taluka's, the students and home makers of Dharwad urban area, Hubli urban home makers were found more knowledgeable about tea brands and cent percent rural and urban Kalaghatagi students were found having knowledge about green tea.

It can be concluded from the table 2, that in Dharwad rural area, majority (85.07%) of the students were aware of Nescafe and least (10.60%) were aware of Coorg coffee. However, majority (92.42%) of the homemakers knew about Nescafe and least (3.03%) were knew about Coorg coffee. Regarding urban area of Dharwad majority (85.07%) of students were knew about Nescafe brand and least (47.76%) were knew about Bru coffee. Same results were found in the awareness of homemakers *i.e.* majority (93.94%) were knew about Nescafe and Coorg coffee and least (89.39%) were aware of Bru coffee. Comparing both areas of Dharwad it was understood that urban homemakers were having more knowledge about coffee brands. Further, results from rural area of Hubli showed that, majority (89.55%) of students were aware about Nescafe and least (14.42%) were aware of Coorg coffee. However, majority (74.63%) of homemakers aware of Nescafe and least (10.45%) were aware of Coorg coffee.

Results of urban area of Hubli showed that, majority (86.57%) of students were having knowledge about Nescafe and least were aware about Bru (68.18%). It was interesting to note that, cent per cents of the urban homemakers were having knowledge about both Nescafe and Bru coffee brands and majority (95.45%) were found having knowledge about Coorg coffee. Comparing both rural and urban areas of Hubli, urban homemakers were having more knowledge about coffee brands than students.

The data from Kalaghatagi rural area represents that majority (85.07%) of students were aware of Nescafe and least (10.44%) were aware of Coorg coffee. And majority (82.09%) of homemakers were aware of Nescafe and least (2.98%) were aware of Coorg coffee and results of Kalaghatagi urban area revealed that majority (95.52%) of the students were aware of Coorg coffee and least (68.18%) were aware of Bru coffee brand. Regarding homemakers majority (95.45%) were aware of Coorg coffee and least (68.66%) were aware of Bru coffee brand. Comparing both rural and urban areas of Kalaghatagi it was noticed that Kalaghatagi students and homemakers were having more knowledge on coffee brands than rural respondents.

Among three taluks Hubli urban homemakers were having more knowledge of coffee brands than Dharwad homemakers and Kalaghatagi students.

A close review of table 3 indicated that from rural area of Dharwad that, Minute maid fruit juice was known by greater (41.79%) of the students followed by Real (37.31%) and least (14.92%) were known by Gatorade (Sport drink). It was surprising note that none of the homemakers were knew about all the fruit juices except Tropicana (6.06%) and least (4.54%) were knew about Real fruit juice.

In urban area of Dharwad high lights that, Minute maid fruit juice was known by

majority (94.02%) of the students followed by Real (89.55%) and least and Gatorade fruit juice was known by least (55.22%) of the students. However, Minute maid fruit juice was known by majority (84.84%) of the homemakers followed by Real (72.72%) and Gatorade was known by least (42.42%) of the homemakers. As compare rural and urban areas of Dharwad, urban students were found more aware of fruit juices than students.

The recorded percentages for rural area of Hubli showed that, greater 59.70 per cent of the students were knew B. natural fruit juice followed by Tropicana 37.31 per cent and least 14.92 per cent of the students were knew about Paper boat. and very less 8.95 per cent of the homemakers knew Tropicana followed by Real 5.97 per cent. and none of the homemakers were knew about Gatorade, B. natural and Paper boat.

And regarding urban area of Hubli, it was observed that, cent per cent of the students were aware of Real, minute maid, Gatorade and B. natural fruit juices and equal and least 86.57 per cent of the students were aware of Tropicana and Paper boat and majority 87.87 per cent of homemakers were aware of Real fruit juice followed by minute maid 84.84 per cent and least 34.84 per cent were aware of Gatorade (sport drink). Comparing rural and urban area of Hubli it was indicated that, urban students were more knowledgeable than the other respondents.

The data from Kalaghatagi rural area indicates that, greater (37.31%) of the students were aware of Real followed by Minute maid (25.37%) and least (11.94%) were aware of Gatorade sport drink. However, very less (17.91%) of the homemakers were aware Tropicana followed by Real (5.97%) and it was interesting to note that none of the homemakers were aware of Gatorade, B. natural and Paper boat fruit juices and it was clear from the table majority (82.08%) of the students were aware of minute made followed by Tropicana (79.10%) and least (42.26%)

were aware of Gatorade fruit juice. Further it was observed that majority (69.69%) of homemakers were aware Minute maid fruit juice followed by Real (63.63%) and least (25.75%) were aware of Gatorade fruit juice. Comparing rural and urban area of Kalaghatagi it was noticed that, urban students were found more aware of fruit juices than others.

Among Dharwad, Hubli and Kalaghatagi respondents Hubli urban students were more aware of different types of fruit juices.

An analysis of data in table 4 discloses that, in rural area of Dharwad, majority (76.12%) of the students were aware of Nandini milk drink followed by Amul cool (20.84%) and least (4.49%) was observed in case of Cavin's milk drink. However, majority (78.79%) of the homemakers were also aware of Nandini milk drink followed by equal percentage (3.03%) of Amul cool koak and Amul cool. and none of the respondents were aware of soya milk Fassal and Cavin's milk drink. Further, in urban area of Dharwad, it was very surprising to observe that cent per cent of the students were aware of all the milk drinks and cent per cent of the homemakers were aware of Nandini milk drink followed by Amul kool (65.15%) and least (31.88%) were aware of Cavin's milk drink. As compare to rural and urban Dharwad it was found that, urban students were more knowledgeable regarding milk drinks than remaining respondents.

The findings from Hubli rural area depicts that, majority (79.10%) of the students were aware of Nandini milk drink followed by soya milk Fassal (57.57%) and least (11.94%) of the students were aware of Cavin'. And majority (71.64%) of the homemakers were aware of Nandini milk drink followed by Amul kool koak and Amul kool café (5.975%) and none of the homemakers were aware of soya milk fassal. Findings of urban and depicts that, all the students (cent per cent) were aware

all the milk drinks except Amul kool Koak (77.27%). And majority (89.39%) of the homemakers were aware of Nandini milk drink followed by GRB (77.27%) and least (57.57%) of the homemakers were aware of Cavin's milk drinks. As compare to rural and urban area of Hubli, the results indicates that, urban students were more knowledgeable than the remaining respondents. This is due to the reason that urban students are more exposed to mass media and their interaction with peer group made them to gain more knowledge than home makers.

The data from Kalaghatagi, rural area represents that, majority 80.60 per cent of the students were aware of Nandini milk followed by GRB 17.91 per cent and only 5.97 per cent were aware of Cavin's milk drink. However, majority 76.12 per cent of the homemakers were aware Nandini milk drink and negligible 1.49 per cent were aware of Amul kool and none of the respondents were aware of Cavin's and GRB.

The recorded percentages from Kalaghatagi urban area depicts that, majority (71.64%) of the students were aware of Nandini milk drink followed by soya milk fassal (37.31%) and least (13.43%) were aware of GRB milk drink. Further, it can be seen that, majority (74.24%) were aware of Nandini milk drink followed by Amul kool café (12.12%) and none of the respondents were aware of Cavin's milk drink. As compare to rural and urban area of Kalaghatagi, it was noticed by urban students were more knowledgeable than remaining respondents.

Among 3 taluk's of Dharwad district it was concluded that, in all the three taluk's urban students were found more knowledgeable than others. Because in urban areas due to increasing Malls, Super markets and Big bazaar etc and there is a chance for students visiting these places frequently and gaining more knowledge about various new products in the market.

Table 1: Urban and rural consumer awareness/knowledge of beverages regarding soft drinks

(N=800)

Sl. No.	Company & brand name	Dharwad (n=266)				Hubli (n=267)				Kalaghatagi (n=267)			
		Rural (n=133)		Urban (n=133)		Rural ((n=134)		Urban (n=133)		Rural (n=134)		Urban (n=133)	
		Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=67)	Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=67)	Student (n=67)	Homemaker (n=66)
1	Pepsi (Pepsi)	62 (92.54)	55 (83.33)	67 (100.0)	66 (100.0)	67 (100.0)	55 (82.09)	67 (100.0)	66 (100.0)	67 (100.0)	67 (100.0)	67 (100.0)	66 (100.0)
2	Coco-Cola (Coco-Cola)	66 (98.51)	66 (100)	67 (100)	66 (100.0)	67 (100.0)	66 (98.51)	67 (100)	66 (100.0)	67 (100)	67 (100)	67 (100)	66 (100)
3	Sunkist (Dr.pepper snapy gp)	10 (25.37)	0 (0.00)	67 (100)	54 (81.82)	23 (34.33)	3 (4.47)	67 (100)	59 (88.06)	15 (22.39)	0 (0.00)	67 (100)	43 (65.15)
4	Tasty Treat (Tasty Treat)	56 (83.58)	2 (3.03)	56 (83.58)	57 (86.36)	17 (25.37)	1 (1.49)	60 (89.55)	60 (89.55)	9 (13.43)	2 (2.98)	50 (74.62)	34 (51.51)
5	Bindu (Fizz jeera)	53 (79.10)	2 (3.03)	62 (92.54)	61 (92.42)	12 (17.91)	4 (5.97)	62 (92.54)	56 (83.58)	2 (2.99)	3 (4.48)	49 (73.13)	49 (74.24)

Figures in parenthesis indicates percentages

Table 2: Urban and rural consumer awareness/knowledge of beverages regarding tea and coffee

(N=800)

Sl. No.	Company & brand name	Dharwad (n=266)				Hubli (n=267)				Kalaghatagi (n=267)			
		Rural (n=133)		Urban (n=133)		Rural (n=134)		Urban (n=133)		Rural (n=134)		Urban (n=133)	
		Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=67)	Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=67)	Student (n=67)	Homemaker (n=66)
1	Tata (Tata tea ltd)	28 (41.79)	44 (66.67)	45 (67.16)	40 (60.61)	50 (74.63)	40 (59.70)	46 (68.66)	66 (100.0)	16 (23.88)	21 (31.34)	23 (34.33)	25 (37.88)
2	Brook bond (HUL)	32 (47.76)	34 (51.52)	40 (59.70)	37 (56.06)	55 (82.09)	45 (67.16)	42 (62.69)	49 (74.24)	25 (37.31)	26 (38.81)	25 (37.31)	21 (31.82)
3	Lipton (HUL)	32 (47.76)	47 (71.21)	47 (70.15)	42 (63.64)	45 (67.16)	56 (83.58)	49 (73.13)	60 (90.91)	15 (22.39)	20 (29.85)	21 (31.34)	23 (34.85)
4	Green Tea (Krishna tea industries, Tinsukiya)	66 (98.51)	25 (35.31)	67 (100)	66 (100)	65 (97.01)	60 (89.55)	67 (100)	66 (100.0)	67 (100)	24 (35.82)	67 (100)	39 (59.09)
5	Tajmahal (HUL)	56 (83.58)	59 (89.39)	56 (83.58)	57 (86.36)	17 (25.37)	25 (37.31)	60 (89.55)	66 (100.0)	9 (13.43)	12 (17.91)	46 (68.66)	55 (83.33)
Coffee													
1	Indian filter coffee	25 (25.37)	33 (50.00)	67 (100)	66 (100)	34 (51.51)	35 (52.24)	58 (87.88)	66 (100.0)	25 (37.31)	30 (44.78)	46 (68.66)	66 (100)
	Instant coffee												
1	Nescafe (Nestle)	57 (85.07)	61 (92.42)	57 (85.07)	62 (93.94)	60 (89.55)	50 (74.63)	58 (86.57)	66 (100.0)	57 (85.07)	55 (82.09)	55 (82.09)	55 (83.33)
2	Bru (HUL)	47 (70.15)	47 (71.21)	32 (47.76)	59 (89.39)	40 (59.70)	45 (68.18)	45 (68.18)	66 (100.0)	52 (77.61)	47 (70.15)	45 (68.18)	46 (68.66)
3	Coorg coffee	7 (10.60)	2 (3.03)	42 (63.64)	62 (93.94)	10 (14.42)	7 (10.45)	61 (91.04)	63 (95.45)	7 (10.44)	2 (2.98)	64 (95.52)	63 (95.45)

Figures in parenthesis indicates percentages

Table 3: Urban and rural consumer awareness/knowledge of beverages regarding fruit juices

(N=800)

Sl. No.	Company & brand name	Dharwad (n=266)				Hubli (n=267)				Kalaghatagi (n=267)			
		Rural (n=133)		Urban (n=133)		Rural ((n=134)		Urban (n=133)		Rural (n=134)		Urban (n=133)	
		Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=67)	Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=67)	Student (n=67)	Homemaker (n=66)
1	Tropicana (Pepsico)	22 (32.83)	4 (6.06)	57 (85.07)	43 (65.15)	25 (37.31)	6 (8.95)	58 (86.57)	51 (77.27)	15 (22.38)	12 (17.91)	53 (79.10)	40 (60.60)
2	Real (Dabar)	25 (37.31)	3 (4.54)	60 (89.55)	48 (72.72)	20 (29.85)	4 (5.97)	67 (100)	58 (87.87)	25 (37.31)	4 (5.97)	45 (67.16)	42 (63.63)
3	Minute maid (Coco-cola)	28 (41.79)	0 (0.00)	63 (94.02)	56 (84.84)	23 (34.33)	3 (4.47)	67 (100)	56 (84.84)	17 (25.37)	3 (4.47)	55 (82.08)	46 (69.69)
4	Gatorade(Sport drink) (pepsico)	10 (14.92)	0 (0.00)	37 (55.22)	28 (42.42)	17 (25.37)	0 (0.00)	67 (100)	23 (34.84)	8 (11.94)	0 (0.00)	31 (46.26)	17 (25.75)
5	B.Natural (ITC)	12 (17.91)	0 (0.00)	58 (87.87)	35 (53.03)	40 (59.70)	0 (0.00)	67 (100)	43 (65.15)	9 (13.43)	0 (0.00)	35 (52.23)	23 (34.84)
6	Paper boat (Nector beverages)	18 (85.07)	0 (0.00)	59 (89.39)	38 (57.57)	10 (14.92)	0 (0.00)	58 (86.57)	32 (48.48)	15 (22.38)	0 (0.00)	39 (58.20)	18 (27.27)

Figures in parenthesis indicates percentages

Table 4: Urban and rural consumer awareness/knowledge of beverages regarding milk drinks

(N=800)

Sl. No.	Company & brand name	Dharwad (n=266)				Hubli (n=267)				Kalaghatagi (n=267)			
		Rural (n=133)		Urban (n=133)		Rural ((n=134)		Urban (n=133)		Rural (n=134)		Urban (n=133)	
		Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=67)	Student (n=67)	Homemaker (n=66)	Student (n=67)	Homemaker (n=67)	Student (n=67)	Homemaker (n=66)
1	Nandini	51 (76.12)	52 (78.79)	67 (100.0)	66 (100.0)	53 (79.10)	48 (71.64)	67 (100.0)	59 (89.39)	54 (80.60)	51 (76.12)	48 (71.64)	35 (74.24)
2	Amul kool koak	10 (14.92)	2 (3.03)	67 (100)	41 (61.12)	10 (14.92)	4 (5.97)	51 (77.27)	40 (60.60)	8 (11.94)	4 (5.97)	10 (14.92)	8 (12.12)
3	Amul kool café	7 (10.44)	1 (1.51)	67 (100)	37 (56.06)	20 (29.85)	4 (5.97)	67 (100)	41 (62.12)	5 (7.46)	3 (4.47)	10 (14.92)	1 (1.49)
4	Amul kool	14 (20.84)	2 (3.03)	67 (100)	43 (65.15)	25 (37.31)	3 (4.47)	67 (100)	43 (65.15)	7 (10.44)	1 (1.49)	10 (14.47)	7 (10.60)
5	Soya milk Fassal	10 (14.47)	0 (0.00)	67 (100)	41 (62.12)	38 (57.57)	67 (100)	67 (100)	55 (83.33)	11 (16.41)	6 (8.95)	25 (37.31)	4 (6.06)
6	Cavin's	3 (4.49)	0 (0.00)	67 (100)	21 (31.88)	8 (11.94)	0 (0.00)	67 (100)	38 (57.57)	4 (5.97)	0 (0.000)	19 (28.35)	0 (0.00)
7	GRB	10 (14.47)	1 (1.51)	67 (100)	25 (37.87)	12 (17.91)	0 (0.00)	67 (100)	51 (77.27)	12 (17.91)	0 (0.00)	9 (13.43)	3 (4.54)

Figures in parenthesis indicates percentages

CONCLUSION

The study concluded that Dharwad, Hubli and Kalaghatagi urban students were more knowledgeable regarding Pepsi, Coco-cola and Sunkist soft drinks. Coco cola is most popular because of its brand name. The students and home makers of Dharwad urban area and Hubli urban home makers were found more knowledgeable about tea brands and cent percent rural and urban Kalaghatagi students were found having knowledge about green tea. Hubli urban homemakers were having more knowledge about coffee brands than Dharwad homemakers and Kalaghatagi students. Hubli urban students were more aware of different types of fruit juices. Among 3 taluk's of Dharwad district it was concluded that, urban students were found more knowledgeable than others. The brand awareness in rural area is showing an increasing tendency. Rural people are preferring branded products with the belief quality is assured. Many respondents started using these products as they save time and energy.

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Future prospects:

- Improving brand awareness through quality attributes have been made.
- Majority of people are aware of the health hazards of consuming soft drinks, therefore the companies can bring in more flavored and non carbonated soft drinks in the market to increase the consumption pattern.
- The beverages companies should their consistency and should introduce new models according to the changing needs in the market.

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