**Project Report**

**A Study on Consumer Attitude and Perception towards Kingfisher Beer**

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# CERTIFICATE

This is to certify that the project entitled “**A Study on Consumer Attitude and Perception towards Kingfisher Beer”** isthe bonafide work carried out by **Chandra Shekhar*,*** student of MBA**, Delhi School of Management, Delhi Technological University**,during the year 2013, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration and that the project has not formed the basis for theaward previously of any degree, diploma, associate ship, fellowship or any othersimilar title.

Signature of the Guide:

Place:

Date:

# Declaration

I hereby declare that the project entitled “**A Study on Consumer Attitude and Perception towards Kingfisher Beer”** submitted for the MBA Degree is myoriginal work and the project has not formed the basis for the award ofany degree, associate ship, fellowship or any other similar titles. It is the result of the project carried out by me under the guidance and supervision of **Dr. Rajan Yadav, Associate Professor, Delhi Technological University**.

I further declared that I or any other person has not previously submitted this project report to any other institution/university for any other degree/ diploma or any other person.

Signature of the Student:

Place:

Date:

# Acknowledgement

Due to the fact that all the knowledge required was not in the literature, it was imperative that the people who guide be very resourceful and knowledgeable. A deep sense of gratitude for the above reason is thus owed to **Dr. Rajan Yadav** (Associate Professor, Delhi Technological University) for his continuous guidance and motivation and for helping in whatever capacity he could at various stages in the project.

I would also like to thank the distinguished teaching faculty at Delhi School of Management, Delhi Technological University. Finally a note of thanks is due to all those, too many to single out by names, which have helped in no small measure by cooperating with me during the project.

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**Abstract**

Marketing concept starts with consumers’ needs and their behavior in meeting their needs. In order to satisfy their needs consumers make many buying decisions every day. And marketers need to study these consumer purchase decisions in order to find answers to questions about what, why, where and how much they buy and align their marketing program to that effect.

For making a successful marketing program it is necessary for marketers to study the consumer behavior so that they would know the psychology of consumers. Consumer psychology has various components such as perceptions, knowledge, attitude, intention, motive and the like. This research paper is done particularly on the two components of consumer psychology namely perception and attitude.

The purpose of this study is to survey the perception and attitude of NCR consumers towards Kingfisher Beer. Kingfisher Beer is the pioneer and still the dominant beer brand worldwide. And in recent days the Brand’s market share has significantly increased and it is becoming a synonym of beer across the globe. This wide acceptance and dominance in India’s beer industry, indirectly signifies a positive consumer attitude towards the brand. But the actual attitude of beer consumers towards Kingfisher beer, the reason behind the attitude and its implication on the behavior or consumption of the beer is the rationale of this research.

The study based itself on the information collected from primary source by taking a sample of 80 beer consumers from bars and restaurants around Delhi NCR and distributing self-administered questionnaires. Secondary sources such as books, journals and research papers written on similar topic are also reviewed. Appropriate statistical analysis such as frequency, correlation analysis are used according to respective objective and descriptors.

Based on the findings of this research, it can be concluded that most beer consumers have positive attitude towards the beer Kingfisher and this is resulted due to its product quality and promotional activities. The Kingfisher Beer’s taste, aroma, foam and thirst quenching attributes are found to be very satisfactory. And the advertisements are also different from the other competing beer brands in a way that they are creative, seasonal, cultural and entertaining. With regard to other promotional mix, the public relation efforts such as participating and sponsoring sports and supporting other programs and festivals are positively perceived by the respondents which in turn contribute to the increase in sales volume and market share of the Brand.

One important point pointed out is the intention to switch, even though most of the respondents like and consume Kingfisher, still 50% of them want to switch to other brand only half of them are loyal, and this is an assignment for Kingfisher because it requires it more work not only to attract but also maintain its consumers. In other words it should catch the hearts of its consumers and create loyalty.

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**OPERATIONAL DEFINITIONS**

1. **Attitude:** a learned predisposition to behave in a consistentlyfavorable or unfavorable way with respect to a given product, product category, brand, service, people, advertisement, internet site, price, medium or retailer.
2. **Perception:** process of receiving, organizing and assigning meaning to information or stimuli detected by our five senses.
3. **Beer:** alcoholic beverage made from cereal grains, usually barley, but also corn, rice, wheat, and oats.
4. **Beer foam:** a mass of bubbles of gas or air on the surface of the beer.
5. **Consumer**: is one who buys good or uses a service.
6. **Hangover:** illness after drinking with a set symptoms including headache, nausea, thirst, and sickness that result from drinking too much alcohol
7. **Marketing stimuli:** any communications or physical stimuli that are designed to influence consumers.
8. **Stimulus:** any physical, visual or verbal communication that can influence an individual's response.

**CHAPTER ONE**

**Introduction**

**1.1 Background of the Study**

In order to stay profitable and competitive in today’s market, satisfying customers is vital. So as to meet this goal, understanding the customers’ behaviors should be given a top priority.

These days, organizations are expected to perform more than producing products and delivering services. Before producing products or delivering services, there is a need to do customer research. The customer research enables to answer questions like what the market buys, why the market buys, who participate in the buying, how the market buys, when the market buys, where the market buys and the like. But learning about the whys of consumer buying behavior is not so easy the answers are often locked deep within the consumer’s head.

Marketing is the art of creating, attracting and keeping profitable customers, in order to convert occasional purchasers into brand loyalists; habits must be reinforced by appealing to the factors that shape consumer behaviors which include the cultural, social, personal and psychological characteristics; because they hold the key to success or failure of any product.

Among the aforementioned factors which influence consumer purchases, this research focuses on the psychological factors particularly attitude and perception. Consumer’s attitude towards a product according to Kotler and Armstrong (2006) is being shaped and influenced by psychological factors such as motivation, perception, learning, personality, attitude and belief.

Perception is the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. Two individuals may be exposed to the same stimuli under the same apparent conditions, but how each person recognizes, selects, organizes and interprets these stimuli is a highly individual process based on each person’s own needs, values and expectations. (Schiffman and Kanuk: 2000)

Attitude is a learned predisposition to behave in a consistentlyfavorable or unfavorable way with respect to a given object (specific consumption or marketing related concepts, such as product, product category, brand, service, possessions, product use, causes or issues, people, advertisement, internet site, price, medium or retailer). Attitudes have motivational quality that propel a consumer toward a particular behavior or repel the consumer away from a particular behavior. (ibid)

This research project analyzes the consumers’ perception and attitude taking the case of Kingfisher Beer.

Beer is an alcoholic beverage made using a process called fermentation, in which microscopic fungi called yeast consume sugars in the grain, converting them to alcohol and carbon dioxide gas. This chemical process typically produces beer with an alcohol content of 2 to 6 percent. Over 70 styles of beer are available today. Each style derives its unique characteristics from its ingredients and subtle differences in its brewing process. (Encarta: 2012)

Beer is believed to be over 10,000 years old. Although no one knows its exact origins, some agricultural historians believe that the first beer may have been produced accidentally when a stash of grain was soaked by rain and then warmed by the sun. If this mixture were spontaneously fermented by wild, airborne yeast, which thrives in just these warm, moist conditions beer would have been produced.

Early beer makers used a very simplistic brewing process and fermented beer for only a brief period, one to two days at most. By around 1100 ad, brewing techniques had become more sophisticated. In Europe brewers banded together to form guilds societies that protected their trade while setting standards for beer making. Hops were introduced to the brewing process around 1300. While many European brewers embraced the use of hops in making beer, English beer makers refused to add the bitter tasting plant to their brews until the 16th century. The first beer brewed with hops in England was bitter ale.

For centuries brewers heated grain over open fires, resulting in dark, smoky malt that produced equally dark beer. With the advent of the industrial revolution in the mid-1800s, brewers invented a way to dry malt in large rotating heated drums that left the grain light in color and produced a pale, golden beer. The next major technological development occurred in the late 19th century with the invention of compressed gas refrigeration. Brewers no longer had to schedule the various heating and cooling phases of the brewing process according to seasonal outdoor temperatures. Refrigeration also meant that beer could be shipped greater distances without spoiling. This innovation paved the way for the proliferation of today’s large brand beers. With technological developments, some breweries turned to mass production, employing large-scale, and state-of-the-art brewing equipment to produce large quantities of beer. (ibid)

**1.2 Statement of the problem**

In today’s highly competitive, dynamic and challenging business environment, the level of consumer product acceptance and preference are critical to survival of business. Each day consumers are becoming more rational and speculative in their spending, willing to spend their hard earned money on product they believe will give them value and maximize their utility. This dynamic nature of consumers’ attitudes towards a product or a brand is clearly exhibited in Indian beer industry for the past years. However, market shares have shifted markedly in recent years, in which UB claims almost half of the country’s market share and has a particularly dominant share (of nearly two-thirds) in Delhi.

And consumers’ attitude and preference towards Kingfisher beer which is the dominate product of United Breweries in the past few years, is the rationale for undertaking this research. The study reveals the underlying factors which helped this brand to overtake its competitors’ market share and win the mind and hearts of the majority of the Indian beer consumers.

**1.3. Objectives**

**1.3.1 General objectives**

Broadly, this study plans to examine current consumers’ attitude and perception towards Kingfisher beer. And, hence, draw a significant and feasible suggestion based on the findings.

* + 1. **Specific objectives**
* To identify the reasons for consumers wide acceptance and preference of Kingfisher beer against other competing brands in the past few years
* To identify the specific marketing factors that contributed for in the formation, change and maintenance of these acceptance and preference of Kingfisher beer
* To point out the opportunities and challenges of Kingfisher beer with regard to the psychology of its consumers
	1. **Research Questions**

 The research intends to give answers to the following questions:

* Why consumers choose beer brands over the other brands?
* Does the quality and taste of Kingfisher beer contribute for the building positive attitude?
* Do the Company’s promotional activities contribute for the building positive attitude?
* What are the other factors that helped the brand to get wide acceptance in Indian beer market?

**1.5 Scope of the Study**

This research covers the issue of consumer perception and attitude taking the case of Kingfisher beer in Delhi with particular emphasis on consumer around Delhi areas.

**1.6** **Significance of the Study**

The research provides a clear picture of the consumers’ attitudes towards Kingfisher beer, factors that contributed in the formation of these attitudes, the opportunities and challenges to the brand with respect to understanding, improving and preserving its image. And the study apparently presents how Kingfisher beer could improve or maintain its consumer’s attitudes and get the maximum out of it.

The study enhanced the knowledge of the researchers with regard to the concept of consumer perception and attitude, and their importance for the success of a business.

The research also benefits new companies who are under formation to join the beer industry by providing information pertinent to attitude of beer consumers.

Furthermore, the research lays a ground for further studies on similar topics.

**1.7 Limitation of the Study**

The major constraint in the course of the study was number of respondents which prevented the researcher from undertaking in depth study and analysis on the topic as planned.

**1.8 Organization of the Study**

This paper has five chapters, in which the first is the introduction part containing background of the study, the statement of the problem, research questions, objective, significance, scope and limitation, budget, research schedule and organization of the study. The second chapter is all about reviewing literatures written on consumer perception and attitude. In chapter three the research methodology used to gather, analyze, interpret and present the data are discussed. In chapter four, the data gathered and analyzed on the perception and attitude of consumers of Kingfisher beer is presented. And finally, conclusion and recommendations are given based on the findings of the research. References used for the study are listed at the end of the research report. In addition supplementary documents are attached to the report as appendices.

**CHAPTER TWO**

**literature review**

* 1. **Introduction**

The theoretical framework of this study focuses on customer attitude and perception with regard to the meanings of core concepts, their importance for the success of a business and the challenges for marketers to set marketing plans and programs in line with these concepts.

First, this chapter discusses the concepts of attitude and perception. And in the subsequent section the researches previously done on similar topics are reviewed.

**2.2 Perception and Attitude**

***Perception***

One of the key elements of a successful marketing strategy is the development of product and promotional stimuli that consumers will perceive as relevant to their needs. (Henry Assael: 2001)

Perception is the process of sensing, selecting and interpreting the stimuli of the external world into an internal (mental) world. In other word, perception is the process by which the brain attempts to describe objects and events in the external world based on sensory inputs and knowledge. (Schiffman and Kanuk: 2000)

Kotler (2005) states that the process of perception formation passes through four steps: in the first step, consumer receives information from outside; in the second step, he/she selects the information; in the third step information is organized and in the last step the information is interpret. Perception is regarded as the keystone of building knowledge, not just about products but about everything else in the world. People have their own perception of products and everything else. The way people select and interpret products will be very different from the way someone else selects and interprets them.

Perception plays a major role in the stage of buying decision making where alternatives are identified. What we perceive depends on the object and our experiences. Every day we come in contact with an enormous number of marketing stimuli. The product and its components (package, contents, and physical properties) are primary (intrinsic) stimuli. Communications designed to influence consumer behavior are secondary (extrinsic) stimuli that represent the product either through words, pictures and symbolism or through other stimuli associated with the product (price, store in which purchased, effect of salesperson). (Henry Assael: 2001)

Two key factors determine which stimuli consumers will perceive and how they will interpret them: the characteristics of stimulus and the consumers’ ability to perceive the stimulus. These two influences interact in determining consumer perceptions. Stimulus characteristics affecting perception can be divided into sensory elements and structural elements. Both have implications for product development and advertising. Sensory elements are composed of color, smell, taste, sound and feel. The structural elements applied primarily to print advertising, such as size, position, contrast, novelty of the ad.

Consumer characteristics affecting perception are ability to discriminate between stimuli and propensity to generalize from one stimulus to another.

One of the basic questions regarding the effect of marketing stimuli on perceptions is whether consumers can discriminate among differences in stimuli. Do consumers perceive differences between brands in taste, feel, price and shape of the package?

The ability to discriminate among stimuli is learned. Generally, frequent users of a product are better able to notice small differences in product characteristics between brands. However, in many cases, the consumers’ ability to discriminate sensory characteristics such as taste and feel is small. As a result marketers rely on advertising to convey brand differences that physical characteristics alone would not impart. They attempt to create a brand image that will convince consumers that one brand is better than another.

Consumers develop not only a capacity to discriminate between stimuli but also capacity to generalize from one similar stimulus to another. The process of stimulus generalization occurs when two stimuli are seen as similar (contiguous), and the effects of one, therefore, can be substituted for the effect of another.

Brand loyalty is a form of stimulus generalization. The consumer assumes that positive past experiences with the brand will be repeated. Therefore, a consumer does not need to make a separate judgment with each purchase.

Perceptual categorization is also a form of stimulus generalization. As new products are introduced, consumers generalize from past experience to categorize them. (ibid)

When the individual constructs a perception, he or she assembles information to map what is happening in the outside world. This mapping will be affected by the following factors (Blythe: 2008):

* *Subjectivity:* This is the existing world view within the individual, and it is unique to that individual. For example, the information is subjective in that the consumer will base decisions on the selected information. Each of us selects differently from environment and each of us has differing views.
* *Categorization:* This is the “pigeonholing” of information, and the prejudging of events and products.
* *Selectivity:* This is the degree to which the brain is selecting from the environment. It is a function of how much is going on around the individual, and also of how selective (concentrated) the individual is on the current task. It will depend on the individual’s interest and motivation regarding the subject area.
* *Expectations:* It leads individuals to interpret information in a specific way later.
* *Past experience:* Sometimes sights, smells or sounds from our past will trigger appropriate response. If the consumer has had bad experiences of purchasing products, this might lead to a general perception that these products are of poor quality.

***Attitude***

After consumers perceive and process information, they develop beliefs about and preferences for the brands based on the information they have processed. These beliefs and preferences define consumer attitudes toward a brand. In turn, their attitudes toward a brand often directly influence whether they will buy it or not. (Henry Assael: 2001)

Attitudes are not directly observable but must be inferred from what people say or what they do. Consistency of purchases, recommendations to others, top rankings, beliefs, evaluations and intentions are related to attitudes. (Schiffman and Kanuk: 2000)

Attitudes may be positive, negative, or neutral (valence); may vary in intensity (extremity); can be more or less resistant to change; and may be believed with differing levels of confidence or conviction. (Keith Walley et al.: 2009)

According to Schiffman and Kanuk (2000), attitude consists of three major components: a cognitive component (belief), an affective component (feelings or emotions) and a conation component (behavioral intention).

The cognitive component is related to knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs, i.e. the consumer believes that the attitude object possesses various attributes and that specific will lead to specific outcomes. And affective component of an attitude constitute the emotions and feeling of a consumer about a product or brand. And this component indicates the extent to which the individual rates the attitude object as ‘favorable’ or ‘unfavorable’, ‘good’ or ‘bad’. The conation component is concerned with likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object.

 **Figure 1: Three components of attitude**

***Source:*** *Henry Assael (2001)*

The formation of consumer attitudes is strongly influenced by personal experience, the influence of family and friends, direct marketing, mass media and internet. (Schiffman and Kanuk: 2000)

A primary means by which attitudes toward goods and services are formed is through the consumer’s direct experience, marketers frequently attempt to stimulate trial of new products by offering cents-off coupons or even free samples.

The family is an extremely important source of influence on the formation of attitudes, for it is the family that provides us with many of our basic values and a wide range of less central beliefs.

Impact of advertising messages on attitude formation is the level of realism that is provided. Attitudes that develop through direct experience (e.g. product usage) tend to be more confidently held and more enduring.

Attitudes are relatively consistent with behavior they reflect. However, despite their consistency, attitudes are not necessarily permanent they do change. One method for changing motivation is known as functional approach. According to this approach, attitudes can be classified in terms of four functions: the utilitarian function, the ego defensive function, the value expressive function and the knowledge function. (ibid)

* *The utilitarian function*

When a product has been useful or helped us in the pat, our attitude toward it tends to be favorable. One way of changing attitudes in favor of a product is by showing people that it can serve a utilitarian purpose that they may not have considered.

* *The ego defensive function*

Most people want to protect their self images from inner feelings of doubt. They want to replace their uncertainty with a sense of security and personal confidence.

* *The value expressive function*

Attitudes are an expression or reflection of consumer’s general values, lifestyle and outlook.

* *The knowledge function*

Individuals generally have a strong need to know and understand the people and things they encounter. The consumer’s ‘need to know’, a cognitive need, is important to marketers concerned with product positioning. Indeed, many product and brand positioning are attempts to satisfy the need to know and improve the consumer’s attitudes toward the brand by emphasizing its advantages over competitive brands.

An attitude can serve more than one function, but in many cases a particular one will be dominant. By identifying the dominant function a product serves for consumers (i.e. what benefits it provides); marketers can emphasize these benefits in their communications and packaging. Ads relevant to the function prompt more favorable thoughts about what is being marketed and can result in a heightened preference for both the ad and the product. (Michael Solomon et. al.:2006)

***The Fishbein model***

The most influential multi-attribute model of attitude is the Fishbein model, named after its primary developer. The model measures three components of attitude:

1. *Salient beliefs:* people have about an attitude object (those beliefs about the object that are considered during evaluation).
2. *Object-attribute linkages*: or the probability that a particular object has an important attribute.
3. *Evaluation:* of each of the important attributes.

Note, however, that the model makes some assumptions that may not always be warranted. It assumes that we have been able to specify adequately all the relevant attributes that, for example, a student will use in evaluating his or her choice about which college to attend. The model also assumes that he or she will go through the process (formally or informally) of identifying a set of relevant attributes, weighing them and summing them.

Although this particular decision is likely to be highly involving, it is still possible that his or her attitude will be formed by an overall affective response (a process known as affect-referral).

***The extended Fishbein model***

The original Fishbein model, which focused on measuring a consumer’s attitude towards a product, has been extended in a number of ways to improve its predictive ability.

The revised version is called the theory of reasoned action. The model is still not perfect, but its ability to predict relevant behavior has been improved. Some of the modifications to this model are considered here.

**Intentions vs. behavior**

Many factors might interfere with actual behavior, even if the consumer’s intentions are sincere. He or she might save up with the intention of buying a stereo system. In the interim, though, any number of things – being made redundant or finding that the desired model is out of stock – could happen. It is not surprising, then, that in some instances past purchase behavior has been found to be a better predictor of future behavior than is a consumer’s behavioral intention.49 The theory of reasoned action aims to measure behavioral intentions, recognizing that certain uncontrollable factors inhibit prediction of actual behavior.

**Social pressure**

The theory acknowledges the power of other people in influencing behavior. Many of our behaviors are not determined in isolation. Much as we may hate to admit it, what we think others would like us to do may be more relevant than our own individual preferences. (ibid)

**CHAPTER THREE**

**Research Methodology / RESEARCH DESIGN**

**3.1. Introduction**

The purpose of this chapter is to describe the methodology used to achieve the research objectives of this study. This includes the type of the research, target population, the sampling techniques, the data collection and data analysis procedures.

**3.2 Type of Research**

In order to identify the consumer perception and attitude towards Kingfisher beer, the researchers used descriptive study through cross sectional survey method of data collection.

**3.3 Population of the Study**

 The targeted population for the purpose of this study comprised of Bars and Restaurants which are mainly Kingfisher Beer dealers. And individual consumers of Kingfisher beer were randomly taken from the sampled bars and restaurants. Considering the time and resources available, the targeted population was only limited to Delhi areas in NCR.

**3.4 Sampling Designs and Sampling Procedures**

The researchers used both probability and non-probability sampling techniques. From the non-probability sampling technique, convenience sampling is used to select the locations for the study, which are Delhi due to their accessibility to the researchers. And a simple random method is used from the probability sampling technique to select the bars and restaurants from these areas and also to pick the individual beer consumers from each sampled bars and restaurants.

**3.5 Sources of Data**

Information is gathered from both primary and secondary data sources. From the primary data sources survey questionnaires; and from the secondary sources books, journals, and research papers are used.

**3.6 Data Collection Method**

Self-administered questionnaires are distributed to 80 final beer consumers in order to find out the beer consumers’ perception and attitude towards Kingfisher Beer and the factors that positively contributed for the formation, change and maintenance of these attitudes.

**3.7 Data Analysis and Interpretation Plan**

After collecting and sorting the questionnaires, data are coded, computed, and analyzed using the Statistical Package for Social Sciences (SPSS) software.

Appropriate statistical analyses such as frequencies, descriptive, correlation analysis are used according to respective objectives and descriptors.

The analyzed data is presented using tables, graphs and pie-charts.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

**4.1 Introduction**

This chapter is divided into three major sections. The first section provides the demographic characteristics and of the respondents. The second section presents results on the respondents’ perception, attitude and preference of the different Indian beer brands. Finally, the last section addresses the results of correlation analysis on the factors contributing for choosing Kingfisher Beer.

**4.2 Respondents**

Out of the 80 questionnaires distributed 65 of them were filled out and returned of which all were usable. Therefore, the data from 65 respondents were analyzed in this study. As stated in Chapter Three, the respondents were beer consumers selected from the bars and restaurants in the area around Delhi.

**4.2.1. Demographic characteristics of the respondents**

The demographic characteristics of the respondents are shown in Table 1. The gender distribution of the respondents was not proportional, with 12.3% female respondents and 87.7% male respondents. With regard to martial status, 58.5% were single, 38.5% married and 3.1% divorced. The dominant age group of the respondents was 25-30 years (41.5%), followed by 31-36 years (27.7%), 36 and older years (20%), and 18-24 years (10.8%) made up the smallest group of the respondents.

In terms of level of education, 38.5% of the respondents had a Bachelor Degree; 27.7% of the respondents had a secondary school education, and 26.2% of the respondents had a Higher Secondary complete. 4.6% of the respondents were above Bachelor Degree and 3.1% were primary school complete. The result shows the relatively high educational attainment of the respondents.

With regard to respondents' monthly income, the largest group included those with an annual household income of INR 3551 and above (41.5%), followed by INR 23501-35500 (21.5%), INR 14001-23500 (20%), and INR 6501-14000 (12.3%). Only 4.6% of the respondents had a monthly income of INR 1500-6500 (See Table 1).

**Table 1.** **Demographic characteristics of the respondents**

|  |  |  |
| --- | --- | --- |
|   | **Frequency** | **Percent** |
| **Gender** |  |  |
|   | Male | 57 | 87.7 |
|   | Female | 8 | 12.3 |
| **Martial Status** |  |  |
|  | Single | 38 | 58.5 |
|  | Married | 25 | 38.5 |
|  | Divorced | 2 | 3.1 |
| **Age** |  |  |
|  | 18-24 | 7 | 10.8 |
|  | 25-30 | 27 | 41.5 |
|  | 31-36 | 18 | 27.7 |
|  | >36 | 13 | 20.0 |
| **Occupation** |  |  |
|  | Government employee | 19 | 29.2 |
|  | Private employee | 40 | 61.5 |
|  | Business person | 5 | 7.7 |
|  | Other | 1 | 1.5 |
| **Educational Background** |  |  |
|  | Primary school complete | 2 | 3.1 |
|  | Secondary school complete | 18 | 27.7 |
|  | Higher Secondary complete | 17 | 26.2 |
|  | Bachelor Degree | 25 | 38.5 |
|  | Above Bachelor Degree | 3 | 4.6 |
| **Monthly income** (in INR) |  |  |
|  | 1500-6500 | 3 | 4.6 |
|  | 6501-14000 | 8 | 12.3 |
|  | 14001-23500 | 13 | 20.0 |
|  | 23501-35500 | 14 | 21.5 |
|  | >35501 | 27 | 41.5 |

 **4.2.2 Consuming habits of respondents**

Beer consuming characteristics of respondents includes the brand choice and the frequency of drinking which is summarized in Table 2 below.

**Table 2. Beer consuming characteristics of respondents**

|  |  |  |
| --- | --- | --- |
|   | **Frequency** | **Percent** |
| **Frequency of drinking beer** |  |  |
|  | Daily | 16 | 24.6 |
|   | Weekly | 18 | 27.7 |
|   | Monthly | 2 | 3.1 |
|   | Sometimes | 24 | 36.9 |
|   | Occasionally | 5 | 7.7 |
| **Beer brand Choice** |  |  |
|  | Foster | 6 | 9.2 |
|   | Budweiser | 9 | 13.8 |
|   | Carlsberg | 3 | 4.6 |
|   | Kingfisher | 45 | 69.2 |
|   | Heinekein | 2 | 3.1 |

In the frequency of drinking category, 36.9% of the respondents drink Sometimes, 27.7% Weekly, 24.6% drink Daily, 7.7% Occasionally and the rest 3.1% Monthly.

With regard to the beer brand choice 69.2% of the respondents prefer to drink Kingfisher beer, followed by Budweiser beer of which 13.8% of the respondents selected it as their number one choice. Where as, 9.2% prefer to drink Foster beer, 4.6% choose Carlsberg and only 3.1% of the respondents prefer Heinekein. It can be concluded that Kingfisher beer has dominated the majority of the respondents’ heart and mind constituting around 70%.

**4.3 Attitudes of respondents towards Kingfisher Beer**

The respondents attitude towards Kingfisher beer is evaluated using the three attitude components; cognitive, affective and conation. With regard to the cognitive part respondents were asked about the specific product attributes of Kingfisher Beer so they rated the product attributes using a semantic differential scale ranging from 5 on the positive side to 1 on the negative side.

Accordingly, it can be summarized that 42 of the respondents believe that Kingfisher has a Very Good Taste (Mean = 4.11) and 5 respondents rated the taste of Kingfisher Beer as Very Bad (1.20). The same goes to color, aroma and foam product attributes. In the case of hangover, 25 respondents rate Kingfisher Beer as a Very low hangover beer (Positive beer attribute) with (Mean=4.24) and 17 rate it as low hangover beer. Whereas, 5 of the respondents believe that Kingfisher Beer has a higher hangover (Mean=3.20). In Alcoholic percentage, Kingfisher is rated as an average alcoholic beverage by 27 of the respondents (Mean=4.11) and 16 respondents believe that it has a higher alcoholic content. In the contrary 8 respondents believe that Kingfisher‘s alcoholic content is lower (Mean =3.88) and 9 respondents rated it with a Very low alcoholic (2.89). With respect to thirst quenching attribute, Kingfisher is rated as Very high thirst quenching beer by 37 respondents (4.65) and 13 respondents said High thirst quenching beer with 4.46 mean. (See Table 3)

From this analysis it can be concluded that, the respondents believe that Kingfisher beer is has premium or good qualities in attributes taste, color, aroma, foam, and thirst quenching. But there is a lesser grading with regard to the attributes hangover and alcoholic content which needs a due attention since these types of signals are helpful to identify the potentials for improvement.

**Attitude towards Kingfisher Beer:**

|  |  |
| --- | --- |
| Taste | N |
| Very Bad | 5 |
| Bad | 4 |
| Fair | 5 |
| Good | 9 |
| Very good | 42 |
| Total | 65 |
| **Beer Color** |
| Color | N |
| Very Bad | 5 |
| Bad | 2 |
| Fair | 6 |
| Good | 10 |
| Very good | 42 |
| Total | 65 |
| **Aroma** |
| Aroma | N |
| Very Bad | 5 |
| Bad | 2 |
| Fair | 9 |
| Good | 9 |
| Very good | 40 |
| Total | 65 |
| **Foam** |
| Beer Foam | N |
| Very Low | 5 |
| Low | 3 |
| Fair | 8 |
| High | 11 |
| Very High | 38 |
| Total | 65 |
| **Alcoholic Percentage** |
| Alcoholic Percentage | N |
| Very Low | 9 |
| Low | 8 |
| Fair | 27 |
| High | 16 |
| Very High | 5 |
| Total | 65 |
| **Thirst Quenching** |
| Thirst Quenching | N |
| Very Low | 9 |
| Low | 3 |
| Fair | 3 |
| High | 13 |
| Very High | 37 |
| Total | 65 |

**Attitude toward Kingfisher Beer: Taste**

**Attitude towards Kingfisher Beer:**

**Attitude towards Kingfisher Beer: Aroma**

**Attitude towards Kingfisher Beer: Foam**

**Attitude towards Kingfisher Beer: Alcoholic Percentage**

**Attitude towards Kingfisher Beer: Thirst Quenching**

While reviewing other marketing stimulus that trigger consumers to choose Kingfisher Beer among others, it is found that out of the 61 respondents who drink Kingfisher 43 of them (66.2%) choose taste as a major marketing stimulus for choosing Kingfisher Beer. 7 of the respondents (11.5%) said promotion and another 7 respondents (11.5%) said availability and 4 of the respondents choose Kingfisher because of the influence of other such as friends and families. Out of the total 65 respondents 4 of them (6.2%) don’t want to drink Kingfisher Beer unless and other wise there is no other option or beer brand alternative. They believe that Kingfisher Beer has less alcoholic content, sour taste, watery, lesser quality in general.

**Table 4**. **Marketing stimuli for choosing Kingfisher Beer**

|  |  |  |
| --- | --- | --- |
|   | Frequency | Percent |
|  | Taste | 43 | 66.2 |
|   | Promotion | 7 | 10.8 |
|   | Influence of others | 4 | 6.2 |
|   | Availability | 7 | 10.8 |
|   | Total | 61 | 93.8 |
| Missing | No Response | 4 | 6.2 |
| Total | 65 | 100.0 |

In order to identify the other components of attitude which is affective; respondents were asked to evaluate Kingfisher Beer in general by rating their liking and attitude towards Kingfisher Beer using a semantic differential scale. As per the result of this analysis output, 60% of the respondents have Very good attitude towards Kingfisher Beer, 13.8% have Good and 12.3% have and average attitude towards this beer brand. 6 respondents have Very bad and 3 respondents have Bad attitude towards Kingfisher Beer which requires further study by taking larger and more representative sample.



Attitude

On the same token, the likeability of the respondents was measured which resulted in 47.7% of respondents Very good, 24.6% Good, 15.4% Fair, 3.1% Bad and 9.2% Very bad.



Likeability

The percentage of both attitude and likeability is higher on the positive side, even though there are extreme negatives which needs a special attention to find out their reasons for their dislike or unfavorable attitude towards Kingfisher Beer.

In the case of the third attitude component which is conation, respondents were asked about their intention to buy or choose Kingfisher Beer, by which 50.8% of respondents answered definitely will buy, 24.6% probably will buy, and 10.8% said might buy. Whereas 9 respondents said will not buy of which 6 of them (9.2%) said definitely will not buy and the rest 4.6% said probably will not buy.



 Intention to buy

In order to determine the function of attitude the respondents towards Kingfisher beer, they were also asked about their feeling when they drink Kingfisher beer. Out of the 65 respondents 13 of them either could not explain their feeling or don not drink Kingfisher beer at all. Considering the rest 52 respondents, 24 of them feel satisfied, 25 respondents said relaxation, 2 respondents said acceptance from others and 1 respondent said confidence. From this it can be concluded that Kingfisher consumers drink the Beer for utilitarian function by they try to achieve the desired benefits of relaxation and satisfaction from the beer.

 **Feeling when drinking Kingfisher beer**

|  |  |  |  |
| --- | --- | --- | --- |
|   | Frequency | Percent | Valid Percent |
| Valid | Satisfaction | 24 | 36.9 | 46.2 |
|   | Relaxation | 25 | 38.5 | 48.1 |
|   | Acceptance from others | 2 | 3.1 | 3.8 |
|   | Confidence | 1 | 1.5 | 1.9 |
|   | Total | 52 | 80.0 | 100.0 |
| Missing | No response | 13 | 20.0 |   |
| Total | 65 | 100.0 |   |

In connection to the probability of switching to another brand, respondents were asked if they want switch from Kingfisher to another and if so the reason behind their intention for switching. Surprisingly, 50% of the respondents want to switch to another brand, this is what makes it difficult to understand the consumer black box and their reason behind every action they made. Even though, most of the respondents expressed their attitudes and consuming habits in favor of Kingfisher in the first few questions, they still want something better.

Out of the 65 respondents 32 wants to switch and the rest 32 are loyal consumers of the brand and 1 respondent said that he has recently switched to another due to decline of the Kingfisher Beer quality. This is one major red light for Kingfisher Beer in the future. The major reasons for switching stated by the respondents are recently declining quality with regard to taste, lower alcoholic content of the beer and if a new better beer brand is introduced to the market respondents are very willing to switch.

**4.4** **Influence of advertisement towards attitude formation using Pearson correlation**

In addition**,** respondents have indicated that Kingfisher Beer advertisements have a unique or differentiated characteristics from the other competitor beer brands in a way that;

* The advertisements of Kingfisher are entertaining
* Seasonal ads in relation to Indian cultural and religious festivals
* Creativity
* Indian – the creative is done based on the real Indian culture in return makes the audience feel closer and attracted to message
* Simple and to the point advertisement message.
* Sponsoring sports and participating and supporting other special programs and festivals

**4.5 Demographic factors and consumer attitude towards Kingfisher**

The difference among various demographic groups with regard to their attitudes towards Kingfisher beer is analyzed using cross tabulation.

Table 9 presents the cross tabulation of demographic factors and attitude towards Kingfisher beer.

Table 9 Demographic factors and attitude towards Kingfisher Beer -Cross tabulation

|  |
| --- |
| **Gender \* Attitude towards Kingfisher Beer Cross tabulation** |
|  | Attitude towards Kingfisher Beer | Total  |
|   | Very bad | Bad | Fair | Good | Very Good |
| Gender | male | 6 | 3 | 8 | 8 | 32 | 57 |
|   | female | 0 | 0 | 0 | 1 | 7 | 8 |
| Total | 6 | 3 | 8 | 9 | 39 | 65 |
| **Age \* Attitude towards Kingfisher Beer Cross tabulation** |
|  | Attitude towards Kingfisher Beer | Total  |
|   | Very bad | Bad | Fair | Good | Very Good |
| Age | 18-24 | 0 | 0 | 0 | 2 | 5 | 7 |
|   | 25-30 | 0 | 0 | 3 | 5 | 19 | 27 |
|   | 31-36 | 2 | 0 | 3 | 2 | 11 | 18 |
|   | >36 | 4 | 3 | 2 | 0 | 4 | 13 |
| Total | 6 | 3 | 8 | 9 | 39 | 65 |
| **Marital Status \* Attitude towards Kingfisher Beer Cross tabulation** |
|  | Attitude towards Kingfisher Beer | Total  |
|   | Very bad | Bad | Fair | Good | Very Good |
| Marital Status | Single | 1 | 0 | 3 | 6 | 28 | 38 |
|   | Married | 5 | 3 | 4 | 2 | 11 | 25 |
|   | Divorced | 0 | 0 | 1 | 1 | 0 | 2 |
| Total | 6 | 3 | 8 | 9 | 39 | 65 |
| **Monthly Income \* Attitude towards Kingfisher Beer Cross tabulation** |
|  | Attitude towards Kingfisher Beer | Total  |
|   | Very bad | Bad | Fair | Good | Very Good |
| Monthly Income | 1500-6500 | 0 | 0 | 0 | 1 | 2 | 3 |
|   | 6501-14000 | 0 | 0 | 0 | 1 | 7 | 8 |
|   | 14001-23500 | 1 | 0 | 1 | 2 | 9 | 13 |
|   | 23501-35500 | 2 | 1 | 1 | 3 | 7 | 14 |
|   | >35501 | 3 | 2 | 6 | 2 | 14 | 27 |
| Total | 6 | 3 | 8 | 9 | 39 | 65 |
| **Educational Background \* Attitude towards Kingfisher Beer Cross tabulation** |
|  | Attitude towards Kingfisher Beer | Total |
|   | Very bad | Bad | Fair | Good | Very Good |   |
| Educational Background | Primary school complete | 0 | 0 | 0 | 0 | 2 | 2 |
|   | Secondary school complete | 3 | 0 | 3 | 1 | 11 | 18 |
|   | Higher Secondary complete | 2 | 0 | 1 | 5 | 9 | 17 |
|   | Bachelor Degree | 0 | 3 | 4 | 3 | 15 | 25 |
|   | Above Bachelor Degree | 1 | 0 | 0 | 0 | 2 | 3 |
| Total | 6 | 3 | 8 | 9 | 39 | 65 |
| **Occupation \* Attitude towards Kingfisher Beer Cross tabulation** |
|   | Attitude towards Kingfisher Beer | Total |
|   | Very bad | Bad | Fair | Good | Very Good |   |
| Occupation | Government employee | 1 | 0 | 2 | 1 | 15 | 19 |
|   | Private employee | 5 | 3 | 3 | 7 | 22 | 40 |
|   | Business person | 0 | 0 | 3 | 1 | 1 | 5 |
|   | Other | 0 | 0 | 0 | 0 | 1 | 1 |
| Total | 6 | 3 | 8 | 9 | 39 | 65 |

From Table 9, it can be concluded that in the gender category even if the female respondents are few compared to that of males all of them have a positive attitude towards Kingfisher beer. In the age category age group 25-30 have good and very good attitude towards Kingfisher beer. With respect to marital status, the single respondents have better attitude towards Kingfisher beer. In the case of monthly income level group most of the respondents with income level 6501-14000 and 1500-6500 have positive attitude towards Kingfisher beer. In the educational background, respondents with bachelor degree have good and very good attitudes, the same goes to private employees in the occupation demographic group.

**4.6 Comparison of Kingfisher Vs Heinekein and Budweiser**

The product attributes of major competitor beer brands of Indian which are Kingfisher, Budweiser and Heinekein are compared using mean and standard deviation. Accordingly, Kingfisher Beer has above average means for taste, color, aroma, foam and thirst quenching attributes and average mean for hangover and alcoholic percentage. While Budweiser scored average means for all the attributes by which it exceeds Kingfisher in alcoholic content (Mean Kingfisher=3.00 and Mean Budweiser=3.44). Whereas, Heinekein is below average for all the attributes except for thirst quenching and alcoholic percentage which have average means.

This shows that the quality of Kingfisher Beer’s attribute helped it to win the consumers mind and larger market share in the Indian Beer industry.

**4.7 Beer brand choice of respondents**

The respondents were asked to rank the five Indian beer brands; Foster, Budweiser, Carlsberg, Heinekein and Kingfisher, with respect to their preference. Accordingly, Kingfisher is the leading brand in which 44 respondents choose it as their number one choice, followed by Budweiser with 9 respondents, Foster with 7 respondents, Heinekein with 3 respondents and Carlsberg 2 respondents choosing them as their first choice.

 **Foster Beer rank**

|  |  |  |
| --- | --- | --- |
|   | Frequency | Percent |
| Valid | 1st choice | 7 | 10.8 |
|   | 2nd choice | 12 | 18.5 |
|   | 3rd choice | 13 | 20.0 |
|   | 4th choice | 17 | 26.2 |
|   | 5th choice | 10 | 15.4 |
|   | Total | 59 | 90.8 |
| Missing | No response | 6 | 9.2 |
| Total | 65 | 100.0 |



**Budweiser Beer rank**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1st choice | 9 | 13.8 | 14.5 | 14.5 |
| 2nd choice | 17 | 26.2 | 27.4 | 41.9 |
| 3rd choice | 12 | 18.5 | 19.4 | 61.3 |
| 4th choice | 10 | 15.4 | 16.1 | 77.4 |
| 5th choice | 14 | 21.5 | 22.6 | 100.0 |
| Total | 62 | 95.4 | 100.0 |   |
| Missing | No response | 3 | 4.6 |   |   |
| Total | 65 | 100.0 |   |   |



**Carlsberg Beer**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1st choice | 2 | 3.1 | 3.3 | 3.3 |
| 2nd choice | 7 | 10.8 | 11.5 | 14.8 |
| 3rd choice | 17 | 26.2 | 27.9 | 42.6 |
| 4th choice | 17 | 26.2 | 27.9 | 70.5 |
| 5th choice | 18 | 27.7 | 29.5 | 100.0 |
| Total | 61 | 93.8 | 100.0 |   |
| Missing | No response | 4 | 6.2 |   |   |
| Total | 65 | 100.0 |   |   |



**Heinekein Beer**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1st choice | 3 | 4.6 | 5.0 | 5.0 |
| 2nd choice | 19 | 29.2 | 31.7 | 36.7 |
| 3rd choice | 14 | 21.5 | 23.3 | 60.0 |
| 4th choice | 12 | 18.5 | 20.0 | 80.0 |
| 5th choice | 12 | 18.5 | 20.0 | 100.0 |
| Total | 60 | 92.3 | 100.0 |   |
| Missing | No Response | 5 | 7.7 |   |   |
| Total | 65 | 100.0 |   |   |



**Kingfisher Beer**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1st choice | 44 | 67.7 | 67.7 | 67.7 |
| 2nd choice | 9 | 13.8 | 13.8 | 81.5 |
| 3rd choice | 4 | 6.2 | 6.2 | 87.7 |
| 4th choice | 3 | 4.6 | 4.6 | 92.3 |
| 5th choice | 5 | 7.7 | 7.7 | 100.0 |
| Total | 65 | 100.0 | 100.0 |   |



Even though it is difficult to draw conclusion from this small survey, this is a great success for Kingfisher Beer but it is also an assignment for the Company to maintain and increase its number one preference rank.

**CHAPTER FIVE**

**CONCLUSION AND RECOMMENDATION**

**5.1 Conclusion**

In the preceding sections of this paper, the issue of consumer perception and attitude is thoroughly discussed taking the case of Kingfisher beer

This study is undertaken by reviewing secondary data written on related topics and collecting and analyzing primary data through a survey questionnaire distributed to 80 beer consumers around Delhi area in NCR; of which 65 were filled out and returned.

The objective of the research is to determine the current perception and attitude of consumer Kingfisher beer. To this end the study surveyed the perception and attitude towards this Brand, and also assessed the factors contributing to the current level of attitude and the resulted behavior.

Accordingly, the data analysis performed in frequencies, and correlation analysis methods show that most respondents have a positive attitude towards Kingfisher beer and most of them prefer it as their first choice. This is resulted due to the product attributes especially taste, aroma, color, foam, and thirst quenching ability of the Beer. With regard to the perception of the marketing efforts in promotion, the Kingfisher Beer advertisements are perceived positively by most of the respondents due to their creativity, entertaining ability, cultural perspective, and seasonality. The repetition of the ads created a sensory adaptation in one third of the respondents. The public relation aspects such as supporting and sponsoring sports and other programs are also positive perceived by the respondents.

The demographic characteristics such as gender, age, marital status, educational back ground, monthly income, and occupation were analyzed with regard to their difference in attitude towards Kingfisher Beer. But only age and marital status have significance difference among the groups. The age group of 36 and above (from the age demographic characteristics) and married (from marital status demographic characteristics) respondents have lesser attitude towards Kingfisher Beer.

The intention to switch result was surprising that out of the current Kingfisher beer consumer respondents half of them have the intention switch to other brands.

**5.2 Recommendation**

Companies depend on their customers and therefore should understand current and future customer needs, meet these needs and strive to exceed customer expectations. For any business, which depends for its ultimate survival on satisfying a market, meeting customer requirements is clearly vital.

The company that really understands how consumers will respond to different product features, prices, and advertising appeals has a great advantage over competitors. So as to understand consumers’ responses or behaviors, the consumer psychology which results these responses need to be identified.

Among others perception and attitudes are important components of the consumer psychology in which this research paper has fully focused on.

Kingfisher Beer is the pioneer and still the dominant beer brand in India. The Brand increased its market share significant in the past few years. The Company of this Beer Brand has given a due attention to the marketing mixes especially the product and the promotion which resulted in positive attitudes of beer consumers which in return resulted in positive behavior or preference of the Brand. The researchers believe that this point should also be shared by other competitive brands since the market share of the rest of competing brands is way below average.

With regard to Kingfisher, it has to maintain and improve its current positive perception and attitudes by Indian beer consumers. It has to always strive to exceed the consumers’ expectation by offering better quality products, addition product lines which could meet the needs of different group of consumers, continue to improve its promotional activities and diversify its distribution channel not only in Indian but also to the international market.

The question about the intention to switch is answered “yes” by half of the respondents, which is a red light to the Brand and requires it not to be fully confident by its current huge market share in Indian beer industry. Since today’s market is very dynamic, Kingfisher beer should undertake a continual improvement, because new beer brands are going to enter the market from domestic as well as international beer manufacturers. There is a saying that the largest room in the world is the room for improvement.

It is difficult to generalize the perception and attitude of the beer consumers towards Kingfisher Beer in Indian based on the findings of this very small scaled research, this study only gives the insight of the current situation with regard to this issue. So a better in depth study need to be undertaken on this topic in the future.

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