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Integrated Market Analysis of Consumer Awareness, Retail Visibility and Sales Performance of Drinko Float in Kochi

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ABSTRACT: In today's highly competitive business environment, understanding market dynamics is essential for the survival and growth of any product. The fast-moving consumer goods (FMCG) sector, particularly the beverage industry, is one of the most dynamic and rapidly evolving segments in the global and Indian economy. Within this context, the present study titled "Integrated Market Analysis of Consumer Awareness, Retail Visibility and Sales Performance of Drinko Float in Kochi" seeks to analyse the interrelationship between three critical determinants of market success. The objective of the study is to analyse the impact of consumer awareness and retail visibility on the sales performance of Drinko Float in Kochi. The data collected for this project work was from two sources as Primary Source and Secondary Source. The objectives of the dissertation, a quantitative research was held. The sample of 200 responded was taken into consideration for my study and the data was collected. To study the project a simple random sampling technique under descriptive method is used. It is suggested that many respondents rely on advertisements and word-of-mouth for knowledge about Drinko Float. The company should invest in multi-channel marketing campaigns, including social media, local TV, and outdoor promotions, to strengthen brand recognition. Overall, the findings demonstrate that Drinko Float has strong potential in Kochi, and with focused efforts on awareness, visibility, and customer engagement, the brand can achieve higher market share and long-term loyalty.

KEYWORDS: Integrated Market Analysis, Consumer Awareness, Retail Visibility, Sales Performance

I. INTRODUCTION

In today's highly competitive business environment, understanding market dynamics is essential for the survival and growth of any product. The fast-moving consumer goods (FMCG) sector, particularly the beverage industry, is one of the most dynamic and rapidly evolving segments in the global and Indian economy. Within this context, the present study titled "Integrated Market Analysis of Consumer Awareness, Retail Visibility and Sales Performance of Drinko Float in Kochi" seeks to analyse the interrelationship between three critical determinants of market success. The concept of integrated market analysis involves examining multiple factors simultaneously to understand how they collectively influence product performance. Unlike isolated studies that focus on a single variable, this approach provides a holistic view of market behaviour. In the case of beverage products, success is not solely dependent on quality or pricing; rather, it is influenced by how well consumers are aware of the product, how visible the product is in retail environments, and how effectively it converts into sales. Consumer awareness represents the cognitive dimension of marketing, retail visibility reflects the physical presence of the product, and sales performance indicates the financial outcome. Together, these elements form a comprehensive framework for evaluating market success. This study aims to explore these dimensions in the context of Drinko Float, a beverage product, within the urban market of Kochi.

Objectives of the Study

- To measure the level of consumer awareness of Drinko Float among customers in Kochi.
- To identify the key factors influencing consumer awareness and purchase decisions.
- To measure the level of consumer awareness of Drinko Float among customers in Kochi.



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II. REVIEW OF LITERATURE

Kumaresan&Samyoss (2024) – Brand Awareness: Understanding Its Role in Sales, Consumer Intentions, and Decision Making

This review analyses the relationship between brand awareness, consumer intentions, and sales performance. It highlights that awareness improves recall and recognition, which directly influence purchase decisions. The authors emphasize awareness as a key component of brand equity. The study integrates multiple previous findings into a unified conceptual framework. It concludes that awareness is essential for converting consumer interest into actual sales.

Hong et al. (2025) – Branding through Responsibility: Advertising Impact of CSR Activities

This study explores how corporate social responsibility (CSR) influences brand perception and consumer behaviour. It finds that CSR-related awareness improves brand image and increases consumer preference. The research shows that socially responsible branding enhances consumer trust and engagement. Increased awareness through CSR messaging contributes to higher sales performance. It expands the concept of awareness beyond traditional advertising to include ethical branding.

Sisodiya (2025) – A Study of Marketing and Its Impact on Consumer Behaviour towards FMCGs

This study examines how marketing strategies influence consumer behavior in the FMCG sector. It highlights that brand awareness, advertising, and promotional activities significantly affect purchase decisions. The research shows that increased awareness leads to stronger brand loyalty and repeat purchases. It also emphasizes the role of digital marketing in shaping modern consumer preferences. The study concludes that awareness-driven marketing strategies are essential for improving sales performance in competitive markets.

III. RESEARCH METHODOLOGY

The researcher had to decide which methodology or combinations of methodology were going to be most practical and yield the best results from the primary research. There are two type of methodological approach that can be used. These two are qualitative and quantitative. Quantitative research can be utilized as a research strategy if the emphasize of the research is on quantification in the collection and analysis of the data. Qualitative analysis on the other hand is utilized as a research strategy, where the researcher is looking to emphasize words instead of trying to look for quantification in the collection and analysis of data.

Analysis

Table 4.1: Age of the respondents

CATEGORY	NO OF RESPONDENTS	PERCENTAGE
Below 25	87	43.5
25-35	55	27.5
36-45	33	16.5
46 and above	25	12.5
TOTAL	200	100

SOURCE: PRIMARYDATA

INTERPRETATION:

Table 4.1 shows that 27.5%of the respondents were in the age group of below 25 years, 27.5% of the respondents were in the age group of 25-35 years, 16.5% of the respondents were in the age group of 36-45 years and 12.5% of the respondents were in the age group of 46 above years.



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Section B: Consumer Awareness

Table 4.2 Are you aware of the Drinko Float brand?

CATEGORY	NO OF RESPONDENTS	PERCENTAGE
Yes	156	78
No	44	22
TOTAL	200	100

SOURCE: PRIMARY DATA

INTERPRETATION:

Table 4.2 shows that 78% of the respondents were in the Yes, 22% of the respondents were in the No

Section C: Retail Visibility

Table 4.3 How often do you see Drinko Float in stores you visit?

SOURCE: PRIMARY DATA

CATEGORY	NO OF RESPONDENTS	PERCENTAGE
Always	91	45.5
Often	57	28.5
Sometimes	31	15.5
Rarely	12	6
Never	9	4.5
TOTAL	200	100

INTERPRETATION:

Table 4.3 shows that 45.5% of the respondents were in the Always, 28.5% of the respondents were in the Often, 15.5% of the respondents were in the Sometimes and 6% of the respondents were in the Rarely, 4.5% of the respondents were in the Never.

Section D: Purchase Behavior

Table 4.4 How frequently do you buy Drinko Float?

CATEGORY	NO OF RESPONDENTS	PERCENTAGE
Weekly	105	52.5
Bi-weekly	53	26.5
Monthly	32	16



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Occasionally	7	3.5
Never	3	1.5
TOTAL	200	100

SOURCE: PRIMARY DATA

INTERPRETATION:

Table 4.4 shows that 52.5% of the respondents were in the Weekly, 26.5% of the respondents were in the Bi-weekly, 16% of the respondents were in the Monthly and 3.5% of the respondents were in the Occasionally 1.5% of the respondents were in the Never.

T-Test

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
3. Occupation	200	1.340	.8822	.0624
11. How often do you see Drinko Float in stores you visit	200	1.955	1.1222	.0793
1. Age	200	1.980	1.0512	.0743
2. Gender	200	1.345	.4972	.0352
6 Are you aware of the Drinko Float brand	200	1.220	.4153	.0294
18. What factors influence your decision to buy DrinkoFloatY	200	2.665	1.5507	.1097
19. Do you purchase Drinko Float spontaneously impulse purchase	200	1.930	1.1276	.0797
21. Would youre commend Drinko Float to others	200	1.645	.8076	.0571

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
3. Occupation	21.481	199	.000	1.3400	1.217	1.463
11. How often do you see Drinko Float in stores you visit	24.638	199	.000	1.9550	1.799	2.111
2. Age	26.636	199	.000	1.9800	1.833	2.127
2. Gender	38.256	199	.000	1.3450	1.276	1.414
6 Are you aware of the Drinko Float brand	41.546	199	.000	1.2200	1.162	1.278
18. What factors influence your decision to buy DrinkoFloatY	24.304	199	.000	2.6650	2.449	2.881
19. Do you purchase Drinko Float spontaneously impulse purchase	24.206	199	.000	1.9300	1.773	2.087
21. Would youre commend Drinko Float to others	28.806	199	.000	1.6450	1.532	1.758



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Oneway

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
6Are you aware of the Drinko Float brand	Between Groups	26.259	3	8.753	212.839	.000
	Within Groups	8.061	196	.041		
	Total	34.320	199			
11 How often do you see Drinko Float in stores you visit	Between Groups	229.977	3	76.659	728.733	.000
	Within Groups	20.618	196	.105		
	Total	250.595	199			
18. What factors influence your decision to buy DrinkoFloatY	Between Groups	436.324	3	145.441	675.013	.000
	Within Groups	42.231	196	.215		
	Total	478.555	199			
19 Do you purchase Drinko Float spontaneously impulse purchase	Between Groups	231.810	3	77.270	714.057	.000
	Within Groups	21.210	196	.108		
	Total	253.020	199			
21 Would you recommend Drinko Float to others	Between Groups	111.276	3	37.092	392.577	.000
	Within Groups	18.519	196	.094		
	Total	129.795	199			

Crosstabs

Case Processing Summary							
		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
1 Age * 19 Do you purchase Drinko Float spontaneously impulse purchase * 2 Gender		200	99.5%	1	0.5%	201 100.0%	
1 Age * 19 Do you purchase Drinko Float spontaneously impulse purchase * 2 Gender Cross tabulation							
		Count					
2 Gender		19 Do you purchase Drinko Float spontaneously impulse purchase					Total
		1.0	2.0	3.0	4.0	5.0	
1.0	1 Age	1.0	87	0			87
		2.0	4	42			46
	Total	91	42				133
2.0	1 Age	2.0		9	0	0	9
		3.0		14	19	0	33
		4.0		0	2	13	8
	Total		23	21	13	8	65
3.0	1 Age	4.0				2	2
	Total					2	2
Total	1 Age	1.0	87	0	0	0	87
		2.0	4	51	0	0	55
		3.0	0	14	19	0	33
		4.0	0	0	2	13	10
	Total	91	65	21	13	10	200



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Chi-Square Tests						
@2Gender		Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
1.0	Pearson Chi-Square	116.097 ^b	1	.000		
	Continuity Correction ^c	111.910	1	.000		
	Likelihood Ratio	138.712	1	.000		
	Fisher's Exact Test				.000	.000
	Linear-by-Linear Association	115.224	1	.000		
	N of Valid Cases	133				
2.0	Pearson Chi-Square	70.966 ^d	6	.000		
	Likelihood Ratio	84.120	6	.000		
	Linear-by-Linear Association	44.113	1	.000		
	N of Valid Cases	65				
3.0	Pearson Chi-Square	. ^e				
	N of Valid Cases	2				
Total	Pearson Chi-Square	445.342 ^a	12	.000		
	Likelihood Ratio	395.982	12	.000		
	Linear-by-Linear Association	175.810	1	.000		
	N of Valid Cases	200				

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is 1.25.
 b. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.53.
 c. Computed only for a 2x2 table
 d. 7 cells (58.3%) have expected count less than 5. The minimum expected count is 1.11.
 e. No statistics are computed because 1 Age and 19 Do you purchase Drinko Float spontaneously impulse purchase are constants.

Symmetric Measures						
@2Gender			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
1.0	Interval by Interval	Pearson's R	.934	.031	29.996	.000 ^c
	Ordinal by Ordinal	Spearman Correlation	.934	.031	29.996	.000 ^c
	N of Valid Cases			133		
2.0	Interval by Interval	Pearson's R	.830	.022	11.822	.000 ^c
	Ordinal by Ordinal	Spearman Correlation	.856	.027	13.132	.000 ^c
	N of Valid Cases			65		
3.0	Interval by Interval	Pearson's R	. ^d			
	N of Valid Cases			2		
Total	Interval by Interval	Pearson's R	.940	.009	38.744	.000 ^c



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	Ordinal by Ordinal	Spearman Correlation	.963	.010	50.254	.000 ^c
	N of Valid Cases		200			
a. Not assuming the null hypothesis.						
b. Using the asymptotic standard error assuming the null hypothesis.						
c. Based on normal approximation.						
d. No statistics are computed because 1 Age and 19 Do you purchase Drinko Float spontaneously impulse purchase are constants						

IV. SUGGESTIONS

1. Increase Brand Awareness

Many respondents rely on advertisements and word-of-mouth for knowledge about Drinko Float. The company should invest in multi-channel marketing campaigns, including social media, local TV, and outdoor promotions, to strengthen brand recognition.

2. Enhance Retail Visibility

Visibility is crucial for influencing purchase decisions. Drinko Float should ensure prominent shelf placement, attractive displays, and strategic product positioning in high-traffic areas of stores to increase spontaneous purchases.

3. Improve Product Packaging

Packaging plays a vital role in attracting consumer attention. Consider using vibrant, modern designs and clear labelling to make the product more visually appealing and instantly recognizable.

V. CONCLUSION

The questionnaire responses indicate that consumer awareness, retail visibility, and sales performance are closely interconnected for Drinko Float in Kochi. Most consumers are aware of the brand, but visibility in stores and effective promotions play a critical role in converting awareness into actual purchases. The study highlights the importance of strategic marketing, attractive packaging, and consistent product availability to influence consumer behavior. Implementing targeted suggestions, such as improved shelf placement, promotional activities, and expanded awareness campaigns, can enhance brand recognition, increase sales, and strengthen competitive positioning in the market. Overall, the findings demonstrate that Drinko Float has strong potential in Kochi, and with focused efforts on awareness, visibility, and customer engagement, the brand can achieve higher market share and long-term loyalty.

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