

## A STUDY ON BRAND AWARENESS AND PREFERENCE OF CONSUMERS REGARDING “PAPER BOAT” IN BANGALORE

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### **ABSTRACT**

*The present study attempted to explore the level of awareness and preference towards ‘Paper Boat’ products in selected locations in Bangalore city. The empirical research used both primary and secondary sources of data and primary tools of data analysis included Chi-square, Anova, Regression and Reliability tests using SPSS. The sample size was 190 respondents and convenience sampling technique was used. The major findings of the study was : all people by and large are aware of Paper Boat products including Beverages and Ready to eat snacks. We found a significant difference among the respondents based on their gender, age, income and occupation affecting their choice and patronage towards Paper Boat products.*

**KEYWORDS:** *Brand Preference, Brand Awareness, Beverages, and Demographics*