



Advertising Effectiveness of Red Bull Energy Drink at Bengluru

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How to Cite this Article:

HARALAYYA, B. (2026). Advertising Effectiveness of Red Bull Energy Drink at Bengluru.

International Journal of Creative and Open Research in Engineering and Management, <i>02</i>(6).

<https://doi.org/10.55041/ijcope.v2i6.081>

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<https://doi.org/10.55041/ijcope.v2i6.081>

ABSTRACT

Advertising's development dates back to ancient times. Images and photos are used by social purchases to get customers. Over the years to make things better. It was of great value in the beginning, and they were given a brand that was limited to the ground. This Wonder next takes ideal for an extraordinary reason significantly more prominent truly. With the cutting edge nation, seeing has gotten one of the substantial assets of the particular contraption among manufacturers and customers of it. The affiliation you never forget about turning into a good estimated brand until it has situated its resources into a specific action chosen by the buyer through a proclamation. Reaching great consumers and influencing their attention, view, and purchasing conduct is essential support. They get technology with a large sum of money to keep people's need for their products. Understanding why prospective clients act as they do is important. Campaigns may also be able to assist customers in making a choice. The main problem of the advance see is that it influences the buying conduct that overlooks the looking for result. People's memories often alter or grow stronger this effect of the emblem. The patient's mental image of a company is known as "brand remember ". Consideration, analysis, and buy are influenced by this emblem separation effect. Providing an explanation for why the client behaved clearly in a specific circumstance is the main concern when violating the buyer's behavior. Make an effort to recognize the

element that, primarily in terms of money, sociable, and academic factors, influences the customer's behavior. Children may consider the details and figures and plan to follow and dress them up if they are distributed as traditional clothing.

INTRODUCTION

This is an effort to amount whether the day, capacities, and wealth of designating resources for the modern development has executed the expansion purpose of receiving rewards the marketing expert and working on the fulfilment of the customers.



Advantages of Publicizing:

1. Arrive at the Majority: Through promoting, we may cover a significant geographical district. Thus, manufacturers can contemplate their products by reaching a wide audience. For instance, advancements in papers or news channels like Kya Tak come to personal crores. More care entirely gets extra side interest. As a result, the producer will see an increase in sales and income.
2. Enhance Confidence and Satisfaction with Clients: Publications guarantee the high quality of products and suggest potential customers. In any case, offers are widespread for customers who own products. The majority of them may participate in the advertising and feel attractive toward the product in any way they choose.
3. Expressive: The development of growth has fostered the utilization of Computer, shape, style and others to sell along these lines, all together that it does engage interest and order.
4. Business: Marketing that reaches as many people as possible generates more advantages than costs. Through retail, customers can make requests. To satisfy need, makers had to deliver excess. In accordance with the device of produce, additions are made that aid in lowering the price. Along these lines, it empowers to growth the revenue of the company. Honestly, it will also be of support to the United States' economic system in this way.

LITERATURE REVIEW

1. Avery M. Abernethy, "Reading the physical and mechanical abdicating of TV tutorials", 1991. In addition, the survey found that customers may leave the room or switch programs to keep it healthy from the plug.
2. According to Pollay and Mittal(1993), how different people view marketing at each stage of the cycle affects seven aspects of the buyer. They discovered that this strategy was influenced by the development of the specific technique and the advertising's monetary effects.
3. Abilasha Mehta and Scott(1995) investigated merchandising among 860 New Jersey-based topographical magazine subscribers. The exam investigates the writer's mentality toward products and its impact on information fulfillment. This pleasure is classed on stages, expressly intrusiveness and effectively affect.
4. Ahasanul Haque et cetera.(2011) investigated how promotions affected Malay clients. It found that customers have been more noticeable provoked through internet developments, joined through big business distributions and printing plugs.
5. Latif and Abideen(2011) investigated how media guides affected the establishment. Television is one of the most common methods of exposure and, due to its mass perform, it can not greatest impact the developments, developments, presence, shows and long-term period impacts of people, it may try and move the way of life of the us of a.
6. Usman Daud(2011) inspects the effect of television broadcasting on Pakistan's teens industry. Individual obstacles include events, tendencies, moods, feelings, ethical concepts, and the realization that television communications are a way of life for people.

OBJECTIVES OF THE STUDY

- ✓ To move consumers and consumers to buy.
- ✓ To gain market demand for the product.
- ✓ To move an immediately and quick moving offer of the item.
- ✓ To increase brand recognition and encourage brand loyalty.
- ✓ To let customers know about changes to the item.
- ✓ To promote a purchase at some point during the off-season.

DATA ANALYSIS AND INTERPRETATION

**Table No. 1: Respondent Profile Based on Age**

AGE	NO. OF RESPONDENTS	PERCENTAGE
20-24	30	45%
25-29	19	26%
30-34	14	18%
Above 35	12	11%
TOTAL	75	100%

Analysis From the above, it is abundantly clear that 45% of respondents are between the ages of 20 and 24, 26% are between the ages of 25 and 30, 18% are between the ages of 35 and 34, and a whopping 11% are older than 35.

Table No. 2: Desk Appearance Profile of Responders In view of Orientation

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	49	65%
FEMALE	26	35%
TOTAL	75	100%

Through the work area, it's kilo-meters basically smooth that 49% of the individuals cover male and female respondents handiest 26% of the total reaction.

Table No. 3: Desk Appearance Control of Respondents

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
STUDENT	29	38%
GOVERNMENT SERVICE	9	12%
EX-SERVICEMEN	3	4%
PROFESSIONAL	21	28%
SELF-EMPLOYED	13	18%
TOTAL	75	100%

Coming from the work area over, it's far smooth miles that 38% of the respondents incorporate students who graduate or postgraduate tests and 28% trained professionals. 18% of the respondents utilized themselves, 4% of past faculty and 12% envelope experts benefits

**Table No. 4 :The Board Demonstrates The Respondent's Annual Pay Gathering**

INCOME GROUP	NO. OF RESPONDENTS	PERCENTAGE
LESS THAN 1,20,000	39	52%
1,20,001-3,60,000	10	14%
3,60,001-7,20,000	14	18%
ABOVE 7,20,000	12	16%
TOTAL	75	100%

Through the table, it's far smooth miles that fifty-two% of respondents enjoy a yearly benefit of one, 20, 000, 18% have a benefits wherever inside the assortment three, 60, 001 and 7, 20, 000, 16% procure in excess of a couple, 20, 000 comparative with the yr and 14% have benefits between 120001 to numerous, 60, 000.

Table No. 5: Respondent's Inclusion with Recreational Exercises Near or Outside the Workplace

YES/NO	NO. OF RESPONDENTS	PERCENTAGE OF REPENDENTS
YES	23	30%
NO	52	70%
TOTAL	75	100%

From above 30% of respondents are interested about extracurricular PC games and presently 70% are n't involved.

Table No. 6: Stand Shows-Respondent's admission of Red Bull

CONSUMPTION	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
EVERYDAY	15	19%
2-3 DAYS A WEEK	20	27%
4-5 DAYS A WEEK	12	16%
ONCE A WEEK	7	10%
EVERY 2-3 WEEKS	9	12%
ONCE A MONTH	7	9%
LESS THAN ABOVE	5	7%
TOTAL	75	100%

From the work area, rules show that 19% of respondents utilize Red Bull gradually, 27% is 2-three days as per week, sixteen% continually four to five days, 10% week after week, 12% every 2-three weeks.., 9% in sync with month and 7% considerably less than above.

**Table No. 7: Sources of Red Bull Awareness**

MEDIA	NO. OF RESPONDENTS	PERCENTAGE
MAGAZINES	24	32%
FRIENDS	19	25%
TV ADS	11	15%
WEBSITE/BLOGS	15	20%
OTHER SOURCES	6	8%
TOTAL	75	100%

Analysis As can be seen in this table, the most important unique tools that have an effect on customers are magazines and friends individually, at 32% and 25%, respectively. The most important stack among customers is a combined reaction in 20% online websites/journals, 15% TV commercials, and 8% from various property.

Table No 8: Board Shows-Variables Impacting Acquisition of Red Bull

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
RELIEVING FATIGUE	15	20%
FOR STAYING AWAKE	18	24%
DAILY ROUTINE	13	17%
INCREASE CONCENTRATION	18	24%
HANGOVER REMEDY	11	15%
TOTAL	75	100%

From the table, it's miles exceptionally clean that 20% of respondents offer Red Bull to beat weariness, 24% to live ready, 17% day to day well known, 24% and furthermore detonate acquainted with 15% to cure headaches.

TABLE No 9:

**TABLE SHOWING-PURCHASING PLACE OF RED BULL BY RESPONDENTS**

PLACE	NO. OF RESPONDENTS	PERCENTAGE
CONVINIENCE STORE	16	22%
SUPER MARKET	44	58%
DRUG STORE	6	8%
OTIERS	9	12%
TOTAL	75	100%

According to the table above, it is clear that 22% of respondents buy Red Bull in stores, 58% in the same industry, 8% in pharmacies, and 12% in some other way. Understanding From the posting of merchants to the purchase of Red 1/2 truths liquor, it is obvious that the amazing business area is at its zenith.

CONCLUSION

The results of the investigate show that, in prevalent sentiment, Red Bull has a totally unreasonable level of logo acknowledgment, which is affirmed via over the top symbol acknowledgment and enormous remarks from the greater part of individuals of respondents. Moreover, Red Bull's image as a brand is one of fervency and power. It is likewise viewed as a customarily involved drink for sports exercises preparing and clubbing abilities with every male and woman clients. Red Bull, in contrast to its rivals, is well-known for its witticisms and promotional efforts and has a higher snark level. Notwithstanding, despite extreme brand consideration and a customary logo picture, Red Bull utilization is somewhat low. One of the greatest renowned media aggregates and one of the most getting through makers is the Red Bull logo. This is the end result of Red Bull's presentation strategy's remote location in a large area. Despite the fact that he does not have outstanding records, he does everything right, and despite the fact that there are no books available, he develops a novel strategy that has the potential to attract advertisers from all over the world.

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