

A STUDY ON BRAND PREFERENCE OF SOFT DRINKS AMONG YOUTH WITH REFERENCE TO THANJAVUR CITY

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ABSTRACT:

In the present study, the impact on brand preference of soft drinks and factor determining the brand preference is studied. The study on brand preference was necessary; there are many soft drink brands available in the market such as Coca cola, Pepsi, Sprite, Fanta, Limca, Thums up. In current scenario, where the competition is tough, consumer choose brand according to their preference. Even though traditional and homemade drinks will always remain popular, packaged beverages are gaining traction with Indian consumers who are frequently reaching for their more convenient to consume counterparts-softdrinks

Keywords: brand preference, soft drinks, consumer etc

INTRODUCTION

In modern world, living pattern and life style of the people have changed a lot. Soft drinks are common preference among all the individuals with the changing lifestyle. At present, soft drink market is one of the most competitive markets in the world. In the present study, the impact on brand preference of soft drinks and factor determining the brand preference is studied. The study on brand preference was necessary; there are many soft drink brands available in the market such as Coca cola, Pepsi, Sprite, Fanta, Limca, Thums up. In current scenario, where the competition is tough, consumer choose brand according to their preference. Even though traditional and homemade drinks will always remain popular, packaged beverages are gaining traction with Indian consumers who are frequently reaching for their more convenient to consume counterparts-soft drinks. Over the past two years, the soft drink industry has seen a value growth of 11% compound annual growth rate (CAGR). In total, 1.25 billion people in the country drink 5.9billion litres of soft drinks in the year this makes India's per capita soft drinks consumption is large.

OBJECTIVES

- ❖ To know about the preference level associated with different soft drinks.
- ❖ To find out the frequency level of consumer to purchase soft drinks
- ❖ To analyse the factors that influence the people to purchase the soft drink.
- ❖ To find out whether the brand and age of people affects purchase decision.

SCOPE OF STUDIES

Preference defined as the power or ability to choose one thing over another with the anticipation that the choice will result in greater satisfaction, greater capability or improved performance. The study was conducted among youth consumers in Thanjavur city. It helps us to understand the brand preference of consumers and also find factors that influence consumer in purchasing the soft drink.

REVIEW OF LITERATURE

Anojan and Subaskaran (2015) conducted a study in Northern Province of Srilanka to find out the consumer preference and consumer's buying behaviour of all the soft drinks in that area. They tested by taking two main variables such as consumer's preference and consumer's buying behaviour which again include sub variables. They collected information from 300 respondents. They analysed the result using regression and correlation and concluded that there is significant relationship between consumer's preference and buying behaviour

Nashath Raffia Azeez, Vignesh.P, Tharic Ajis (2015) in his study explored certain demographical factors that affect the overall preference of the consumer towards soft drinks. Also found out that the factors such as brand, taste, aesthetics, variety, availability, discount and offers, advertisement has a significant impact on the overall preference of the consumer towards soft drinks.

Satnam Ubeja and Rajana Patel (2014) studied about the consumer preference towards soft drinks. The objective of this study was to identify consumer preference towards carbonated and non carbonated drinks with respect to gender wise. They did survey of 150 active mall shoppers. This study helped the retailers and manufacturers of soft drinks to understand the consumer preference factors and which factor the customer mostly like and help them to craft their marketing strategies. This study concluded that the average customer of Indore city was not very conscious about carbonated and non carbonated drinks but gender wise they are also not conscious about any types of drinks. They are purchasing soft drinks for only refreshment and taste.

Vinayaga Moorthy.A and Madevan .P (2014) studied about the influence of advertisement in consumer brand preference. This paper also studied the role of advertisement in brand preference. In this paper researcher used convenience sampling. The sample size was 150. The data were collected through structured questionnaire. The result of study identifies as the consumer's preference and the attitudes change with the passage of the time and age mediums of advertisements also plays an important role in promoting the products among the masses.

RESEARCH METHODOLOGY

This research is about the brand preference of soft drinks among youth in Thanjavur city

Source of data collection

- Primary data were collected through a structured questionnaire and secondary data from journals and websites.

Research design

- Descriptive statistics was used for this paper.

Sampling techniques

- The convenience sampling was used to select the sample.

Sample size

- 150 respondents among the youth of Thanjavur city were taken for this paper.

Tools for data analysis

Simple percentage analysis and chi-square test were used to analyse the primary data collected.

DATA ANALYSIS & INTERPRETATION

Table: 1

Demographic profile of respondents

Demographic		Number of respondent	Percentage (%)
Gender	Female	70	46.67%
	Male	80	53.33%
	Total	150	100
Age	Below 20	60	40%
	21 – 25	54	36%
	26 – 30	36	24%
Occupation	Student	80	53.33%
	Employees	55	36.67%
	Professional	10	6.67%
	Others	5	3.33%
	Total	150	100

Out of 150 respondents, 80 respondents are male and remaining 70 respondents are female.

The above table shows the age group of respondents. The maximum respondents are belongs to age group of below 20 constituting 40% of the sample, 54 respondents belongs to the age group between 21 to 25 and remaining 36 respondents are belongs to age group between 26 to 30.

The above table portrays that majority of respondent i.e. 53.33% of respondents are student, 36.67% of respondent are employees and 6.67% of respondent are professionals.

Table: 2

Brand preference of soft drinks

Brand	Number of respondents	Percentage (%)
Coca cola	30	20%
Pepsi	30	20%
Limca	20	13.33%
Sprite	50	33.33%
Thums up	10	6.67%
Fanta	10	6.67%
Total	150	100

Interpretation:

Out of 150 respondents, (33.33%) respondents prefer Sprite, (13.33%) respondent prefers Limca, (20%) respondents prefer both Coca cola and Pepsi and remaining (6.67%) of respondents prefer both Thums up and Fanta.

Table: 3

Frequency of purchasing soft drinks

Frequency	Number of respondents	Percentage (%)
Daily	50	33.33%
Twice a week	30	20%

Once in a week	55	36.67%
Every fortnight	15	10%
Total	150	100

Interpretation:

Majority of respondents purchase soft drinks once in a week and (33.33%) of respondents purchase daily.

Table: 4

Factors influencing the purchase of soft drinks.

Factors	Number of respondents	Percentage (%)
Price	32	21.33%
Quality	30	20%
Flavour & taste	10	6.67%
Packaging	13	8.67%
Brand	40	26.67%
Advertisement	20	13.33%
Availability	5	3.33%
Total	150	100

Interpretation:

Out of the 150 respondents, majority of the respondents purchase soft drinks on brand image, 21.33% of respondents purchase with considering price and 20% of respondents consider quality for making purchase decision.

CHI-SQUARE ANALYSIS

Association between age and brand preference of soft drinks using chi-square analysis.

Table: 5

Ho: There is no significant association between age and brand preference of soft drinks.

AGE	BRAND	TOTAL
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	Coca cola	Pepsi	Limca	Sprite	Thums up	Fanta	
Below 20	5	15	10	20	6	4	60
21-25	9	5	10	20	4	6	54
26-30	16	10	0	10	0	0	36
Total	30	30	20	50	10	10	150

Interpretation:

The calculated value of chi-square is 34.48 and the table value of chi-squares at 5 % level of significance is 18.31. Since the calculated value is higher than the table value, null hypothesis is rejected. There is exists association between age and brand preference of soft drinks.

SUMMARY OF FINDINGS

1. Majority of the respondent taken for the study like Sprite.
2. People like to purchase soft drinks only once in a week.
3. Price of the soft drinks is considered to be main factor of purchasing.
4. Age of the consumer has association with the brand preferred.

CONCLUSION AND RECOMMENDATION:

From this paper, we have explored certain demographical factors that affect the brand preference of consumer towards soft drinks. The price of soft drinks is considered as main factor so that the price should be minimised because more people can use it.

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