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A Study on Consumer Preference towards Beverages

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INTRODUCTION

Customer preference are desires, like, dislikes, motivations and tendency that drive client buying decision. They supplement client needs in clarifying clients conduct soda pops are called delicate interestingly with hard mixed beverages. The beginnings of sodas lie in the improvement of natural product enhanced beverages. In the medieval Middle East, an assortment of natural product seasoned soda pops was broadly smashed, for example, sharbat, and were frequently sweetened with fixings, for example, sugar, syrup and nectar. Other basic fixings included lemon, apple, pomegranate, tamarind, jujube, sumac, musk, mint and ice. In Tudor England, 'water majestic' was generally flushed; it was a sweetened drink with lemon enhance and containing cream of tartar. A soda pops a drink that regularly contains carbonated water, a sweetener, and a characteristic or counterfeit seasoning.. The aim the study is to understand the factors affecting customer preference towards soft drinks.

A soft drink (also called soda, pop, coke, soda pop, fizzy drink, tonic, seltzer, mineral, sparkling water, lolly water or carbonated beverage) is a beverage that typically contains water (often, but not always carbonated water), a sweetener and usually a flavoring agent. The sweetener may be sugar, high-fructose corn syrup, fruit juice, sugar substitutes (in the case of diet drinks) or some combination of these. Soft drinks may also contain caffeine, colorings, preservatives and other ingredients. Soft drinks are called "soft" in contrast to "hard drinks" (alcoholic beverages).

OBJECTIVES OF THE STUDY

- To study the preferences of the people for soft drinks.

- To find out the factors that influences the consumer's consumption of soft drinks.

- To determine the consumers' perception on the taste, price, advertisements andcelebrity endorsements related to soft drinks products and brands.

- To find whether the consumers are aware regarding the adverse effect of soft drinksconcerning their health.

SCOPE OF THE STUDY

The study is conducted among the consumer,It is intended to assess level of beverage preferred . It helps us to understand the various factors influencing the consumers of packaged beverages. It also provides various information to us regarding the attitude of consumer towards this.

LIMITATIONS

- The primary data has been collected from the Coimbatore city .

- Very limited time available for this study.

- Research is done through a sample survey, which is always proves to errors of bias and prejudice**.**

RESEARCH METHODOLOGY

This chapter describes the methods applied for the study in detail. Research methodology is the precise process or strategies used to identify, pick, technique, and examine statistics about a topic. In a studies paper, the methodology section allows the reader to critically evaluate a take a look acts overall validity and reliability. The methodology of the study includes

- Area of the study

- Data collection
- Sample technique
- Sample size
- Statistical tools

AREA OF THE STUDY:

The area of the study is Coimbatore city.

DATA COLLECTION:

Data was collected using both primary and secondary data collection methods.

PRIMARY DATA:

In this research the primary data that is been used in questionnaire. Structure questionnaire is been framed to collect the data from the respondent.

SECONDARY DATA:

This may be used to collect the necessary data and records by different website, magazines, annual report, journal, reference book and newspapers.

SAMPLE TECHNIQUE:

Convenience random sampling technique has been adopted to select sample respondents for the study.

SAMPLE SIZE:

100 respondents constituted sample covering Coimbatore.

STATISTICAL TOOLS USED IN THE STUDY:

Data collected through questionnaire was prepared in master table. In order to analysis and interpret the data.

- Percentage analysis
- Ranking analysis

PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard from with the base equal to 100 which fact facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 100 and it is divided by the same size.

FORMULA:

No. of respondents

Simple percentage = --------------------------- * 100

Sample size

RANKING ANALYSIS:

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different object s can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered.

REVIEW OF LITERATURE

Dr.Sumeet Agarwal and Mrs. M. Madhuri Devi (2015)

The customer preferences of soft drinks relating to the brands in the market. They conducted the study to find out the the flavour which is more popular, which is the most compelling factor for the consumer to consume soft drinks, rating of the product, how often consumer consumes the soft drinks, size preferred in terms of packing, sources used to purchase etc. They found out that advertisement, brand, size, colour, taste were the reasons for the consumers to purchase the product. They further concluded that retailer's or anyone's reference to purchase has no impact on the purchase of soft drinks by the consumers.

V. Anojan & T. Subaskaran (2015)

Study in the northern province of Srilanka to find out the customer preferences and customer'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 included sub variables. They collected information from 300 respondents in the northern province of Srilanka. They analysed the results using Regression and Correlation and concluded that there is significant relationship between consumer's preference and buying behaviour.

Santhosh .T.M (2013)

"A Study On Consumers' Preferences Towards Soft Drink Products " analysed the factors affecting the choice of soft drinks and also to bring out the customers buying pattern of Coca Cola soft drinks. The researcher collected data from 150 respondents and found that majority of the respondents buy soft drinks on a monthly basis for its taste and family use. He also found out that majority of the respondents are satisfied with the price of all coca cola soft drinks.

Sachin Singal (2009)

Study on consumption patterns of soft drinks and fruit juices in North West Delhi region which covered areas of Paschim Vihar, Pitam Pura, Rohini area, Punjabi Bagh by taking in to consideration the following factors like : Changing consumption pattern, health factor, status consciousness, varying lifestyle etc. The study concluded that majority of the people consume soft drinks to put off their thirst and fruit juices due to its health benefits.

Arunee Nakmongkol (2009)

Researched on the customer's behaviour towards carbonate soft drinks at Siam Paragon, Muangthong Thanee and Chachoengsao areas of Thailand. The researcher identified that thirst and price are the most important factors for consumer's purchase of a particular soft drink brand and all the other factors such as brand, size, colour etc. The study concluded that on an average the customers are satisfied, but still the soft drinks manufacturers has to concentrate on low sugar products as the customers are more concerned with health in order to increase the market share.

THEORITICAL FRAMEWORK

TIMELINE OF BEVERAGE

1676 – First European commercially sold examples of "soft drinks" were introduced in during 17th century. They represented only water that was sweetened with lemon juice and honey.

1767 – Englishman Joseph Priestley was first who discovered the procedure of carbonating water by infusing it with carbon dioxide.

1771 – Swedish chemistry professor Torbern Bergman managed to independently create similar process of carbonization of water.

1783 - J. J. Schweppe developed process of creating high-grade carbonated mineral water. He founded Schweppes Company in Geneva.

Late 1700s – Englishman John Mervin Nooth improved the process so that is more ready to be used by larger manufacturers.

1810 – Manufacture of "imitated mineral water" was patented in the US.

1819 – First "soda fountain" machine was patented by Samuel Fahnestock.

1835 – Bottled soda water started to be sold in the US.

Picture Of Experiments On The Carbonization Of Water

1850 – Manufacture of soda water bottles is streamlined with the introduction of hand & foot operated machine for filling and bottling. 1851 – Ginger ale was created in Ireland.

1861 – First appearance of the word "pop" soda and drinks.

1874 – Ice cream soda starts to be sold.

1876 – Public sale of Root beer.

1881 – First cola-flavored soda is sold.

    1885   – "Dr. Pepper" is invented by Charles Aderton.

    1886   – "Coca Cola" is invented by Dr. John S. Pemberton. Its exact formula is still unknown.

1892 – Crown bottle cap is invented by William Painter.

    1898   – Caleb Bradham invented "Pepsi-Cola".

1899   – Patent for glass blowing machine that can create glass bottles.

1916 – Kalimark identified the famous "Bovonto" brand.

1919   – Formation of the "The American Bottlers of Carbonated Beverages".

1920   – Over 5 thousand bottling companies existed in United States.

Early 1920s – Implementation of first soda bottle vending machines.

1929 - Charles Leiper Grigg invented "Bib-Label Lithiated Lemon-Lime Sodas", a drink that will later on be renamed into "7 UP".

1940   – "Mountain Dew" invented by bottlers Barney and Ally Hartman.

1941   – "Fanta" is introduced in Germany.

1952 – "No-Cal Beverage" was first diet soda drink.

1957 – Introduction of first aluminum cans.

1959 – First died cola.

1962 – Pull ring tab was introduced.

1965 – Aluminum can soft drinks are distributed in vending machines.

1970 – Plastic soda bottles.

1973 – Creation of first PET bottle.

1982 – Caffeinated drinks are introduced.

1987 - Austrian entrepreneur Dietrich Mateschitz created formula for Red bull energy drink.

1993 - Organic and juice sodas.

2001   – Energy drinks were popularized.

2002   – Vanilla Coke was introduced.

2003   – Coke Zero was introduced.

Profile of beverage

The marketed beverages (non-carbonated) appeared in the 17th century. They were made from water and lemon juice sweetened with honey. In 1679, the compagine delimonadiers Paris were granted a monopoly for the sale of lemonade soft drinks.

Raw materials used in soft drinks

There are different type of raw materials used in different beverage s most of the raw materials are :

Ø **Water:** the simple sweetened soft drink contains about 90% of water,while in diet drinks. It contains 95% of water.

Ø **Flavor: flavor:** is of great importance in soft drink. Even water from different places has different taste. The flavor for taste added can be natural or artificial,acidic,caffeine.

Ø **Acids:** acids like citric acid & phosphoric acid are added to give refreshing tartness or bite & help in preserving the guality of a drink.

Ø **Natural flavors:** these are the flavors, which are extracted from fruits ,vegetables ,nuts ,barks ,leaves etc. in soft drink containing natural flavors & fruit juice.

Ø **Artificial f lavor:** these are the flavors manufactured from natural extracts. This is used to give greater choice, in taste to consumers.

Ø **Caffeine:** caffeine has special kind of taste makes the taste of soft drink a royal one.caffeine was added to soft drink from its introduction to a commercial market but now caffeine free soft drinks are also available. Its quality is Y4 than compared with same amount of coffee.

Ø **Carbon dioxide:** carbon dioxide is a colorless & smell less gas, which is added to cold drink to get bubble & it also help in keeping drink strong &fresh

Ø **Color:** along with taste of soft drinks is also of very important, the company tries to maintain both taste & colur of the soft drink every where in the world.

Ø **Sugar:** sugar syrup is added to the drink at around 75 degree C to the pure drinking water ,this is to make soft drink taste sweet. Even artificial sweetness is also used.

Definition of Beverage

Beverages are an integral part of human diet, starting from new born. The cycle starts with the infant formulas- highly complex drink, rich in many key nutrients. As human age and their nutritional requirements change, product designer keeps pace by developing new and innovative beverages to meet these needs.

Beverages can be defined as any fluid which is consumed by drinking . It consists of diverse group of food products, usually liquids that include the most essential drink water to wide range of commercially available fluids like fruit beverage, synthetic drinks, alcoholic beverage, milk, dairy beverages, tea, coffee, chocolate drinks etc. Despite differences in their properties one common feature that exists in all beverages is their ability to act as thirst quencher. In simple words beverages can be defined as liquid which is essentially designed or developed for human consumption. The beverages are rarely consumed for its food value but it is vital for life. Although their prime role is to fulfill the human need but these are part of our culture.

However there are important pre-requisite for beverage are

All are made from food ingredients.

All are subject to pure food law.

Consumed in enormous quantities sometimes safer than potable supply.

Classification of Beverages

Beverages may be classified on various ways. The classification criteria may depends on various factors as mentioned below:

1. Natural and Synthetic (Ingredients used in manufacture)

2. Carbonated and Non-carbonated (Degree of mechanical carbonation)

3. Alcoholic and Non-alcoholic (presence or absence of alcohol)

4. Hot and Cold (Temperature of serving)

 5.Stimulating and Non-stimulating (Based on physiological effect)

Natural and synthetic beverages

The natural beverages are prepared from the naturally derived ingredients including fruit juices or milk or malt, sugar, acid, flavouring and colouring materials. The examples of this group are fruit based beverages, malt beverages and dairy beverages.

Synthetic beverages are analogue of natural beverages and may contain ingredients which are prepared synthetically like flavouring and colouring materials. These are primarily developed to offer pleasure to consumers at affordable cost. The major group of synthetic beverages is soft drinks which contain flavoured sugar syrup as base material that may or may not be carbonated. The high potency sweetener based beverages also belong to the category of synthetic beverages as they contain artificial sweeteners mainly to reduce the calorific value.

Carbonated and non-carbonated beverages

Carbonated beverages are the one where carbon dioxide is dissolved in syrup or water. The presence of carbon dioxide creates bubbles upon release of pressure and fizzing in the beverage. The carbonated beverages are commonly referred as Soft Drink. Cola or lemonade beverages are typical examples of carbonated beverages. The process of fermentation also produces carbon dioxide in certain beverages like beer. Carbonation is done for various reasons. Consumers find the fizzy sensation pleasant, and like the slightly different taste that dissolved carbonic acid provides. Soda water is another popular type of carbonated beverage which may also be flavoured.

Majority of fruit and dairy based beverages falls into the category of non-carbonated beverages. The category also includes hot beverages and alcoholic beverages that do not contain carbon dioxide.

Alcoholic and non-alcoholic beverages

Alcoholic beverages contain ethyl alcohol which can be consumed for its intoxicating and mind-altering effects. Alcoholic beverages are produced by the process of natural or controlled fermentation.

Hot and cold beverages

Another criterion for classifying beverages is the temperature of serving. Certain beverages are consumed only hot i.e. temperature above 65-70C which are termed as Hot beverage while those served at chilled temperature are called as cold beverages. The examples of hot beverages are tea, coffee, chocolate and milk. However, iced tea and cold coffee are served chilled. Most of the fruit beverages, dairy drinks, alcoholic drinks and soft drinks are example of cold drinks. Term cold drink is synonymous to carbonated drinks as well.

Stimulating and non-stimulating beverages

Consumption of some beverage stimulates the body systems mainly to nervous system and circulatory system. It is mainly due to the presence of certain chemical compounds like caffeine in coffee and tea, many phenolic compounds in herbal drinks and ethyl alcohol in alcoholic beverages. The chemical constituents present in these beverages influence the physiological processes as follows:

Increase in basic metabolic rate (BMR)

Increase in blood circulation and heart beat

Stimulation of central nervous system (CNS) and release of neuro transmitter

Diuretic (increase in frequency of urination)

Enhancement in secretion of gastric juice

Other beverage

There are many other categories of beverages and it includes nomenclature like herbal drinks, mood drinks, energy drinks and sports drinks.

Energy drinks are those beverages which boost energy and mainly contain sugar and caffeine. In recent past there has been rapid growth in the demand of energy drinks. These drinks may also contain variety of stimulants and vitamins.

Herbal drinks are prepared by using the infusion of herbs in water. A wide variety of herbs may be used in preparation of such drinks. Many herbs like aloe vera, ginseng, shatavari, Arjuna, lemongrass, thyme etc. may be used for as base material for herbal drinks.

Sports beverages are also called as electrolyte drinks are basically designed to replenish the loss of fluid & electrolytes and provide quick energy during the exercise and sports activity. The mono saccharides such as dextrose, glucose syrup are added so that they can be transported easily into the muscle cells and produce energy apart from sucrose and maltodextrin. The carbohydrate content of sports beverage varied in the range of 4-8 percent. Electrolytes are many essential minerals such as chloride, calcium, phosphate, magnesium, sodium, and potassium. Electrolytes control osmosis of water between body compartments and help maintain the acid-base balance required for normal cellular activities.

ANALYSIS AND INTERPRETATION

DO YOU THINK ADVERTISING INFLUENCE YOU TO DRINK?

| PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
YES	64	64
NO	36	36
TOTAL	100	100
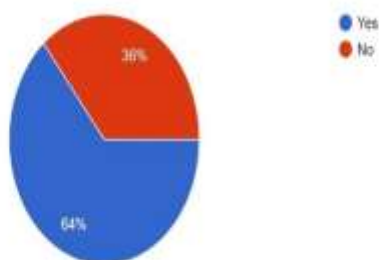
INTERPRETATION:
From the above information 64% of the respondents says that they are influenced by the advertisement to drink beverage and 36% of the respondents says that they doesn't get influenced by the advertisement to do so.

Hence the majority of the respondents of 64% i.e, 64 out of 100 respondents are being influenced by advertisement.

WHY DO YOU DRINK SOFT DRINKS?

| PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
TASTE	23	23
CAFFEIN	23	23
REFRESHMENT	45	45
BRAND LOYALTY	9	9
TOTAL	100	100
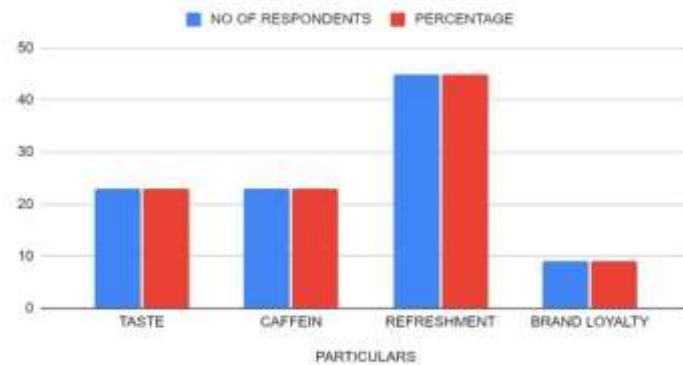
INTERPRETATION:

From the above given information 23% of the respondents drink beverages for the taste, 23% of the respondents drink for caffein, 45% of the respondents drink to get refreshment and 9% of the respondents go for the brand loyalty.

Hence the majority of the respondents of 45% i.e, 45 out of 100 respondents drink beverages only to get refreshment.

WHAT QUANTITY DO YOU MOSTLY PREFER TO BUY?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
200-250ml	42	42
300ml	45	45
Above 1 litre	13	13
TOTAL	100	100
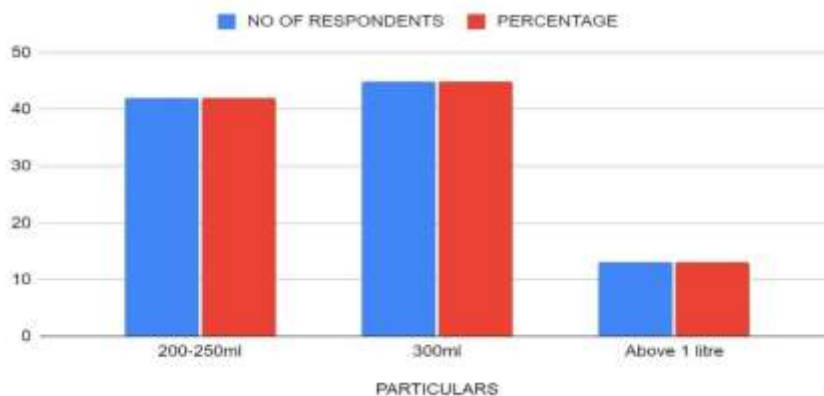
INTERPRETATION:

From the above information 42% of the respondents prefer to buy the beverage under the quantity of 200-250ml, 45% of the respondents prefer to buy quantity of 300ml and 13% of the respondents prefer to buy above 1 litre of beverage.

Hence the majority of the respondents of 45% i.e, 45 out of 100 respondents prefer to buy quantity of 300ml beverage.

RANK ANALYSIS

RATE THE LEVEL OF INFLUENCE OF THE FOLLWING FACTORS WHILE PURCHASE DECISION?

PARTICULARS	VERY HIGH	HIGH	AVERAGE	LOW	VERY LOW	TOTAL	RANK
PRICE	26	46	27	1	0	397	7
QUALITY	43	47	10	0	0	433	2
FLAVOUR & TASTE	36	50	14	0	0	422	4
PACKAGE	41	40	17	2	0	420	6
BRAND	35	51	14	0	0	421	5
ADVERTISEMENT	49	38	13	0	0	436	1
COLOUR	39	48	12	0	1	424	3

RATE THE LEVEL OF INFLUENCE OF THE FOLLWING FACTORS WHILE PURCHASE DECISION
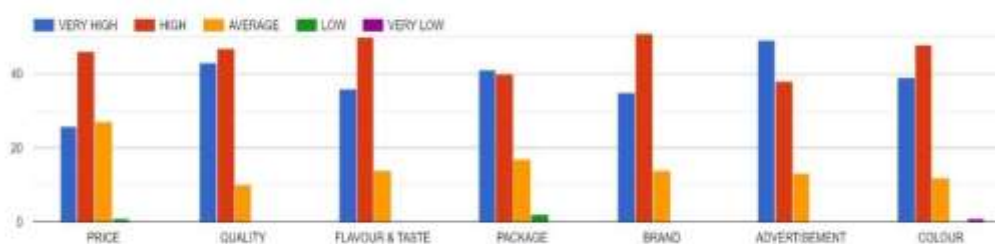
INTERPRETATION:

From the above information, respondents ranked the beverage factors as such: ranked first towards Advertisement, second rank towards Quality, third rank towards colour, fourth rank towards flavour and taste, fifth rank towards brand, sixth rank towards package and seventh rank towards price.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

- The dominant group of respondents are male which is more than 52% i.e., 52 male Respondents answered the survey.
- The majority of the respondents are 50% i.e, 50 respondents belong to the age group of 21-30.
- The majority of the respondents of 81% says that they prefer to drink beverages.
- The majority of the respondents of 32% prefer pepsi to drink quite often.
- The majority of the respondents of 64% are being influenced by advertisement.
- The majority of the respondents of 45% drink beverages only to get refreshment.
- The majority of the respondents of 70% changes the brand frequently.
- The majority of the respondents of 45% prefer to buy quantity of 300ml beverage.
- The majority of the respondents of 49% prefer to buy beverage in Super Markets.
- The majority of the respondents of 50% spends Rs.100-150 on buying beverages.
- The majority of the respondents of 44% says that Tv advertisement is the source of information regarding the beverages.
- The majority of the respondents of 39% i.e, 39 out of 100 preferred to buy beverages on festivals.
- The majority of the respondents of 33% prefer to purchase beverages on weekly basis.
- The majority of the respondents of 35% says that they have been consuming the beverages for the past 1-2 years.
- The majority of the respondents of 31% says that quality is the affecting factor for buying beverages.
- The majority of the respondents 55% are satisfied over the preferred beverage.

RANKING ANALYSIS:

- The majority of the respondents ranked first towards advertisement as a influence on buying beverages.

SUGGESTIONS :

- Packet designing in an innovative way makes the consumers especially among kids makes attractive to buy the product.

- The pricing of the beverages should be affordable for all class of people and providing offers and discounts may influence consumer to buy the product.

- Providing with higher quality and taste also makes the consumer to prefer beverages .

- Creative advertising through social media, television, radio and newspaper may attract consumer and influence them to buy beverages.

- Chemical content or toxic substances can be reduced to avoid health issues.

- Instead of using lower quality plastics , higher quality plastics would be better.

CONCLUSION:

As stated in the objectives, this study is aimed at studying the consumer preference and factors influencing beverages. The major part of the soft drink consumers are in 21-30 age groups. The most preferred brand is Pepsi and second position to coco cola. The consumption of soft drinks products increase comparing with previous times. The changing living pattern and life style of the peoples are changed a lot so soft drinks where common preference among all the individuals with the change in life style and income level, peoples are shifting their consumption patterns. The competition between the brands lead to a high influence in buying behaviour of the consumers because their marketing strategy. The quality and taste are influencing in consumer purchasing decisions. One of the major influencing medium of purchasing beverage product is media advertisements. Major part of the consumer view about soft drink is as an aid to put off thirst.

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