



Impact of Sales Promotion on Soft Drinks Consumption by College Students

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ABSTRACT

This study examines sales promotion adopted by soft drink companies and its effects on sales of soft drink in Coimbatore district. This study is based on the primary data through convenience sampling technique. The primary data collected from the different places of Coimbatore by google forms field survey of 100 respondents. It is found that the sales promotion activities play positive impact on sales of soft drink companies. It is believed that the findings of this paper may facilitate the soft drink companies formulating policies of sales promotion on sales of soft drinks products.

1.1 INTRODUCTION:

Sales promotion is one of the elements of the promotional mix. The primary Elements in the promotional mix are advertising, personal selling, direct marketing and publicity/public relations. Sales promotion uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates.

Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions Sales promotions targeted at retailers and wholesale are called trade sales promotions. Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes Sales promotion is implemented to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside activities, to enhance company sales. Outside sales promotion activities include advertising, publicity, public relations activities, and special sales events. Inside sales promotion activities include window displays, product and promotional material display and promotional programs such as premium awards and contests. Sale promotions often come in the form of discounts. Discounts impact the way consumers think and behave when shopping. The type of savings and its location can affect the way consumers view a product and affect their purchase decision. The two most common discounts are price discounts ("on sale items") and bonus packs (bulk items"). Price discounts are the reduction of an original sale by a certain percentage white bonus packs are deals in which the consumer receives more for the original price. Many companies present different forms of discounts in advertisements, hoping to convince consumers to buy their products.

A soft drink is a drink that typically contains carbonated water, a sweetener, and a natural or artificial flavouring. While the term "soft drink" is commonly used in product labelling, in many countries these drinks are more commonly referred to by regional names, including carbonated beverage, cold drink, fizzy drink, fizzy juice, pop, soda, soda pop, tonic, and mineral.

1.2 OBJECTIVES OF THE STUDY:

This research work is carried out in order to achieve the following:

- ✓ To examine the impact of sales promotion on sales volume.
- ✓ To know the satisfaction of College students towards Soft drinks.
- ✓ To Measure the Attitude of College students towards soft drinks of various brands.
- ✓ To investigate new sales promotion activities carried out with particular reference to the sales of soft drinks.
- ✓ To determine the effect of sales promotion on turnover.

1.3 SCOPE OF STUDY:

The scope of the work is limited to effect of sales promotion on the consumption of soft drinks. A study on consumer preferences on different soft drinks has been collected from students situated at different areas of Coimbatore. The sample size of the study is 100

1.4 STATEMENT OF PROBLEM:

Apart from the problem of recognition, sales promotion is the most recent promotion in strategy use by many establishments to boost and increase the market share of many enterprises. There is the dearth of sufficient information, technical knowledge as well as literature. Sales promotion campaign need to be just and fair in extension to enable the right audience to benefit from the programme.

1.2 RESEARCH METHODOLOGY:

Research is defined as a careful consideration of study regarding a particular concern or a problem using scientific methods. It is a systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions. In fact, research is an art of scientific investigation. The advanced learners dictionary of current English lays down the meaning of research as "a careful investigation or inquiry specially through search for facts in any branches of knowledge.

1.6.1 Area of study:

The data is collected only from the respondents residing in Coimbatore city. since the area of study is limited to Coimbatore due to lack of time.

1.6.2 Sample Size:

Number of the sampling units selected from the population is called the size of the sample. sample of 100 respondents were obtained from the population

1.6.3 Primary data:

Primary data are in the form of "raw materials" to which statistical methods are applied for the purpose of analysis and interpretation. the primary source are discussions with random publics .data are collected through questionnaire.

1.6.4 Secondary data:

Secondary data are in the form of finished product as they have already been treated statistically in some form of the other. the secondary data mainly consists of data and information collected records and internet websites secondary data are collected through, magazines, internet and books

1.6.5 STATISTICAL TOOL USED:

Simple percentage analysis method:

No of respondents Percentage mode % = $\frac{X}{100}$

Sample size

1.6.6 LIMITATIONS OF STUDY:

- ✓ The sample was confined to 100 respondents
- ✓ The data was obtained through questionnaire and has its own limitations. Survey is conducted in limited period of time.

REVIEWS OF LITERATURE

Mr. Gokul Gopinath (1998) submitted A study on the preference for soft drinks among collage students with reference to PSG college of Arts & Science Coimbatore". The objective of the study to know soft drinks among college student and to study effect of price on purchase decision. He found that Pepsi, Coca Cola, Gold spot, Limca, Mirinda and 7-up are most aware of brands among college students. He recommended the new brands of SD should give more importance to flavour Quality and Price

Aham A. (2008) Nigeria presented an overview on the use of sales promotional activities to develop the business Soft drinks collaborative platform has the power to impact cultures and business. This further infiltrates communities, professional groups, peer bodies, which can be successfully used for promoting one's business

According to **Kotter and Keller** (2012) advertising can be used to create brand awareness and provide specific information about new products and services and to encourage consumers to buy the product being advertised rather than those of competitors.

To **Gultinan and Paul** (2013), advertising can be used to reassure customers that they are using the best product or service.

Anon (2014), By integrating the message locally, the ad has a greater chance of success. If not managed properly, this strategy may nevertheless result in a loss of the brands' global image.

INTERPRETATION

TABLE SHOWS THAT CONSUMPTION OF SOFT DRINKS

BRAND	NO. OF RESPONDENTS	PERCENTAGE
COCA-COLA	18	18%
PEPSI	23	23%
SEVENUP	32	32%
OTHER	27	27%
TOTAL	100	100%

9.Which soft drinks do you consume?
100 responses

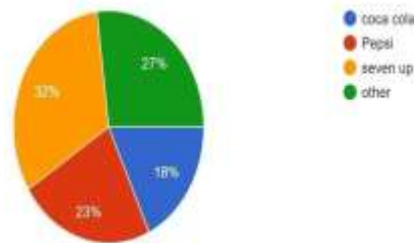


Chart 4.9 Consumption of soft drinks

INTERPRETATION:

From the above table shows that,32% of respondents are consuming the seven up ,27% of respondents are consuming others,23% of respondents are consuming the Pepsi,18% of respondents are consuming coca cola.

Majority (32%) of respondents are consuming the seven up

TABLE SHOWS THAT BUYING BEHAVIOR OF RESPONDENTS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
ADVERTISEMENT	32	32%
COLOUR	19	19%
PACKING	16	16%
TASTE	33	33%
TOTAL	100	100%

10.What made you to buy this product?
100 responses

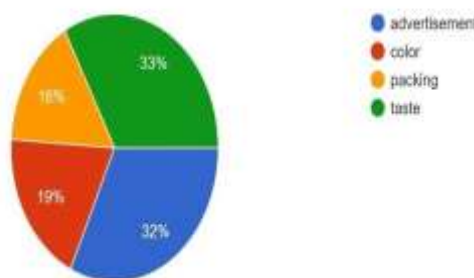


Chart 4.10 Buying Behavior of the respondents

INTERPRETATION:

From the above table inferred that,33% of respondents are choosing based on the taste,32% of respondents are choosing based on advertisement,19% of respondents are choosing based on colour,16% of respondents are choosing based on packing of the product.

Majority (33%) of respondents are choosing based on taste.

TABLE SHOWS THAT AWARENESS OF SOFT DRINKS

AWARE OF SOFT DRINKS	NO. OF RESPONDENTS	PERCENTAGE
HIGHLY AWARE	26	26%
AWARE	51	51%
NOT AWARE	20	20%
NOT AT ALL AWARE	3	3%

8.Are you aware of soft drinks

100 responses

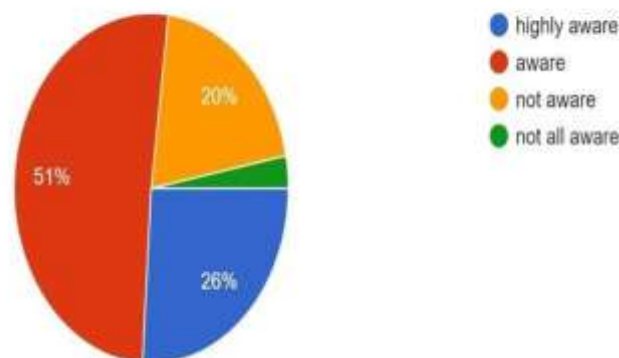


Chart 4.8 Aware of Soft drinks

INTERPRETATION:

The above table states that,51% of respondents are aware of soft drinks,26% of respondents are highly aware of soft drinks ,20% of respondents are not aware,3% of respondents not at all aware of soft drinks.

Majority (51%) of respondents are aware of soft drinks

FINDINGS, SUGGESTIONS AND CONCLUSION

- Majority (32%) of respondents are consuming the seven up.
- Majority (33%) of respondents are choosing based on taste.
- Majority (51%) of respondents are aware of soft drinks.

CONCLUSION:

The main motive of this research is to find out how consumption of soft drinks among college students' preference of consumers is changing day- to - day, so this survey is taken to verify the preferences of college students towards the consumption of soft drinks in Coimbatore.

Therefore, the research was carried out in the perception of consumer in Coimbatore district, which was aimed to explain the preference of soft drinks on different stages in their health issues, by finding out how consumer perceive soft drinks in their entire process.

And this study finally shows that, soft drinks have a great preference on market and educational sectors, according to my study the consumer are aware of the product with the help of social media. if the suggestion has been implemented it will be more useful to the upcoming users.

BOOKS:

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