



## CONSUMER BUYING BEHAVIOUR TOWARDS SOFT DRINKS

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### COMPANY PROFILE

#### Mountain Dew

Coke is a brand of carbonated soft drink owned and manufactured by PepsiCo Inventors Barney and Ally Hartman of Tennessee beverage bottling are credited with coming up with the initial recipe. In 1958, Bill Bridgforth came up with a new formula. The Tip Corporation in Marion, Virginia acquired the rights to this recipe. The Tip Corporation's William H. "Bill" Jones improved on the original recipe and introduced Mountain Dew. Having purchased the Mountain Dew brand and manufacturing rights from Tip in August 1964, Pepsi-Cola has been able to extend distribution throughout the US and Canada.

There was just one flavour of Mountain Dew during the 1940s and 1980s, which was citrus-flavored and caffeinated at the majority of retail locations. Diet Mountain Dew was released in 1988, while Mountain Dew Red [6] was debuted in 1988 before being withdrawn from the market. [6] Code Red, a cherry-flavored flavour, first introduced in 2001. Throughout the years, Mountain Dew's product range has expanded to include specialised, limited-time, region-specific, and retailer-specific (Taco Bell, 7-Eleven, Bojangles, and KFC) versions.

In 1996, production was expanded to the United Kingdom; however, by 1998, it had all but ceased. Mountain Dew Energy has been offered in the U.K. and Ireland since 2010 under the name "Mountain Dew Energy" with a formula more comparable to the original American product. In 2014, Mountain Dew was rebranded to reflect the new brand name. citations required Mountain Dew has a 6.6% share of the carbonated soft drinks industry in the United States in 2017. Competition includes Mello Yello and Surge from the Coca-Cola Company and Sun Drop from the Dr Pepper Snapple Group; Mountain Dew accounted for 80% of citrus soft drinks sales in the United States in 2010. To be more specific [an explanation is required]

#### Origin

Mountain Dew was invented in the 1940s by Tennessee bottlers Barney and Ally Hartman. To get their favoured soda to combine with whiskey, the Hartmans made their own in the 1930s when soft drinks were only supplied locally. Dew originally referred to Highland Scotch Whiskey, which was trademarked for the soft drink in 1948.

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Dr. Enuf co-owner Charles Gordon was introduced to Mountain Dew by the Hartman brothers on a train when they handed him one of their samples. The Tri-Cities Beverage Corporation in Johnson City, Tennessee, signed a contract with Gordon and the Hartman brothers to bottle Mountain Dew. Coca-Cola was also consulted by the Hartman brothers while developing their own drink. Their proposition was turned down by the Coca-Cola Company. "[citation required]"

Revisions to Mountain Dew's taste were made by the Tip Corporation of Marion, Virginia, which purchased its rights in 1961 and launched the beverage that year.

Mountain Dew's trademarks were acquired by PepsiCo in 1964 when it bought Tip Corporation, which owned the Tip brand. To honour Bill Jones' contribution to the Mountain Dew saga, the Virginia legislature presented him with an honorary doctorate in 1999.

Moonshine (i.e., homemade whiskey or poitn) was originally called "Mountain Dew" by Southern and/or Scots/Irish terminology in the Irish folk ballad The Rare Old Mountain Dew from 1882. First trademarked by Ally and Barney Hartman in 1940,[16] it was proposed by Carl E. Retzke during an Owens-Illinois conference in Toledo, Ohio,[17]. The cartoon-styled hillbilly that appeared on early bottles and signs carried the theme further. John Bricchetto drew the initial draughts of the original Mountain Dew bottle labels in 1948, and the visual depiction on the product packaging has evolved several times during the beverage's history.

#### Logo

The "Hillbilly" design was used on both sides of an early Mountain Dew bottle. Until the late 1980s, businesses and vending machines sold these refillable bottles. Mountain Dew's emblem, which had been in use from 1969 until 1996, was resurrected in 2009 for use on the drink's throwback glass bottles. When Mountain Dew was first introduced in 1999, this was the fourth logo they utilized.

With the acquisition of Mountain Dew in 1964, PepsiCo (then known as The Pepsi-Cola Company) decided to shift its attention to a "younger, outdoorsy" generation, hence the logo was changed in 1969.

The logo stayed the same throughout the 1970s and 1980s, indicating that this was the intended approach. PepsiCo started updating the Mountain Dew logo every few years in 1996, following a technique it had previously used with its flagship drink, Pepsi. In 1996, 1998, and 2005, there were three new logos. Due to an announcement made in early 2019 by PepsiCo, PepsiCo said in October 2008 that it will rename its core carbonated soft-drink brands as "Mtn Dew" in all U.S. markets. It wasn't until May 2011 that the flavour varieties were given new packaging, including new logos, to match the "Mtn Dew" aesthetic, although they continued to use the prior design until then. In preparation for their 2011 re-release, the returning flavours "Pitch Black," "Supernova," "Typhoon," and "Game Fuel" received updated packaging and new logos.

#### SPRITE

The Coca-Cola Company produced Sprite, a clear, lemon-lime-flavored soft drink. Fanta Clear Zitronen (Clear Lemon Fanta) was created in West Germany in 1959 and debuted in the United States in 1961 as a rival to 7 Up. Cranberry, cherry, grape, orange, tropical, ginger, and vanilla are just a few of the many flavors of Sprite.

#### Marketing

The portmanteau term lymon, a mixture of the words "lemon" and "lime," is often used in Sprite advertising. In addition, the beverage's container contains multiple concave places to simulate the soda's carbonation bubbles.

As recently as the 1980s, Sprite's popularity with youngsters had grown. As a result, Sprite started advertising to this group in 1987. The brand's first long-running tagline, "I Like the Sprite in You," inspired a slew of jingles until it was retired in 1994.

The Coca-Cola Company hired marketing firm Lowe and Partners in 1993 to come up with a new tagline, "Control Your Thirst," for the company.

A blue-to-green gradient with silver "splashes" and faint white "bubbles" in the backdrop adorned the new, more vivid emblem on packaging. The logo for the product called "Sprite" included a blue background shadow to distinguish it from the rest of the lineup. "Great Lymon Taste!" has been deleted from the logo's original design. There were many different versions of this logo that were used over the world till this year.

the tagline was modified to "Obey Your Thirst" and hip-hop music was used in the commercials. "Never forget yourself 'cause first things first, grab a cold, cold can, and heed your thirst" was one of the early lines for the new tagline. LL Cool J, A Tribe Called Quest, KRS-One, Missy Elliott, Grand Puba, Common, Fat Joe, Nas, and others were all featured in television ads for Sprite under the new phrase, which delved into hip-hop culture. In the late 1990s, Sprite used both amateur and professional basketball players in its commercials to connect with the urban population. Today, NBA stars like LeBron James and hip hop musicians like Vince Staples and Lil Yachty are routinely featured in Sprite commercials.

Commercials in the manner of a horror film mocked items with cartoon mascot mascots in 1998. Children and their mother are terrified when "Sun Fizz" the drink's mascot awakens from its deathly slumber and begins chasing them about.

## INTRODUCTION

It is a beverage that normally comprises water (often but not always carbonated water), a sweetener and frequently a flavouring component. A soft drink (also known as soda, pop, coke, soda pop, fizzy drink, tonic, seltzer, mineral, sparkling water, lollipop water, or carbonated beverage) In the case of sugar, high-fructose corn syrup (HFCS), fruit juice, or sugar replacements (for diet beverages), the sweetener may be any or all of these. Caffeine, colorings, preservatives, and other substances may also be included in soft drinks. In contrast to "hard drinks," soft drinks are referred to as "soft" (alcoholic beverages).

Drinks like Dr. Pepper may be served either cold or at room temperature. In the 17th century, the first commercially available soft drinks were introduced in the Western world. Lemon juice and honey were used to sweeten the water and lemon juice. An exclusive monopoly on lemonade soft drinks was awarded to Paris' Compagnie des Limonadiers in 1676. Thirsty Parisians were able to get their hands on lemonade from vendors who rode about with large tanks of the beverage.

## LIQUIDS CONTAINED WITH CARBON

Natural carbonated mineral waters were successfully replicated in the late 18th century by scientists. Carbonated water was initially created in 1767 by Joseph Priestley, an English brewer in Leeds, England, who hung a bowl of distilled water over a beer vat to infuse it with carbon dioxide. Soda water (sometimes called carbonated water) is a key ingredient in almost all soft drinks.

With this method, Priestley found the taste of water delicious and served it to his companions. An impregnating water with fixed air method was described by Priestley in his work "Impregnating Water with Fixed Air" published (or sulfuric acid as it is now called)

CO<sub>2</sub> is produced by rubbing chalk on a surface and coaxing the gas to dissolve in a bowl of moving water. Sulfuric acid was used by Swedish scientist Torbern Bergman to create carbonated water from chalk. The device developed by Bergman made it possible to mass-produce counterfeit mineral water in vast quantities. Late in the eighteenth century, Swedish scientist Jon Jacob Berzelius began flavouring carbonated water with spices, juices, and wine.

### Bottled sodas vs soda fountains

Natural or manufactured mineral water consumption was considered a healthful habit in the United States in the 19th century. Unflavored mineral water started to be flavoured with herbs and chemicals by American pharmacies selling mineral water. They employed birch bark, dandelion, sarsaparilla, fruit extracts, and other natural ingredients (see "Birch Beer" for more information). To enhance the flavour, additional flavourings were included. Soda fountain pharmacies were quite popular in the United States. At a soda fountain, most soft drinks were served and consumed in the United States of America. Sales of bottled soda skyrocketed in the early twentieth century. For a while, canned soft drinks dominated the market in the late twentieth century.

### Production of soft drinks

Dry or fresh ingredients (such as lemons, oranges, and other citrus fruits) and water are used to make soft drinks. It is possible to make soft drinks at a factory or at home. Syrup or dry ingredients may be mixed with carbonated water to make your own soft drinks at home. Home carbonation systems and soda siphons, as well as the addition of dry ice to water, may all be used to create carbonated water. Companies like Soda-Club provide syrups, and dry components are commonly marketed in pouches, similar to the popular U.S. drink mix Kool-Aid.

### **India's soft drink industry**

Water, carbonates, concentrates, functional drinks, juices, RTD tea and coffee, and smoothies make up the soft drinks sector. Total market volume excludes, but does not include, soft-drinks sales.

focuses on a single category. Retail selling price (RSP) and all relevant taxes are included in the market's value. Overall sales of soft drinks in India reached \$3.8 billion in 2012, reflecting a CAGR of 11% from 2009–2012, according to the Indian Soft Drinks Association. In the soft drink industry, you'll find:

Parle's Appy Fizz & Pop

Agua Blue Water (Natural Mineral Water By LR Beverages Pvt. Ltd.)

Banta, on the other hand (lemon-flavoured soft drink)

As for Bovonto (grape soda produced by Kali Mark)

In 1977, the iconic Indian soda brand Campa Cola was imported to the United States.

Cloud Nine (energy drink)

Frooti, a.k.a (mango-flavoured drink from Parle Agro)

Framings (Local drink from Pune)

The Spot of Gold

It's time to fizz up with some Grappo!

River Ganga (Local drink of Haryana)

The Guptas (8 flavoured soft drinks introduced in 1947)

Juicila (Powdered Soft Drink Concentrate available in Orange, Mango, Lemon, Cola, Masala, Jaljira)

In addition to Limca, there are a number of other (lemon-lime soda)

At least one of the following: (lemon drink produced by Parle Agro)

Kalimark

## **BACKGROUND OF THE STUDY**

One of the most popular goods nowadays is soft drinks (Lazim & Hasliza, 2011). Due to consumers'

strong demand for a sweet flavour that is both pleasant and affordable, numerous soft drink companies' sales and popularity have grown consistently over time (Sartor, Donaldson, Markland, Loveday, Jackson & Kubis, 2011). All non-alcoholic beverages are referred to as "soft drinks" in the United States (Barbara, 2006). Carbonated soft drinks (CSD), diet and non-diet drinks, fruit beverages (beverages sweetened with sugar or artificial sweeteners), juice drinks, fruit-flavored beverages, and bottled beverages are all examples of soft drinks. Coke and Pepsi, on the other hand, are the two most popular soft drink brands in the world, and the narrative of the non-alcoholic industry has tended to revolve around this power struggle (Barbara, 2016).

Consumption of both normal and light soft drinks is still quite low, despite the worldwide growth in soft drink consumption to roughly one can per day (Sartor et al, 2011). (Renwick & Nordmann, 2007). There is still a lot of room for expansion in Nigeria's soft drink business, which is now rated 4th in the world in terms of consumption (Beverage Industry News, 2017). Despite this, some soft drink firms have seen a decline in sales and profit as a result of poor demand from consumers (Beverage Industry News, 2016). Consumers' choice and impression of soft drink brands may have a role in the lack of demand. Low-sugar soft drinks are preferred by overweight individuals, for example (Elfhag, Tynelius, Rasmussen, 2007).

According to Agbonifoh, Nnolim, and Nwadioye, customers' perceptions of reality might vary widely. It's called Nkamebe, and it's a (2007). The word "customers' perspective" has been given many different meanings. He described it as "customer assessments of real performance" in Lewis. An individual's ability to choose, organise, and interpret inputs into a coherent picture of the world may also be referred to as cognition (Schiffman & Kanuk, 2009). Factors that influence perception may be divided into two major categories: personal and object-related (Schiffman & Kanuk, 2009). Exposure, experience, education, expectations, values, needs, age, attention, and confidence are some of the personal elements that have been identified to impact perception and customer appraisal of product performance. Brand, flavour, aesthetics, accessibility, marketing, and packaging are all aspects of the thing that might affect how the consumer perceives it (Reddy, Yuvaraju & Rao, 2015). As a result, the impression of a soft drink brand by an individual customer may be influenced by both personal and brand variables. If a business is hoping to attract and keep clients it must have an awareness of the factors used to pick them, according to Egbayiro-Osagie, Isibor and Ihemefor.

Despite the fact that a number of studies have been done on the subject of consumers' perception and preference of soft drinks in other countries (Cullen & Zakeri, 2004; Bere, Sorli, TeVelde & Kleep 2007, Elfhag, Tynelius & Rasmussen, 2007; Burge & Stice 2014; Costa, Hayley & Miller 2014), there appears to be a lack of empirical studies as it relates to the subject matter in the Nigerian context.

## **LITERATURE REVIEW**

Perception of a product by the consumer, as described by Walters and Bergiel (), is the complete process through which a human becomes aware of the surroundings and interprets it. According to them, a person is always involved in the process of interpreting what he or she experiences via the senses as a percept. Senses get information from the brain, which codes and categorises this information, and then gives meaning to it based on a person's context (Van). Marketers need to have a firm grasp on the concept of perception in order to better understand how customers make purchasing decisions. There is no one-size-fits-all approach to perception. As a result, each person may have a different impression of the same item (Kotler, 202). Because each person's requirements, beliefs, and expectations are unique, the process of recognising, selecting, organising, and interpreting is extremely customised. It is important to keep in mind that human behaviour is guided by subjective impressions rather than actual fact (Schiffman & Kanuk, 2019).

### **In Marketing, Consumer Perception plays a key role.**

With ever-increasing and more sophisticated marketing messages, consumers are continually inundated with an array of sensory stimuli. Since consumers base their buying decisions in great part on their understanding of and attachment to the positive connotations of

these two-way exchanges (Kotler, 2018). In marketing, the perspective of the customer is important since it reflects how they see a product or service. As a result, marketers can only change customer perception by knowing their present view and being acquainted with the perceptual process (Kotler, 2018; Lake, 2019). Marketers benefit from a grasp of this process when developing a product and messaging strategy (Solomon, Bamossy, Askegard & Hogg, 2006; Berenbaum & Larkin).

### **The Factors Influencing Soft-Drink Consumption Perception and Preference**

A customer's perception and preference are influenced by both internal and external influences in the same way that other consumer behaviour components are influenced by similar influences (Egmond & Bruel, 2018). As a result, both qualitative and quantitative elements contribute to the overall experience of consumers by providing solutions to particular issues or demands (Aggarwal, 2004). Perceived quality is a key determinant of customer perception, preference, and satisfaction (Bedi, 2019; Kassim & Abdullah, 2010 ref in m.sc thesis). In today's competitive marketplace, quality is a major selling point (Baker). For this reason, Jensen and Markland concluded that it plays an important role in the retention and acquisition of consumers, as well as in establishing a competitive edge (Santos & Matthews).

Customer-perceived quality measures how a product's end user thinks it is. Repurchases and future purchases are based on the experience, which may be either favourable or bad (Trehan,). Research on quality in marketing has focused on its conception, link to satisfaction, and techniques for assessing it (Isibor & Odi). As a result, several methods of gauging quality have been put forward. When it comes to gauging customer satisfaction, Parasuraman, Zeithaml and Berry established the SERVQUAL scale.

quality in terms of the products and services you provide. Services are evaluated using the SERVQUAL scale, which evaluates service quality based on the perceptions consumers have about how trustworthy and responsive the service/service provider is. However, the SERVQUAL scale is only useful for

measuring quality in the service context, as is the case with many other quality assessment measures. As a result, it has been proposed that the best way to comprehend and measure product quality is to focus on its traits or features.

In terms of quality management and improvement, consumer researchers and marketers may gain a lot from this strategy (Agbonifoh, Isibor&Okere, 2016; Gray& Dennis, 2010). As far as food and beverages are concerned, however, there is no complete list of product characteristics. This is due to the fact that consumers' perceptions of a product's features might differ from one person to the next (Kariyawasam, Jayasinghe-Mudalige&Weerahewa). There are many ways to evaluate food quality: Caswell categorised attributes for assessing food quality into safety, nutrition, sensory/organoleptic and value/functional. Munnukka (2018) identified container design, portion size, flavour, and colour as attributes consumers use to evaluate food quality.

#### **Objectives of the study**

People's preferences for soft drinks are to be studied.

To learn what variables affect soft drink consumption among consumers.

To find out what people think about the flavour, pricing, advertising, and celebrity endorsements of soft drink products and brands.

#### **ProblemStatementoftheStudy**

It has been connected to a wide variety of health problems, including type 2 diabetes and osteoporosis as well as the displacement of better food and beverage alternatives from a person's daily diet.

Type 2 diabetes risk rises by more than 20% with only one or two daily sodas. High blood pressure, high cholesterol, and extra fat are all associated with sugar consumption, which raises the risk of heart disease. A higher risk of pancreatic cancer is associated with sugary beverages like soda and other sweetened beverages.

#### **Hypothesis of the study**

H0: Consumer buying behaviour toward soft drinks differs significantly from consumer buying behaviour toward hard drinks

H1: There isn't much of a difference between how people buy soft drinks and how they buy hard drinks.

#### **RESEARCH METHODOLOGY**

**Research design**

Descriptive research

**Research equipment :**

Questionnaire

**Sampling method :**

Non-probability technique

**Sampling frame**

Convenience sampling

**Sample design**

Data has been presented with the help of bar graphs, pie- charts, etc.

**Sources of data:**

Both the primary sources and secondary sources of data have been used to conduct the study.

**Primary source:**

The primary data for this study has been collected by approaching the salaried employees via internet (digital survey method).

**Secondary source:**

The secondary data are collected from articles published on various websites (desk research).

**Plan of analysis**

Diagrammatic representation through graphs and charts

Suitable inferences will be made after applying necessary statistical tools.

Findings & suggestions will be given to make the study more useful

**Methods for Data Collection**

## Primary Data and Secondary Data

**Primary Data**

Primary source of data was collected by questionnaire.

**Secondary Data**

Secondary source of data was collected from

books

journals

magazines



websites.

## DATA ANALYSIS AND INTERETATION

1 Gende of respondend

TABLE 1

GENTER OF RESPOND	FREQUENCIES
Female	80
Male	120
Total	200

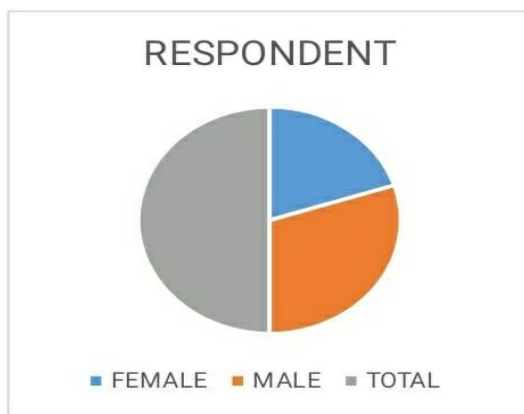


Fig 4.1 gender of respondent

### Interpretation

Table 1 shows that 80 of female respondent and 120 is an Male respondent the survey conducted for 200 members in the organization on the bases of gende.

2 Do you dink soft drink

Table 2 Preference of soft drink

Do you like soft drink	FREQUENCIES
Yes	160
No	40
Total	200

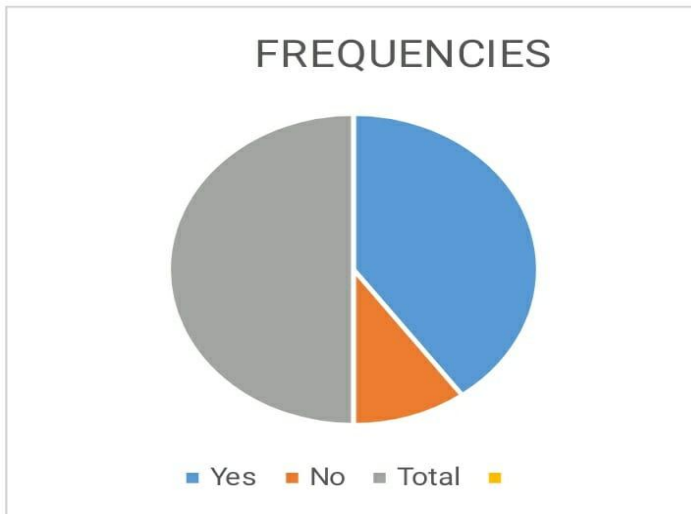


Fig 4.2 Preference of soft drink

#### INTERPRETATION

From the survey it found that 160 member prefer to drink soft drink and rest 40 member are not preferred to drink the soft drink in this fig it shows that most of the people are like to drink the soft drinks based on the taste, color, flavours.

#### 3. Frequency of consumption of soft drink in a week

Table 3 Frequency of consumption

Frequency of consumption of soft drink	FREQUENCES
Daily	25
2 to 3 times	50
More than 4 times	75
Once in a week	30
Very rare	20
Total	200

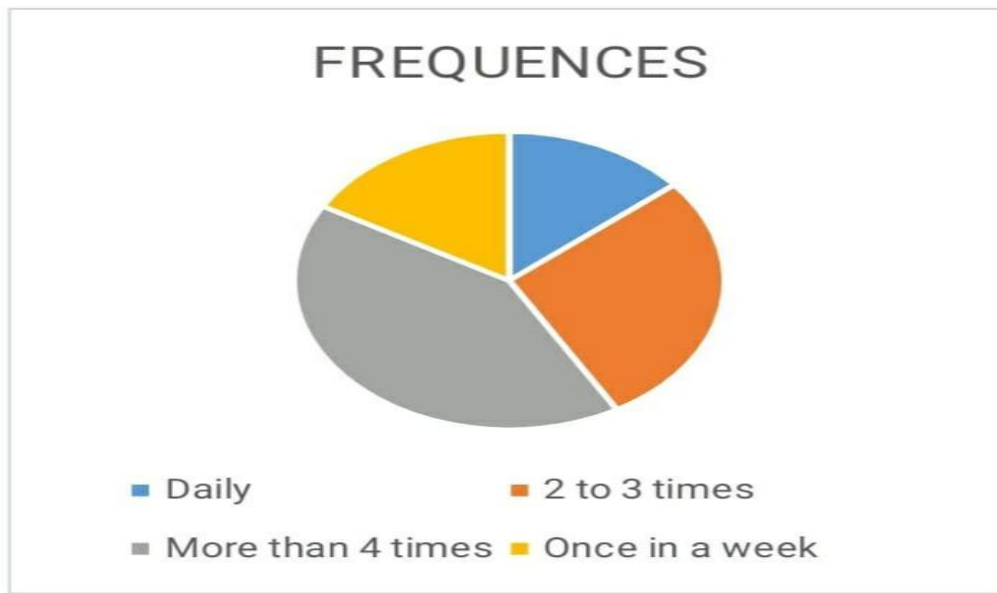


Fig 4.3 Frequency of consumption

#### INTERPRETATION

When the frequency of consumption of soft drink was studied among 200 respondent, the result was showed that 25 of the preferred to dink daily, 50 of them preferred to drink 2 to 3 times, 75 of them drink more than 4 times in a week, 30 of them drinks once in a week, 20 of them drink very rarely so it shows that more people consume the soft drink weekly.

#### 4 On what occasions do you often consume the soft drink

Table 4 occasions where soft drink are consumed

occasions where soft drink are consumed	Frequencies
Feeling thirsty	60
Without any reason	70
Parties and Celebration	50
Others	20
Total	200

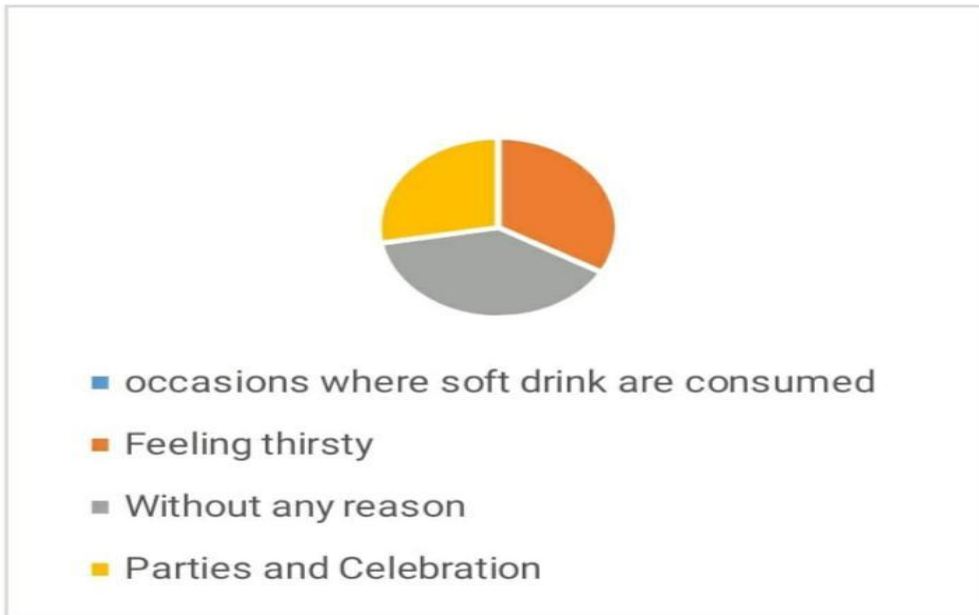


Fig 4.4 occasions where soft drink are consumed

**INTERPRETATION**

The result of survey shows that among 200 respondent 60 people drink on they feeling thirsty, 70 people drink without any reason 50 people drink on the parties and celebration, rest 20 people drink on the other purpose so it shows that more people are consuming with out any reason.

**5.What induces to buy soft drinks**

Table 5 Factors including to purchase the soft drink

Factors including to purchase the soft drink	Frequencies
Price with quantity	60
Health Drink	30
Status symbol	10
Taste	50
Variety	25
Advertisement	25
Total	200

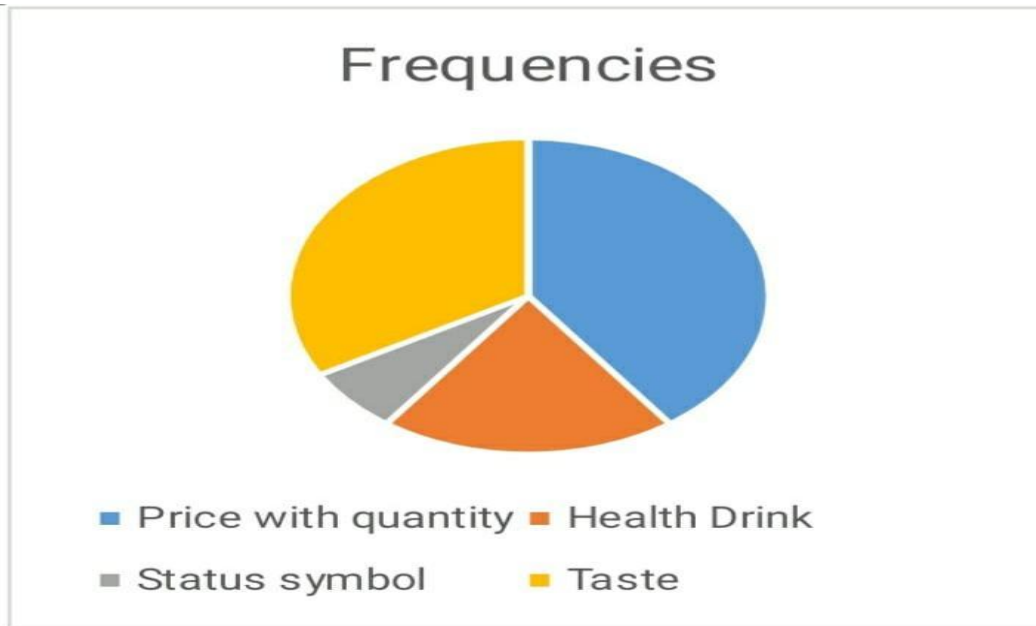


Fig 4.5 Factors including to purchase the soft drink

**INTERPRETATION**

In the above fig it shows that the people consume the soft drink on the 5 depicted in the figure 60 of them use on the base of the price, 30 of them on the base of Health Drink, and other 10 of them on they base of the status symbol, 50 of respond on the base of taste, 25 on the base of the variety, and remaning on the base of the Advertisement

Do advertisement affect your Purchase

Table 6 To what extent advertisement affect your purchaser

To what extent advertisement affect your purchaser	Frequencies
To greater extend	40
To great extend	30
Neutral	30
TO lesser extend	50
To less extend	50
Total	200

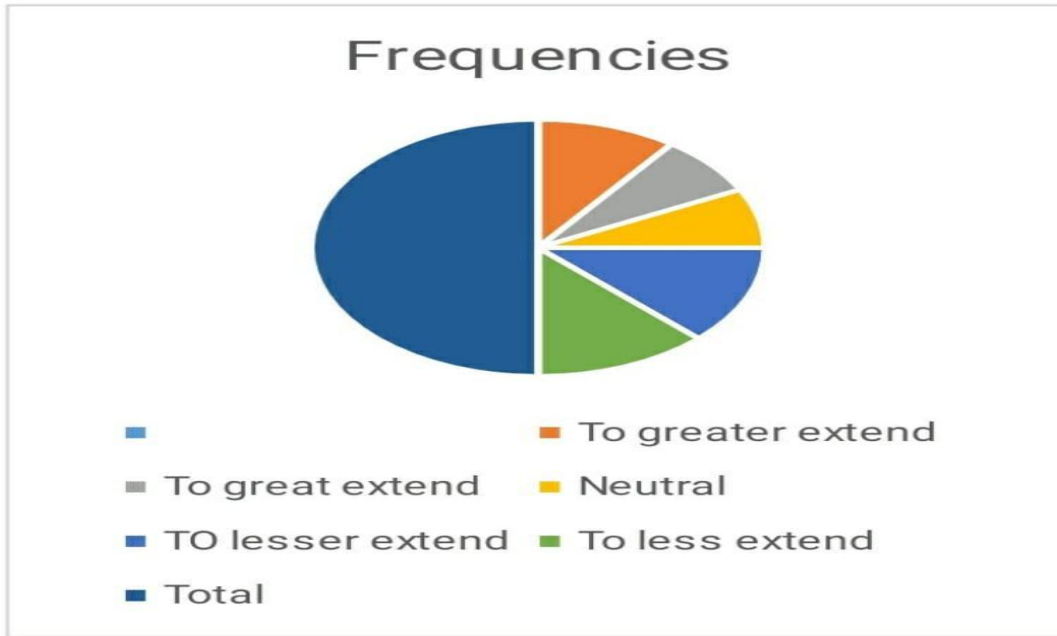


Fig 4.6 To what extent advertisement affect your purchaser

Interpretation

The result of analysis presented in the table 6 show that 40 of them says that greater extend, 30 of them are great extended, 30 of them are neutral, 50 of them are less extended, 50 of them are less extended.

7 Which soft Drink do you like more

Table 7 Preference of soft drink

Preference of soft drink	Frequencies
Coca cola	90
Pepsi	60
Maaza	25
Limca	25
Total	200

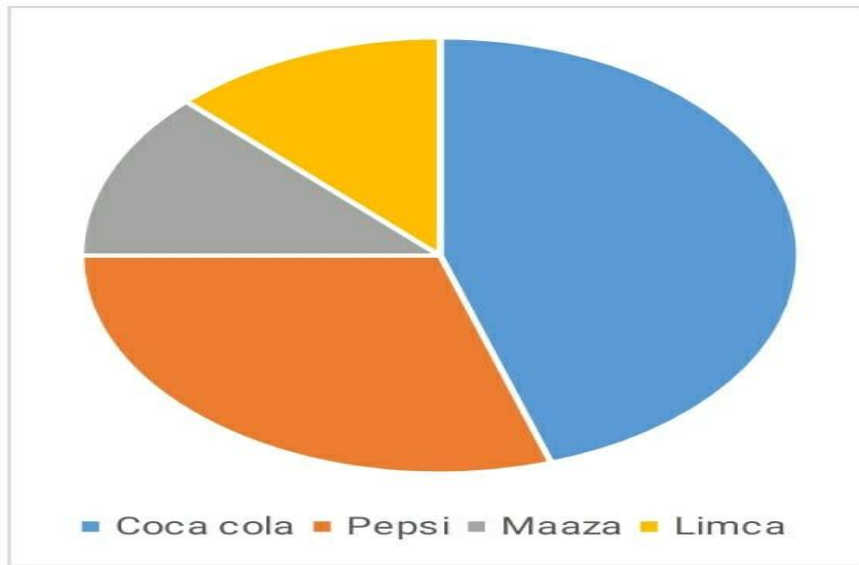


Fig 4.7 Preference of soft drink

#### INTERPRETATION

The result of survey shows that 90 of them are preferred to drink coco cola, 60 of them preferred to drink pepsi, 25 of them like to drink maaza, and other like to drink limca

8 Do you drink the same soft drink every day.

Table 8 prefer of same soft drink

prefer of same soft drink	Frequencies
Yes	45
No	165
Total	200

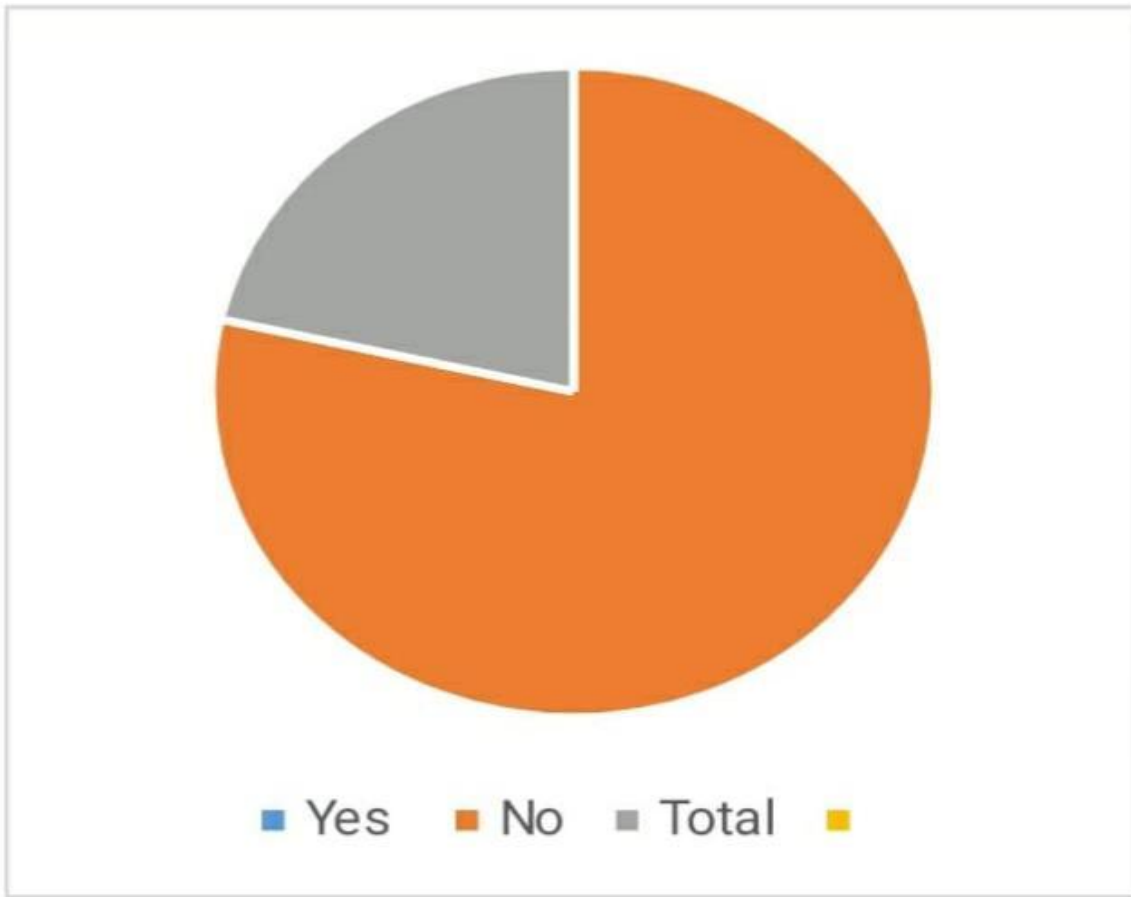


Fig 4.8 prefer of same soft drink

Interpretation

The result depicted from the result that shows t6hat 160 of them are using the same soft drink to drink and rest 45 are using different soft drinks

9 Which flavoured drink do you like most

Table 9 flavoured drink most

flavoured drink most	Frequencies
Mango	30
Apple	70
Orange	90
Grapes	10
Total	200



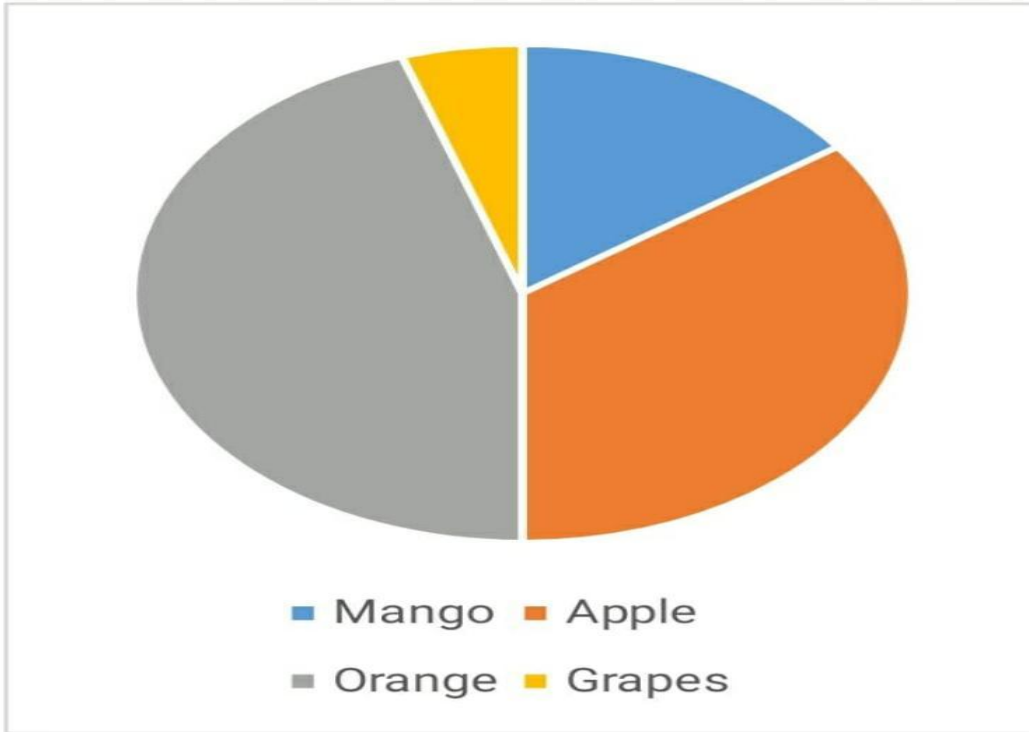


Fig 4.9 flavoured drink most

Interpretation

Among the different soft drink them most of them are preferred to drink orange flavor around 90 of them, 30 of the responded that they like to drink Apple, 30 of them like to drink Mango, rest 10 of them preferred to drink Grapes.

10 Do you think taking too much of soft drinks would causes Health Problem

Table 10 Does soft drinks causes health problem

Does soft drinks cause health problem	Frequencies
Yes	60
No	140
Total	200

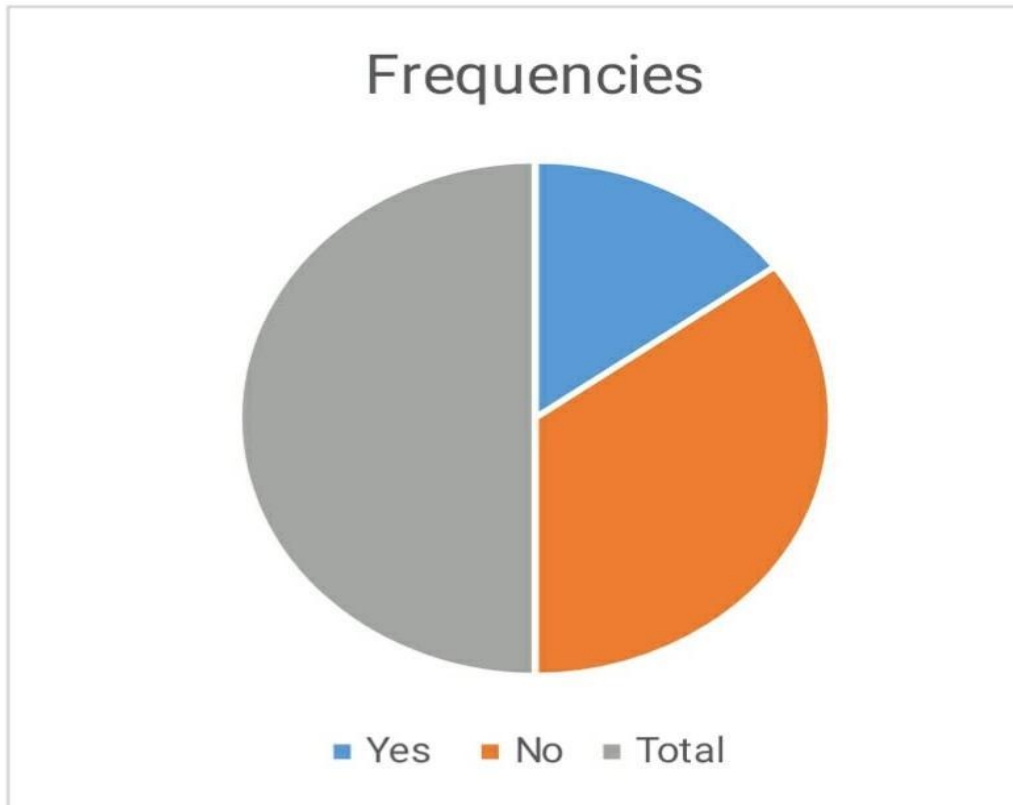


FIG 4.10 Does soft drinks causes health problem

#### INTERPRETATION

The result of survey presented in the figure 10 it shows that 160 of respondent saying no and rest 40 of them are saying yes to this question so according to more people it does not causes any health problem in this survey.

#### FINDINGS

Table 1 shows that 80 of Female respondent and 120 is an Male respondent the survey conducted for 200 members in the organization on the bases of gender

From the survey it found that 160 member prefer to drink soft drink and rest 40 member are not preferred to drink the soft drink in this fig it shows that most of the people are like to dirink the soft drinks based on the taste, color, flavours.

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The result of survey shows that 90 of them are preferred to drink coco cola, 60 of them preferred to drink pepsi, 25 of them like to drink maaza, and other like to drink limca.

The result depicted from the result that shows t6hat 160 of them are using the same soft drink to drink and rest 45 are using different soft drinks.

Among the different soft drink them most of them are preferred to drink orange flavor around 90 of them, 30 of the responded that they like to drink Apple, 30 of them like to drink Mango, rest 10 of them prefere4d to drink Grapes.

The result of survey presented in the figure 10 it shows that 160 of respondent saying no and rest 40 of them are saying yes to this question so according to more people it does not causes any health problem in this survey.

You won't feel full after drinking sugary drinks, and they're strongly linked to weight gain....

Your Liver Converts a Large Amount of Sugar into Fat.

Sugar Increases the Accumulation of Belly Fat.

Insulin resistance, a hallmark of metabolic syndrome, may be exacerbated by drinking sugary soda.

It has been connected to a wide variety of health problems, including type 2 diabetes and osteoporosis as well as the displacement of better food and beverage alternatives from a person's daily diet.

## **SUGGESTIONS**

There are times when a consumer's choice to buy is not illogical. It is well known that buyers use logic while making purchasing decisions. The severe rivalry in the soft drink market necessitates that soft drink makers recognise and strategy around the aspects that consumers consider when selecting a beverage. In light of the results, we propose the following:

Soft drink consumption is greater among younger, less educated, low-income singles who are mostly students, according to the demographics of the respondents. Therefore, soft drink producers that want to expand their market share must use marketing techniques that are tailored to this market niche.

Taste, price, size, availability (distribution method), and flavours that appeal to the specified category must be the foundation of the product positioning plan. A pleasant, delightful and diverse taste and flavour are essential for the high consumption category, which is dominated by younger, lower-income consumers. Also, the amount of the drink (content) should be such that it will be viewed as offering value for the price paid.

## **CONCLUSIONS**

According to respondents, weather/coldness/temperature was the most important factor in deciding which soft drink to buy. As a result, soft drink makers must demonstrate creativity in the packaging they utilise. Ideally, they should develop and employ packaging materials that can maintain a product's ideal temperature for an extended period of time.

In light of the fact that soft drinks will remain a staple of the beverage market for the foreseeable future, further research is required. This research was primarily concerned with the influence of a soft drink brand's internal elements on customer choice. Literature also implies that brand choice is also influenced by elements that are internal to the person. As a result, more research is needed to better understand how personal, psychological, and environmental aspects influence a consumer's decision to purchase a soft drink brand.

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